



FUJIFILM and Boule cooperation expands into more European markets

Boule Diagnostics and FUJIFILM have expanded the strategic distributor agreement in Europe for veterinary solutions. FUJIFILM started to promote Boule product in three European countries in mid-2022. After successful results and excellent customer feedback FUJIFILM will now sell Boule's veterinary hematology offering in five additional European countries.

Veterinary solutions accounted for approximately 10 percent of Boules total revenue in 2022. To expand sales coverage in Europe is an important step to capture more of the potential business in the veterinary market.

"We are very happy to expand the cooperation with FUJIFILM who shares our view on the potential in the veterinary market and the strength of Boule's current solutions. I believe that our ability to attract and retain great distributors, like FUJIFILM, is a testament to our focus on quality, our dedicated employees, and our product portfolio suitable for veterinary practices" says CEO and Group President, Jesper Söderqvist.

"We are very much delighted to collaborate with Boule Diagnostics. FUJIFILM has comprehensive and unique product portfolio for veterinary market not only with IVD solutions but also imaging products such as CR/DR, Ultrasound, Endoscopy and IT. I strongly believe that Boule's hematology solution combined with FUJIFILM's product line up will empower our ability to meet the needs from veterinary practices." says Koji Oi, Manager of European IVD business unit, FUJIFILM Europe GmbH.

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About Boule Diagnostics AB (publ)

Boule Diagnostics AB is a global diagnostics company that develops, manufactures and markets instruments and consumable products for blood diagnostics. The company serves hospitals, clinics, laboratories and companies within blood diagnostics, in both human and veterinary hematology. The company operates via subsidiaries in Sweden, the USA, Mexico and Russia. The company products are sold globally primarily through distributors, supported by Boule's own local sales and support personnel. The Boule shares are listed on Nasdaq Stockholm since 2011.

www.boule.com