

## Press Release

01 November 2022 13:00:00 CET

# Invitation to 2cureX Strategy Deep-Dive

## Market developments and strategic progress in functional drug sensitivity testing

The market for functional drug sensitivity testing is gaining in importance and recognition. Having launched three CE-marked IVD tests for colorectal cancer and developed a distributor network covering 17 countries in Europe and the Middle East, 2cureX is perfectly poised to take advantage of the situation, despite the tough multi-faceted crisis we are living nowadays.

On **Tuesday 15 November at 1 PM**, 2cureX will be organising a Strategy Deep-Dive to discuss the company's current position and its ongoing strategy. With promising results from a recent market survey, and the deep understanding of the (path to) market we have gained over the last 12 months, our management team and other experts are excited to provide an update of where we stand and where we are heading.

Topics will include:

- A clear description of 2cureX's ongoing strategy
- The market opportunity in colorectal cancer
- Feedback from the market
- Status of the execution of our strategy
- Future goals.

To join the Strategy Deep-Dive, simply click [here](#). In addition to the update, we look forward to answering any questions you may have in Q&A session with Fernando Andreu, our CEO, and Ole Thastrup, our founder and CSO.

Should you have any questions beforehand, or if you have a specific question you would like answered on the day, do not hesitate to contact Fernando under [fa@2curex.com](mailto:fa@2curex.com)

### Note for editors and the press:

For more information, please do not hesitate to get in touch. Send an email to:

Mark C. Gray  
Director of Communications  
[mg@2curex.com](mailto:mg@2curex.com)

## About 2cureX

---

2cureX is a leader in cancer drug sensitivity testing and has developed the IndiTreat® (Individual Treatment) family of tests. Starting from a sample of the patient's tumor, IndiTreat® creates thousands of 3D replicas (tumoroids) and predicts the tumor response to the different available drugs, providing the physician with valuable information to make the treatment decisions.

The first three IndiTreat® tests are aimed at optimizing treatment decisions in patients with metastatic colorectal cancer (IndiTreat® Start for first line of therapy, IndiTreat® Extend and Explore for third line). Additional tests are under development to cover other stages of colorectal cancer as well as other gastrointestinal cancers.

According to several reports, the total yearly expenditure in cancer-related In Vitro Diagnostic (IVD) tests exceeds 17.5Bn USD worldwide, from which 2.5 Bn USD are tests directly related to therapy decision making, with a CAGR of 12.7%. Despite this, only one third of all cancer treatments are supported by one of these tests. IndiTreat® aims at filling this gap and making Precision Oncology available to all cancer patients.

The company is listed on Nasdaq First North Growth Market in Stockholm (symbol: "2CUREX"). For more information about 2cureX visit [www.2cureX.com](http://www.2cureX.com)

Certified Adviser: Redeye AB, +46 8 121 576 90, [certifiedadviser@redeye.se](mailto:certifiedadviser@redeye.se)

## Attachments

---

[Invitation to 2cureX Strategy Deep-Dive](#)