



Press release

Stockholm, 5 November 2014

Bactiguard recruits new Head of Marketing

Bactiguard strengthens its sales and marketing organization by recruiting Nina Nilsson as Head of Marketing. In addition to marketing, she will also focus on developing the Swedish market.

“Bactiguard is in a rapid expansion phase. Building strong marketing and sales capabilities to support our distributors across the world and develop direct sales in select markets is a strategic priority. Nina Nilsson has solid experience in both international marketing and sales and I warmly welcome her to Bactiguard,” says Johan Rugfelt CEO.

Nina Nilsson has a broad background in the medical device industry, including both marketing and sales. She has been employed by Johnson & Johnson for the past nine years, primarily in diabetes care. Most recently, Nina Nilsson was managing marketing of orthopedic sports medicine products in Europe, the Middle East and Africa. Prior to joining Johnson & Johnson, she was a project manager at the Swedish Council for Health Technology Assessment.

Nina Nilsson has studied medicine at Karolinska Institutet and has a Marketing Diploma from IHM Business School in Stockholm.

For further information, please contact:

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About Bactiguard

Bactiguard is a Swedish medtech company with a business concept of preventing healthcare-related infections, reducing the use of antibiotics and saving lives by developing and supplying infection prevention solutions for the healthcare industry. The company's patented coating prevents healthcare-associated infections by reducing bacterial adhesion and growth on medical devices. Bactiguard®-coated urinary catheters are market leading in the US and Japan, and in recent years the company has developed its own product portfolio of coated catheters for the urinary and respiratory tract and the blood stream. Bactiguard is currently in a strong expansion phase, focused on new markets in the EU, Middle East, Asia and South America. The company reported sales of approximately SEK 130 million in 2013 and has 60 employees, headquarters in Stockholm and production facilities in Sweden and Malaysia. The Bactiguard share is listed on Nasdaq Stockholm. Read more at: www.bactiguard.se