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CellaVision strengthens its product portfolio with two new products

CellaVision announced today the launch of two new products. CellaVision® DM9600, a replacement for CellaVision®DM96 for use in large laboratories, and CellaVision® Advanced RBC Application, a unique software application for advanced analysis of red blood cells.

The target market for CellaVision DM9600 and CellaVision Advanced RBC Application is clinical laboratories that handle large testing volumes and require a large capacity. With these products, CellaVision continues to lead the way in their field of technology, and further strengthen its position in the global market for hematology.

"The development of a replacement for our most successful analyzer, the CellaVision DM96, has been finalized and we are proud to introduce a new instrument that is based on the same patented hardware platform as our other two analyzers". The CellaVision Advanced RBC Application offers future and existing customers unique opportunities to assess red blood cells based on shape, size and color, an important analysis for anemia and other disorders "says Yvonne Mårtensson, CEO of CellaVision.

On July 1 the CellaVision DM9600 becomes commercially available in both Europe and the U.S., with the CellaVision Advanced RBC Application initially available in Europe only. Both products will be sold by the company's global distributor network. CellaVision will apply for the necessary approvals to sell it in other markets. The official market introduction will take place at the ISLH Congress in The Hague, Netherlands, on 15-17 May 2014. Customers can rely on continued provision of service and support for the discontinued CellaVision DM96 analyzer according to CellaVision's End-of-Life Policy.

For more information, please contact:

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CellaVision – leading the way in digital cell morphology

CellaVision is an innovative, global medical technology company that develops and sells its own leading product concept for routine analysis of blood and other body fluids in health care services. The concept rationalizes manual laboratory work, and secure and support effective workflows and skills development within and between hospitals. CellaVision's product portfolio consists of analyzers, applications, software, and consumables. In 2013 sales were SEK 180



million and sales continue to increase, with a growth target of at least 15 % per year over an economic cycle. CellaVision's registered office is in Lund and the company has subsidiaries in the USA, Canada and Japan. The share is listed on the Nasdaq OMX Stockholm, Small Cap list. Read more at www.cellavision.com

Publication

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