

## AroCell's strategic update

**AroCell informs that today they will present the company's strategic development and the initiatives and opportunities for 2023 at the Strategy Day starting at 09.30 am.**

- The company's focus on becoming cash flow positive regarding operating activities is developing well.
- The organic sales growth, including the current order stock, is developing well. Through increased sales resources and strategic partnerships.
- The company's strong financial position and internal infrastructure enable future product portfolio expansion.
- New clinical studies are starting as feasibility studies for larger registration studies.

The company has a positive view of the future and can conclude that the work put in has yielded results in the form of good organic sales growth. With a specified five-point strategy as a starting point, AroCell works to increase sales growth while managing the company's cash and cash equivalents with care. The company has a strong financial position, and AroCell's focus on becoming cash flow positive regarding operational activities is developing positively.

"We are actively working to achieve a positive operational cash flow. Our focus on increasing sales has paid off and we are now seeing strong sales growth. This, in combination with streamlining the organization, has taken us quite a way to reach this goal. It is also quite encouraging to see how quickly we have managed to scale up production to meet the increased sales, which demonstrates the resilience of our company," says Anders Hultman, AroCell's CEO.

AroCell has a complete organization that covers the entire value chain from research and development to sales, production, and distribution. The company's infrastructure thus allows an expansion of the product portfolio if the opportunity arises. A larger product offering gives the company increased relevance and attractiveness in current markets and when establishing new ones.

AroCell's clinical strategy is based on studies and approvals that enable launch in new markets. New studies regarding the products TK 210 and UBC will be starting in Europe in the near future. These studies will serve as feasibility studies for larger registration studies and will be the basis for ensuring the most favorable approach to market approval.

More information will be presented at the Strategy Day today, at 09:30 live on [redeye.se](https://www.redeye.se). Welcome!

---

## Contacts

Anders Hultman, CEO  
Phone: +46 (0) 8 799 67 50  
E-mail: [anders.hultman@arocell.com](mailto:anders.hultman@arocell.com)

## About AroCell

---

AroCell AB (publ) is a Swedish company that develops and markets blood and urine sample tests. The corporation specializes in oncology and bacteriology. The company has a broad product portfolio, used in healthcare, and established in various markets. In oncology, AroCell uses various biomarkers, TK1, and cytokeratins, to support the treatment of various cancers such as breast, prostate, and bladder cancers. AroCell's product portfolio also includes a rapid bacteriological test for a simple and safe diagnosis of typhoid fever. AroCell (AROC) is listed on Nasdaq First North Growth Market with Redeye AB as company's Certified Adviser. For more information; [www.arocell.com](http://www.arocell.com)

*This information is information that AroCell is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2022-11-22 08:00 CET.*

## Attachments

---

[AroCell's strategic update](#)