

PolarCool strengthens its presence in the UK with the addition of Paul Boanas

PolarCool AB (publ) have recently brought onboard sports technology commercial consultant Paul Boanas to focus on the UK market and strategically advise for the region.

PolarCool develops and markets the product 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, and sports with an increased risk of concussion.

The company sees great interest in PolarCap® from the UK market, where it currently has several existing agreements. As part of PolarCool's long-term goal to expand its presence and accelerate its establishment, the collaboration is an important step in the company's expansion.

Boanas is an accomplished sales leader with over 20 years of experience in the sports technology industry. With a successful track record that includes being a member of the Middlesbrough Football Club backroom staff and leading sales positions at Catapult Sports and Prozone Sports.

PolarCool's CEO Erik Andersson comments:

- *We welcome Paul to our team and look forward to advancing our positions in the UK market. His focus will be on football and rugby due to his geographical position and impressive network within those segments. That we now have a person of his caliber working in this important market feels satisfying given the increased interest we are seeing from clubs in the UK.*

For more information

Erik Andersson – CEO

+46 – 73 860 57 00

E-mail: erik.andersson@polarcool.se

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.