



## **Theradiag strengthens its presence in the United States on biotherapy monitoring**

**Croissy-Beaubourg, May 14, 2019, 6:00pm CEST** – THERADIAG (ISIN: FR0004197747, Ticker: ALTER), a company specialized in *in vitro* diagnostics and theranostics, is today announcing plans to accelerate its development in the United States, the world's largest market for *in vitro* diagnostics and biotherapies.

In this context, Theradiag signed a new contract with HaliuDx, a French expert specialized in the innovative diagnosis of digestive system diseases, with a base in the United States through its own CLIA laboratory.

*“The contract with HaliuDx marks the continuation and the strengthening internationalization strategy of Theradiag, and creates the conditions for increased profitability. Based on its previous experience, Theradiag strengthens both its capacity to intervene on this market and its reputation among stakeholders in this biotherapies market”* explained Pierre Morgon, Chairman of Theradiag's Board of Directors.

Theradiag will supervise promotional campaigns, therefore tightening more actively and increasing control in the US market and enhancing its market penetration, compared to the previous trade agreement.

Theradiag will directly interact with hospitals as well as US health authorities (payers and regulatory agencies), pharmaceutical companies, opinion leaders, trade bodies and patients' advocacy groups.

To meet the US market specific needs, Theradiag tests range will be rebranded under OptimAbs banner to raise its profile and help to achieve the Company's major ambitions in the United States.

Under the new agreement, the certified HaliuDx lab will handle the supply chain including sample reception, performance of the tests and manufacturing on behalf of Theradiag.

*“We are excited about this new organization and the new agreement that we have entered into today. We needed to reassess our business model in the United States so that we could achieve genuine progress from next year onwards in the world's largest market for *in vitro* diagnostics and biotherapies. It will be an investment, and thanks to our range of market-leading tests in our therapeutic areas as well as HaliuDx's local knowledge of the United States market, we believe we will penetrate the market in the most effective way to realize our major growth ambitions on this strategic territory”,* concluded Bertrand de Castelnaud, Chief Executive Officer of Theradiag.



## Next financial press release

Half-yearly sales 2019, Thursday 25 July 2019, after market close

### 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 and cancer. Theradiag is thus participating in the development of customized treatment, which favors the individualization of treatments, the evaluation of their efficacy and the prevention of drug resistance. Theradiag notably markets the Lisa Tracker® range (CE marked), which is a comprehensive multiparameter theranostic solution for patients with autoimmune diseases treated with biotherapies. The Company is based in Marne-la-Vallée, near Paris, and has over 60 employees.

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

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