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Elekta showcases C-RAD products in Japanese showroom

Elekta K.K. – the Japanese subsidiary of Stockholm-based Elekta AB, a global supplier of radiation treatment systems – has installed a C-RAD Catalyst™ system in a joint training center and showroom they operate together with Toshiba in Japan. The showroom has frequent customer visits and generates high visibility for C-RAD products.

The Japanese market is the second largest radiotherapy market worldwide, with close to 800 treatment centers. The showroom facility – the Toshiba & Elekta Joint Radiation Therapy Training Center, or RTTC – is used to demonstrate radiation therapy to prospective customers and conduct training for existing customers. Elekta provides clinical education beyond product-based training at this Learning and Innovation Center (LiNC). Its customers need to understand the most advantageous clinical applications of technology; at this LiNC they can see a variety of technologies that can meet their clinical need as they define it. The Elekta team in Japan has trained on all three Catalyst modules – patient positioning, respiratory gating and motion monitoring.

“By combining Elekta’s linear accelerator and Catalyst, we can offer the most advanced radiation therapy and valuable training for Japanese customers,” says Shuichi Higaki, President of Elekta K.K.

The new RTTC is located at the Toshiba Medical Systems Corporation in Tochigi, a few hours north of Tokyo.

The Catalyst and Sentinel systems offer the required technology to perform high-end treatment techniques within radiation therapy. With this solution C-RAD supports the whole 4D treatment chain from imaging to delivery. Respiratory gated treatments are frequently used when the target volume is close to cardiac tissue or for special treatments in which the tumor position depends on the respiratory cycle.

“The technically discerning Japanese customers always want to see the latest in technology, and the RTTC always has the most up-to-date equipment installed,” says Tim Thurn, CEO of C-RAD. “This increased visibility in a large and progressive market will give C-RAD a significant opportunity for further growth throughout the Asian region.”

In November 2014 C-RAD concluded a non-exclusive sales agreement with Elekta K.K. – the Japanese subsidiary of Stockholm-based Elekta AB, a global supplier of radiation treatment systems. Elekta also conducts service for the very demanding Japanese market.

A first order for a Catalyst™ and a Sentinel™ 4DCT system for a Japanese cancer treatment center was received earlier this year in May of 2015.



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 39. 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 SentinelTM, 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. Cyrpa International SPRL, a Franco-Belgian laser company, is a wholly owned subsidiary whose operations are being integrated. C-RAD AB is listed on NASDAQ Stockholm. For more information on C-RAD, please visit www.c-rad.com.

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The above information is price-sensitive and must therefore be disclosed under the Securities Market Act (2007:528).