

# SenzaGen establishes subsidiary in the US

**To quickly strengthen its commercial presence in the US market, Swedish SenzaGen AB expands globally and establishes a subsidiary in California.**

SenzaGen, which develops and implements non-animal allergy tests of chemicals and proteins, for the chemical, pharmaceutical and cosmetic industries, expands its sales organization and prepares the company for an IPO in 2017. SenzaGen, a Lund University Department of Immunotechnology spin-out was recently recognized as one of Sweden's most promising young and innovative companies.

- In line with our strategy to establish a commercial presence in key markets, SenzaGen has established a subsidiary in the US. The US represents the world's largest pharmaceutical and chemicals markets, and one of the largest within cosmetics. To capture market share, it is crucial that we have a local presence, says Anki Malmborg-Hager, CEO of SenzaGen AB.

Responsible for SenzaGen's US operations will be toxicologist Dr. Brian Rogers as US CEO, and Head of business development will be immunologist Dr. Sandra Reynoso.

- Nearly 50% of all animal research experiments today are performed in the US, and we want to be there to help replace these tests and offer the market a better and much safer test with our GARD. Together with our local team and their strong network, I look forward to building SenzaGen's brand as the market leader in allergy testing in the US, says Anki Malmborg-Hager.

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**About SenzaGen**

SenzaGen provides in vitro dermal and respiratory testing for the 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 Immunotechnology at Lund University. SenzaGen is based at Medicon Village in Lund, Sweden.

**About GARD**

By analyzing 200 and 389 genomic markers, depending on the test, instead of 1-2 markers as competing methods, GARD delivers results with 90 % accuracy. This can be compared to the golden standard, animal tests on mice, that provide 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 cause allergy.

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