



Press release from Emotra AB (publ)

Göteborg, April 15<sup>th</sup>, 2021

## Emotra signs a letter of intent with a Japanese company

**After a period of negotiations between Emotra and the Japanese company Beauty Life Corporation (BLC), the two companies have signed a letter of intent. This letter of intent concerns a collaboration in which the two companies together will investigate the possibility of working and developing the Japanese market for EDOR.**

BLC ([www.beautylifecorp.jp](http://www.beautylifecorp.jp)) is a company that carries out research, development, and distribution of products in the neuroscientific area and they have an established collaboration with the university of Tokushima. Emotra was recently contacted by a representative of BLC, as they had identified EDOR test as an interesting technology in the field of depression.

A series of discussions and negotiations led to the conclusion that the companies had a mutual interest in investigating the conditions for working and developing the Japanese market for EDOR. The letter of intent is non-binding, although both parties see it as a first step towards a more long-term collaboration.

*“The Japanese market is one of the biggest in the world, but it is also structured and organised in a unique way, which makes it necessary for us to collaborate with a partner that possesses both local knowledge and presence. On paper, our two companies are a nice fit as we now begin a first effort concerning EDOR with our new partner. I’m looking forward to it,”* says Daniel Poté, CEO of Emotra AB.

**For further information about Emotra, please contact:**

Daniel Poté, CEO, telephone: +46 73 234 41 93, E-mail: [daniel@emotra.se](mailto:daniel@emotra.se)

---

*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<sup>®</sup>, is a proprietary and objective psychophysiological test for detecting if patients suffering from depression are hyporeactive.*

Emotra AB (publ), AstraZeneca Bio Venture-Hub, Pepparedsleden 1  
SE-431 83 Mölndal, Sweden. Tel: +46 73 234 41 93, [www.emotra.se](http://www.emotra.se)