

PRESS RELEASE



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Immunovia partners with leading healthcare consulting services firm to support market access of pancreatic cancer test in Germany

Immunovia announces agreement with Ehlers, Ehlers and Partner to develop and drive market access strategy of IMMray™ PanCan-d in Germany

LUND, Sweden — Immunovia, a life science company focused on developing blood-based diagnostic tests for cancer and autoimmune diseases, announced today that they enter into an advisory collaboration agreement with Ehlers, Ehlers and Partner which is Germany's choice for life science and healthcare legal and reimbursement consulting services. During 2015, Ehlers, Ehlers and Partner was awarded the best German Life Science Law Firm, best German Healthcare law firm, the best German Medical Law firm of the Year.

“Gaining CE mark followed by market access into main European countries for our IMMray™ PanCan-d pancreatic cancer test is one of our key corporate goals for the next 2 years. We have chosen Germany as the first country in Europe due to its large market size combined with one of the most elderly populations globally (top five country in the world) and last but not least, the openness to innovative healthcare solutions. To maximize our ability to achieve an optimal entry including reimbursement and regulatory approval, we have established a partnership with Ehlers, Ehlers and Partner due to their long and vast experience from successful market access projects in healthcare and diagnostics. Together, we will develop the best path forward to penetrate Germany and facilitate the uptake of the test by clinicians and reference laboratories once approved. We look forward to executing seamless market entry in Germany followed by the other countries in Europe, with the final goal of driving sales of our IMMray™ PanCan-d test that have the potential to be the first blood-based test for early diagnosis of pancreatic cancer in asymptomatic patients.” commented Mats Grahn, CEO, Immunovia.

“We are excited to working with Immunovia and looking forward to advise on the introduction of IMMray™ PanCan-d to the German market. In fact, this sounds a very promising innovation to help eliminating pancreatic cancer in the future”, said Prof Dr jur Dr med Alexander P F Ehlers, Founding Partner of Ehlers, Ehlers & Partner.

Under the agreement, Ehlers, Ehlers and Partner will provide advise on strategy and will counsel Immunovia in gaining entry into the German market of IMMray™ PanCan-d, the test developed for early diagnosis of pancreatic cancer. The market access strategy and counsel from the prominent German law firm will include reimbursement, regulatory approval processes and preparation and coordination of meetings with healthcare authorities and policy makers.

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About Immunovia

Immunovia AB was founded in 2007 by investigators from the Department of Immunotechnology at Lund University and CREATE Health, the Center for Translational Cancer Research in Lund, Sweden. Immunovia's strategy is to decipher the wealth of information in blood and translate it into clinically useful tools to diagnose complex diseases such as cancer, earlier and more accurately than previously possible. Immunovia's core technology platform, IMMray™, is based on antibody biomarker microarray analysis. The company is now performing clinical validation studies for the commercialization of IMMray™ PanCan-d that could be the first blood based test for early diagnosis of pancreatic cancer. In the beginning of 2016, the company started a program focused on autoimmune diseases diagnosis, prognosis and therapy monitoring. The first test from this program, IMMray™ SLE-d, is a biomarker signature derived for differential diagnosis of lupus, now undergoing evaluation and validation. (Source: www.immunovia.com)

Immunovia's shares (IMMNOV) are listed on Nasdaq First North in Stockholm and Wildecos is the company's Certified Adviser. For more information, please visit www.immunovia.com.

About Ehlers, Ehlers & Partner

The law firm was established on this principle in 1987 by Prof. Dr. iur. Dr. med. Alexander P. F. Ehlers and Dr. iur P. Nikolai Ehlers. In the areas of life science law, the firm offers comprehensive legal services and has become recognized as leading specialists with offices in Munich, Berlin and Duesseldorf.

The concept of cutting edge legal advice compels to conceive innovative ways to deal with complex problems particularly if the legal framework is tight and in times of tight budgets. Litigation is seen as the ultima ratio. The work is based on the firm's conviction, that the ability to provide legal services at the highest professional level requires more than just knowledge of the law. Besides the legal expertise, the firm uses the additional support by their extensive network to the respective decision makers.

Ehlers, Ehlers & Partner is part of the Conférence bleue Lawyers' network with partner law firms in nearly all countries of the European continent.

About pancreatic cancer

Pancreatic Cancer is one of the most deadly and difficult to detect cancers, as the signs and symptoms are diffuse and similar to other diseases. There are more than 40,000 deaths and over 50,000 new cases diagnosed each year in the U.S. alone, and the five-year survival rate for pancreatic cancer is currently 4-6%. It is predicted to become the second leading cause of cancer death by 2020. However, because resection is more successful in stage I/II, early diagnosis can significantly improve pancreatic cancer patients' 5-year survival rates from 4-6% to potentially 50-60%.

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