

Press Release

Kraków, October 18, 2021.

MedApp continues global expansion and launches operations in the Brazilian market

MedApp, an innovative medtech company, has started cooperation with a distributor and sales representative in Brazil. This is another important foreign market to which MedApp is expanding its overseas distribution network.

*“We are entering the fifth most populous market in the world, with a population of more than 216 million people, equivalent to almost half of the entire European Union. Brazil is a market open to innovations that improve the quality of medical services and increase the cost effectiveness of treatments. This is proven by the fact that the sales of surgical robots is greater there than in Poland, for instance. Brazil is also a market with nearly 6,600 hospitals, including 4,200 private facilities, and more than a dozen hospitals from Brazil are on the list of the world's 500 largest hospitals. For comparison, in Poland there are less than a thousand hospitals, and none of them is listed in the above mentioned ranking,” says **Krzysztof Mędrala, the CEO of MedApp S.A.** This year, we signed our first foreign distribution agreements in the markets of Great Britain, France and Luxembourg, and we expanded our sales channels in Poland. We are working on distribution agreements with additional Partners. We are also in the process of entering the largest medical market in the world, the USA,” he adds.*

The signed agreement covers the sale of the CarnaLife Holo technology. In the coming week, training sessions for our distributor’s representatives in Brazil are starting. We expect that before the end of the year, the first demonstration treatments using CarnaLife Holo in Brazilian hospitals will be possible.

MedApp S.A. is represented in Brazil both by a direct sales representative with more than 20 years of experience in the Brazilian market, and by an independent distributor, **MyTech Ware**.

MyTech Ware is a company that distributes high-tech solutions to support the Brazilian medical market.

*“MedApp with the CarnaLife Holo solution enables Brazilian surgeons to interact with mixed reality to perform medical procedures with greater precision, reducing their duration and consequently their cost, as well as the number of complications. The CarnaLife Holo solution also enables remote interaction during the procedure or in the planning stages, which is another major benefit, as are the incredible educational and training opportunities the solution offers. We see tremendous market opportunities for collaboration with MedApp. We expect to finalize the sale of the first CarnaLife Holo licenses in the Brazilian market in the first half of 2022,” emphasizes **Marcio Chueiri, CSO of MyTech Ware**.*

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CarnaLife Holo is a certified innovative technology that supports the planning and execution of medical procedures. With the help of Microsoft's HoloLens 2 goggles, the doctor sees in real 3D space a hologram that reflects the imaged anatomical area. The physician is free to interact with the displayed hologram. CarnaLife Holo is now present in 21 medical facilities in Poland and worldwide, and has been used in nearly 130 medical procedures of various specialties.

Following the development of commercial activities, the scale of business and financial results of MedApp S.A. also grows dynamically. In the first half of 2021, the company recorded PLN 5,472,000 in revenue and earned PLN 1,838,000 in net profit. This means that the results generated in the first half of 2021 are similar to the results the company generated in all of 2020. The company's strengths include the support of the Scientific Board consisting of recognized specialists in medical innovation and cooperation with international technology and medical leaders such as: Google, Microsoft, GE Healthcare or Johnson & Johnson.

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MedApp is a NewConnect-listed technology company whose innovations are revolutionizing the way patients are diagnosed and treated both in Poland and in foreign markets. The company offers unique software solutions to support diagnostic imaging and next-generation digital medicine services. The key products offered by our company are: CarnaLife Holo, HoloComm, CarnaLife System and Digital Clinic. MedApp has partnered with international technology and medical leaders such as Google, Microsoft, GE Healthcare and Johnson & Johnson to provide our clients with secure Big Data collection, analysis and visualization. More information about the company and the innovations we are developing is available at: www.medapp.pl and [our LinkedIn](#).

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