

Diaceutics PLC

Diaceutics Expands PMx Commercialization Partnership Following Early Success

New York, Belfast and London, 17 July 2025 - [Diaceutics PLC](#) (AIM: DXRX), a leading technology and solutions provider to the pharma and biotech industry, today announces the expansion of its PMx commercialization partnership contract. This development follows early success in the collaboration, which was initiated only three months ago, and reflects our partner's decision to broaden the scope of services delivered under the agreement.

Ryan Keeling, Chief Executive Officer at Diaceutics, commented: *"This expansion is a testament to the tangible value our PMx solution delivers. It reflects our partner's confidence in the solution and their commitment to scaling impact through deeper collaboration. We're proud to be advancing our mission of getting every patient the right test and the right treatment at the right time."*

The expanded agreement is expected to contribute incremental service revenue in FY2025 and further strengthens Diaceutics' position as a strategic partner in the precision medicine ecosystem. The enhanced contract introduces an additional PMx service, **Signal Connect** - designed to support healthcare professionals (HCPs) in deepening awareness and increasing clinical actionability. Signal Connect combines our groundbreaking DXRX signal data alerts with expert direct-to-physician engagement services. This service is particularly impactful in cases involving rare or novel biomarkers, where timely identification and education are critical to therapeutic consideration and access to life-changing targeted therapies.

The PMx solution, which integrates multiple services into a single, multi-year engagement, continues to demonstrate its value as a precision commercialization solution for biopharma companies. By enabling lean, agile launches and maximizing patient discovery, PMx delivers commercial impact which Diaceutics believes to be at with a third of the cost of traditional commercialization.

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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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