



Press release from Emotra AB (publ)

Göteborg, October 24, 2018

Management changes at EMOTRA

Emotra's CEO announces that he is stepping down. Emotra's board of directors has appointed Marketing Manager Daniel Poté as the new CEO. Daniel will assume this new position immediately. Margit Ferm has stated that she wishes to step down as chairperson of the board, but will continue her engagement as a board member. Claes Holmberg will be leaving his role as CEO to become the chairman of Emotra's board.

Ever since Daniel was recruited as Emotra's Marketing Manager, our goal has been that he would one day take over the company helm. He has been with the company since October 2017 and has led Emotra's transition from a research-oriented company to a market-driven enterprise focusing on working larger, privately run psychiatric hospitals and hospital chains in some of Europe's most important metropolitan centres.

The board has followed his work closely and been impressed by his professional approach to all his responsibilities. His aptitude made the decision to reshuffle Emotra's top management an easy one. Even in his new role as CEO, Daniel's first priority will continue to be marketing issues and our continued sales efforts.

Daniel Poté has a solid background in international marketing of medical devices. He has previously worked with marketing on a manager level at several companies including Nobel Biocare and Haemochrom Diagnostica GmbH. Daniel Poté joined Vitrolife AB in 2009. His area of responsibility has consistently revolved around international marketing activities. In his role as a global product manager at Vitrolife, he managed most of that company's international new product launches. He has ample experience of using informational and training activities as an instrument for securing new customers and sales on an international market.

Emotra's former CEO and new chairman of the board, Claes Holmberg, has led the company through its first, developmental phase. The main focus of this phase was completing development of and obtaining CE-certification of our product, securing serial production of the test equipment, and carrying out a large, international, open and naturalistic clinical multi-centre study. This study was completed in the spring of 2017. In his new role as chairman of the board, Claes Holmberg will support the company's new CEO to get him up to full speed in his new role.

Comments from Emotra's new chairman, Claes Holmberg

"I am very pleased that we have now taken this important step by appointing Daniel as our new CEO. He has shown that he is the right person to lead Emotra in its next phase as we establish an international market for the company's method EDOR®. I will do everything I can, and as long as he feels it necessary, to support and help him in his work. It is with great confidence I pass the baton as Emotra's CEO to Daniel."

For further information about the Company, please contact:

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This information is the type of information that Emotra AB is legally obliged to publish in accordance with the EU market abuse regulation and the Securities Market Act. This information was submitted for publication on October 24, 2018, under the above contact's supervision.

EMOTRA AB (publ) is a medical technology company that carries out research, development, clinical studies and marketing in the area of suicide prevention. The Company's method, EDOR®, is a proprietary, objective and quantitative diagnostic, psychophysiological test for detecting hyporeactivity in patients suffering from depression. During the test, the patient listens to a series of audio signals. The patient's response, in the form of very small changes in dermal electric conductivity, is measured and analysed. This extremely sensitive and specific test of suicidal risk has been developed as the result of research.