



## Attana and Triolab sign distribution agreement for all Attana products on the Swedish market

**Attana can today announce that the company has signed a distribution agreement with Triolab AB for the marketing and sales of all Attana products on the Swedish market.**

In June, Attana and Triolab signed a memorandum of understanding (MOU) for the distribution of the newly launched Attana Diagnostics products. Since then, the parties have performed joint sales and marketing activities towards select customers in Sweden.

Today, the companies have signed a distribution agreement for the Swedish market which includes all products within both Attana business units: Diagnostics and Life Science. The agreement is valid for three years during which Triolab has exclusivity on the market against certain financial commitments in the form of sales targets. The parties also intend to initiate discussions on broadening the cooperation to include the other Nordic markets in which Triolab operates: Norway, Denmark and Finland.

Triolab AB is Sweden's largest independent distributor of laboratory diagnostics with more than 35 years of market experience. Together with their sister companies in the rest of the Nordic and Baltic regions, sales exceed SEK 1 billion. Triolab is wholly owned by AddLife, a Swedish company listed on Nasdaq Stockholm since 2016.

Attana's CEO, Teodor Aastrup comments:

*"I am very pleased to be able to be present this news since Triolab is an ideal distribution partner for us. Together with Triolab we now look forward to offering the Swedish market a complete range of our products together with Triolab's highly knowledgeable product specialists and service technicians."*

Triolab's CEO, Fredrik Brandt adds:

*"Attana has a unique product offering where we see opportunity to create strong patient value. We have a positive outlook on our close collaboration with Attana's specialists and being able to jointly offer an attractive total solution to our customers."*

### **For more information, please contact:**

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#### **About Attana**

Attana was founded in 2002 with the vision of *in vitro* characterization of molecular interactions mimicking *in vivo* conditions. Since then, Attana has developed proprietary label free biosensors for biochemical, crude, sera, and cell-based assays and the Attana Virus Analytics (AVA) platform, a proprietary *in vitro* diagnostics (IVD) tool. Attana products and research services are used by Big Pharma, biotech companies and academic institutions within the life sciences. To learn more about our latest services and products, please visit [www.attana.com](http://www.attana.com) or contact [sales@attana.com](mailto:sales@attana.com)