



## **Collectricon to Receive the 2004 Frost & Sullivan Market Penetration Leadership Award**

**Gothenburg, Sweden - 7th February, 2005** - Sweden based Collectricon AB is the recipient of the 2004 Frost & Sullivan Market Penetration Leadership Award in recognition of its comprehensive and distinctive portfolio of cell-based assay products. Outstanding product offerings have placed the company in a position to grow profitably and enhance its penetration of the functional cell-based assay market.

"A key factor driving the continued success of Collectricon has been the expanding portfolio of its three functional cell-based assay technologies - Dynaflow<sup>TM</sup> a microfluidic chip-based system for dose response analysis in secondary ion channel drug screening, Cellaxess a parallelized capillary electroporation method for introducing molecules into living cells and a microfabrication-based assay for primary ion channel screening" notes Frost & Sullivan Healthcare Analyst, Dr. Amarpreet Dhiman.

Collectricon's products target bottlenecks in the drug discovery process. Successfully launched in 2003, the first generation of products - Dynaflow<sup>TM</sup> Standard System - offers dramatic increases in productivity along with significant time and cost savings. The Dynaflow<sup>TM</sup> technology is built around a pioneering microfluidic device, which facilitates a remarkable boost in output when screening for drugs targeting ion channels.

In November 2004, the next generation of the Dynaflow<sup>TM</sup> product - the Dynaflow<sup>TM</sup> Proficient System - was introduced, following a beta-testing of the new 48-channel chip and software by GlaxoSmithKline. The Dynaflow<sup>TM</sup> Proficient System enables multiple dose response curves and integrates an unparalleled product line for both ligand- and voltage-gated ion channel drug screening. Underlining its popularity, over eight leading global pharmaceutical giants such as AstraZenaca, Merck, and GlaxoSmithKline have already adopted the Dynaflow<sup>TM</sup> system. During Q1 2005 Collectricon opens an US unit. Collectricon, Inc. will provide sales and technical support and further expand the company's presence in the United States and Canada in response to growing demand for Collectricon's Dynaflow<sup>TM</sup> Proficient (Pro) System.

The formulation of a single cell electroporation platform - Axoporator -in collaboration with Molecular Devices (Axon Instruments) has been in line with Collectricon's strategy to out-license parts of their extensive IP, as Collectricon are focused to provide high-throughput cell-based assays to their customers. As part of this venture, Molecular Devices (Axon Instruments) has sole access to the low-throughput parts of Collectricon's patented transfection technology.

Collectricon's strong funding support - total investments since its inception in 2000 are estimated at nearly USD 13 million, of which around USD 7 million was generated from Series B financing round - is expected to be turned towards further product portfolio advancements as well as to globally debut the microfluidics tool for high content cell-based screening.

"An expanding pipeline of highly promising products, combined with top-quality management and sales and marketing teams is expected to underpin Collectricon's continued market penetration of the highly competitive cell-based assays industry in Europe," concludes Dr. Dhiman.



In presenting Celletricon with the Market Penetration Leadership Award, Frost & Sullivan recognises it as a company that has demonstrated excellence in capturing market share within its industry through excellence in product innovation and marketing and sales strategies.

#### **About Celletricon**

Celletricon AB (Gothenburg, Sweden) develops life science tools based on world leading science competences. The products target bottlenecks in the drug discovery process. The first generation of products, Dynaflo<sup>TM</sup>, provides groundbreaking systems for ion channel drug discovery and offers dramatic productivity increase with major savings in both time and cost. The company was formed in 2000 based on an extensive and solid patent portfolio within different areas such as high-throughput electrophysiology, microfluidics, microfabrication, and electroporation. Celletricon is a privately held company and the main shareholders are InnovationsKapital, Investor Growth Capital and Karolinska Investment Fund.

#### **About Frost & Sullivan**

Frost & Sullivan, a global growth consulting company founded in 1961, partners with clients to create value through innovative growth strategies. The foundation of this partnership approach is our Growth Partnership Services platform, whereby we provide industry research, marketing strategies, consulting and training to our clients to help grow their business. A key benefit that Frost & Sullivan brings to its clients is a global perspective on a broad range of industries, markets, technologies, econometrics, and demographics. With a client list that includes Global 1000 companies, emerging companies, as well as the investment community, Frost & Sullivan has evolved into one of the premier growth consulting companies in the world.

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