

Press release  
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## **Invent Medic recruits Kerstin Wäborg as Head of Sales**

**Invent Medic announces that Kerstin Wäborg has been recruited as Head of Sales of Invent Medic and Arcamea. Wäborg has extensive experience from positions as Product Specialist, Head of Sales and Head of Products at the Nordic part of Novo Nordisk, Abbott, GlaxoSmithKline and most recently at Enzymatica.**

In addition to a very broad industry experience from both pharmaceutical and medical technology companies, including products in diabetes, neurology, gynaecology, venereology, dermatology and most recently respiratory tract infections, Kerstin Wäborg also brings a strong business network from working with pharmaceuticals and other important health care entities. She has an excellent clinical understanding as a licensed nurse and authorized pharmaceutical consultant.

“We are excited to welcome Kerstin Wäborg as responsible for our sales efforts in Sweden. An experienced and driven Head of Sales with a proven track record is exactly what we need to accelerate our sales through different channels and health care entities”, says Invent Medic’s CEO Karin Bryder.

“To become Head of Sales for this dynamic business, with the potential to create a healthier and more carefree life for millions of women, was a challenge that I just could not turn down. I am really looking forward to getting started with the aim to create the strong awareness and sales numbers that Arcamea and Efemia deserves”, says Kerstin Wäborg.

Kerstin Wäborg will assume the position as Head of Sales for Invent Medic and Arcamea on February 25, 2019.

### **For more information, please contact**

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### **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](http://www.inventmedic.com) and [www.spotlightstockmarket.com](http://www.spotlightstockmarket.com).