

## **Worldwide Launch of Norwegian-developed Medicine Against Acute Myocardial Infarction (Heart Attack)**

**(Oslo 18 January 2023) The Norwegian company, Asamedic, launches Coxor® 300 mg, a medicine to be used immediately when suspecting a heart attack. The company's ambition is to provide the prescription-free medicine worldwide.**

- This is a grand day for us. Since 2015, we have worked hard to develop the medicine. Such worldwide news is not every day for a Norwegian company. We are starting in Norway, however we have international ambitions, says Geir Ivar Westen, CEO of Asamedic.

Coxor® 300 mg is an over-the-counter medicine consisting of powder and liquid, and a mixture to be used immediately if a heart attack is suspected. Each bottle contains 300 mg. of acetylsalicylic acid (ASA) and a patented solvent. Asamedic has entered into a license agreement with the Swedish pharmaceutical company Evolan, which is responsible for the launch of Coxor in Norway.

ASA has also previously been used to treat acute myocardial infarction, but the new, patented, user-friendly administration is a breakthrough.

- It is recommended to use ASA as a first aid when treating a heart attack, because it limits the ability of platelets to clot further. The challenge has been that a pill can be difficult to swallow or chew when experiencing chest pain, and water might not always be available. Furthermore, it takes some time for pills to dissolve in the stomach and the content starts having effect in the blood-stream. As a liquid, Coxor is quickly absorbed into the body, says Dan Atar, MD, Professor of Cardiology at Oslo University Hospital and adviser to Asamedic.

Every year, approx. 13,000 people in Norway suffer a heart attack, according to the Norwegian Institute of Public Health. Of these, approx. 1,600 won't survive this event. The WHO reports that 8.9 million people died globally due to heart attacks in 2019.

- A clinical study<sup>1</sup> of almost 1,000 patients with a heart attack compared taking ASA as quickly as possible, i.e. before arriving at the hospital, to the in-hospital intake of the drug. The result was striking: the pre-hospital intake made it more than twice as likely to survive a myocardial infarction than receiving the drug at the hospital. Coxor® is the first aid equipment everyone should have in their medicine cabinet or bag, says Atar.

Founder, Per Erik Stribolt-Halvorsen, has had the idea of developing a liquid alternative of ASA for a long time.

- I have pondered this idea for several decades, ever since I lost both my father and brother to heart attacks. During medical school, much thinking was devoted to finding the best way

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<sup>1</sup> Barbash I, Freimark D, Gottlieb S, Hod H, Hasin Y, Battler A, Crystal E, Matetzky S, Boyko V, Mandelzweig L, Behar S, Leor J; Israeli working group on intensive cardiac care, Israel heart society. Outcome of myocardial infarction in patients treated with aspirin is enhanced by pre-hospital administration. *Cardiology*. 2002;98(3):141-7. doi: 10.1159/000066324. PMID: 12417813.

to treat an acute myocardial infarction. I am very proud that we have come this far, and hope our medicine will save many lives, says Stribolt-Halvorsen.

The company is currently well capitalised. Nevertheless, the chairman of Asamedic emphasise that additional funding is needed.

- We will first launch in Norway and the Nordic countries, and then other countries in the world. This expansion will require capital, thus it is natural to take further action going ahead. We believe that a product that can save lives this way will be of interest to both financial and industrial players internationally, says Leif Thoring, Chairman of the Board of Asamedic.

For inquiries or questions about Asamedic or Coxor, please contact Geir Ivar Westen, CEO Asamedic: +47 90546049 / [geirivar@asamedic.no](mailto:geirivar@asamedic.no)

### **About Asamedic**

Asamedic was started in Oslo in 2015, based on founder Per Erik Stribolt-Halvorsen's idea to develop a liquid variant of ASA. The company has 80 shareholders, many of which are from the field of medicine.