

DIASORIN PRESENTS ITS 2011-2015 BUSINESS PLAN TO THE FINANCIAL COMMUNITY: A NEW BUSINESS CYCLE

Saluggia, November 17, 2011 - DiaSorin was listed on the STAR segment of Italian stock market on July 19, 2007 and, during the past five years, established itself as an Italian company representing the standard of excellence in the biotechnology sector at the global level.

The unflagging commitment of its entire research and development staff and the strategic acquisitions and partnerships it executed enabled it to achieve important economic and financial results, which were reflected in a steady increase in the price of its shares and resulted in the inclusion of its stock in the FTSE MIB Index, as of December 20, 2010.

Today, DiaSorin is a multinational group capable of constantly innovating its technological knowhow, expanding the footprint of its extensive distribution network and, thanks to its outstanding cash flow generating ability and its existing liquidity, seizing new acquisition opportunities.

**2011
guidance**

Even though the macroeconomic environment will continue to be complex and challenging, management believes that, in 2011, DiaSorin should be able to deliver a double-digit revenue increase and a further gain in profitability. Specifically, in light of the results reported after June 30, 2011, Group revenues should reach about 450 million euros, for a year-over-year growth of about 11% (about 13% at constant exchange rates) and EBITDA of about 200 million euros, for a year-over-year increase of about 20% (about 23% at constant exchange rates), with the ratio of EBITDA to revenues improving to about 44% (41% in 2010).

**2012 - 2015
Results**

Based on these projected 2011 results, the industrial plan that DiaSorin will implement over the next four years calls for revenues and EBITDA to grow at compounded annual rates of about 10% and 9%, respectively, and a cash flow that will bring the cumulative amount at 2015 to about 600 million euros.

**2012 - 2015
Focus areas**

The main areas on which the plan will focus its development efforts will be the following:

- **The CLIA product portfolio (excluding the Vitamin D test):** The projected average growth rate for these products, which are and will continue to be the core of DiaSorin's product line, is about 21%, supported by an intense research and development program that, over the plan's years, will enable the Group to bring to market a new and unique panel of assays for fecal testing, a complete panel for blood banks (while completing the launch of the new Liaison XL system) and a complete panel for hypertension.
- **The Murex product line:** The projected average growth rate for the Murex product line is about 7%, achieved mainly by capturing new market share from obsolete technologies at large-scale laboratories.
- **The Vitamin D market:** The projected average growth rate for sales of Vitamin D tests is about 2%, which reflects expectation of a price erosion (mainly in Europe and the United States) of about 7% and a volume increase of about 10%. DiaSorin intends to leverage its leadership position to strengthen its presence in those emerging countries (e.g., Brazil and

China) where the growth potential of the Vitamin D market is still attractive, and, by the end of 2010, plans to enter the Japanese market, where it will be the only supplier of tests based on CLIA technology.

- **The molecular diagnostics market:** DiaSorin looks forward to achieving in the molecular diagnostics sector the same status that it enjoyed in past years and enjoys even more today in the immunodiagnosics sector. By exploiting the characteristics of the LAMP technology, applied to a new system for diagnostic automation (Liaison IAM), together with a product menu focused on infectious diseases and blood oncology disorders, DiaSorin aims at playing the role of the specialist also in the field of molecular diagnostics. The contribution provided by this new product line, which will be brought to market at the end of 2012, is estimated at about 15-20 million euros over the length of the 2012-2015 plan.
- **Geographic expansion:** Through new distribution agreements and partnerships, DiaSorin aims at achieving significant market shares in countries where its presence is currently relatively limited, such as India and Japan.
- **Acquisitions:** In view of the substantial cash flow that it expects to generate over the length of the plan, DiaSorin will continue to seek growth opportunities through acquisitions, focusing on organizations that will increase its value in terms of content, technology and products.

The table below provides an overview of the main market assumptions that underlie the Company's growth estimates over the length of the industrial plan ending in 2015:

	Market		DiaSorin's WW market share		DiaSorin's projected revenues €/mln
	Value in 2011 €/mln	Average annual growth rate 2011 - 2015	2011	2015 E	
Infectious diseases excl. Hepatitis and Retrovirus)	WW -850	~+5%	-10%	-15%	60-70
Hepatitis and Retrovirus	WW -1,500 WW ex USA and Japan -750	~+2%	-5%	-8%	40-50
Oncology and Endocrinology	WW -1,800	-	-2%	-4%	30-40
Fecal tests	WW -300 Europe -100	'-12%	-	-4%	15-20
Nucleic tests for infectious and oncology diseases	WW -3.400	'-17%	-	n.m.	15-20
Vitamin D	WW -270	'-14.4%*	-55%	-45%	10-20

* Volume growth rate.

“By embarking on this new business cycle,” said Carlo Rosa, the Company's Chief Executive Officer, “DiaSorin aims at achieving what it believes is its primary objective for its customers and its shareholders: create further value and continue to be recognized worldwide as a value company that creates value and expresses value.”

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