

## **Emplicure recruits Sales Director for småå®**

Emplicure AB (publ) has hired Johan Magné as Sales Director with a long background in Swedish Match to drive the company's sales of småå®.

Johan Magné has over 25 years of experience from selling snus products in the Swedish market within Swedish Match, where he most recently served as Regional Field Sales Manager.

In April this year, småå was pilot launched in two different flavors, Citrum and Mintum, in the company's own online store småå.com and in some selected tobacco stores in Stockholm and Uppsala. With positive feedback from consumers, the next step in the commercialization of småå® is now being taken.

"Johan will play an important role in our strategy to introduce our unique white pouch product småå® on a larger scale to the Swedish market," says CEO Håkan Engqvist.

småå®, which is based on Emplicure's bioceramic technology, represents a completely new generation of oral nicotine products with unique properties. The advantages of bioceramic are that the material can be adapted for a release profile of nicotine and flavor for a better user experience. The products are based on Emplicure's own intellectual property, which gives the company good opportunities to develop additional products.

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Emplicure's Certified Adviser is Erik Penser Bank.



Emplicure develops new and innovative products by combining existing and approved active substances with advanced materials science within ceramic biomaterials. The product portfolio is focused on chronic pain and on abuse-deterrent formulations. The subsidiary Amplicon AB develops consumer products with oral nicotine as the first product. The share is listed on Nasdaq First North Growth Market (EMPLI). Read more at [www.emplicure.com](http://www.emplicure.com)