



IMMUNOVIA APPOINTS NATALIE CARFORA AS VP, MARKET ACCESS AND REIMBURSEMENT

LUND, Sweden -- Immunovia (publ.) has appointed Natalie Carfora as Vice President, Market Access and Reimbursement to drive U.S. coverage and reimbursement of the company's PancreaSure test.

"I'm thrilled to announce that Natalie Carfora is returning to Immunovia. This recruitment is business-critical for us, as her role is essential for securing coverage and driving revenue growth. Natalie is an ideal leader for this position, bringing exceptional expertise, deep familiarity with Immunovia, and a proven track record of success," said Jeff Borcharding, CEO of Immunovia.

After previously leading market access for Immunovia, Carfora recently led market access at Lucid Diagnostics. Carfora secured the first positive medical policy decision from a commercial payer for the company's EsoGuard[®] Esophageal DNA Test, and successfully guided the reconsideration request submission for Medicare coverage. While at Lucid Diagnostics, Carfora also led billing and revenue cycle management.

"I'm excited to return to Immunovia at a time when there's real momentum building here. As the launch of the PancreaSure test approaches and the reimbursement process moves forward, my experiences will help us navigate with speed and purpose," said Natalie Carfora, new VP Market Access and Reimbursement.

Natalie Carfora brings extensive experience in market access and sales in medical diagnostics, successfully engaging with commercial and governmental payors on coverage policy. Previously, at Scipher Medicine, Myriad Genetics, as well as at Immunovia, she led market access initiatives including clinical study design collaboration, payor pilot programs, and utilizing clinical utility studies to inform coverage policies. Natalie is a graduate of Boston University School of Management with a B.S. in Business Administration.

For further information, please contact

Jeff Borcharding, CEO

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Immunovia in brief

Immunovia AB is a diagnostic company whose mission is to increase survival rates for patients with pancreatic cancer through early detection. Immunovia is focused on the development and commercialization of simple blood-based testing to detect proteins and antibodies that indicate a high-risk individual has developed pancreatic cancer. Immunovia collaborates and engages with healthcare providers, leading experts and patient advocacy groups to make its test available to individuals at increased risk for pancreatic cancer.

USA is the world's largest market for detection of pancreatic cancer. The Company estimates that in the USA, 1.8 million individuals are at high-risk for pancreatic cancer and could benefit from annual surveillance testing.

Immunovia's shares (IMMNOV) are listed on Nasdaq Stockholm.

For more information, please visit www.immunovia.com.