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## Study on Patients' Willingness to Pay Published in an International Scientific Journal

AcuCort AB has announced that an article on a study regarding Swedish patients' willingness to pay for Zeqmelit® will be published in the scientific journal *Journal of Health Economics and Outcomes Research*.

The scientific study presented in the article is titled *Treatment preferences for acute allergic reactions – a discrete choice experiment in Sweden*. The study investigates the willingness to pay for a corticosteroid oral film among Swedish individuals with acute allergic reactions. The premise is that corticosteroids are a common treatment for acute allergic reactions, and the oral film offers an alternative to corticosteroid tablets, which can be difficult to administer in an acute situation. The study results show a high willingness to pay among patients.

The study is part 2 of a larger survey study conducted in collaboration with IHE, the Institute for Health Economics. Part 1 focuses on treatment preferences among Swedish patients with acute allergic reactions and was published in April 2024 in the scientific peer-reviewed journal *World Allergy Organization Journal*.

"Part 1 of the study clarifies that there is a significant and clear patient need for a medication like Zeqmelit®. The article on part 2 will increase awareness that there is also a strong willingness to pay for Zeqmelit® among patients," says Jonas Jönmark, CEO of AcuCort.

"It is a significant recognition for the treatment with Zeqmelit® that AcuCort's study on the willingness to pay among allergy patients is featured in a well-respected scientific journal that reaches a large portion of our direct target audience. The timing is also perfect as the launch of Zeqmelit® is planned for this summer," says Jonas Jönmark.

The article in the *Journal of Health Economics and Outcomes Research* is expected to be published in the summer of 2024.

### Further information:

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### About AcuCort AB (publ)

AcuCort has developed and is commercializing Zeqmelit®, a new rapidly dissolving oral film placed on the tongue, based on the well-known cortisone substance dexamethasone. The drug is a smart product in a new, innovative, patented, and user-friendly administration form primarily for the treatment of severe and acute allergic reactions, croup in children, nausea and vomiting during chemotherapy, and for the treatment of patients with COVID-19 requiring supplemental oxygen therapy. Zeqmelit® is approved in Sweden, Denmark, Norway, and Finland. AcuCort (ticker: ACUC) is listed on the Spotlight Stock Market. Visit [www.acucort.se](http://www.acucort.se) for more information.

