



CellaVision AB revises its financial target for operating margin from 15% to 20% over an economic cycle.

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CellaVision revises its financial target regarding the operating margin from 15% to 20% over an economic cycle. This is primarily done because of CellaVision scalable and cost-effective business model. CellaVision has also released information to the public today regarding a follow-up order in excess of SEK 30 million from a veterinary laboratory chain in the US market in 2015. However the company foresees that sales in the second quarter of 2015 will be somewhat lower than the strong comparative quarter of 2014. In view of the above CellaVision chooses to inform the market in this particular case that CellaVision's expected operating income, EBIT for the full year 2015, will exceed SEK 65 million.

"The main reason for revising our target to 20% in operating margin is the scalable business model where CellaVision primarily sells indirectly via global partners. Sales increase over time, together with an optimization of operating costs, enables this revised target. At the same time, we must remember that CellaVision will often have large variations in gross margins from quarter to quarter and CellaVision's sales growth will continue to fluctuate quarterly. The financial target of sales growth of 15% over an economic cycle remains", said Zlatko Rihter, CEO of CellaVision.

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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 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. Sales are via global partners with support from the mother company in Lund and by the market support organizations in the US, Canada, China and Japan. In 2014 sales were SEK 217 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, Sweden. The share is listed on the Nasdaq OMX Stockholm, Small Cap list. Read more at www.cellavision.com