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Genetic Analysis AS enters an agreement with ELTA90 Group to distribute and launch GA-map® technology in the Balkan region

OSLO, NORWAY – 8 June 2023: Molecular diagnostics specialist, Genetic Analysis AS (“GA”) has entered a distribution agreement with ELTA90 Group (“ELTA90”), a Sofia based fast growing distributor of Laboratory diagnostics into the Balkan region with operations in several countries. One of ELTA90 focus areas is specialized molecular diagnostics for the clinical diagnostics and research market.

Ronny Hermansen, CEO, Genetic Analysis, comments:

“GA is proud to have ELTA90 Group as a partner in the Balkan region and is thrilled to see that our GA-map® platform gets acknowledgement from customers in new markets globally. The GA-map® platform offers a high throughput lab testing platform with an integrated cloud-based software algorithm for immediate result presentation of the microbiome analysis. As the regulatory requirements in Europe gets stricter, we are happy to see that more and more labs are appreciating our CE-IVD GA-map® solution.”

The market demand for gut microbiome assessments is rapidly increasing globally in the private healthcare services, medical clinics, and academic research with focus on identifying and categorizing the patient’s microbiota. Together with ELTA90, GA can now offer its standardized gut microbiome testing platform to the Balkan countries to meet the growing interest and raise awareness of the impact of microbiota alteration and dysbiosis.

Dr. Theodor Zamfirov, CEO, ELTA90, comments:

“E90 are excited to offer the GA-map® Microbiome testing platform to our Lab customers all over the Balkan region, as we see that the demand for accurate, fast turnaround microbiome testing is increasing rapidly. GA-map® will be a great complementary to our growing business of specialty molecular diagnostics, as several labs in the Balkan countries are focusing on supplying the European market with high quality diagnostics. The core value of ELTA90 is to offer the highest quality products to our customers, and we are proud to add GA-map® to our portfolio of high-end products.”

For further information, please contact:

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About ELTA90 Group.

ELTA90 is one the largest distributors of life science and diagnostic products in the Balkans. ELTA90 was established in 1999 and now consist of a team of 180 employees operating from 12 offices in 9 countries in the Balkan region. A main driving factor in our development has always been the innovations in science and diagnostics.

The main focus of our activity is the distribution of laboratory equipment, reagents, consumables, specialized diagnostic and research tests, often related to highly specialized activities such as NGS, in vitro fertilization, molecular genetic research.

Building on the foundation we have from traditional products in the laboratory furniture and equipment market, we have always sought to add and expand our portfolio with innovative products of exceptional value to the patient and the laboratory. The confidence that we offer high-quality brands on the market is a consequence of long-standing partner relationships with companies such as Illumina, Sysmex, Stago, Nikon Instruments, Eppendorf, Thermo Fisher Scientific, Abbot and many others.

We are fully committed to the idea of offering our customers complete solutions in the field of immunology, clinical laboratory, microbiology, virology and rapid diagnostics. Among our priorities are automated solutions that give reliability and freedom of work to our customers.

For more information: <http://www.elta90.com/?lang=en>

About Genetic Analysis

Genetic Analysis AS (GA) is a science-based diagnostic company and pioneer in the human microbiome field with more than 15 years of expertise in research and product development. The unique GA-map® platform is based on a pre-determined multiplex targets approach specialized for simultaneous analysis of a large number of bacteria in one reaction. The test results are generated by utilizing the clinically validated cutting edge GA-map® software algorithm. This enables immediate results without the need for further bioinformatics work. GA's vision is to become the leading company for standardized gut microbiota testing worldwide, and GA is committed to help unlocking and restoring the human microbiome through its state-of-the-art technology. GA employs a team of highly qualified employees with scientific backgrounds and competence in bioinformatics, molecular biology, and bioengineering.

For more information: www.genetic-analysis.com

Interested in reading more about GA's products? Please visit ga-map.com