

Epiprotect registered as class IIb in Saudi Arabia

S2Medical AB (publ) has today received confirmation from the Saudi authorities that the products in the new Epiprotect series are registered and approved for sale as class IIb in the country.

Products in the Epiprotect series have been registered in the country previously, however, in line with the new classification announced by the Company in mid-2021, a new registration has now been completed.

In recent years, the Saudi authorities have tightened controls on medical devices in the country and harmonized their processes with the European CE marking.

The company will make an investment in Saudi Arabia that will be initiated in 2022 and includes, among other things, that its own personnel will assist sales staff from the company's new distributor in the country, Arabian Trade House. As such, the registration is of strategic importance in order to increase the credibility of the company's products, as well as to ensure the products' availability on the market over the coming years. Saudi Arabia is one of the largest and most important markets in the region, and is expected to account for a significant part of the company's expansion in the region in the years to come.

"Starting in February, our own sales team will have a permanent presence in Saudi Arabia in order to support our distributor in the market introduction of Epiprotect, among other things. The focus of our work will be on training our customers to build a long-term relationship, trust and provide maximum benefit from our products. The team in Saudi Arabia will be gradually strengthened on a local basis, but until then will be able to make use of several experienced sales staff and trainers who will periodically visit customers in the country, which, together with our distributor's resources, should give us what we need to be able to take market shares in the country as quickly as possible." says the company's COO, Mårten Skog.

The information in this press release is such that S2Medical AB (publ) is obliged to publish in accordance with the EU Market Abuse Regulation (EU) no. 596/2014. The information was submitted, by means of the contact person below, for publication on 16/02/2022 at 14:45.

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About S2Medical

S2Medical AB (publ) is a medical technology company that develops and sells innovative wound healing products for the entire wound healing process, with a focus on burns and chronic wounds. The company has developed eiratex[®], a new cellulose-based material for healing severe burns and chronic wounds. The material heals wounds effectively and thereby reduces both suffering for patients and costs for health care.