

The BBC spotlight PolarCool and the United Rugby Championship partnership

The BBC has spotlighted PolarCool's collaboration with the United Rugby Championship (URC), featuring the med-tech company and its product, PolarCap®. This exclusive coverage reached an expected audience of 8 million viewers live across the BBC yesterday (Tuesday 23rd April), on BBC News, BBC Sport, and BBC 5live radio, alongside an online article on BBC.com.

PolarCap® is designed to alleviate the effects of concussions, and is used by sports teams, organizations, and facilities in ice hockey, rugby, football, and handball, as well as other sports which experience a higher risk of concussions.

The BBC coverage highlights the introduction of PolarCap® into the United Rugby Championship this season. This milestone stems from PolarCool's collaboration announcement with the URC in December 2023. As part of the collaboration, PolarCap® has been introduced into the league, across all five countries, this season. In total six URC teams will provide the treatment to their concussed players, marking a significant step forward in professional rugby for PolarCool.

- Access the online article here: [Concussion in sport: Brain-cooling treatment being trialled - BBC Sport](#)
- Access the video news story from BBC News on our website here: <https://www.polarcool.se/>

Journalist Felicity Kvesic led the BBC exclusive coverage, filmed at Murrayfield Stadium, the home of Scottish Rugby and professional rugby team Edinburgh Rugby. The coverage included an interview with Dr. Michael Dunlop, URC's Medical Advisor and Edinburgh Team Doctor. Dr. Dunlop provided insight into the scientific underpinnings and the rationale behind introducing PolarCap® into the league:

- *The metabolic dysfunction that happens in a concussion is worse if the body's temperature is higher. What that then translates into is hot concussions; sports-related concussions are potentially worse than cold concussions. This product appears to be beneficial in the translated effect of reducing those prolonged stand-down periods players can suffer mainly because they continue to be symptomatic.*

The coverage also included an interview with Scotland and Edinburgh Rugby Player Mark Bennett, who has been treated with PolarCap®. Bennett shared his firsthand positive experiences with the treatment:

- *From a players' point of view, if there is any suggestion it is going to help us, then absolutely we're going to use it.*

Additionally, PolarCool CEO Erik Andersson shared his perspectives on the collaboration:

- *I see the different parts of the concussion issue. I think we should focus on all parts and how we can prevent them from happening. How can we have a safe return to play,*

which is very important, and can we treat it in the acute phase? Well, actually, as of right now, you can.

The coverage comes at a crucial time for rugby, as the sport deals with significant challenges related to concussions. Former professional player groups are currently in litigation against rugby's governing bodies for alleged mishandling of concussions and the long-term symptoms that persist for them. This legal action highlights the seriousness of the issue and the need for continued improvements in concussion management.

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.