Boule Diagnostics increases its commitment on fast-growing market – establishes subsidiary in Latin America

Latin America is a large and fast-growing market where investments in the health-care system is expected to continue to increase, and where blood cell counters are a base for diagnostics, as in many other growth markets. By establishing a subsidiary in Latin America, Boule Diagnostics will be able to address the large demand more efficiently and provide better direct support to the established distributors. The subsidiary will be based in Mexico.

"We see great potential in Latin America, where the expansion of the health-care systems fit our offer of blood cell counters. Through our newly established subsidiary we gain increased presence on a market where we see great potential to increase our market share. We estimate that the direct presence – and thereby increased contact with distributors and customers – will be of great importance for our continued growth", said Ernst Westman, President and CEO of Boule Diagnostics.

For more information, please contact:
Ernst Westman, President and CEO, Boule Diagnostics AB, phone +46 708-60 88 63

The information in this press release is such that Boule Diagnostics AB must disclose it in accordance with the Securities Market Act and/or the Financial Instruments Trading. The information was submitted for publication at 8:30 am (CET), January 9, 2013.

TO THE EDITORS

About Boule Diagnostics AB
Boule Diagnostics AB is a fast-growing diagnostics company, developing and manufacturing systems and consumables for hematology diagnostics for the public healthcare providers worldwide. The company is primarily focused on small and medium-sized hospitals, clinics and laboratories in outpatient care as well as other diagnostics companies in both human and veterinary haematology. The group is comprised of operating subsidiaries in Sweden, the US and China. Boule Diagnostics' share is, since 2011, traded on NASDAQ OMX Nordic. www.boule.se