

---

## Strengthening the Direct Sales and Service System for Business Expansion in Italy

---

Sysmex Corporation (HQ: Kobe, Japan; President: Kaoru Asano) is to commence direct sales and service in Italy in the fields of hematology, urinalysis, and hemostasis, which will be in addition to our direct sales and service in the fields of life science and industrial flow cytometry (FCM)<sup>1</sup> that we are already providing. We will expand our business in Italy by increasing our share of the market in various test fields, and also by offering solutions to diverse issues in medical settings through direct communication with our customers.

In Italy, with the progressive ageing of the population, the demand for healthcare services is continuously expanding. Expenditure on healthcare is growing steadily with the forecast to exceed 180 billion euros in 2025. Following the experience of the Covid-19 pandemic, the Italian government is working to strengthen the country's healthcare facilities through measures that include restructuring its healthcare system.

At Sysmex, we have built up our sales and service in Italy through our distributors over the last 30 years or more, and we currently hold a market share of over 50% in the field of hematology. We will now further bolster our presence and commence direct sales and service in the fields of hematology, urinalysis, and hemostasis in April 2024 through our affiliate Sysmex Italia S.R.L (former Sysmex Partec Italia S.R.L.). This will be complemented by our direct sales and services in the already existing fields of life science and industrial FCM in Italy.

We aim to boost our hematology and urinalysis business by providing globally standardized product training, enhancing our unique Sysmex ICT-based customer support, and introducing new products with high added value. At the same time, we will increase our share of the market in the field of hemostasis by leveraging the customer base we have built up in the hematology field. We will also make full use of the customer feedback we gain through direct communication to capture markets in new business areas such as clinical FCM<sup>2</sup> tests and immunochemistry, and to commence sales and service and support systems in these areas.

Our efforts to put in place and strengthen sales and services and support systems will enable Sysmex to further contribute to the development of healthcare.

### **Overview of Sysmex Italia S.R.L. (as of January 2024)**

Name:	Sysmex Italia S.R.L.
Location:	Milan, Italy
Representative:	Andrea Roncari
Capital:	15,000,000 EUR
Capital supplied by:	Sysmex Europe SE (Sysmex Europe SE is a wholly owned subsidiary of Sysmex Corporation)

Employees: 62  
Lines of Business: Sales and service and support related to *in vitro* diagnostic instruments, reagents, and laboratory information systems.

### **Terminology**

- 1 Industrial FCM:  
The business of measuring cells or particles using a flow cytometer within the sphere of industry. Used for quality control in foods and beverages, etc.
  
- 2 Clinical FCM:  
The business of measuring cells using a flow cytometer in medical fields such as clinical laboratory tests, etc. Used for diagnosis of hematological diseases such as leukemia and malignant lymphoma, monitoring of immune function in HIV patients, and examination of therapeutic strategies, etc.

---

The purpose of this press release is to communicate our business activities to our stakeholders. It may or may not include information about Sysmex's products or their research and development, but this is not intended for promotion, advertising, or medical advice. The information contained in this press release is current as of the date of the announcement but may be subject to change without prior notice.