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C-RAD starts direct sales in France

C-RAD is further developing its direct sales organization, and has appointed a new sales manager for France. With around 200 radiation therapy centers, France is the second largest radiotherapy market in Europe.

The new sales manager, Celya Lopez, has a wide range of sales experiences within radiation therapy. Prior to her employment at C-RAD she worked for a number of companies offering patient positioning products. Lopez is based in central west France. Employing a sales manager and establishing direct sales in France will contribute to further growth over the coming years in central Europe.

The French radiation therapy market is divided into three categories: university clinics, public cancer centers and private cancer centers. The typical sales cycle in Europe takes around 24 months. For public investments in capital goods, a tender procedure is usually required. In the private sector processes often move quicker, since purchasing decisions can often be made directly by the decision-making group in the cancer center.

C-RAD already has installations of its Catalyst and Sentinel 4DCT products together with major CT and linear accelerator vendors, which can serve as reference sites for sales projects. Since 2014 C-RAD has had a service engineer based in Marseille, who will continue to take care of international – and also nationwide – installation, service and training. C-RAD intends to establish a fully owned subsidiary in France.

The previous sales and distribution agreement with Eckert & Ziegler Bebig GmbH in France has been terminated.

“France will be an important market for C-RAD, since its market characteristics are similar to our other direct sales markets in Europe,” says Tim Thurn, CEO of C-RAD. “The direct sales model showed itself to be highly effective last year, and we are expecting our first French orders in the second half of 2015. We look forward to offering our new French customers the high level of consultancy and services that this advanced market deserves.”

About C-RAD

C-RAD develops innovative solutions for use in advanced radiation therapy. The C-RAD group offers products and solutions for patient positioning, tumor localization and radiation treatment systems. End users are radiation therapy clinics worldwide. All product development is conducted in three fully owned subsidiaries: C-RAD Positioning AB, C-RAD Imaging AB and C-RAD Innovation AB, all of which are located in Uppsala, Sweden. Employees currently number 28. C-RAD's business originates from research and development at Karolinska Institutet in Solna, Sweden. Sales of the company's first product, the C-RAD Sentinel™, started in 2007. Cooperation agreements have been signed with Elekta (Sweden), Varian (USA) and IBA (Belgium). C-RAD is represented by distributors specialized in radiation therapy on major markets. C-RAD has established three companies for direct sales: C-RAD Inc. in the US, C-RAD GmbH in Germany and C-RAD WOFE in China. C-RAD holds 29% of the laser company Cyrpa with an option to acquire the remaining 71%. C-RAD AB is listed – since December 2014 – on NASDAQ Stockholm.

For more information on C-RAD, please visit www.c-rad.com.

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The above information is price-sensitive and must therefore be disclosed under the Securities Market Act (2007:528).