



Relief Announces Appointment of Two New Board Members and creation of Prestigious Medical Advisory Board to drive its innovation in urinary incontinence

[Pisa, 17th March 2025] – Relief, an innovative Italian company that recently announced an investment round led by Panakes Partners, developing a first-in-class device for the treatment of moderate to severe stress urinary incontinence, is proud to announce two major strategic advancements: the reinforcement of its strategic board with highly experienced industry leaders and the formalization of its Medical Advisory Board, composed of internationally recognized Key Opinion Leaders (KOLs). These developments mark significant milestones in Relief’s commitment to enhancing leadership, regulatory and clinical expertise, and market positioning through the inclusion of senior executives and distinguished advisors.

In particular, Relief has significantly reinforced its leadership and industry expertise with esteemed industry leaders joining its board of directors.

Michael Kujak joined as Chairman of the Board of Directors and Steffen Hovard as independent board member.

Michael Kujak is a highly experienced executive with over 30 years in the medical device and urology industry; he is currently President and CEO of Francis Medical, where he has played a key role in securing a \$80 million Series C funding round, having been the Chief Marketing Officer at NxThera (acquired by Boston Scientific) and General Manager at AMS (acquired by Boston Scientific). His extensive expertise in commercialization, global expansion, venture capital, and regulatory strategy, especially in urology and continence care, makes him a valuable asset in guiding Relief’s growth.

“I am excited to join the Relief Board of Directors at this early stage in the development of the company. The UroRelief technology is a novel minimally invasive way to restore urinary continence in both men and women that will help patients.” said Michael Kujak.

Steffen Hovard has over 25 years of leadership experience in the medical device, continence, and urology industry, having held leadership roles including CEO at Neuspera Medical, Chairman of UroMems and President of Coloplast Interventional Urology; he currently serves as Board Director at Butterfly Medical. His expertise in regulatory strategy, commercialization, and scaling innovative technologies will support Relief in navigating its next phases of growth.

“I am honored and excited to join the Board of Directors of Relief, and look forward to working closely with the great team to move a revolutionary minimally invasive solution forward in a market with a significant unmet need.” declared Steffen Hovard.

In parallel with the nomination of its new Board members, Relief has formalized its Medical Advisory Board, composed of internationally recognized experts in urinary incontinence. The Advisory Board’s mission is to provide strategic guidance and foster



innovation, ensuring that Relief's solutions address the most pressing needs of both patients and healthcare professionals.

The Medical Advisory Board includes:

- **Dr. Dean Elterman (University of Toronto)** – A globally renowned urologist specializing in advanced treatments for urinary disorders, serving as Chairman of the Medical Advisory Board.
- **Prof. Finazzi Agrò (University of Rome Tor Vergata, Italy)** – A leading expert in functional urology with extensive academic and clinical experience.
- **Prof. Roger Dmochowski (Vanderbilt University, Tennessee, U.S.)** – A distinguished authority on pelvic floor disorders and urinary incontinence.
- **Dr. Silvia Secco (Niguarda Hospital, Milan, Italy)** – An innovative clinician dedicated to advancing care for urological and urogynecological patients suffering from urinary disorders.

As Chairman of the Medical Advisory Board, Dr. Dean Elterman commented: *“Relief is changing the longstanding paradigm of treating stress urinary incontinence in both men and women. This broadly adoptable, cystoscopically delivered technology has the potential to fill an unmet need in patients wanting an alternative to pads, clamps, slings, and artificial sphincters. The potential benefit for patients of this technology is far-reaching and very exciting. The novelty of the device construction and approach to disease management is a significant step forward. I’m honored to work with such esteemed colleagues on the Medical Advisory Board and the dedicated team at Relief.”*

To further strengthen its commitment to excellence, Relief is already planning to expand the Medical Advisory Board in the near future, inviting additional KOLs to contribute to its mission of redefining care standards in urology and gynecology.

Commenting on these strategic developments, Gioia Lucarini, CEO of Relief, stated: *“Bringing together such a prestigious group of experts is a pivotal step in our journey to create impactful medical solutions. Their expertise will be invaluable in shaping our vision and expanding our reach in the field of urinary incontinence.”*

Relief will also be present at Annual European Association of Urology Congress (EAU25) in Madrid on March 22, 2025, where it will showcase its innovative solution to the international urology community.

For more information about Relief and its initiatives, visit www.reliefsrl.com.