

PolarCool establish a Rugby World Cup agreement with Australia Rugby

The med-tec company PolarCool AB (publ) is expanding its reach in professional rugby by securing an agreement with the Australian International Rugby Team. This partnership grants the team access to the PolarCap® System, during the upcoming Rugby World Cup 2023 in France.

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, but also other sports with an increased risk of concussion.

PolarCool has strategically focused on strengthening its presence in professional rugby, and this agreement holds great strategic value. By collaborating with a major international team like Australia, PolarCap® gains exposure to new potential markets and audiences, including the Australian market, which is a target for expansion. Although the financial impact of individual agreements may be limited, the broader strategic benefits are significant.

Having recently signed important agreements with professional rugby clubs in France and the UK, PolarCool is now poised to make further advancements in the international market. The Rugby World Cup 2023 provides an ideal platform for showcasing PolarCap® on the global stage as a treatment for concussion

PolarCool's CEO Erik Andersson comments;

- Securing an agreement with an international giant like Australia Rugby is very positive for the company. Not only will it bring significant exposure to PolarCap® but more importantly it also shows that one of the biggest rugby nations in the world sees medical benefits of the treatment.

Scheduled to take place from September 8 to October 28, 2023, the Rugby World Cup 2023 will be hosted in various cities across France. This highly anticipated event will bring together the top 20 elite rugby nations from around the world, featuring over 500 players, all vying for the prestigious title.

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.