

Airsonett increases its focus on global commercial expansion

Airsonett AB is expanding its International Sales Organization to increase the rate of its commercial expansion by recruiting a new VP Sales and Marketing and appointing a VP Distributor Sales and Business Development. Recently a number of independent expert groups, both in Sweden and the UK, have published positive evaluations of the company's innovative home based asthma treatment, Airsonett AIR4.¹⁻⁴ Airsonett AIR4 has in clinical studies been shown to further reduce airway inflammation and asthma symptoms leading to a significantly better quality of life when added to patients with allergic asthma that remains poorly controlled despite taking conventional pharmacological treatments.⁵⁻⁷

"I am excited to announce that we have been able to recruit Per Persson to lead our International Sales Organisation as our new Vice President Sales & Marketing. Per brings more than 25 years' of international experience from leading positions within both Sales and Marketing in the Medical Device industry. Most recently he held the position as Vice President Sales at Atos Medical. Per has a strong winning attitude and a personality that will complement and enhance our ability to meet the needs of our customers as we continue to grow" says Fredrik Werner, CEO.

"Sometimes you discover a technology that is adding a huge benefit for patients" says Per Persson. "With the technology offered by Airsonett you are combining the best of worlds; an easy to use medical device that offers additional clinical efficacy with no risk for pharmacological side effects. In the coming years we will focus our efforts on developing our commercial activities and ensure increased access for patients suffering from allergic diseases to this leading technology."

Jonas Båghammar, who previously had the position of Vice President Sales and Marketing, has been appointed to take on the new position as Vice President of Distributor Sales and Business Development to further broaden and strengthen the opportunities in new markets as well as developing prosperous synergetic business opportunities.

FOR MORE INFORMATION, PLEASE CONTACT:

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About Airsonett

Airsonett AIR4 is an innovative home based treatment option for patients who, in spite of taking standard asthma medication, still have poorly controlled persistent allergic asthma. Airsonett uses the unique, patented Temperature controlled Laminar Airflow technology to significantly reduce allergens and other airborne irritants from the patient's breathing zone during night. Airsonett AIR4 is a CE marked class 1 device intended to be used for the alleviation of symptoms of allergy induced diseases such as allergic asthma. It adheres to relevant EU directives regarding design, function, safety and health requirements and has undergone rigorous clinical research programme. Airsonett AB is a Swedish-owned company. The main share owners are SEB Venture Capital, Industrifonden and Magnus Lundberg. For more information, visit www.airsonett.com

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