

PolarCool secures its first American Football deal with Raiders Tirol

PolarCool AB (publ) has entered into its first agreement in American Football in Europe with the Austrian team Raiders Tirol for the use of the PolarCap® System. The agreement marks a strategically important first step into the significant market of American Football.

PolarCool develops and markets the product PolarCap®, which alleviates the effects of concussions. The primary users of PolarCap® include sports clubs, organizations, and facilities in contact sports such as ice hockey, rugby, football, and handball, but also other sports with an increased risk of concussion.

Raiders Tirol will be the first American Football Team to use the PolarCap® System for concussion treatment, demonstrating the club's commitment to player safety. The team plays in the European League of Football (ELF), which is a professional league featuring 17 club teams from eight countries.

PolarCool CEO Erik Andersson comments:

- *We are happy to announce our first agreement in America Football through the partnership with Raiders Tirol. American Football is a sport with high concussion rate and we see great potential to provide the PolarCap® System to the sport in our commitment to increase player safety for athletes.*

The American football market is crucial for PolarCool, with the NFL alone generating over \$15 billion annually and having millions of participants at various levels. The agreement with the Raiders Tirol is strategically important, even if the financial significance of individual agreements are limited.

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.