

Press Release

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New recruitment to increase Qlucore's sales.

Nasdaq First North-listed Qlucore has recently appointed Fredrik Hellborg to strengthen sales within the diagnostics segment. Hellborg comes from Qiagen, where he was Market Development Manager for Clinical Genomics and Personalized healthcare. His focus is to establish Qlucore's software in the clinical cancer diagnostics market. He takes up the position on 15 August.

Fredrik Hellborg is a molecular biologist from Stockholm University with a doctoral thesis at Karolinska Institutet in experimental tumor biology. He has solid experience in sales and development within Life Sciences. He previously worked in sales at VWR, a large distributor of lab materials, helped build Pico Vitro's sales channels and worked in business development at Sophia Genetics, a company in sequence data analysis.

"Fredrik Hellborg will contribute to our increasing sales, partly through his network, partly through his experience in meeting the lab's needs in the field of cancer diagnostics – understanding what is in demand and how we best meet this," says Carl-Johan Ivarsson, Qlucore's CEO.

"Qlucore ensures that the research benefits the patients. This is where I want to be involved and contribute. What attracted me is that Qlucore provides the ability to interpret and visualize such large amounts of data, and that it is also done with a focus on analysts and treating doctors, says Fredrik Hellborg. He continues:

"There is huge potential in Qlucore. The fact that the software is modular is a strength, and the fact that Qlucore focused at an early stage on approval according to IVDR, the new regulatory framework for diagnostics, means that they have a big advantage once this potential is realized".

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About QluCore

QluCore is a leading provider of new generation intuitive bioinformatics software for research and precision and companion diagnostics. QluCore's mission is to make it easier to analyze the huge amounts of complex data generated by innovations in the fields of genomics and proteomics by providing powerful visualization-based bioinformatics data analysis tools for research and precision diagnostics. QluCore Omics Explorer software is a Do-It-Yourself bioinformatics software for research in the life science, plant- and biotech industries, as well as academia. QluCore Diagnostics and QluCore Insights are software platforms with built in AI-based machine learning for multi-omics companion and precision diagnostics. QluCore was founded in 2007 in Lund, Sweden and has customers in about 25 countries around the world, with sales offices in Europe and North America, and distribution in several countries in Asia. QluCore is listed on the Nasdaq First North Growth market. www.qlucore.com

Attachments

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