

PolarCool establish an agreement with Georgia's National Rugby Team

The med-tec company PolarCool AB (publ) continues to expand its reach in professional rugby by forming a partnership with the Georgian National Rugby Team. This partnership provides Georgia with access to the PolarCap® System during the highly anticipated Rugby World Cup 2023 in France, as well as access to the treatment throughout the following rugby season.

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's partnership with Georgia Rugby is a direct extension of the recently announced collaboration with Rugby Australia, who will also provide treatment with PolarCap® at the 2023 Rugby World Cup. These agreements align with PolarCool's overall strategy to introduce the treatment to the professional rugby market. As Georgia steadily rises as a prominent contender in the rugby arena, their decision to integrate the treatment speaks volumes – not only heightening the presence of PolarCap® within the pinnacle of professional rugby, but it also showcases the commitment of a Tier 2 Rugby nation to provide concussion treatment to its players despite potential resource constraints. Although the financial impact of individual agreements may be limited, the broader strategic benefits are significant.

PolarCool's CEO Erik Andersson comments;

- Securing another agreement with an international rugby team showcases PolarCool's momentum in the professional rugby setting. The agreement importantly demonstrates that even smaller rugby nations recognize the medical benefits of PolarCap®, and also the broadness and potential of the rugby market.

Scheduled to take place from September 8th to October 28th, 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

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.