**PRESS RELEASE**

**Coala Life launches in the US**

**Irvine, CA, US - October 2nd, 2019 – Swedish digital health company Coala Life today announced its market launch in the US in collaboration with leading US cardiologists and healthcare providers. The launch follows recent FDA clearance for the Coala Heart Monitor and subsequent A-series funding.**

The Coala Heart Monitor (“Coala”) is a real-time cardiac monitoring system that was introduced in Scandinavia in 2017 and honored by over 15 industry awards. Supported by data from thousands of users and over 200 connected healthcare providers, the Coala received FDA 510(k) clearance in the spring of 2019.

* We’re delighted to launch and scale-up on the US market with our unique solution in favor of patients, providers and payors. We now have a strong US team in place, first customers and very satisfied patients, comments Philip Siberg, heading up the US expansion and co-founder of Coala Life.

The Coala is the first patch-free, prescription heart monitor that provides immediate patient and physician feedback with diagnostic-quality ECG analysis. The Coala utilizes a proprietary chest and thumb ECG technology and integrated smart algorithms that detect Atrial Fibrillation in real-time based on p-wave detection. Data presented at the 2019 European Society of Cardiology meeting confirmed that the Coala detects Atrial Fibrillation with a 300% higher accuracy as compared to single-lead ECG. It was further shown that the Coala contributed to reduced symptoms of palpitations and increased quality of life in a large clinical study of nearly 1,000 patients using the Coala regularly over a longer period of time.

The US market launch and first patients were initiated in collaboration with Dr. Jerome Dwyer, Cardiologist, President of St. Louis Cardiology Center, P.C., and Dr. Gil Vardi, Cardiologist, Partner at St. Louis Heart and Vascular.

* The Coala is a unique and smart digital solution for diagnostics of palpitations, and suspected Atrial Fibrillation, with detection anytime, and anywhere in real-time. It utilizes a patch-free ECG for use in everyday life that incorporates FDA approved ECG and stethoscope with industry leading accuracy. It is perfect for my St. Louis patients, as well as my outreach patients scattered across Southern Missouri!  My patients who have tried it, loved it! comments Dr. Jerome Dwyer, MD and MBA.

Heart palpitations account for over 70 million US primary care visits every year and is the second most common reason for visiting a cardiologist in the US. With the increased availability of single-lead consumer ECG solutions increasing the demand on providers, Coala Life is offering providers and payors a cost-effective and prescription-based monitoring solution to help meet demands of confirmatory patient-centered real-time diagnostics.

**For more info:**

Dan Pitulia, CEO Coala Life AB, +46 70 972 08 38, dan.pitulia@coalalife.com

Philip Siberg, President Coala Life Inc and co-founder, +1 949 590 7195, philip.siberg@coalalife.com

**About Coala Life:**

Coala Life is a Swedish digital health venture focused on cardiac diagnostics and digital health. The company has developed a portfolio of patented CE- and FDA-cleared medical products and services for user-centered digital remote monitoring and analysis of the heart based on advanced and smart algorithms. Coala's solutions enable analysis, remote monitoring, more effective cardiac assessments and integrated care services, all in real time. Coala Life has raised in excess of USD 20 million and was named one of five global Cool Vendors by Gartner Group in 2018 and recognized as of the 100 Global Leaders in Digital Health by the Journal of mHealth. Follow your Heart®. For more information see [www.coalalife.com](http://www.coalalife.com)