

Press Release

June 22, 2021

2cureX appoints 2 new VPs for its Commercial Operations

In line with 2CureX's commercialization strategy, the company today announces that two experienced professionals are joining its Commercial Operations team. Jesper Floyd Kristiansen as new VP Business Development Europe on August 1st and Pia van der Zee as VP Marketing on July 1st. Maarten van der Linden, current CBO, will leave the company at the end of June.

After the publication of the TICC trial results and with the ongoing rollout of commercial activities in multiple European countries, 2cureX seeks to speed up the penetration of IndiTreat® by adding two strong professionals to its Commercial Operations team.

Jesper Floyd Kristiansen will be the new VP Business Development Europe. Jesper will be responsible for the expansion and management of partnerships with commercial organizations in the different countries to sell IndiTreat® to hospitals across Europe.

Jesper comes with a long career and success record in the in Vitro Diagnostics field. Among other positions he has been Business Director and Country Manager (Poland) for Dako, a leading company in Tissue Diagnostics, and Export Director and Manager Strategic Accounts Export for Biocartis, Global leader in Liquid Biopsy.

Pia van der Zee will join 2cureX as VP Marketing. She will be responsible for defining and rolling out the company's marketing strategies in support of the overall business development, including working closely together with the commercial partner's teams to support their local activities.

Pia is an experienced professional who has worked for companies like Thermo Fisher (Nunc), including 3 years in Hong Kong building the distribution network in China, ChemoMetec and Dako. She is also an External Lecturer at the Copenhagen Business School.

"We are very proud to attract two such extraordinary professionals. Jesper and Pia are very experienced in rolling out new technologies and products into markets and have the personal drive and hands on attitude that 2cureX needs in this moment", says Fernando Andreu, CEO of the company and he continues:

"To fulfill our sales goals of IndiTreat®, it is crucial to have alliances with local commercial organizations in each country, who not only promote our products to the Oncologists but also navigate the complex administrative processes for hospitals to buy our tests. These commercial organizations are the multipliers of our sales effort and both Jesper and Pia have proven experience building and managing them".

The company also announces that Maarten van der Linden, who has been leading the Business Development effort since 2018, has decided to pursue an opportunity outside of 2cureX and will leave the company at the end of June.

"Maarten has been very important for 2cureX in the phases previous to launching our first product. His personality and contribution to the 2cureX team will be missed and we sincerely wish him all kinds of success in his new endeavor", says Fernando Andreu.

With the announced changes 2cureX is building the organizational infrastructure and skill set required to fulfill its announced targeted commercialization roadmap.

For more information about 2cureX:

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About 2cureX

2cureX has developed the IndiTreat® (Individual Treatment) test. IndiTreat® establishes thousands of 3D microtumors that functionally resemble the patient's tumor and identifies the approved cancer treatment that most effectively kills the patient's tumor. Immediately after the test, the patient is given the selected treatment.

The first IndiTreat® product in metastatic colorectal cancer is introduced to the European market. Subsequent products will help patients at different stages of colorectal cancer and other solid cancers.

The company is listed on Nasdaq First North Growth Market in Stockholm (symbol: "2CUREX"). For more information about 2cureX visit www.2cureX.com. Certified Adviser: Redeye AB, +46 8 121 576 90, certifiedadviser@redeye.se.