

Diaceutics appoints Amie Mc Neice as VP of Marketing

Belfast and London, 9 April 2024 - Diaceutics PLC (AIM: DXRX), a leading technology and solutions provider to the pharma and biotech industry, is pleased to announce the appointment of Amie Mc Neice as Vice President of Marketing. Amie previously held senior marketing and business development roles with Almac Group, Fibrus and Kingspan Plc.

Amie brings a wealth of marketing leadership experience to the team and will focus on delivering our 3-year marketing vision, brand positioning, messaging and integration of marketing automation. Amie has significant experience in working with US pharma customers.

Diaceutics is dedicated to scaling its sales and marketing capabilities in the US and Europe through 2024.

Diaceutics continues to invest in product development with the further expansion of its product management team in 2024. The product management team will deliver our product roadmap and co-ordinate our product activities across, data, scientific and medical services, engagement solutions, engineering and marketing.

Jillian Beggs, Chief Commercial Officer of Diaceutics, commented: *"I am delighted to welcome Amie to the team at Diaceutics. Our continued investment in sales and marketing supports our mission to provide the data, technology solutions and insights that enable our pharma and biotech customers revolutionise the commercialisation of their products and ultimately improve patient outcomes."*

Amie Mc Neice, VP Marketing of Diaceutics commented: *"I have long admired Diaceutics and look forward to working with the team as we expand our sales and marketing capabilities and serve our customers' needs across the US and Europe."*

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About Diaceutics

At Diaceutics we believe that every patient should get the opportunity to receive the right test and the right therapy to positively impact their disease outcome.

We provide the world's leading pharma and biotech companies with an end-to-end commercialisation solution for precision medicines through data analytics, scientific and advisory services enabled by our platform DXRX - The Diagnostics Network®.

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