
Strategy update

In May 2020, AcouSort last presented the company's strategy. We now present a strategy update, tailored to meet a rising market demand.

Today's healthcare faces a number of challenges. Great scientific advancements have been made within diagnostics and therapeutics, but their availability is hindered by a huge healthcare bottleneck – manual sample processing. The result is high costs and long turnaround times, meaning that patients must wait longer than necessary for a diagnosis and that advanced treatments, like cell therapy, are only available to a small number of patients. AcouSort strives to eliminate these limitations by commercializing a completely unique and automated solution, significantly reducing the need for manual sample processing.

Efficient processing of blood samples for diagnostics and cell therapy has always been a challenge, with high demands on accuracy and purity. AcouSort's solutions are based on a combination of microfluidics (microformat liquid channels and chambers) and sound waves. Through this unique technology, we can perform typical sample processing steps like separating blood into its various constituent, isolate and purify cells and carry out rapid biochemical reactions. In this way, various diagnostic and therapeutic processes can be performed faster and fully automated, thus becoming significantly more cost-effective.

AcouSort's technology is the result of 20 years of research at Lund University. Our strategy is now to establish AcouSort as a significant player in both the diagnostics and cell therapy markets in three partly parallel strategic waves.

The first wave – focus on market penetration in the diagnostics market

In what we call the first wave, which is expected to run between 2020 and 2025, we focus on creating a strong presence in the market for point-of-care diagnostics and establishing our solutions as the Gold Standard within sample preparation. We already have several interesting collaborations with partners in academia and industry and see many opportunities in the coming years to establish further partnerships globally, thus spreading the knowledge about our unique technology to an increasing number of players.

The second wave – focus on sales growth and diversification

As we progressed into the second half of the first strategic wave, we launched a second wave. In the second wave, we focus on two areas: to drive growth, and to expand our business to more segments in the market, not least the highly interesting cell therapy market. We will continue our strong focus on finding relevant OEM partners with the goal of creating continuous sales of consumable OEM modules. Regarding the cell therapy market, we signed important agreements in 2022. Strengthened by these successes, we will further intensify our efforts in this area, which has opened up somewhat earlier than we expected. As part of the second wave, we will also strengthen our production capacity and capabilities to prepare the company for strong sales growth in the future. The second wave is expected to run between 2022 and 2028.

The third wave – strong revenue streams

During the third wave, we will scale up the business in a decisive way and establish AcouSort as a significant OEM supplier to leading Life Science companies, primarily within the areas of diagnostics and cell therapy. The third wave we anticipate running between 2025 and 2030+.

Continued revolutionary innovation

AcouSort already has a very strong technology position, which enables us to deliver unique OEM solutions for sample preparation to our customers in academia and industry. Since the beginning of 2023, we have been working on a project that has the potential to revolutionize the diagnostic market by automatically separating exosomes from blood. Read more about the AcouSome project at www.acosome.com.

The strategy we launched in 2020 has placed AcouSort in a very favorable position. In 2022, we strengthened our commercial capacity, and over the coming years, the company is ready to accelerate its growth by taking advantage of the significant opportunities we see in diagnostics and now also cell therapy", says AcouSort's CEO Torsten Freltoft.



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About AcouSort

AcouSort AB (corporate registration number 556824-1037) is an innovative technology company focusing on developing products and solutions for integrated preparation of biological samples. With the help of sound waves, the company's products can separate blood cells, concentrate, purify, and stain cells, exosomes, and bacteria from biological samples. The technology of the company's products is acoustofluidics, where sound waves and microfluidics enable automated handling of samples in a range of application areas, from research on new biomarkers to the development of new diagnostic systems for near-patient testing – so-called Point-of Care (POC) systems. The company's commercialization strategy is based on the already proven business model of providing separation modules to diagnostic system manufacturers for integrated sample preparation as well as to continue the commercialization of the company's research instruments. With the help of the company's products and development of point-of-care tests, new diagnostic systems and treatments are enabled, addressing some of the most challenging disease areas of our time: cancer, infectious diseases, and cardiovascular diseases. AcouSort is listed at Nasdaq First North Growth Market. The company's Certified Adviser is Erik Penser Bank, 08-463 83 00, mail to: certifiedadviser@penser.se Erik Penser Bank AB (publ), Apelbergsgatan 27, Box 7405, 103 91 Stockholm.