

PRESS RELEASE MARCH 14, 2023

Paindrainer AB appoints Linda Nyberg as new Board Member

MEDICON VILLAGE, LUND SWEDEN – Paindrainer AB announces that Linda Nyberg will join the company's Board of Directors. Linda Nyberg has a very broad experience from tech and life science scenes. She is currently the Chief Communications Officer at Novatron Fusion Group AB and is member of the Board for C Green Technology AB and Flarie AB, a digital entertainment platform.

Paindrainer AB is a digital therapeutics (DTx) company developing digital platforms and applications contributing to health and well-being. The Paindrainer app is the first evidence based digital tool demonstrating improved quality of life in patients suffering from chronic pain. The solution is powered by a proprietary Artificial Neural Network (ANN) and is fully adaptive to each chronic pain patient i.e., 360° patient-centricity®.

Linda has a solid background in media and has worked in corporate communications, public affairs, crisis communication, including marketing for multinational listed companies primarily in the health sector. She has held several leading roles in companies, such as Essity, listed on Nasdaq, Apoteket AB, AniCura AB and Bactiguard AB, the latter a Swedish med-tech company.

"I am honored to join Paindrainer AB as a Board Member. Digitalization and patient empowerment are two topics close to my heart. It's evident that digital therapeutic platforms can add significant value and help offload the traditional healthcare systems. Paindrainer is in a very exciting phase, and I hope to be able to contribute to further success with my experience from the teach and health areas", says Linda Nyberg.

"I am very happy to welcome Linda to the board. Her vast market and communication experience from both life science and tech is a perfect background to Paindrainer when we now are entering into an international commercial phase. Her personal engagement for digitalization and patient empowerment will highly contribute to the company and with Linda on board I am very pleased with the composition of competencies in the board", says Prof. Carl Borrebaeck, Chairman of the Board.

Linda Nyberg is also part of the Advisory Board of The Techarena, UNHCR for Sweden and the Swedish Teacher's Award, Lärargalan.

For more information, please contact:

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Paindrainer

About Paindrainer AB

Paindrainer AB is a company developing digital platforms and applications contributing to health and well-being. Paindrainer was founded in 2018 by Prof. Carl Borrebaeck, Dr. Maria Rosén Klement, and Göran Barkfors (IT specialist). The idea was born when Maria, after participating in several pain rehabilitation programs, realized that the pain is affected by more factors than the human brain can keep track of, since all days are different. PainDrainer® uses advanced calculations based on artificial intelligence to coach the user in planning their day not to exceed a certain pain level, and to ensure that there is energy left for activities highly valued.

Paindrainer® has clinical evidence, is based on Acceptance and Commitment Therapy (ACT), self-management and artificial intelligence (AI). The app is CE Class 1 Medical Device certified and is an FDA Mobile Medical Device Class 1 with exemption. www.paindrainer.com