

# CREATING SHAREHOLDER VALUE

## CONTRIBUTING TO EFFICIENT AND QUALITATIVE HEALTHCARE

Our vision is to elevate healthcare. We offer laboratory personnel an automated, more efficient, and more ergonomic way of working, which enables faster diagnosis and initiation of treatment for patients.

Based on our scalable business model and proven technology platforms, we help laboratories build an ecosystem that strengthens the workflow, quality and consistency of every slide analyzed. With our complete offering for laboratories of any size, anywhere, we aim to improve the quality and efficiency of healthcare globally.

## MEGATRENDS SUPPORTING THE ADOPTION OF OUR SOLUTIONS

Demand for our product offering is driven by two megatrends: the digital transformation and a demographic shift with an increasing need for efficient healthcare. In this dynamic environment, laboratories are facing increasing pressure to reduce costs and resources while accelerating testing and productivity.

Our offerings enable laboratories to do more with less. With 26 percent penetration in large laboratories, the process of converting from manual to automated ways of working is underway. Going forward, these megatrends will continue to drive customer adoption and market penetration worldwide.

## HIGH-QUALITY SYSTEMS AND REAGENTS WITH ROBUST INTELLECTUAL PROPERTY

We have over 100 years of experience developing high-quality reagents, over 25 years of experience developing AI and machine learning solutions, extensive image databases and deep learning convolutional neural networks that together ensure state-of-the-art image quality and cell classification.

With over 5000 systems installed, our products are already the golden standard in many markets. In the coming years, we intend to maximize our leading position in hematology laboratories around the world, and explore new analytical spaces with the novel FPM technology to which we hold exclusive rights.

## SCALABLE BUSINESS MODEL AND TRUSTED PARTNERSHIPS

We operate through an indirect sales model and have distribution agreements with the largest players in the field, with a combined market share of over 90 percent. This has enabled us to maintain a lean organization and good cost control, with rapid geographical expansion and a positive bottom-line development throughout the years.

Our products are sold worldwide, we have 16 organizations for local market support and a direct presence in more than 40 countries. This efficient organization with close end-customer interactions allows us to provide the best possible outcome for customers and makes us well positioned for continued growth.

## SUSTAINABLE AND LONG-TERM GROWTH WITH MAINTAINED PROFITABILITY

Since our listing on the NASDAQ Stockholm Mid Cap in 2018, we have seen an average annual sales growth of 15 percent. In the same period, our EBITDA margin exceeded 30 percent.

With the launch of our Power of Focus strategy that aims to leverage our current position and uncover new opportunities for enhancing microscopy workflows, our annual addressable market within hematology increased from SEK 2 b to SEK 5 b. We are committed to continue our journey of long-term profitable and sustainable growth and to optimize diagnostics and quality of care for patients globally.