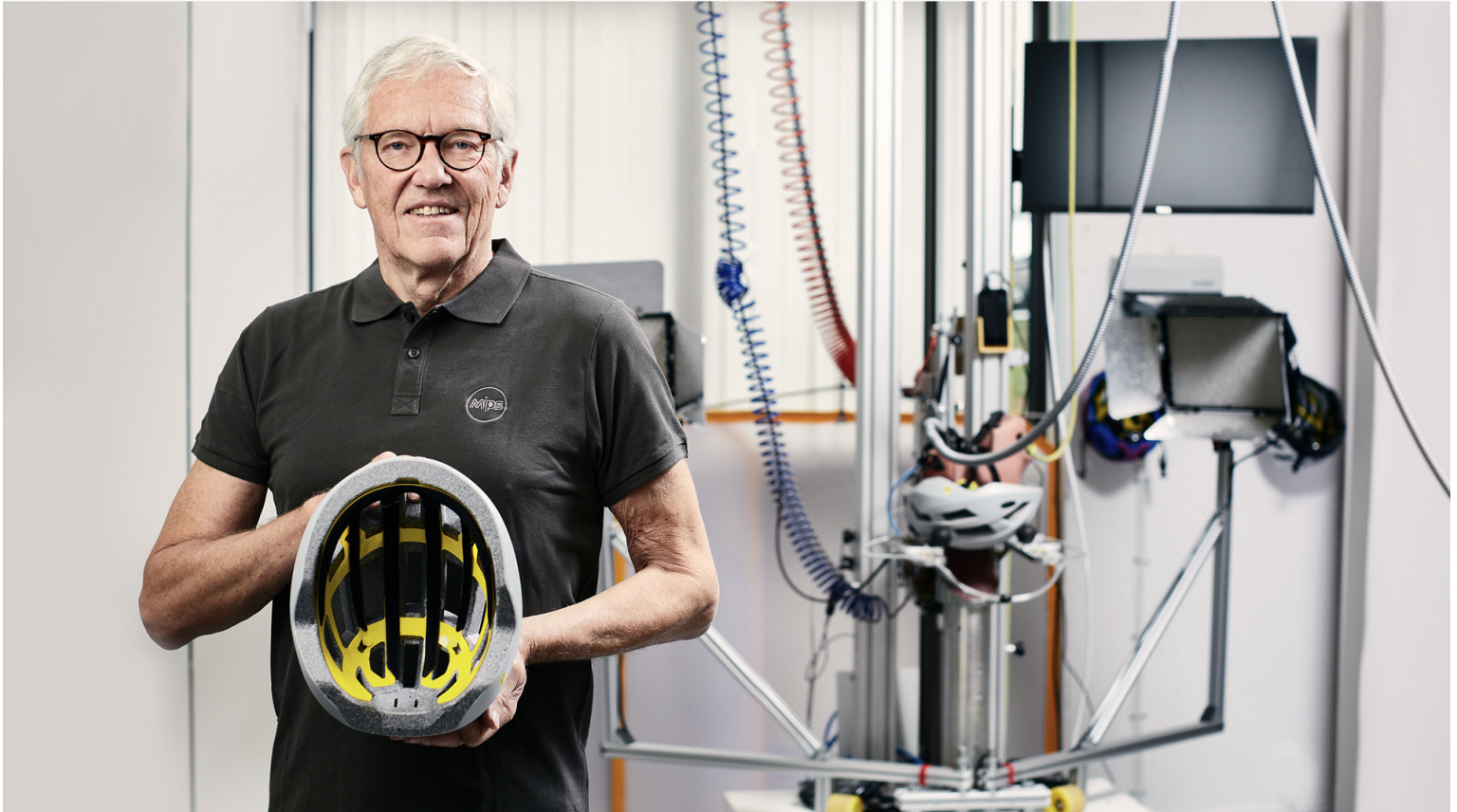


Mipscorp / About Mips

# The history of Mips

The start of 25 years of research into rotational motion



In 1995 Hans von Holst, a Swedish brain surgeon working at the Karolinska Institute in Stockholm, began examining how standard helmets were designed, as he was convinced that the helmets generally available were not providing sufficient protection against brain injuries. Hans von Holst contacted KTH (Royal Institute of Technology in Stockholm) with a view to launching research into preventing head and neck injuries, which resulted in Peter Halldin, a student at the institute, commencing his doctorate on the biomechanics of injuries to the head and neck. In 1996 Hans von Holst and Peter Halldin presented their idea for the Mips solution. During the same time period, Svein Kleiven was admitted as a PhD student, and started work on developing what has become one of the finest FE (Finite Element) models in the world of the human brain. This model is a key research tool for Mips, as it makes it possible to visualize and measure the effects of Mips safety system.

## A summary of Mips's history

### Research phase

1996–1997

Starting in 1996, the company works to develop the idea of the Mips solution. Startup funding is obtained to cover the costs of performing experimental tests, and expenses linked to patent applications.

**REVELYST v. BRAINGUARD**  
**IPR2025-01032**  
**REVELYST 1061**

## Startup phase

### 1998—2003

The first prototype of a helmet equipped with a Mips solution was tested at the University of Birmingham in 2000, and led to the publication of the first scientific article in 2001.

### 2004—2007

An actual equestrian helmet featuring a Mips solution is developed and launched on the Swedish market.

### 2008—2009

The first institutional investors choose to invest in the company, and the first agreement with an external customer is signed.

## Growth Phase

### 2010—2014

In 2010, the strategic decision is taken to focus exclusively on becoming a leading ingredient brand by selling and licensing the company's technology within different helmet categories, rather than marketing of own brand helmets.

### 2015

2015 was a milestone year for Mips, when the company sold more than a million Mips safety system units to 28 helmet brands, corresponding to an increase in volume of 275 percent in comparison with the previous year.

### 2016

Having previously been available in motocross helmets, Mips safety system is launched in a road motorcycle helmet in 2016, and Mips experiences continued growth in volume, selling 1.7 million MIPS safety system units over the course of the year.

### 2017—2021

During 2017 Mips is listed on Nasdaq Stockholm. Up to and including 2021, the company has sold more than 30 million Mips safety system units, which have been implemented in several different types of helmets, including bike, snow, equestrian, motorcycle, climbing and safety.

### About Mips

- [Business model and strategy](#)
- [Ingredient brand](#)
- [Rotational motion](#)
- [Market overview](#)
- [Research and development](#)
- [History](#)

### Sustainability

- [Code of conduct](#)

### Subscribe

### Investors

- [IPO 2017](#)
- [Share key figures](#)
- [Reports and presentations](#)
- [Financial calendar](#)
- [Financial definitions and alternative performance measures](#)
- [Investor relations contact](#)
- [Transaction reporting](#)
- [Subscribe](#)

### Press releases

### Corporate governance

- [Articles of association](#)
- [General meetings](#)
- [Nomination committee](#)
- [Board of directors](#)
- [- Remuneration committee](#)
- [- Audit committee](#)
- [Remuneration](#)
- [Executives](#)
- [Incentive programs](#)
- [Auditors](#)
- [Whistleblowing Policy](#)
- [Policies](#)

### Investor relations contact

### Contact Us

[info@mipsprotection.com](mailto:info@mipsprotection.com)  
Kemistvägen 1B, SE-183  
79, Täby, Sweden

## Social media

[Facebook](#) [Instagram](#) [Vimeo](#) [LinkedIn](#)

[Consumer website >](#) [Brand assets >](#)

WARNING: NO HELMET OR IMPACT PROTECTION SYSTEM CAN PROTECT A USER FROM ALL INJURIES. ALTHOUGH THE MIPS® SYSTEM HAS BEEN DESIGNED TO REDUCE ROTATIONAL ENERGIES TO THE HEAD, WHICH MAY LEAD TO BRAIN INJURIES, THERE ARE LIMITS TO THE PROTECTIVE CAPABILITIES OF ALL HELMETS, INCLUDING HELMETS WITH THE MIPS® SYSTEM. USERS ARE WARNED NOT TO REMOVE, REPOSITION OR OTHERWISE TAMPER WITH THE MIPS® SYSTEM IN A HELMET OR USE A HELMET WITH THE MIPS® SYSTEM IF THE MIPS® SYSTEM IS DAMAGED OR DISPLACED. SOME MIPS® LOW-FRICTION LAYERS, ALONG WITH OTHER PARTS OF A HELMET, MIGHT CAUSE LACERATIONS TO THE WEARER'S SCALP IN SOME RARE ACCIDENTS. THIS MIGHT OCCUR DUE TO THE HIGH PRESSURE ON THE SCALP FROM THE IMPACT OR AS A BY-PRODUCT OF THE LOW-FRICTION LAYER'S MOVEMENT IN CERTAIN ANGLED IMPACTS TO HELP REDUCE THE ROTATIONAL ENERGIES TO THE HEAD. IF YOU WOULD LIKE FURTHER INFORMATION, PLEASE CONTACT US. DISCLAIMER: MIPS AB AND ITS AFFILIATES (COLLECTIVELY, "MIPS") DO NOT WARRANT THAT AN INDIVIDUAL WHO SUFFERS A COLLISION, FALL, OR OTHER BLOW TO THE HEAD OR PERSON WHILE WEARING A HELMET EQUIPPED WITH THE MIPS® SYSTEM WILL NEVER SUFFER ANY CONCUSSION OR OTHER INJURY TO THE BRAIN, THE HEAD, OR OTHER BODY PARTS. USER ASSUMES ALL RISKS, INCLUDING ALL RISKS OF BODILY INJURY, DEATH OR PROPERTY DAMAGE, ARISING OUT OF USER'S ACTIVITIES WHILE WEARING A HELMET EQUIPPED WITH THE MIPS® SYSTEM. TO THE EXTENT PERMITTED BY APPLICABLE LAW, MIPS EXPRESSLY DISCLAIMS ALL WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, INCLUDING THOSE CONTAINED IN UCC SECTIONS 2-314 AND 2-315.

