

PRESS RELEASE

SenzaGen reinforces its sales organization – recruiting Peter Sandberg

SenzaGen has recruited Peter Sandberg as Director of Sales. Peter has long experience from a number of positions and companies active in the life science sector in the last thirty years. By recruiting Peter Sandberg SenzaGen strengthens its sales organization and the commercial development of the company.

With the base at Medicon Village in Lund SenzaGen develops and implements animal free allergy tests of chemicals and proteins, especially for the cosmetic and pharmaceutical industry. SenzaGen's test GARD (Genomic Allergen Rapid Detection) has been developed over 15 years and measure significantly more parameters than existing tests on the market. It makes GARD a safer and more effective test than other options. GARD eliminates the need for animal testing and enables customers to develop and provide safer consumer products as well as offer their employees a better working environment.

- SenzaGen is in an expansive phase at the moment, and we see an increased interest in allergy tested and safe products in the cosmetic and pharmaceutical market. The recruitment of Peter Sandberg will allow us to meet market interest and substantially increase our sales activities, says Anki Malmberg Hager, CEO of SenzaGen.

Peter Sandberg has a B.Sc. in Genetics and has worked primarily with sales, product launches and branding, for over thirty years. With experience from BioInvent, self-employment in the GTF AB and Celltox AB Peter Sandberg helped to build and develop a variety of companies and has a wide network of contacts throughout the industry. Peter Sandberg comes from Fisher Scientific's Nordic operations, where he was General Manager for many years where he built up sales operations.

- SenzaGen is an exciting company and GARD is a product with great potential. So when I got the chance to contribute, it felt as exciting challenge. I believe that my experience in combination with SenzaGen's innovation can generate new opportunities for the future, says Peter Sandberg, new Director of Sales at SenzaGen AB.

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About SenzaGen

SenzaGen provides in vitro testing for cosmetic, chemical and pharmaceutical industries replacing the need for animal testing. The company's unique test GARD is based on research from the Department of Immune Technology at Lund University.

About GARD

By analyzing between 200-389 markers instead of 1-2, which competing methods does, GARD delivers results with 90% accuracy. This compared with the golden standard, animal tests on mice, which results in only 72% accuracy. SenzaGen's test also has the ability to measure potency (strength) of a substance and can thus determine the degree to which a substance is an allergen. Existing tests does not achieve sufficient accuracy and lack the ability to measure the potency of a substance.