

PolarCool signs first Rugby League deal with Leeds Rhinos

PolarCool AB (publ.) has entered into an agreement with the English Rugby League team, Leeds Rhinos, for the use of the PolarCap® System. The agreement with Leeds Rhinos marks an important breakthrough for PolarCool in the sport of Rugby League.

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.

Rugby League is a popular professional sport, played predominantly in the United Kingdom and Australia. The sport is similar to Rugby Union in concept but different in rules and gameplay. As a contact sport Rugby League is one of the most physical and produces high injury- and concussion numbers.

The agreement with Leeds Rhinos marks a strategically important introduction for PolarCap® to the sport and means that PolarCap® will be used by the team throughout an initial evaluation period during this coming Super League season, with the aim to continue into a 2-year agreement.

PolarCool's CEO Erik Andersson comments:

- In our ongoing establishment in the UK market, it is now gratifying that we have received our first agreement within English Rugby League. We notice that the wish for solutions regarding the problems with head injuries in the rugby world is large. The fact that the sport has many practitioners and clubs throughout the world, makes this market very interesting.

Leeds Rhinos are known globally as one of the most dominant teams in the Rugby League and have a rich history of success. They currently play in Super League which is the top tier of the English Rugby League.

The agreement with Leeds Rhinos is strategically important, even if the financial significance of individual agreements is 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.