

Press Release

28 June 2022 08:45:00 CEST

2cureX expands distribution of IndiTreat® to Israel

2cureX, a company pioneering the use of 3D tumoroids for drug sensitivity prediction in patients with cancer, today announced the signature of a distribution agreement for Israel with Gamidor Diagnostics, a medical diagnostic leader in that country. The Israeli market is of high strategic importance for 2cureX because of its innovation and trendsetting.

2cureX and Gamidor Diagnostics have signed an agreement by which Gamidor Diagnostics becomes the distributor of IndiTreat® products in Israel. Under the terms of the collaboration, Gamidor Diagnostics will promote IndiTreat® to oncology professionals, sign supply agreements with hospitals and manage the sample logistics between the hospitals and the 2cureX labs in Copenhagen

Despite a population of just 9 million people, Israel has a particularly active pharma, biotech and medtech industry, including approximately 1,500 startups in the field. The interaction of these companies with world-class health institutions in a limited space has produced one of the most innovative healthcare hubs in the world. Being present in this market will enhance IndiTreat® visibility, both with local and global stakeholders.

IndiTreat® now present in 16 countries

“Gamidor Diagnostics is a very strong player in the diagnostic field in Israel, with an outstanding product portfolio. We are thrilled to welcome them as a 2cureX partner,” says **Fernando Andreu, CEO of 2cureX**. “With this agreement, IndiTreat® is present in 16 countries already and we are well on our way to reaching the goal of 20 countries by the end of 2022”.

Adding IndiTreat® to Gamidor’s leading oncology portfolio

“Gamidor Diagnostics has been a leading supplier of cancer diagnostic systems to the Israeli pathology market for over 25 years and is committed to playing a role in eradicating cancer. With our vision to work for a healthier world through reliable medical diagnosis, it is a pleasure to add IndiTreat® to our Diagnostics product offering. We strongly believe it will meet the interest from both patients and doctors in our country”, says **Michal London, Senior Vice President and Division Head of Tissue, Research, Women's Health and POC at Gamidor Diagnostics**.

Israel is an important and highly dynamic market

“Israel is known for its highly dynamic medical technologies environment, as well as for its focus on healthcare. Hospitals and doctors are of the highest quality, and I am glad that we will now be able to offer mCRC patients in Israel an individualized drug response profile and help improve their treatment”, says **Jesper Floyd Kristiansen, VP Global Business Development at 2cureX**. “I am looking forward to starting the collaboration with the team from Gamidor Diagnostics”.

The agreement has been signed for an initial term of three years, with automatic renewal for successive terms. Other terms of the agreement have not been disclosed. Sales impact of this agreement is expected to show in 2022.

For more information about 2cureX:

Fernando Andreu, Chief Executive Officer

E-mail: fa@2curex.com

Telephone: +45 2279 5399

www.2curex.com

About Gamidor Diagnostics

Following its establishment in the mid-1980s by the “Gamida for Life” Group and Mr. Yacob Ofer, the Company experienced a rapid growth to become what it is today: a leading provider of high-quality diagnostic solutions to its customers.

Gamidor Diagnostics distributes exclusively world leading diagnostic manufactures from around the world. The Company’s team consists over 100 professional and skilled employees in all departments; Management, sales, customer service, technical services, IT, administration and logistics, who aim to provide the best service to the customers.

The company strives for long lasting, friendly and open relationships with its customers and suppliers. Gamidor Diagnostic’s core fields are Genetics, Tissue Diagnostics, Clinical Chemistry, Lab Automation, Women’s Health, Microbiology, Quality control programs, Point of Care and Molecular Biology.

Gamidor Diagnostics complies with ISO 9001:2008 and ISO 27001 requirements.

For more information about the company, visit: <https://gamidor.co.il/en/>

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

Certified Adviser: Redeye AB, +46 8 121 576 90, certifiedadviser@redeye.se

Attachments

[2cureX expands distribution of IndiTreat® to Israel](#)