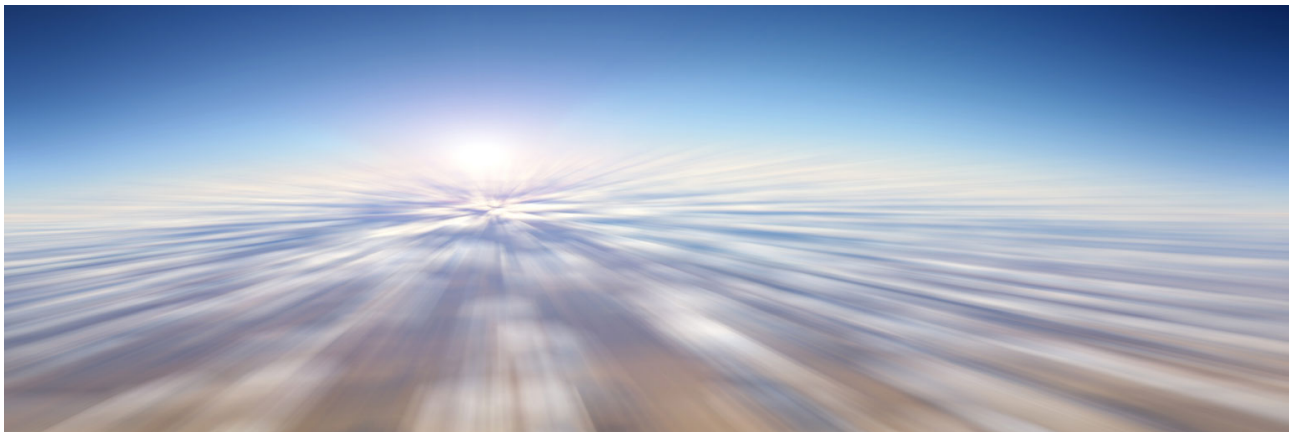


PRESS RELEASE
Phase Holographic Imaging PHI AB (publ)
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PHI improves search engine ranking by enhancing website performance significantly



Phase Holographic Imaging (PHI) have during the summer dramatically improved the response time of the company's website phiab.com. According to Google's benchmarking-tool Lighthouse, the performance of PHI's web site is now industry-leading, if not world-leading. The continued search engine optimization work is expected to enhance brand awareness and have a direct positive influence on sales.

“To adapt to the rapidly changing business environment brought on by the pandemic, we at PHI have intensified our efforts to enhance our web site ranking. The initial optimization results exceeded our expectations by far.”

In the CEO commentary “[Probably the fastest website in the world](#)” the company's website is compared with life science industry and major websites recognized as fast, such as Microsoft, Amazon and Wikipedia. It also describes the background as to why performance is important for search engine ranking and how website performance can be easily tested by the reader himself.

ABOUT PHI

Phase Holographic Imaging (PHI) leads the ground-breaking development of time-lapse cytometry instrumentation and software. With the first HoloMonitor-instrument introduced in 2011, the company today offers a range of products for long-term quantitative analysis of living cell dynamics that circumvent the drawbacks of traditional methods requiring toxic stains. Headquartered in Lund, Sweden, PHI trades through a network of international distributors. Committed to promoting the science and practice of time-lapse cytometry, PHI is actively expanding its customer base and scientific collaborations in cancer research, inflammatory and autoimmune diseases, stem cell biology, gene therapy, regenerative medicine and toxicological studies.

For additional information, please contact:

Peter Egelberg

E-mail: ir@phiab.se

Web: www.phiab.com