

Press release
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Invent Medic initiates user study with Efemia bladder support

Invent Medic has initiated a post-launch user study with the company's innovative medical technology product Efemia bladder support together with Aller media, Sweden's largest publisher of magazines. The company expects to present the results during the first quarter of 2019.

The aim of the study is to measure the improvement of the participants everyday quality of life when using the product during a four-week testing period. The questionnaires used in the study are standardized so that the results can be compared to the company's clinical study on women with stress urinary incontinence (SUI). In this study, urine leakage was reduced with 77 percent on average during usage. The post-launch study has recruited 40 women with urine leakage through the Aller media-owned magazine Femina's test panel.

"We are excited to be able to follow up the market launch of our product Efemia together with Aller media. They have a large share of our potential Swedish customer base as readers and share our mission to support increased well-being for women of all ages," says Invent Medic's CEO Karin Bryder.

In addition to the post-launch study, Invent Medic is also preparing a follow-up study in collaboration with Aino Fianu Jonasson, associate professor at Karolinska University Hospital located in Stockholm, Sweden and a specialist in urogynecology. The aim of this study is to follow up the same participants that were recruited in the conducted clinical study. This will enable the company to gather results after a longer usage period.

Efemia is available to purchase for personal use and by companies through Arcamea, Invent Medic's brand for women's health products. Arcamea's webshop can be found at www.arcamea.se. Invent Medic is also in discussions with several large pharmacy chains and health care providers in Sweden with the aim to broaden the product's availability and visibility.

About Invent Medic

Invent Medic Sweden AB (Invent Medic) is a Swedish company developing innovative products with the aim to improve women's health and quality of life. The company's products are to be safe, effective and easy to use. The finished women's health products are sold through the company's Arcamea brand. Invent Medic's first product, Efemia, is a CE-certified and patented medical technology product used to reduce stress urinary incontinence (SUI) that was shown to reduce urine leakage with 77 percent during usage in a clinical study. The product is based on the same scientific principle as the TVT method, the premier surgical treatment for SUI. Invent Medic's share is listed on the Spotlight Stock Market with the ticker symbol IMS, and the share's ISIN code is SE0007603402. More information can be found at www.inventmedic.com and www.spotlightstockmarket.com.

For more information, please contact

Karin Bryder, CEO
Telephone: +46 (0) 723 811 710
Email: info@inventmedic.com

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