

## Vitrolife starts a company in Japan

**Vitrolife establishes a market organization of its own in Japan to strengthen its position in this market, the next largest in the world with regard to the number of infertility treatments.**

"The establishment of a company of our own, with an office in Tokyo, will markedly increase our opportunities to create closer and more effective contacts with our customers and thereby give them even better service, something which is crucial in the Japanese market," says Marcus Hedenskog, Head of the newly formed Vitrolife KK. Marcus has more than 15 years' experience of working in the Japanese market.

Demand for infertility treatments continues to be very high in Japan, not least due to the fact that people there are planning to have children later and later in life, which means an increased risk of infertility and a better financial capacity to pay for infertility treatments.

"With the investments in the building up of local sales organizations in China and now in Japan, we are getting closer to one of our strategic objectives, to build up a market organization that covers all important markets and we are significantly increasing our opportunities for even faster growth in Asia," says Vitrolife's VP Marketing & Sales Nils Sellbom.

April 24, 2009

Gothenburg

Magnus Nilsson

CEO

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Vitrolife is a global biotechnology/medical device Group that works with developing, manufacturing and selling advanced products and systems for the preparation, cultivation and storage of human cells, tissue and organs. The company has business activities within three product areas: Fertility, Transplantation and Stem Cell Cultivation.

The Fertility product area works with nutrient solutions (media), cryopreservation products and advanced consumable instruments such as needles and pipettes, for the treatment of human infertility. The Transplantation product area works with solutions and systems to evaluate and maintain organs outside the body in order to select usable organs and keeping them in optimal condition while waiting for transplantation. The Stem Cell Cultivation product area works with media and instruments to enable the use and handling of stem cells for therapeutic purposes.

Vitrolife today has approximately 150 employees and its products are sold in more than 80 markets. The company is headquartered in Gothenburg, Sweden, and there are subsidiaries in USA, Australia, France and Italy. Production facilities are located in Sweden and the USA.

The Vitrolife share is listed on NASDAQ OMX Stockholm, Small Cap.

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This is a translation of the Swedish version of the press release. When in doubt, the Swedish wording prevails.

