



The Diagnostic Specialist

Press Release

## DIASORIN STARTS SELLING VITAMIN D IN JAPAN

July 28, 2016 - Saluggia (VC) - DiaSorin (FTSE Italy Mid Cap: DIA) is pleased to announce the start of sales of its CLIA 25 OH Vitamin D test in Japan, following the approval of the reimbursement code from the Japanese authorities.

DiaSorin will be the first company to market the Vitamin D test on its LIAISON analyzers family in the Japanese reference laboratories through an exclusive distribution agreement with Kyowa Medex, part of the Japanese Kyowa Hakko Kirin Group, a company that produces and markets diagnostic reagents.

Japan, with a population of over 125 million inhabitants, has about 13 million patients suffering from osteoporosis for whom it will be possible to identify the Vitamin D deficiency in human serum through the DiaSorin test.

As already announced during the presentation of the 2015-2017 Industrial Plan, DiaSorin estimates a market penetration for its CLIA 25 OH Vitamin D test in Japan between 2% and 4% within the next five years, for a total amount between 2.5 and 5 million tests.

*"With the approval of the reimbursement for the Vitamin D test in Japan, we confirm our commitment to develop the Vitamin D market", commented Carlo Rosa, CEO of the DiaSorin Group. "As leader in Vitamin D testing, I'm sure that our Group will be able to seize this opportunity in an effective way, as already demonstrated in the past in other countries".*

### **About DiaSorin**

*Headquartered in Italy and listed in the FTSE Italia Mid Cap Index, DiaSorin is a global leader in the Diagnostic field. For over 40 years, the Company has been investing to develop, produce and sell tests that answer to the worldwide laboratories' needs. The continuous focus on innovation enables the DiaSorin Group to be identified as "the Diagnostic specialist".*

*For further information, please visit [www.diasorin.com](http://www.diasorin.com)*

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