



CellaVision receives its first major order for the veterinary market

CellaVision AB has received its first major order to a veterinary laboratory chain in the US market. The order supplies equipment to multiple laboratories and will be delivered before the end of this year. As the veterinary market is still relatively small and is characterized by few large customers, an order of this size should be seen as a one-time event. The order has a value of about 10 million SEK.

Additional sales to the customer's remaining laboratories depend on certain evaluations that will be conducted in 2015. With a positive outcome, the majority of the chain's laboratories may be equipped with CellaVision® DM9600 Vet and CellaVision®1200 Vet.

Since 2012, CellaVision has developed systems specifically for the veterinary market. Since then, the company has entered the US market which is characterized by a few large laboratory chains which together have about a hundred laboratories having significant sample volumes, primarily from dogs and cats.

"We are very pleased to have partnered with our first major customer in veterinary medicine. Globally, the market is still relatively small since few countries have a consolidated laboratory market as in the US. We need relatively large sample volumes to create interest in the digital analysis of white and red cells in the blood. The long-term trend, however, is that laboratories outside North America will also consolidate to larger units," says Yvonne Mårtensson, CEO of CellaVision.

CellaVision DM9600 Vet and DM1200 Vet replaces a manual microscope for blood analysis in the veterinary laboratories. The products are an adapted version of CellaVision's existing instruments for human blood with the capacity to analyze blood from the most common pets, ie dog and cat. The primary target group is the approximately 100 larger veterinary laboratories in the US and Canada, where the volume of samples is high and the need for an effective analytical method is great. One key driver is CellaVision software for remote CellaVision® Remote Review Software, which allows for external devices to access test results and cell images. In Europe and in other geographic markets, blood analysis for animals is performed, but in most cases they are not consolidated in reference laboratories. Instead they are typically performed in veterinary clinics or hospital laboratories. CellaVision sells the product directly to end customers.

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About CellaVision

CellaVision is an innovative, global medical technology company that develops and sells its own leading systems for routine analysis of blood and other body fluids in health care services. The analyses often constitute important reference data for fast and correct diagnosis of illnesses, for example of infections and serious cancers. CellaVision's products rationalize manual laboratory work, and secure and support effective workflows and skills development within and between hospitals. The company has leading-edge expertise in image analysis, artificial intelligence and automated microscopy. 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/supportoffices in the USA, Canada, Japan and China. The share is listed on the Nasdaq OMX Stockholm, Small Cap list. Read more at www.cellavision.com.

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