

PolarCool and Love of the Game to work together and focus on concussion injuries in sport

Major medical device company, PolarCool, has partnered with UK-based campaign group, Love of the Game, to work collectively in a bid to reduce concussion related issues arising from contact and non-contact sports.

Love of the Game works to unite the fields of sport, technology, science, academia and business to identify, invest in and implement innovative solutions that will mitigate the health risks to the brain resulting from impact during sports.

The campaign has a unique network of supporters representing the UK's major sports, government, academic institutions and business and seeks to drive awareness and funding of the research and development of solutions to aid in the prevention, diagnosis and treatment of head injuries, concussion and related problems. The organisation is supported by the UK government, as well as several sponsoring organisations such as the Princess Charlene of Monaco Foundation - that have a vested interest in the prevention and treatment of concussion injuries in sport.

The collaboration is fitting due to both PolarCool's and Love of the Game's aligned missions focused on protecting players and sport. This serves as a great boost to PolarCool's efforts and focus in establishing the PolarCap® System as a concussion treatment solution within the UK market.

PolarCool's CEO Erik Andersson comments;

- *I'm very happy that we can link up with Love of the Game in our mission to enhance the safety of athletes. I now look forward to working together on this issue as part of our strategy to establish the PolarCap® System in the UK market.*

Love of the Game's President Simon Shaw said;

- *The potential for head cooling to aid players after a head injury in a rapid, actionable way, is extremely interesting to the Love of the Game team. I would have willingly used something like this in my playing days.*

Love of the Game's Chairman Laurence Geller CBE said;

- *Providing simple, affordable and effective technology to mitigate potential concussive damage is of the utmost importance to players and teams across all sports and at all levels. We at Love of the Game look forward to working together with PolarCool to speed this mission.*

Contact was established with Love of the Game's President and former England International Rugby Player, Simon Shaw MBE through PolarCool's representative for the UK, Jamie Bache.

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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.

About Love of the Game

Love of the Game (LOTG) is a campaign to reduce concussion-related issues across sport. LOTG takes a solutions-based approach, it develops rapid actionable technologies that prevent, diagnose and treat head injuries in sport. For more information visit; <https://loveofthegame.org>

About Simon Shaw MBE

Simon Shaw MBE is a former professional English rugby union player who played for Bristol, London Wasps and Toulon. He played for England 71 between 1996 and 2011, Shaw was also selected to represent the British and Irish Lions two times.