

PolarCool makes a strategic appointment for international expansion

The medical technology company PolarCool have appointed Jamie Bache as Head of Sports Marketing. The role will play a key part in the international expansion the company is facing, with initial focus on the European market.

PolarCool AB (publ) is a medical device company that develops, markets, and sells products for sports medicine to teams, organizations and athletes. The company focuses on the treatment of concussive and sub-concussive brain injury with the portable cooling device PolarCap® System.

Jamie will take on the newly created role with an increased emphasis on securing partnerships amongst the leading sports teams within Europe. The role will also entail an overall responsibility for the company's marketing agents. Over the past year Jamie has worked as a consultant for the company and has been responsible for PolarCool's agreements with Stade Français, Leeds United, Clermont Auvergne and Biarritz Olympic, and establishing significant momentum in the French and UK markets.

Jamie is an experienced sports marketing executive and a former elite level Rugby player. He holds a Master's in Marketing from Durham University Business School and has a demonstrated history of working with athletes, teams and brands in the professional sports industry. He is skilled in brand marketing and partnership development and has experience in establishing brands in the densely populated sports market. He has worked in both the United Kingdom and the United States and has developed a strong network of connections.

PolarCool's CEO Erik Andersson comments,

- *I am very happy and proud that we managed to add Jamie to our team. Jamie has already had successful breakthroughs for the PolarCap® System in Europe. With his experience and network of contacts in our important markets, he will be able to create further opportunities to establish the PolarCap® System internationally. The focus will be on securing more partnerships with teams, leagues and federations.*

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.