

## Saving of stem cell from births increases significantly for NextCell's biobank Cellaviva

**Stem cell company NextCell Pharma AB ("NXTCL") announces that Cellaviva's sales has increased significantly from November 2018 to January 2019, as compared to the corresponding months previous year. It is partly a result of an increasing interest in stem cell saving in Sweden, and partly due to the expansion into Denmark.**

Cellaviva offers new parents the opportunity to save their child's stem cells for therapeutic treatment of diseases the family has suffered from, or risk being affected of in the future. Stem cells are collected from the umbilical cord after the umbilical cord has been cut off. The stem cells are analyzed and processed in the laboratory, frozen in liquid nitrogen and can then be stored for the child and the family's needs.

Cellaviva's long term strategy to raise stem cell awareness, for example through active efforts to increase digital presence, is starting to be reflected in sales. The collaboration with Nordic Tech House and Isabella Löwengrip has increased the exposure of Cellaviva. In October 2018, the company expanded to the Danish market, which already has affected the sales. Family saving of stem cells is an established business area in Denmark.

"Now we reach out to new parents and it is gratifying that it is also shows in the sales figures. The number of interested customers per month has doubled," says Sofie Falk Jansson, CMO.

Parallel to Cellaviva's family saving stem cell activity, NXTCL conducts the development of stem cell therapies such as ProTrans, for the primary treatment of autoimmune and inflammatory and autoimmune diseases. Currently, a Phase 2 study is ongoing in which allogenic stem cells are administrated to Type 1 Diabetes patients

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### **About NextCell Pharma AB:**

Stem cells are expected to change the way how many of today's life-threatening diseases are treated. NextCell Pharma AB develops ProTrans, a drug candidate consisting of stem cells for the primary treatment of autoimmune and inflammatory diseases as well as for use in kidney transplants. ProTrans consists of selected stem cells derived from the umbilical cord tissue with NextCell Pharma AB's proprietary method. In addition, the company has a service called Cellaviva, Sweden's first and only IVO-approved stem cell bank for the family-saving of stem cells from umbilical cord blood and umbilical cord tissue.