

## **DIASORIN GROUP JOIN HANDS FOR A JOINT VENTURE WITH TRIVITRON HEALTHCARE TO ENTER THE INDIAN MARKET**

July 30, 2012 - Saluggia (VC) - **DiaSorin** (FTSE MIB:DIA) continues its expansion plan in Asia through the establishment of a Joint Venture Company with the local partner **Trivitron Healthcare**, an Indian medical technology company with solutions in the IVD business and focused on manufacturing, innovation, distribution and best-in-class after sales support.

The Trivitron Group is among the top three Indian groups operating in the Medical Devices industry with an extensive experience in the In Vitro Diagnostic market acquired also through several long term cooperations with multinational companies.

In accordance with the JV Agreement, DiaSorin Group and Trivitron Group formed the limited liability company *DiaSorin Trivitron Healthcare Private Limited*, with place of business in Chennai, in which the parties have respectively 51% and 49% and that will directly operate in the Indian diagnostics market.

The industrial plan of the newly established company, entirely funded by DiaSorin and Trivitron, will allow DiaSorin to directly enter in the Indian IVD market, estimated to be around € 400 Million and with a growth of 15% each year, starting from the current on-going Vitamin D business and extending it to the Liaison XL, Murex and Molecular Diagnostics products, thus enhancing a long term positioning of current and future portfolio of DiaSorin Group brands in the second fastest growing In Vitro Diagnostic Market in the world after China.

Carlo Rosa, CEO of DiaSorin Group, commented, *"The JV agreement with Trivitron is really important for the success of DiaSorin Group in a such relevant market as India, and represents an important pillar of the current and future expansion strategy of DiaSorin Group in Asia Pacific.*

*We are really confident in the undisputed capability of Trivitron in allowing us to enter the Indian market with success and in a real fast way. By combining the quality of DiaSorin systems and tests to the Trivitron's extensive knowledge of the Indian market, I'm confident that India will represent another important leg of revenues for us in the Asian Region.*

*This agreement is further confirmation of the high quality standard of our products and systems and lays the foundation for the growth of our Group throughout the world".*

Dr. G.S.K Velu, Founder and MD of Trivitron said, *"The joint venture with DiaSorin is an important milestone for Trivitron to achieve market leadership position in the Indian IVD segment. We are confident*

*that the venture will provide unique positioning for DiaSorin and Trivitron in Indian IVD segment. Trivitron has always excelled in building market leadership position in Immunoassay segment with the most innovative and extensive Immunoassay platform using CLIA/ ELISA/ RIA/MDx. Combining the strengths of DiaSorin and Trivitron we attempt to reach leadership position in Indian Immunoassay segment in the next three years”.*

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