

## SenzaGen secures strategically important order from new customer, a world leader in fast-moving consumer goods (FMCG)

Lund, October 26, 2023

**SenzaGen has been selected to test chemicals from a new customer, a world leader in fast-moving consumer goods (FMCG). The project is worth about SEK 0.8 million and involves testing with SenzaGen's non-animal GARD®skin Dose-Response, a groundbreaking test for skin allergens. The test is an expanded application domain of GARD®skin, which is the first and only approved genomics-based test on the market. The customer will use the test to assess risks and determine safe dose levels of chemicals. The testing will be performed in SenzaGen's GLP-certified laboratory in Lund before the end of 2023.**

"SenzaGen continues to strengthen the GARD® technology's position with global customers that are world leaders in their industry. The order is strategically important and is a testament to the continuing excellent results of our organic growth strategy, which is based on personal direct sales to large end customers. By regularly attracting new customers, we broaden our customer base and lay the foundation for repeat purchases and continued growth," says Peter Nählstedt, President and CEO of SenzaGen.

GARD® sales continue to exhibit strong growth with new and recurring major global customers in cosmetics, chemicals and medical devices. The Company's customer base was broadened in the third quarter with the addition of nine new customers, and as of the end of September as many as 25 new customers were gained during 2023, compared with 18 for the entire year in 2022. At the same time, sales from returning customers during the year accounted for 77% of total sales. The Company estimates that 30%–50% of new customers will make repeat purchases in the following year, in many cases with a higher average order value.

The GARD®skin Dose-Response test is unique and provides quantitative information to replace animal testing when assessing the concentration at which skin-sensitizing substances can be used without causing skin allergies. This provides companies in industries including cosmetics, pharmaceuticals and chemicals with a crucial basis for prioritization and decision-making in research and development.

### Contacts

---

**Peter Nählstedt**, President and CEO, SenzaGen AB

Email: [peter.nahlstedt@senzagen.com](mailto:peter.nahlstedt@senzagen.com) | Mobile: +46 700 23 44 31

**Tina Dackemark Lawesson**, VP Marketing & Communications

Email: [tina.lawesson@senzagen.com](mailto:tina.lawesson@senzagen.com) | Mobile: +46 708 20 29 44



## About us

---

SenzaGen is a corporate group that aims to be a leader in *in vitro* science and testing, driving the transition from animal testing to methods better suited to reflect human biology. The Company provides high-performance, non-animal test methods and innovation and consulting services based on state-of-the-art technology. Non-animal methods are more effective, more accurate and less expensive than traditional animal-based methods while also helping to reduce the number of laboratory animals. The Company has a growth strategy centered around continued commercialization of its proprietary GARD® and VitroScreen ORA® test platforms, expansion of its test portfolio and evaluation of acquisition opportunities of profitable and growing companies with complementary offerings. SenzaGen has its headquarters and GLP-certified laboratory in Lund, Sweden and subsidiaries in the US and Italy. For more information, please visit: [www.senzagen.com](http://www.senzagen.com).

SenzaGen is listed on Nasdaq Stockholm First North (ticker: SENZA). FNCA Sweden AB is the company's Certified Adviser.

## Attachments

---

[SenzaGen secures strategically important order from new customer, a world leader in fast-moving consumer goods \(FMCG\)](#)