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Boule strengthens innovation and product development and appoints Helena Börjesson as CTO

Boule Diagnostics appoints Helena Börjesson as Chief Technology Officer (CTO) as of September 1, 2020.

Helena has been with Boule in an interim position as SVP R&D for hematology instruments since the spring of 2020 and has proved valuable in advancing Boule's ambitious future product platform program. The creation of this new CTO position, appoint Helena and make her a permanent member of Boule's executive team, is aligned with Boule's strategy to develop technology and new products to serve the future needs for blood diagnosis of physicians and patients.

Helena has a proven track record of leading engineering teams and delivering high-tech innovation for market-leading products and services in MedTech, telecom, and other industries. Before Helena joined Boule she held several senior R&D and site leadership roles at Elekta. Her earlier career also includes numerous leadership and technology strategy roles at Ericsson within the Radio Network and Multimedia business areas. During her career Helena has also gained extensive experience and a network for innovation collaboration around the world, within organizations as well as with customers, academia and industrial partners. She holds a Master of Science from Royal Institute of Technology, Sweden.

"I'm eager to really understand the clinical needs within the hematology domain and leverage the continuous and rapid technology evolution to fulfill our customers and patients' needs for safe, effective and efficient diagnostic tools. I'm truly excited to accomplish this together with the highly skilled team I met here at Boule." says Helena.

"Helena is a highly-accomplished technology executive with a wealth of experience in product and technology development. She is a visionary leader with a keen interest in mentoring and motivating cross-functional teams. To welcome Helena to our executive team adds relevant experience and skills and underpins our ambition to drive future innovations" comments Jesper Söderqvist, CEO.

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About Boule Diagnostics AB (publ)

Boule Diagnostics AB is a global diagnostics company that develops, manufactures and markets instruments and consumable products for blood diagnostics. The company serves hospitals, clinics, laboratories and companies within blood diagnostics, in both human and veterinary hematology. The company operates via subsidiaries in Sweden, the USA, Mexico and Russia. The company products are sold globally primarily through distributors, supported by Boule's own local sales and support personnel. The Boule shares are listed on Nasdaq Stockholm since 2011. www.boule.com

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