

PolarCool secures first agreement in Denmark

The med-tec company PolarCool AB (publ) continues to establish PolarCap® in ice hockey, by signing a two-year agreement with Danish ice hockey club Sønderjyske who play in the Danish top league – Metal Ligaen.

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

The agreement with Sønderjyske is the company's first agreement in Danish hockey and PolarCool now has agreements with clubs throughout the top Nordic leagues. The company has a stronghold in the domestic Swedish market with, among others, a league agreement with the SHL. During 2022/23, the company signed agreements in Norway and Finland.

Sønderjyske Elitesport CEO Klaus B Rasmussen comments;

- I am happy that we in Sønderjyske will provide PolarCap to our players in the future. As an employer in hockey, we have a great responsibility to give our players the best possible conditions to alleviate the effects of concussions and protect players from long-term absences. I look forward to increased cooperation within Sønderjyske but also hope in Metal Liga in the future.

PolarCool CEO Erik Andersson comments;

- Our goal is to establish a league solution for the Danish league. It is very positive that Sønderjyske as a club wants to be ahead of this and already ensure treatment with PolarCap for its players.

As well as being one of the top clubs in the Metal Ligaen, Sønderjyske also participated in the Champions Hockey League in the 2021/2022 season. The agreement with Sønderjyske has an important strategic value as it is the company's first agreement on the Danish hockey market, 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.