

Press release
February 4, 2019

Invent Medic's product Efemia bladder support included in Apoteket AB's assortment

Invent Medic has today signed an agreement with Sweden's largest pharmacy chain, Apoteket AB, that has agreed to include the company's product Efemia bladder support in its assortment. Initially, Efemia will be available in Apoteket's nationwide webshop Apoteket.se.

The inclusion of Efemia in Apoteket's assortment is an important milestone for Invent Medic as the product will now retain a much better exposure towards broad customer groups in Sweden. An approved review by Apoteket is also an import validation of the product.

"There is a strong demand from women who want a simple and effective solution that enables them to be more active and safe in everyday life, without having to worry about urine leakage. However, many are not yet aware that Efemia meets this need. It is therefore very inspiring that we are now able to reach out through Sweden's largest pharmacy chain, that also has a strong quality focus", says Invent Medic's CEO Karin Bryder.

"Apoteket is a well-established pharmacy chain, making it safe and easy to recommend a product in its assortment. We are of course also hoping that health care providers all over Sweden will now recommend Efemia for women that can be helped by the product in their everyday life," says Karin Bryder.

Efemia will be included in Apoteket's assortment in the coming months.

About Apoteket AB

Apoteket is Sweden's largest pharmacy chain with 390 pharmacies all over Sweden and more than 600 pharmacy agents serving customers in sparsely populated areas. In 2017, the pharmacies received 34 million visits, while Apoteket.se had 21 million visitors. All pharmaceuticals sold at Apoteket are approved by the Swedish Medical Products Agency (Läkemedelsverket) and products that are not pharmaceuticals have gone through Apoteket's extensive quality control.

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.

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