



Press release from Emotra AB (publ)

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Emotra enters an agreement to develop the German market

Emotra has just entered an agreement with Mediq Innovation Experts GmbH (“Mediq”) concerning a future establishment on the German market. This collaboration includes evaluating EDOR® in a clinical context as well as the collection of market data to compose a strategic plan for the German market.

The scope of this effort is broad and includes collaborating with Mediq’s network of experts to assess the market as well as income and pricing opportunities in order to position and gain acceptance for Emotra’s technology in clinical environments. Even if the scope is wide, these data-gathering and data-analysis tasks are focused on the establishment of a strategic, initial platform for Emotra on the German healthcare market.

With this agreement now in place, Emotra will get straight to work and this work will continue into the new year. These activities are necessary steps in our information- and knowledge-gathering for marketing opportunity decisions in Germany. Validation of EDOR’s clinical value and business model, as well as identifying and mitigating risks, are important components in this strategic effort.

“I am very pleased about collaborating with Mediq Innovation Experts as we merge our technology with their network, structured methodology and profound knowledge of the German market. This project is the kind of homework that every company should perform before attempting to establish itself on a key market. I am happy that we now will have access to the best professional mentors possible as we prepare our future launch of EDOR on the German market”, says Daniel Poté, Emotra AB’s CEO.

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Fel! Hittar inte referenskölla.

Emotra AB (publ) is a medical technology company that carries out research, development, clinical studies and marketing in the area of mental health. The Company’s method, EDOR®, is a proprietary and objective psychophysiological test for detecting if patients suffering from depression are hyporeactive.

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