

DOSELL LAUNCHES IN ICELAND THROUGH LYFJA AND SKAND

iZafe Group AB (publ) today announces that Dosell is now commercially available in Iceland through the pharmacy chain Lyfja and local distribution partner SKAND. The launch marks the commercial activation of the previously announced distribution partnership. The first Dosell unit has been put into use by a customer, and Dosell is available for demonstration at selected Lyfja pharmacies.

Dosell helps users take the right medication at the right time through reminders and automatic dispensing of multidose medication. If medication is not taken at the scheduled time, a notification can be sent to relatives or care professionals.

“At Lyfja, we focus on making medication management safer and easier. With the medication dispenser, our customers and their relatives gain greater security and a better overview of medication intake by helping ensure that the right medication is taken at the right time,” says Ólöf Helga Gunnarsdóttir, Director of Products at Lyfja.

“This is an important step as our distribution agreement is now translating into an actual market presence in Iceland. Our international expansion is built around strong local partners with established relationships, market knowledge and infrastructure. Together with SKAND and Lyfja, we are now making Dosell available to Icelandic consumers, making Iceland another concrete step in our Nordic expansion,” says Anders Segerström, CEO of iZafe Group AB.

Dosell will also be demonstrated at Lyfja’s “Heilsan til framtíðar” event at Harpa in Reykjavík on Friday, 25 September. Visitors will have the opportunity to see Dosell in action and learn more about the solution.

iZafe Group previously announced its distribution agreement with SKAND, which includes an initial order of 300 Dosell units with planned delivery during 2026. The current launch represents the commercial activation of that partnership and does not constitute a new order or a change to the company’s financial outlook.

More information about Dosell and Lyfja's medication dispensing service is available at:

<https://www.lyfja.is/thjonusta/lyfjaskoemmtun/>

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About iZafe Group AB (publ.)

iZafe Group is a Life Science company that conducts research, development and marketing of digital medical solutions and services for safer medication management at home.

The company leads the development of digital drug dispensing through the drug robot Dosell as well as the SaaS solution Pilloxa with the smart pillbox. The company's solutions reduce the risk of incorrect medication in the home, increase compliance, relieve public health care, increase the quality of life for patients and create a safer environment for relatives.

The customers consist of private individuals, pharmaceutical companies and public and private healthcare providers in Sweden, the Nordics and globally. iZafe Group primarily sells through well-established partners who already have long and deep customer relationships with the prioritized customer groups. The head office is in Stockholm.

iZafe Group AB has been listed on the Nasdaq First North Growth Market since 2018. The company's Certified Adviser is DNB Carnegie Investment Bank AB. Further information is available at www.izafegroup.com

Image Attachments

Lyfja

Attachments

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