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C-RAD signs sales and service agreement for Switzerland

C-RAD has signed a distribution agreement with MedTech Consulting Cossmann GmbH to market the C-RAD product portfolio to Swiss customers. The new partner will also provide service and clinical training.

MedTech Consulting Cossmann was founded by Peter Cossmann, MD, PhD, who was chief medical physicist at a number of radiation therapy centers in Switzerland and elsewhere before starting the company, which he now heads. While MedTech Consulting was initially focused on providing clinical training as well as consultancy services, the company evolved by offering products and related services to its customers.

Switzerland has 29 private and government-operated radiation therapy centers. C-RAD installed the first Cyrpa laser system in Switzerland in 2014. Projects with Sentinel and Catalyst are ongoing, but no orders have been concluded yet.

“C-RAD’s Sentinel and Catalyst technologies represent the most sophisticated radiation-free clinical solution for patient positioning and motion management on the market today,” says Cossmann. “We are looking forward to launching the systems on the Swiss Market.”

“The Swiss market is known for its high standards for clinical products and related services,” says Tim Thurn, CEO of C-RAD. “It requires local representation in order to be able to offer the technical services our customers and partners require. With MedTech Consulting we found a distributor with extensive clinical expertise, giving them a good platform for marketing the clinical benefits of our product portfolio.”

About C-RAD

C-RAD develops innovative solutions for use in advanced radiation therapy. The C-RAD group offers products and solutions for patient positioning, tumor localization and radiation treatment systems. End users are radiation therapy clinics worldwide. All product development is conducted in three fully owned subsidiaries: C-RAD Positioning AB, C-RAD Imaging AB and C-RAD Innovation AB, all of which are located in Uppsala, Sweden. Employees currently number 28. C-RAD’s business originates from research and development at Karolinska Institutet in Solna, Sweden. Sales of the company’s first product, the C-RAD Sentinel™, started in 2007. Cooperation agreements have been signed with Elekta (Sweden), Varian (USA) and IBA (Belgium). C-RAD is represented by distributors specialized in radiation therapy on major markets. C-RAD has established three companies for direct sales: C-RAD Inc. in the US, C-RAD GmbH in Germany and C-RAD WOFE in China. C-RAD holds 29% of the laser company Cyrpa with an option to acquire the remaining 71%. C-RAD AB is listed – since December 2014 – on NASDAQ Stockholm.

For more information on C-RAD, please visit www.c-rad.com.

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The above information is price-sensitive and must therefore be disclosed under the Securities Market Act (2007:528).