

# A PRESENTATION BY PJAMA AB

Company Introduction • 2022 Q1



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# AGENDA



**PJAMA AB**



**MARKET- BEDWETTING TREATMENT**



**OUR SERVICES & PRODUCTS – HOW IT WORKS**



**PJAMA BUSINESS MODEL**



**SALES CHANNELS**



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## PJAMA AB – FOCUS & CORE VALUES

To Develop, Produce and Sell discreet Services and Products for children and adults that suffer from bedwetting. Our Service and products should help these individuals to live life as normal and overcome Bedwetting.



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# PJAMA AB - COMPANY

## HISTORY

- 2010 - Founded in Malmo Sweden
- 2014 - First product on market
- 2015 - First reseller
- 2018 - Team growing
- 2018 - Start develop a Treatment Concept
- 2020 - Launch Pjama Treatment Concept
- 2021 - IoT Project with Region Uppsala

## CE-MARKED

Products registered as Medical Device Class 1.

## OWNERS

The company has six (8) owners.

## TRADE MARK

Registered in Europe and on selected markets outside Europe.

## PRODUCTS ON MARKET

- Bedwetting protection products
- Bedwetting Treatment products
- Bedwetting Clinic (digital service)

## SALES AREAS

B2B, B2C & B2G.

## PATENTED

On the bigger markets + PCT pending world wide

## IoT-PROJECTS

Together with leading doctors/nurses in the field.



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# PJAMA AB - ORGANISATION



**OFFICE**  
SWEDEN, KLAGSHAMN (MALMÖ)

Pjama AB's office is located close to Malmö in southern Sweden.



**CONSULTANT, IT DEVELOPER**  
SWEDEN, MALMÖ

We work with a company that has extensive experience of development towards the health sector.



**CONSULTANT, FINANCE & AUDIT**  
SWEDEN, MALMÖ

We work with a consulting company, in close proximity to the office, for assistance with accounting and financial issues.



**WAREHOUSE**  
SWEDEN, SKURUP

Pjama AB's warehouse is managed by a third party logistics company that handles all shipments worldwide.



**PRODUCTION TEXTILE**  
TURKEY

The company's textile products are produced by a contract manufacturer in Turkey. The supplier possesses deep expertise in the area.



**PRODUCTION, TECH**  
CHINA

The company's technical components are produced by a contract manufacturer in China. The supplier possesses deep expertise in the area.



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# MARKET - BEDWETTING TREATMENT



6%

## MARKET SIZE

160 million people annually suffer from bedwetting worldwide. Of these, approximately 2/3 are estimated to be children. Approximately 10 million children and young adults are treated annually with bed wetting alarms, which corresponds to about 6% of all children bedwetters.



50-80%

## BEDWETTING ALARM

Bedwetting alarms are one of the most effective treatments on the market up to 50-80% can be cured with this tool on its own.



2

## 2 MAIN OPTIONS

There are primarily two different options for treating bedwetting, Medication and Alarm Treatment.



65%

## COMMON AMONG BOYS

According to Urotherapists, it is twice as common for boys to suffer from bedwetting than girls.



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# MARKET - BEDWETTING TREATMENT

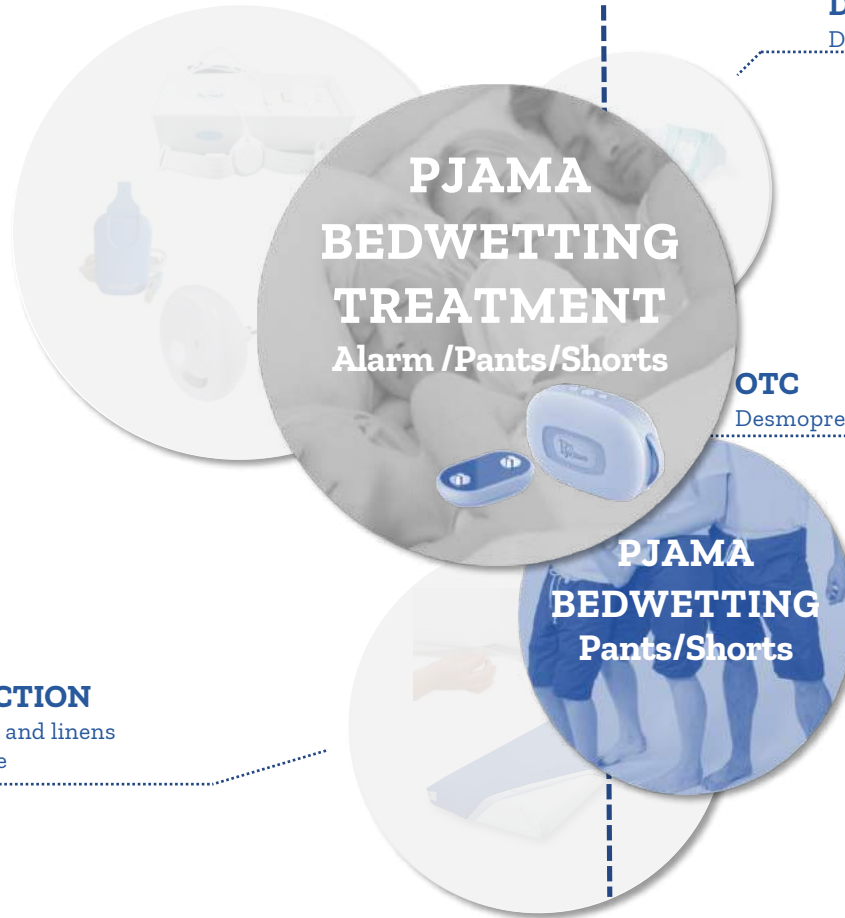
## BEDWETTING ALARMS

Reacts on moisture and wakens the child



## BED PROTECTION

Protects the bed and linens against moisture



## DIAPERS

Disposable or washable

## OTC

Desmopressin



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# PJAMA SERVICES & PRODUCTS



## **PJAMA BEDWETTING CLINIC (USER APP)**

*A user Application to guide the patient through treatment.*



## **PJAMA BEDWETTING PANTS & SHORTS**

*- For spending nights away from home. Absorbent garments that keeps the bed dry.*



## **PJAMA BEDWETTING TREATMENT**

*- An overall solution for Treatment of Bedwetting Including Bedwetting alarms and connectable absorbent/ non absorbent textile products.*



## **PJAMA BEDWETTING CLINIC (PORTAL)**

*- A complete system for monitoring, motivating and interact with patients.*



## **PJAMA BEDDING**

*- Protects your mattress, pillow, duvet and is good for your health!*

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# PRODUCTS



## PJAMA BEDWETTING PANTS & SHORTS

- *For spending nights away from home*

### PRICE LEVELS



MEDIUM

### BEDWETTING CLINIC



DO NOT CONNECT



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# PJAMA BEDWETTING PANTS / SHORTS - MEDIUM



## INSIDE LAYER- TENCEL

Made out of soft Tencel, a fabric made out of cellulose from wood – more specifically, eucalyptus trees.



## MIDDLE LAYER- SUPERABSORBENT

A super absorbent material is placed on the critical area around the waist. Absorbs big volume of liquid.



## OUTER LAYER-TENCEL

An outer Tencel layer that has a waterproof membrane and soft layer that breathes very well.



## WAIST & ANKLES

Hydrophobic material at waist and ankles, superabsorbent material in critical areas.



## SHORTS & PANTS

Sizes for children and adults.



## PJAMA BAG

Waterproof bag for keeping wet shorts/pants in.



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# PRODUCTS



## PJAMA BEDWETTING TREATMENT

- *An overall solution for Treatment of Bedwetting*

### PRICE LEVELS



HIGH



MEDIUM



LOW

### BEDWETTING CLINIC



CONNECTS



CONNECTS



CONNECTS



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# PJAMA BEDWETTING TREATMENT PANTS - HIGH



## PJAMA PANTS/ SHORTS

Trousers with absorbent properties that keep all fluid in the pants. Sewn-in conductive thread.



## PJAMA WETSENSOR

Transmitter with built-in battery. Connects to pants sensors through the buttons.



## PJAMA BEDWETTINGALARM

Bluetooth device that plays the selected alarm signal when indicated.



## PJAMA USER APPLICATION

Application for users with tips and advice on the treatment. Contact path to treatment unit.



## TREATMENT KIT

2 x Pants/Shorts  
1 x Bedwetting Alarm  
1 x Pjama Bag  
Access to User App



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# PJAMA BEDWETTING TREATMENT UNDERWEAR - MEDIUM



## PJAMA UNDERWEAR

Non absorbent underwear in Boxer and unisex briefs model. Sewn-in conductive thread.



## PJAMA WETSENSOR

Transmitter with built-in battery. Connects to pants sensors through the buttons.



## PJAMA BEDWETTINGALARM

Bluetooth device that plays the selected alarm signal when indicated.



## PJAMA USER APPLICATION

Application for users with tips and advice on the treatment. Contact path to treatment unit.



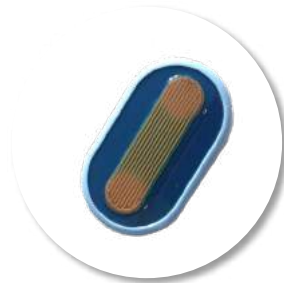
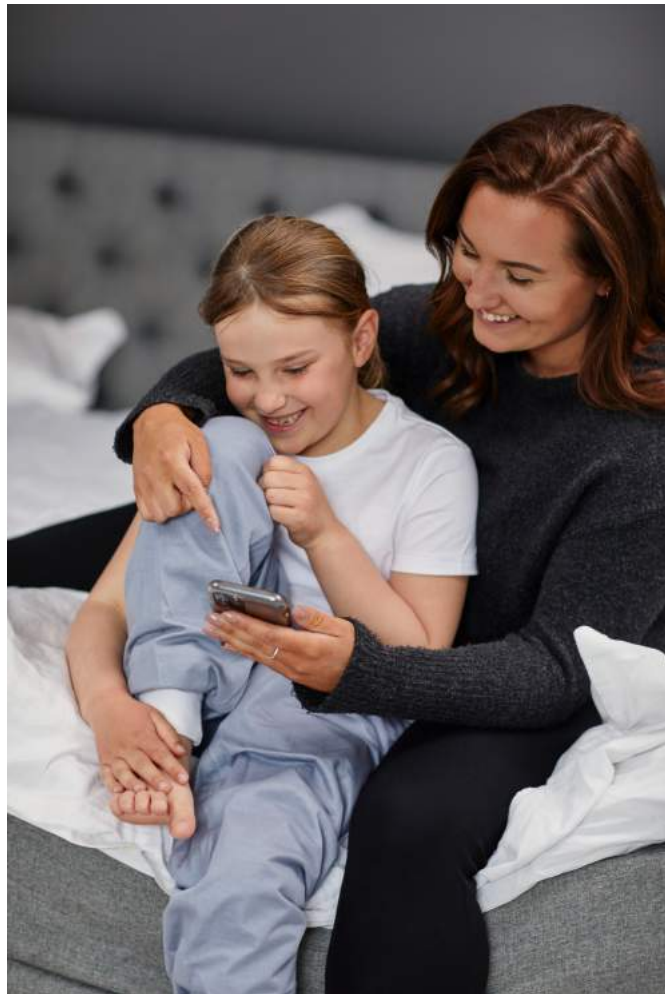
## TREATMENT KIT

2 x Underwear  
1 x Bedwetting Alarm  
Access to User App



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# PJAMA CONNECT BEDWETTING ALARM- LOW



## PJAMA "CONNECT" WETSENSOR

Transmitter with built-in battery and sensor pad. Connects to Pjama App on smartphone, that works as audio-device.



## PJAMA USER APPLICATION

Phone works as audio device. Application for users with tips and advice on the treatment. Contact path to treatment unit.



## OPTIONAL

### PJAMA BEDWETTINGALARM

Bluetooth device that plays the selected alarm signal when indicated.



## FLEXIBLE

Place the sensor in normal underwear or diapers, connect phone/app to sensor-then you are good to go.



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# NEW PRODUCT- 2022!



**NEW**  
2022

## **PJAMA BEDDING**

- *Protects your mattress, pillow, duvet and is good for your health!*

### PRICE LEVELS



MEDIUM/HIGH

### BEDWETTING CLINIC



DO NOT CONNECT



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# PJAMA BEDDING- FEATURES



## TECHNICAL TEXTILE

Produced with Dermofresh, a fabric that is a blend of Tencel Lyocell fibers, Pharma grade 4 Zink Oxide and Polyurethane membrane.



## BREATHABLE / WATERPROOF

The fabric is 100% waterproof and does not let liquids seep through, but it is completely breathable.



## SMOOTH, FOR SENSITIVE SKIN

Compared to cotton and wool the Tencel material is much softer and more pleasant to touch.



## ENVIRONMENTALLY FRIENDLY

The manufacturing process of both the fabric and the finished product is respectful towards the environment.



## ODOUR-REDUCING

Cosmetic grade Zink Oxide and TENCELL reduce unpleasant odors.



## MACHINE WASHABLE AND DRYABLE

The products are machine washable up to 60 C and can be tumble dried at low heat. Do not use Bleach and solvents, ironing and dry cleaning.



## SILENT/ DOES NOT CAUSE HEAT (THERMOREGULATORY FABRIC)

The fabric itself is smooth and does not make any sound. Due to that the material does not retain moisture makes it a thermoregulating fiber, which is cool in the summer and warm in the winter.



## DUST-MITE BARRIER

Fabrics that absorb and retain moisture are ideal for organisms growth causing dermatological allergies. Since Tencel is a quick-drying fabric, these organisms can not survive in it. In addition, the thin membrane acts as a dust mite proof barrier, preventing us from inhaling the dust mites droppings which cause respiratory allergies.



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# PRODUCTS



## PJAMA BEDWETTING CLINIC

- *A complete system for monitoring, motivating and interact with patients*



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# PJAMA BEDWETTING CLINIC (USER APP)



## ----- FREE DOWNLOAD

Available for smartphones at *Google Play* and *App Store*

## ----- CONNECTS WIRELESSLY TO SENSOR

Bedwetting Sensor connects to the Pjama App on smartphone via Bluetooth. Automatically registers any nighttime accident.

## ----- SMART AND USEFUL FUNCTIONS

Get access to alarm functions, alarm signals, calendar to log additional data and progress, general tips and advice during treatment. You also get the opportunity to set day alarms.

## ----- TAILORED FEEDBACK DURING TREATMENT

Data from the Bedwetting Alarm and manually entered by the patient / parent automatically generate messages to the user based on where they are in the treatment process.

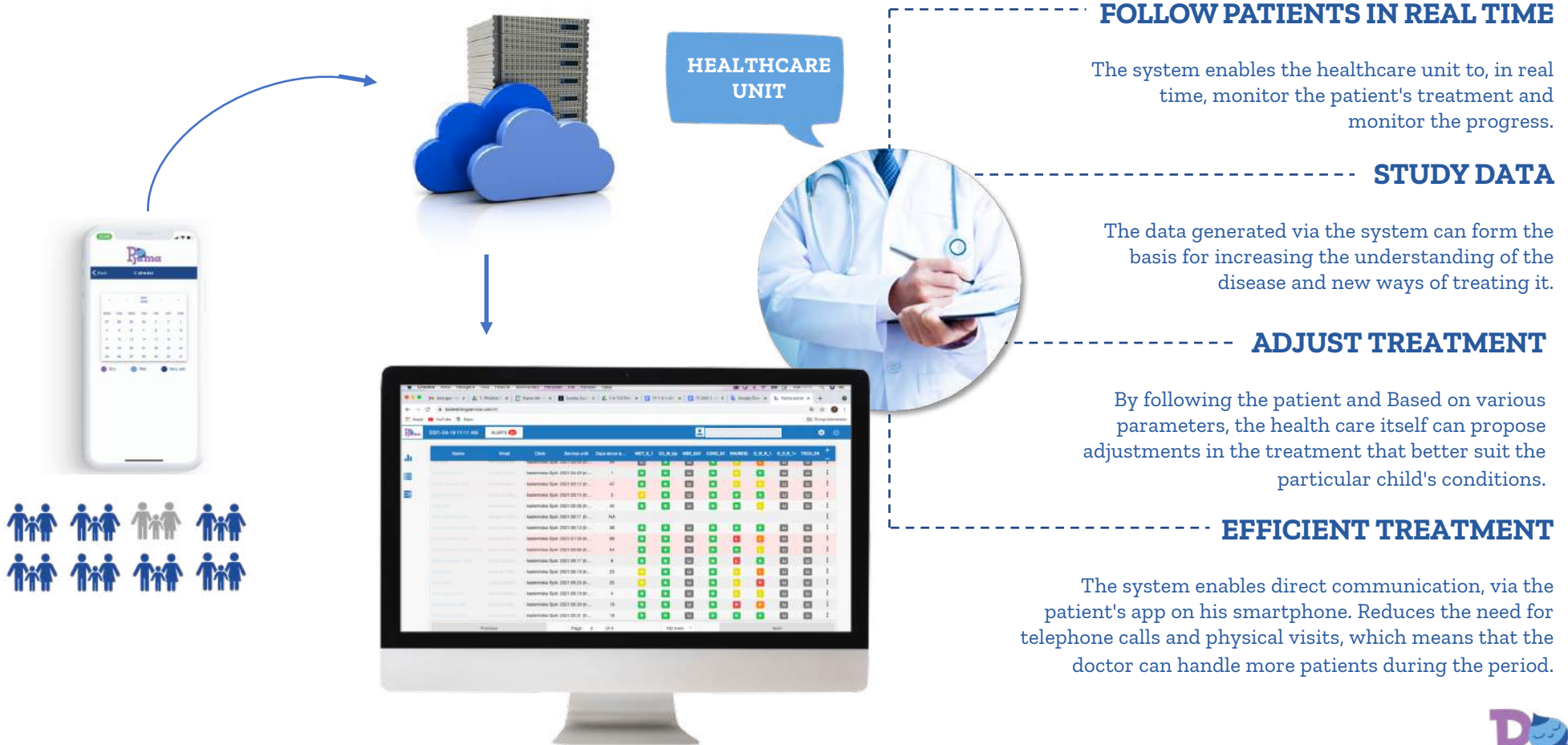
## ----- MOTIVATION IS THE KEY

Messages for motivation addressed to both the parent and the child through text, image and video are generated continuously.



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# BEDWETTING CLINIC (PORTAL)



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# IoT PROJECT

## IoT BEDWETTING TREATMENT (2021-2022)

- Bedwetting, one of the most common health problems among children.
- Treatment usually done with a Bedwetting Alarm.
- Lack of knowledge about predictive factors. Indicators → will the child be helped.

### HOW

- Identify predictive factors
- Increase understanding of the disease
- Identify motivational factors when / how often



## PROJECT GOAL:

The goal is to have a verified digital service that Increase the number of successful treatments regardless of treatment method.

### WHEN

- 2021**  
Develop and verify the system
- 2022**  
Verify system on a bigger scale, nationally

### PARTNERS



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# IoT PROJECT

## HOSTPITALS FOR VERIFICATION OF SYSTEM:

- **Region Dalarna**
  - Falu Lasarett
  - Mora Lasarett
- **Region Skåne**
  - Centralsjukhuset Kristianstad
  - Trelleborgs Lasarett
  - Ystad Lasarett
  - Helsingborgs Lasarett
  - Ängelholms Sjukhus
  - Skånes Universitetssjukhus Lund
- **Region Uppsala**
  - Akademiska sjukhuset i Uppsala
  - Mumin Barn Spec. mottagning
- **Region Norrbotten**
  - Gällivare Sjukhus
- **Region Västernorrland**
  - Örnsköldsviks Sjukhus
- **Region Västerbotten**
  - Norrlands Universitetssjukhus
- **Region Västmanland**
  - Västmanlands Sjukhus
- **Region Västra Götaland**
  - Norra Älvsborgs Länssjukhus
- **Region Örebro län**
  - Karlskoga Lasarett
- **Region Stockholm**
  - Södertälje Sjukhus



## DIALOGUE WITH HOSTPITALS IN REGION:

- **Region Halland**
- **Region Kronoberg**
- **Region Värmland**
- **Region Östergötland**
- **Region Västra Götaland**
- **Region Skåne**
- **Region Stockholm**
  
- **Norway**
- **Switzerland**
- **Germany**
- **United Kingdom**



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# THANK YOU,

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