

WITH THE LAUNCH OF ITS NEW LIAISON HIV HT DIASORIN CONFIRMS ITS COMMITMENT AND STRATEGY IN THE BLOOD BANKS MARKET

October 7, 2014 - Saluggia (VC) - **DiaSorin** (FTSE Mid Cap:DIA) today strengthens its presence in the Blood Banks market through the launch of the new test **LIAISON XL murex HIV Ab/Ag High Throughput (HT)** outside the USA and Canada.

The **strategy** of DiaSorin in **Blood Banks** has developed through the acquisition from Abbott in 2010 of **MUREX**, the leading brand of Blood Banks, and through the **development** and marketing of the **complete menu** for Blood Banks on the platform LIAISON XL.

DiaSorin today **offers the most extensive menu** of technology **combined CLIA** and **ELISA** in the market.

This strategy has allowed DiaSorin to penetrate important markets such as **Latin America, Asia-Pacific** and **Europe**, which have a total estimated value, with regard to the Immunodiagnostic, of approximately **400 million Euro**.

For example DiaSorin holds a significant market share in Brazil, Mexico, Malaysia, Taiwan and observes a continuous growth in key European countries.

In recent weeks, DiaSorin **has won** an important **tender** with the **Red Crescent in Turkey**, an organization that represents almost all of the donations in the country and expects 29 million tests over the next 3 years. This success confirms the appreciation for DiaSorin's solutions by Blood Banks.

The launch of the new test LIAISON XL murex HIV Ab / Ag high-throughput (HT) enhances the offer and competitiveness of DiaSorin for the **Blood Banks** of **medium and large size**.

In fact, the test is able to offer a **high operating efficiency**, arriving at an hourly productivity of **171 tests on LIAISON XL**, and at the same time to remain one of the most sensitive tests available on the market today with a good level of specificity.

The ability to perform tests **with high productivity** and **diagnostic accuracy** is of fundamental importance for **Blood Banks**, which have to perform a defined protocol of tests to ascertain the presence of HIV, Hepatitis B and C, while respecting the response time.

It is also estimated that worldwide **35 million people are currently infected with HIV**, a virus that is transmitted through sexual contact between HIV-positive individuals, with exposure to contaminated blood, with the prenatal infection of a fetus or with the perinatal infection of a newborn from an infected mother. HIV continues to cause every year **2.1 million new infections and 1.5 million deaths**, representing, along with hepatitis, a real health emergency in some areas of the planet.

REFERENCE TABLE FOR DIASORIN PRODUCTS

Assay name	LIAISON XL murex HIV Ab/Ag HT		
Diagnosis	Diagnosis of HIV-1/HIV-2 infection and as a screening test for donated blood and plasma		
Business segment	Immunodiagnosics	✓	Molecular Diagnostics
Potential market	c.a. € 409 mln for both blood screening and diagnosis		
Technology	CLIA	✓	Extraction
	ELISA		Amplification/Detection
	RIA		HLA Typing
Clinical Area	Infectious Disease		Infectious Disease
	Hepatitis and Retroviruses	✓	
	Oncology & Endocrinology		Onco-hematology
	Bone & Mineral		
	Cardiac Markers		
GI Stool Testing			

Carlo Rosa, CEO of DiaSorin, commented: *“With the launch of HIV HT DiaSorin confirms the strategy of strengthening its role as major player in the market of Blood Banks, earning the role of a potential partner in the laboratories at high volumes.”*

About DiaSorin

Headquartered in Italy and listed in the FTSE Italia Mid Cap Index, DiaSorin is a global leader in the In Vitro Diagnostics (IVD) field. For over 40 years the Company has been developing, producing and marketing reagent kits for IVD worldwide. Through constant investments in research and development, and using its own distinctive expertise in the field of immunodiagnosics to deliver a high level of innovation, DiaSorin offers today the broadest range of specialty tests available in the immunodiagnosics market and new tests in the molecular diagnostics markets which identify DiaSorin Group as the IVD “diagnostics specialist”.

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