

## **PolarCool expands its reach in professional rugby with Bristol Bears agreement**

**Med-tech company PolarCool AB (publ) is thrilled to announce its latest partnership with Bristol Bears, a renowned English Premiership Rugby team. This breakthrough marks another significant step for PolarCool as it introduces its groundbreaking product, PolarCap® to the world of professional rugby.**

PolarCool develops and markets the PolarCap® System, a product that alleviates the effects of concussion injuries. PolarCap® is primarily used by sports organizations and facilities in contact sports such as ice hockey, rugby, football, and handball, as well as in sports with an increased risk of concussion.

This strategic agreement with Bristol Bears holds immense value for PolarCool's continued establishment in English Rugby. While the financial impact of individual agreements may be limited, the long-term benefits of establishing a strong presence in the UK Rugby market is significant.

PolarCool's CEO Erik Andersson comments;

*- We remain committed to improving player recovery following concussions throughout the world of sports. This agreement with Bristol Bears is another important step for the company in both the Rugby and the UK Markets.*

Having recently secured pivotal partnerships with professional rugby clubs in France, PolarCool aims to build upon its momentum in both the French and UK Rugby markets. Through the partnership with Bristol Bears, PolarCool aims to reach a wider audience and extend the reach of PolarCap® within the English rugby community.

Bristol Bears is an English professional rugby union club founded in 1888, that holds a rich history in the sport. Competing at the top tier of English rugby, known as Premiership Rugby, the team has emerged as a formidable force since 2014. In 2020, Bristol Bears achieved a momentous milestone by clinching their first-ever Premiership Rugby title.

For more information about PolarCool AB (publ) please visit <https://www.polarcool.se/>

### **PolarCool contact details**

Erik Andersson – CEO

+46 – 73 860 57 00

E-mail: [erik.andersson@polarcool.se](mailto: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.*