



Press release, December 3, 2013

Boule Diagnostics establishes sales office in India

India is one of the fastest growing markets for Boule Diagnostics products and where, as on many other growth markets, blood cell counters are foundations for diagnostic laboratories. By establishing a sales office in India, Boule can more efficiently coordinate sales and marketing efforts and provide direct support to the established distributors.

“India is one of Boule’s prioritized markets. We are already one of the top three selling suppliers for low volume blood cell counters. This, combined with high market growth and strong demand for our products, has led to this decision. We will continue to work through distributors, but all sales and marketing efforts will now be supported by a dedicated Country Sales Manager. It’s our belief that the direct presence and contact with distributors and customers will be of great importance for our continued growth in India”, said Ernst Westman, President and CEO of Boule Diagnostics.

Boule’s Indian sales office will be located in Mumbai.

For more information, please contact:

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The information in this press release is such that Boule Diagnostics AB must disclose it in accordance with the Securities Market Act and/or the Financial Instruments Trading. The information was submitted for publication at 8:30 am (CET), December 3, 2013.

TO THE EDITORS

About Boule Diagnostics AB

Boule Diagnostics AB is a fast-growing diagnostics company, developing and manufacturing systems and consumables for hematology diagnostics for the public healthcare providers worldwide. The company is primarily focused on small and medium-sized hospitals, clinics and laboratories in outpatient care as well as other diagnostics companies in both human and veterinary haematology. The group is comprised of operating subsidiaries in Sweden, the US and China. The Boule Diagnostics share is, since 2011, traded on NASDAQ OMX Nordic. www.boule.se