

## **PolarCool secures market approval and an agent agreement for the South African Market**

**The Med-Tech company PolarCool (publ.) has received market approval and signed an Agent Agreement for the South African Market. The agreement is signed with sports medicine, performance and recovery company Fierce Pro Recovery for the introduction and sales of the PolarCap® System.**

PolarCool develops the product PolarCap®, which alleviates the effects of concussions. The primary customers are sports clubs and facilities in ice hockey, rugby, football, and handball, but also other sports with an increased risk of concussion.

The South African market has promising potential for PolarCap® due to the strength of rugby in the country and the subsequent high incidence of head injuries associated with the sport. The country has developed a strong professional sporting infrastructure and has significant demand and opportunity for concussion treatment options. The agreement with a commission-based sales agent enables the start of market introduction and sales in the market for PolarCap®.

PolarCool CEO Erik Andersson comments:

- *We are excited to collaborate and work with Lee-Anne and Fierce Pro Recovery and look forward to advancing our position in the South African market. As rugby is one of South Africa's most popular sports we see a large need for acute concussion treatment with PolarCap®. The focus will be on rugby but also other sports segments in the market where concussions are prevalent.*

Fierce Pro Recovery is a sports recovery and sports science company developed and led by Lee-Anne Diab, a former sports scientist for the Vodacom Bulls, who are a current user of PolarCap® through the United Rugby Championship partnership. As part of the collaboration Fierce Pro Recovery will be leveraging its existing relationships and connections in the South African market, to create PolarCap® sales opportunities with professional teams, leagues and organizations.

### **For more information**

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### **About PolarCool AB (publ.)**

*PolarCool AB (publ.) is a medical device company that develops, markets, and sells products for sports medicine. The company focuses on treatment of concussive and sub-concussive brain injury with the portable cooling device PolarCap® System. PolarCool AB (publ.) is based in Lund, Sweden, and its shares are listed on Spotlight Stock Market.*