



Press release 2015-04-14

## C-RAD grows sales organization in the United States

**C-RAD released its strategy for further growth in February, including the expansion of the direct sales and service force in key markets. C-RAD has now further increased its presence in the US.**

The Midwest region of the US consists of economically strong states where customers are showing high interest in C-RAD products. To exploit this potential C-RAD has hired a new regional sales manager for the Midwest region, based in Madison, Wisconsin. The sales coverage in the Southeast has also been reorganized and a new regional sales manager has been placed in the Atlanta region. Both new managers already have extensive product knowledge and strong customer networks from a previous sales agreement C-RAD had in the US.

It is C-RAD's intention to employ at least one more regional sales manager for the South, which comprises Texas and surrounding states. A new manager for the entire US operation shall also be added to the team.

In 2014 orders from the US market increased by 120% over 2013 levels.

As part of the overall growth strategy C-RAD will further develop its presence in Germany and China during 2015. C-RAD started up direct sales in France in January.

“The strong interest for our products and the size of the US market provide significant growth potential for C-RAD,” says Tim Thurn, CEO of C-RAD. “The future success on this market will very much depend on the efforts we now put into the development of our organization. Important reference sites in the US for Sentinel 4DCT and Catalyst HD have already been installed or are about to be installed. It is expected that the US market will be one of the main drivers towards achieving our growth targets.”

### *About C-RAD*

*C-RAD develops innovative solutions for use in advanced radiation therapy. The C-RAD group offers products and solutions for patient positioning, tumor localization and radiation treatment systems. End users are radiation therapy clinics worldwide. All product development is conducted in three fully owned subsidiaries: C-RAD Positioning AB, C-RAD Imaging AB and C-RAD Innovation AB, all of which are located in Uppsala, Sweden. Employees currently number 31. C-RAD's business originates from research and development at Karolinska Institutet in Solna, Sweden. Sales of the company's first product, the C-RAD Sentinel<sup>TM</sup>, started in 2007. Cooperation agreements have been signed with Elekta (Sweden), Varian (USA) and IBA (Belgium). C-RAD is represented by distributors specialized in radiation therapy on major markets. C-RAD has established three companies for direct sales: C-RAD Inc. in the US, C-RAD GmbH in Germany and C-RAD WOFE in China. C-RAD holds 29% of the shares in laser company Cyrpa with an option to acquire the remaining 71%. C-RAD AB is listed on NASDAQ Stockholm.*

*For more information on C-RAD, please visit [www.c-rad.com](http://www.c-rad.com).*

**For further information:**





Tim Thurn, CEO C-RAD AB, Phone +46-18-666930, Email [investors@c-rad.com](mailto:investors@c-rad.com)

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