

## **Selected to participate in the EIT Health Start.Smart.Global (SSG) programme.**

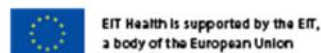
**NextCell Pharma AB (publ) ("NextCell") has been chosen as one of a select group of companies to participate in the EIT Health Start.Smart.Global (SSG) programme. The programme focusses on helping European life science SMEs successful entries into Japan and South Korea.**

EIT Health is a Knowledge and Innovation Community established by the European Institute for Innovation & Technology (EIT), an independent EU body set up to promote innovation and entrepreneurship across Europe. The EIT Health Start.Smart.Global (SSG) programme, helps European life science SMEs optimise their market entries into the lucrative but challenging business environments of Japan and South Korea.

NextCell, will receive expert advice on how to potentially enter the Japanese and Korean markets, either for product commercialization or for further research & development projects. The preparation phase includes on-site training and various e-learning measures throughout the year.

Later this year there will be a specific roadshow for EIT Health Start.Smart.Global (SSG) programme participants where visits will be made to Japan and Korea. This specific programme targets challenging Japanese or Korean business environment such as: regulatory and reimbursement environments for health products/services, contacts to agents and distributors with access to the appropriate customer networks, access to funding and financing opportunities, R&D partners, language & cultural complexities, different business conventions, understanding of market needs and competition.

More information regarding the EIT Health Start.Smart.Global (SSG) programme can be found here: <https://www.bio-m.org/en/about-biom/projects/startsmartglobal.html>



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NextCell Pharma AB  
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**About NextCell Pharma AB:**

Stem cells are expected to change the way how many of today's life-threatening diseases are treated. NextCell Pharma AB develops ProTrans, a drug candidate consisting of stem cells for the primary treatment of autoimmune and inflammatory diseases as well as for use in kidney transplants. ProTrans consists of selected stem cells derived from the umbilical cord tissue with NextCell Pharma AB's proprietary method. In addition, the company has a service called Cellaviva, Sweden's first and only IVO-approved stem cell bank for the family-saving of stem cells from umbilical cord blood and umbilical cord tissue.