

## NeoDynamics recruits a country manager for Germany, Switzerland and Austria

**Renate Reiss takes over as Country Manager for NeoDynamics in the German-speaking countries in the EU, starting on 15 October. Renate has a broad international experience in product launches, from leading roles in the pharmaceutical industry. She will be responsible for the launch of NeoNavia, a brand new system for breast cancer tissue diagnosis.**

NeoDynamics has now hired senior specialists as country managers in the UK, Germany and the US to prepare for the commercialization of NeoNavia, a new tissue sampling system based on a patented micropulse technology developed in close collaboration with researchers from Karolinska Institutet.

"In the German-speaking countries, we have a fantastic platform through more than ten clinical centers where NeoNavia is now being tested. I am really looking forward to developing the collaboration with leading experts and preparing for the launch of NeoNavia as soon as we have received the CE mark," says Renate Reiss, Country Manager.

"It is the people in the company that make a difference", says Anna Eriksrud, CEO of NeoDynamics. "We are really pleased that we have been able to attract such experienced and dedicated people. They will ensure that we are well prepared for the launch of NeoNavia's unique biopsy system in Europe and the United States".

### **For further information about NeoDynamics, please contact:**

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### **About NeoDynamics**

NeoDynamics AB (publ) is a Swedish Medical Technology Company dedicated to advancing diagnosis and care of breast cancer. The company has an innovative biopsy system, NeoNavia®, in late stage development. The precision biopsy system is built on a patented micro-pulse technology, based on research at the Karolinska Institutet in Sweden. The system is designed to offer clinicians and patients accurate lesion targeting and high tissue yield for correct diagnosis and individualized treatment. NeoNavia® is evaluated at leading clinics in UK, Germany and Sweden. A commercial launch is expected in 2020.

### **About NeoNavia**

NeoNavia is the brand name for the entire biopsy system intended to be used under ultrasound guidance. NeoNavia consists of a base unit, a handheld driver and three different types of biopsy needles. Each needle type is driven by the micro-pulses enabling high precision and control when inserting and positioning the biopsy needle in a suspicious lesion. The system is designed to offer accurate lesion targeting and high tissue yield for correct diagnosis and individualized treatment.

### **About the micro-pulse technology**

The patented micro-pulse technology is based on a pneumatically driven mechanism that enables high precision and control when inserting and positioning the biopsy needle, independent of tissue type. The pneumatic driver that generates micro-pulses is placed in a handheld instrument. With power from the base-unit, the driver accelerates the needle with great control even over a short distance, enabling its distinct stepwise insertion without the risk of destroying surrounding tissue. This facilitates ease of access and flexibility in sampling, even in very small lesions in delicate and difficult locations.