



Diagonal Bio launches new website to reflect commercial focus on the Animal Health segment

Diagonal Bio AB (publ) ("Diagonal Bio" or "the Company") announces the launch of its new website, marking an important step in the implementation of the Company's strategy to strengthen its commercial presence and focus on the animal health market, particularly within the equine segment.

In line with the strategic direction set by the Company's Board and management, Diagonal Bio has sharpened its focus on veterinarians and horse trainers, which are key stakeholders in the equine diagnostics market. The updated website clearly communicates Diagonal Bio's commitment to providing value-creating diagnostic solutions designed to meet the needs of its customers.

A key highlight of the new website is the introduction of a dedicated animal health section, showcasing the Company's growing panel of diagnostic tests. These tests have been developed in close collaboration with customers and key opinion leaders (KOLs) to ensure they address real-world challenges in the field. The animal health section will be continuously updated as new tests are launched, reflecting Diagonal Bio's commitment to innovation and customer-driven development.

"Our new website represents more than just a design update – it's a reflection of our strategic focus and commercial readiness. We now have a strong and attractive offering for the animal health market, and the website clearly communicates how our solutions create value for both veterinarians and horse trainers." - Karin Wehlin, CEO of Diagonal Bio.

In connection with the website launch, Diagonal Bio has also updated its corporate boilerplate to reflect the Company's strategic priorities and growing focus on the commercialisation of its diagnostic platform. Visit the new website at www.diagonalbio.com.

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About Diagonal Bio

Diagonal Bio offers a point-of-care testing system for genetic markers that detects pathogens e.g. viruses, bacteria and fungi. The system is approved for use in animals and current target markets are horses, small animals and fish farms. The Company has expertise in developing markers for eLAMP-testing that can be used on Diagonal's own system or any other platform using LAMP technology, which creates a potential for licensing and partnerships in the future. Diagonal Bio was founded in 2020, is listed on NGM and headquartered in Lund, Sweden.