

## Diaceutics Launches New Service and Signs First Contract for up to \$1.8m

### *New Pathology Engagement Liaisons service (PEL) launched*

*PEL will augment the suite of services available under Diaceutics' PMx commercialisation solution and increase the available revenue per brand for Diaceutics*

**Belfast and London, 8 January 2025 - Diaceutics PLC** (AIM: DXRX), a leading technology and solutions provider to the pharma and biotech industry, is pleased to announce that it has launched its new Pathology Engagement Liaisons (PEL) service and secured its first contract worth up to \$1.8 million over 12 months. The new contract is with an existing customer ("the Customer"), a top twenty global pharma company, and will facilitate the outreach and education of laboratory pathologists for pancreatic cancer testing in the US market.

There are limited options currently available that enable pharma companies to engage directly with laboratories and pathologists at scale. The launch of PEL will allow Diaceutics to utilise the DXRX platform and its laboratory network to engage pathologists in biomarker testing and diagnostic focused education, supporting best in class biomarker-test-adoption and implementation within laboratories globally.

**Susanne Munksted, Chief Precision Medicine Officer at Diaceutics, commented:** *"It is very exciting to continue to build our product utilising the DXRX lab network in the US. More importantly, this engagement will make a significant difference to patient lives with us working closely with our pharma customer to bring this new therapy option to patients in need".*

This first contract win will see Diaceutics roll out PEL across existing DXRX network laboratories in the US to support the outreach and engagement of pathologists performing immunohistochemistry testing for pancreatic cancer patients. This will drive biomarker education, testing and awareness related to the Customer's newly approved therapy and ultimately, is expected, will improve patient identification and clinical outcomes.

This first contract win for PEL is as a standalone service. However, PEL can also be deployed under Diaceutics' PMx commercialisation solution, helping to optimise laboratory testing and patient recruitment to therapy. PEL further enhances the relevance of Diaceutics' services to therapy brands and increases the revenue per brand available to Diaceutics.

#### **Contract & Terms**

This contract extends to the end of 2025 and will be worth up to \$1.8 million in revenue over the term of the contract.

#### **Enquiries:**

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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®.

This announcement contains inside information for the purposes of Article 7 of Regulation (EU) 596/2014 as it forms part of UK domestic law by virtue of the European Union (Withdrawal) Act 2018 ("MAR"), and is disclosed in accordance with the Company's obligations under Article 17 of MAR.

The person responsible for making this announcement on behalf of the Company is Nick Roberts, Chief Financial Officer.

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