

## Sir Roger Moore is engaged by Medirätt AB

**The legendary actor and UNICEF Goodwill Ambassador Sir Roger Moore has accepted the role of an ambassador for Dosell. He will work with the international marketing of the Dosell system.**

Sir Roger Moore became popular in the 1960s in TV-series, The Saint followed by The Persuaders and played James Bond between 1973 and 1985. Since then he has been involved as an ambassador for the UN children's agency UNICEF.

*"I'm very pleased to be a part of this important project. I will work side by side with the MediRätt team to market the Dosell system all around the globe. Medical errors and dispensing problems can easily be diminished by using MediRätt:s products", says Sir Roger Moore in a comment.*

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For further information, please contact CEO Carl Johan Merner at:

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### Important information

This information is such that MediRätt is obligated to publish it in accordance with the EU's market abuse regulations. This information was submitted for publication on April 6, 2017 at 8:50am CET.

### MediRätt in brief

*An average of eight elderly people die, and a further 500 are admitted to hospital in Sweden every day due to drug side effects, even though a solution to the problem exists. This is also a serious issue worldwide. MediRätt's business concept is to develop and market products that support more qualitative and safer healthcare in the home on the Swedish and international market. The Company has developed MediKoll and Dosell, which together form a unique overarching concept that ensure the elderly receive reliable and safe medication.*

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