



CellaVision has received a follow-up order in excess of SEK 30 million from the veterinary market.

This information was released for public disclosure on July 3, 2015 at 08.20 pm CET.

CellaVision has received an additional order from a veterinary laboratory chain in the US market. The order includes equipment for the customer's laboratories and will be delivered before the end of the year. The order has a value of over SEK 30 million and is in addition to the order communicated in the last quarter of 2014 which included a delivery of instruments exceeding SEK 10 million. The market for CellaVision equipment in the veterinary sector is characterized by few but relatively large players. CellaVision will continue to actively assess and opportunistically address the veterinary market segment.

During the first quarter of 2015 CellaVision delivered and installed the instruments, CellaVision® DM9600 Vet and CellaVision® DM1200 Vet to the customer previously communicated in the fourth quarter of 2014. CellaVision has continued to develop its unique veterinary software during the first six months of 2015 in order to meet the specialized needs of the large veterinary laboratory. An example of this is the ability to analyze dog and cat blood remotely and in real-time using CellaVision® Remote Review Software. This enables laboratory chains that work in networks to share test results and cell images efficiently.

"We are excited about the value we have created together with our customers, where our equipment is a critical component in realizing faster and better quality of blood analyses. CellaVision's solution for veterinary laboratories enables the centralization of laboratory expertise and is contributing to both savings and a more efficient workflow. With an increase in remote access speeds, more blood samples from multiple locations can be analyzed faster, better and with fewer people than ever before," says Zlatko Rihter, CEO of CellaVision.

CellaVision has had products addressing the veterinary laboratories since 2012. 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. 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, i.e., dog and cat. CellaVision® DM9600 Vet and CellaVision® DM1200 Vet replaces a manual microscope for blood analysis in the veterinary laboratories. Although the greatest potential is in North America, CellaVision sees future business opportunities in addressing customers in other regions. CellaVision sells the product directly to end customers.

For further information, please contact:

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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