



INVENT MEDIC SWEDEN



First Product

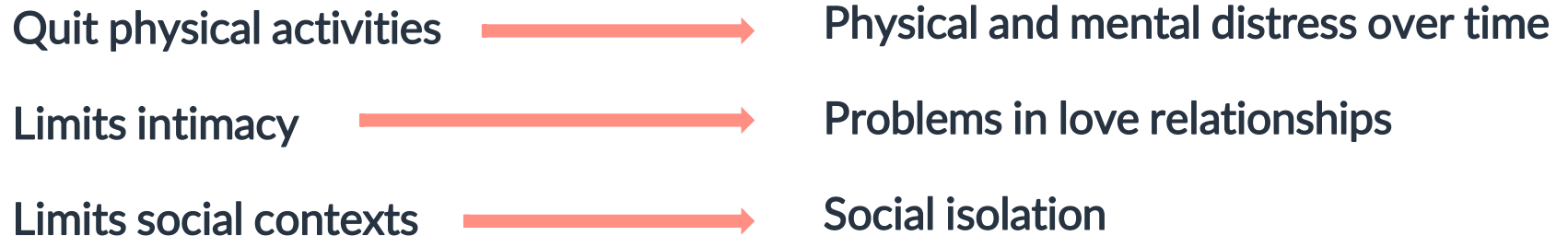
Intra vaginal medical device for stress incontinence



1032 SEK excl. VAT
singel 792 SEK excl. VAT

Stress Urinary Incontinence (SUI)

”SUI is an inability to not leak urine when abdominal pressure becomes too high. It can for instance be the leakage of urine when coughing, sneezing or jumping.” *(1177)*



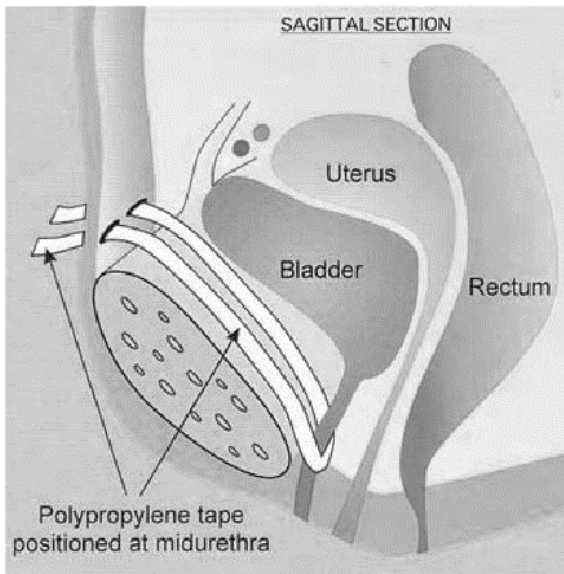
Incidence

1 of 5

Every fifth female experience urine leakage upon physical movement and activity.

This means about 600 000 women in Sweden and over 20 million in the largest EU markets.

Treatment



64% - 89% helped

10% complications

2% serious complications

Stress incontinence *can* (but not always) be reduced with **pelvic floor muscle training (PFMT)**.

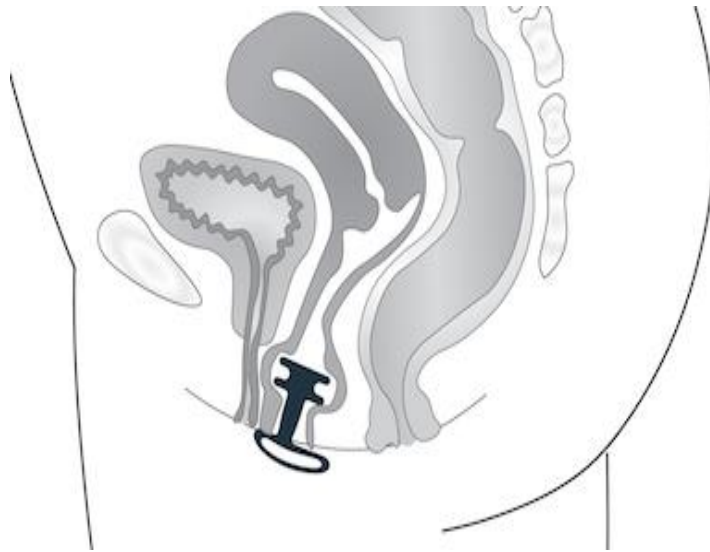
Surgery

Surgery can be an option **unless there has been improvements after 6 months of PFMT**.

A common **surgery** is TVT (Tension Free Vaginal Tape).

During surgery, two incisions are made over the pubic bone and one beneath the urethra, via the vagina. With a special needle, a thin tape is strapped along both sides of the urethra and over the public bone. The tape thereby supports the urethra upon stress, preventing urinary leakage.

efemia Continence Support



Based on the the same scientific foundation as TVT, but non-invasive.

66% - 100% are helped

ca 80% responds that they will continue to use efemia

Here is efemia available

Sweden

- efemia.se
- Apoteket AB
- Apotek Hjärtat

Denmark

- Props & Pearls**
- store
 - webshop

Norway

- Quintet**
- webshop

Germany

- Arteriomed**
- webshop
 - pharmacy

UK

- Advanced Global Health**
- webshop

Netherlands /Belgium

- Pelvitec**
- webshop

efemia - in health care?

Incontinence aids (pads, diapers, continence support) are subsidized.

Procedures and requirements to subsidize aids in health care systems differ in between countries:

- In Sweden by "Regions" through procurements
- In Denmark via "Amts" through direct agreements
- In f.i. UK centrally via NHS

efemia - as an aid

| | | |
|--|---|---|
| Sweden | Denmark | Norway |
| <ul style="list-style-type: none">✓ Deal with two regions✓ Ongoing Procurement in several regions | Props & Pearls <ul style="list-style-type: none">✓ ca 20 Amts, incl Copenhagen | Quintet <ul style="list-style-type: none">✓ Granted application <i>1 April</i> |
| Germany | UK | Netherlands / Belgium |
| Arteriomed <ul style="list-style-type: none">✓ Application in preparation | Advanced Global Health <ul style="list-style-type: none">✓ Submitted application | Pelvitec <ul style="list-style-type: none">✓ Submitted application |

Invent Medic Sweden



Karin Bryder, CEO



Ulrika Andersson QA&RA



Karianne Ellekrans, CMO



Elisabeth Sthengel
DDM/CM



Helene Dahlberg, SCM

2020

FOCUS ON INCREASED SALES

SE:

- Health care system – visits, meetings, marketing materials – **increased prescription**
- Procurements/direct contracts – lobbying, participate – about **5 available** this year
- Marketing - **targeted groups** – newly delivered, active women, special groups
- Improve communication with users – improved homepage efemia.se, reports from current users, with experts, explain – **increase consumer sales**

EU:

- Arteriomed, Pelvitec, Quintet, Props&Pearls, AGH – weekly updates, meetings, support – increased consumer sales, available upon **prescription**
- Increase our presence – primarily **Spain, France and Italy.**

Preparative

US/Australia:

- **US:** Arrange with agent - file 510(k).
- **Australia:** Explore possibilities to file with TGA.

More products:

- Evaluate new product ideas for further development.
- Project start for new product/start "acquisition" of existing product.

2021 - 2022

MAINTAINED FOCUS ON SALES

SE:

- Process health care to subscribe Efemia – visits, marketing, expert meetings
- Procurements – **all but one region** should have completed new procurements by the end of 2022
- Increased direct sales on own platform/via pharmacy, **available on the shelf**

EU:

- Support new distributors launching activities – distributor network, “manual” to create **Efemia market**, close contacts both digitally and physically
- Increase **subscription** of Efemia – presence at special conferences
- Evaluate results/distributors successes

USA/Australia:

- Deal with agent or in other way **introduce Efemia in US**
- If relevant: deal with distributor or in other way introduce Efemia in Australia

Preparative

More products:

- Depending on product; prepare for CE approval and thereafter market introduction of new/ developed Efemia - alternatively market introduction of more products w/o CE requirements

Owner Structure

(31/12-2019)

| Name | Capital % |
|------------------------|-----------|
| Lars Persson | 16,44 |
| Lars-Olof Henriksson | 8,75 |
| Jan Clarén | 7,91 |
| Avanza Pension | 5,27 |
| Tobias Granberg | 2,10 |
| Bryder Consulting AB | 1,87 |
| Tomas Mikael Jakobsson | 1,70 |
| Tommy Holmberg | 1,26 |
| Topejo Group AB | 0,90 |
| Razvan Ionel Albu | 0,90 |



Jan Clarén – inventor of efemia

Inventor or co-inventor of a large number of patents, including the surgical method TVT for the treatment of female stress urinary incontinence.



Lars Olof Henriksson – co-inventor of efemia

Consultant in urology and gynecology – co-developed efemia and performed pilot tests of the prototype.



Lars Persson – Chairman of the Board

Came to the company in 2010 and invested in its future by, among other things, ensuring the patent portfolio.

Aggregated and processed data from, among other things, Euroclear, Morningstar och Finansinspektionen.

Board



Lars Persson, MSc. Chairman of the Board of Invent Medic since 2010.

Persson has over 25 years of experience from senior positions in the life science and venture capital industry. He has worked at, among others, Atos Medical AB and Industrifonden, and his latest position was as CEO for Almi Invest Syd AB. Lars Persson has extensive experience as chairman of the board and member of the board, especially in the life science industry.



Lars Wilander was elected as a board member of the company in 2015.

Wilander has 25 years of experience from senior positions in the medical technology and pharmaceuticals area, with focus on purchasing and quality issues. Wilander has worked as Head of Procurement for Region Skåne and previously served as Procurement Director for Pharmacia & Upjohn and Gambro Lundia AB.



Gun-Britt Fransson was elected as a board member of the company in 2016.

Fransson has more than 30 years of experience in management, business development, in the biotechnology, food and pharmaceutical industries. Previous positions include VP at Probi AB, CEO of Alligator Bioscience A and Research Director at Orkla Foods A.S. Fransson has extensive experience from working as chairman of the board and as board member in private and state-owned companies, charities and universities.



Johan Wennerholm, was elected as a board member of the company in 2017.

Wennerholm has extensive experience in development of medical technology products as he previously held leading positions such as board member of Exini Diagnostics AB, CFO of Enzymatica AB, CEO of Occlutech International AB and CFO of Cella-Vision AB. Wennerholm has a degree in Business and Economics and has received officer training at the Swedish Naval Academy.



Helena Liljedahl, was elected as a board member of the company in 2017.

Liljedahl has over 25 years of experience working in marketing, sales, production, outsourcing, consulting, and management at consumer goods companies. Liljedahl has held several senior positions within, among others, The Weleda Group, BabyBjörn AB and ImseVimse AB. Liljedahl holds a MSc in Business and Economics from Stockholm University and Julius-Maximilians-Universität in Würzburg.

Intellectual Property Rights

| | # | Status | Duration |
|----------------------------------|-------------------|------------|------------|
| Patent – Vaginal Device | | | |
| Europe ¹ | 2376020 | Granted | 2029-12-17 |
| United States | 9,445,882 | Granted | 2030-12-29 |
| United States | 10,238,479 | Granted | 2030-12-29 |
| | | | |
| Patent – Vaginal Device 2 | | | |
| Sweden – priority filing | 1850402-7 | Pending | |
| PCT/EP | PCT/EP2019/059357 | Pending | |
| | | | |
| Design – Vaginal plug | | | |
| Australia | 201816052 | Granted | 2028-10-10 |
| Canada | 183988 | Pending | |
| China | 201830565149.3 | Granted | 2028-10-10 |
| European Union | 005230521 | Granted | 2043-04-11 |
| Japan | 2018-022275 | Granted | 2039-05-10 |
| South Korea | 30-2018-0046675 | Granted | 2038-10-11 |
| Russian Federation | 2018504391 | Granted | 2023-10-10 |
| United States | 29666186 | Pending | |
| | | | |
| Trademark - efemia | | | |
| European Union | 017994075 | Registered | 2028-02-12 |
| Norway | 201816224 | Pending | |

efemia – What do the Users Say?

Thanks to Efemia, I can run again.
Very grateful!

Works both in the ski
slopes and on the horse
back!

Surprisingly easy to use, and with
the best of results!

Thank you so much
for a great product