



## Theradiag Launches Lisa Tracker in Canada

- **Exclusive partnership agreement with Somagen Diagnostics Inc.**
- **First North American market penetration for LISA TRACKER**
- **Positive recommendation by Canadian health authorities on biotherapy monitoring**

**Croissy-Beaubourg and Montpellier, May 11, 2015** – Theradiag (ISIN: FR0004197747, Ticker: ALTER), a company specializing in theranostics and *in vitro* diagnostics, announced today that it has entered into an exclusive distribution agreement with the Canadian company Somagen Diagnostics Inc., for the launch in Canada of its biotherapy monitoring range LISA TRACKER.

Somagen Diagnostics Inc. is one of the key providers of diagnostics products in Canada, specialized in the distribution of innovative products in niche markets. Somagen Diagnostics Inc. will manage the promotion, marketing and installation of LISA TRACKER kits in the country through a dedicated salesforce. It will also convey recent scientific developments regarding biotherapy monitoring with Canadian KOLs<sup>1</sup>.

Canada is the second largest market in North America in terms of anti-TNF sales. It has one of the highest prevalence of Crohn's Disease and Ulcerative Colitis in the world.

Canadian Health Authorities have positioned themselves in favor of biotherapy monitoring<sup>2</sup>. This positive recommendation should benefit sales of LISA TRACKER in the country.

*"The launch of LISA TRACKER in Canada is an important market extension for our biotherapy monitoring range, given the size of the Canadian market and the high prevalence of autoimmune diseases in this country. Thanks to our partnership with Somagen Diagnostics Inc., we will provide clinicians with the biological tools to manage and optimize patient treatments. This will improve patient care, while containing healthcare spending"* comments Michel Finance, CEO of Theradiag.

LISA TRACKER kits are currently registered for sale in the European Union, North Africa, the Middle-East, India<sup>3</sup> and Australia. They were registered in Canada in 2014.

### About Theradiag

Capitalizing on its expertise in the distribution, development and manufacturing of *in vitro* diagnostic tests, Theradiag innovates and develops theranostics tests (combining treatment and diagnosis) that measure the efficiency of biotherapies in the treatment of autoimmune diseases, cancer and AIDS. Theradiag notably markets the Lisa Tracker range (CE marked), which is a comprehensive multiparameter theranostic solution for patients with autoimmune diseases treated with biotherapies. With its subsidiary Prestizia, Theradiag is developing new biomarkers based on microRNAs for the diagnosis and monitoring of rectal cancer and HIV/AIDS. Theradiag is thus participating in the development of "customized treatment", which favors the

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<sup>1</sup> Key Opinion Leaders

<sup>2</sup> INESS (Institut national d'excellence en santé et en services sociaux) Report – favorable assessment regarding the introduction of infliximab and anti-infliximab antibodies monitoring through ELISA or high performance liquid chromatography (Ref – 2013.03.009)

<sup>3</sup> Registration ongoing



individualization of treatments, the evaluation of their efficacy and the prevention of drug resistance. The Company is based in Marne-la-Vallée, near Paris, and in Montpellier, and has over 70 employees.

For more information about Theradiag, please visit our website: [www.theradiag.com](http://www.theradiag.com)



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