



Innovative Cell and Tissue Technology

Press release
January 31, 2008
Kungsbacka, Sweden

Vitrolife becomes majority owner of Italian distributor

Vitrolife is acquiring 51 percent of the shares in A.T.S. Srl, the distributor of Vitrolife's products in Italy since 1999. The acquisition is in line with Vitrolife's strategy to operate under its own management in key markets and increases the opportunities for A.T.S. to be more aggressive and be able to increase the market share in the Italian market.

"We have previously spoken of increased ambitions with regard to direct market presence in our key markets. By going into A.T.S. we are being more aggressive in Italy together with our Italian distributor. We feel that there is more potential in the Italian market. Our distributor has long experience of both our products and the market and will now be able to make the necessary investments in order to expand," says Vitrolife's CEO Magnus Nilsson.

The seller of the shares is Paolo Trabucchi, one of the founders and previously the sole owner of A.T.S.

Vitrolife has an option to acquire a further 9 percent of the shares within 6 months and subsequently a further 10 percent within 12 months, that is a total of 70 percent. For the Vitrolife Group as a whole the acquisition will initially have a marginal effect on net income and sales, after the elimination of internal sales.

Approximately 24,000 infertility treatments are performed in Italy per year and the number of fertility centers amounts to approximately 300. The potential market value for instruments and media amounts to SEK 40-50 million.

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Magnus Nilsson
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Vitrolife is a global biotechnology/medical device Group that works with developing, manufacturing and selling advanced products and systems for the preparation, cultivation and storage of human cells, tissue and organs. The company has business activities within three product areas: Fertility, Transplantation and Stem Cell Cultivation. The Fertility product area works with nutrient solutions (media) and advanced one-time instruments such as needles and pipettes, for the treatment of human infertility. The Transplantation product area works with solutions and systems to maintain tissue in optimal condition outside the body for the required time while waiting for transplantation. The Stem Cell Cultivation product area works with media and instruments to enable the use and handling of stem cells for therapeutic purposes.

Vitrolife today has approximately 140 employees and the company's products are sold in more than 80 markets. The head office is in Kungsbacka, Sweden, and there are subsidiaries outside Gothenburg, Sweden and in Denver, USA. The Vitrolife share is listed on the OMX Nordic Exchange's Nordic Small Cap list.

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This is a translation of the Swedish version of the press release. When in doubt, the Swedish wording prevails.