

February 2009



COMPANY PROFILE:

IN VITRO/MEDINOVA/MEDPROBE, NORDIC DISTRIBUTOR IN BIOTECHNOLOGY & LIFE SCIENCES

In vitro Sweden AB, Medinova Scientific AS and MedProbe AS operate mainly within the market segments cell biology, molecular biology, microplate technology and niche diagnostics.

The geographical markets served are Sweden, Denmark, Norway, Finland, Iceland, Estonia, Latvia and Lithuania. In total, approx 32 million people live in these eight countries.

The product offering includes *premium brands* of reagents, lab ware, instruments and consumables allowing for attractive packages to each customer group. Currently 27 people are employed including ten product specialists/sales persons with scientific degrees.

In vitro Sweden AB is located in the north part Stockholm, close to the Karolinska Institute. In Denmark, Medinova Scientific A/S is conveniently located in Glostrup, the west part of Copenhagen. Our Estonian sales office has its offices in a very central location in Tallinn and MedProbe AS - our latest team member - is located centrally in Oslo.

Convenient locations, nice offices and offering great logistics, we encourage you to make an appointment to visit us!

We supply an integrated product mix within selected market segments, and offer the highest technology products available, on top of a broad base of commodity products. Large storage facilities are available including a big walk in +4 °C cold room, walk in – 20 °C freezers and several -80 °C boxes and cabinets.

We are a key player in the Nordic markets, the concept is to be highly specialized, profitable and well consolidated - continuously striving to offer the best of services and products available.

Comprehensive and detailed CRM systems identify more than 15.000 Nordic end users including their product interests, activities and history.

The operational companies were founded in 1986-1989 and are profitable since more than a decade. The management experience comprises 30 years in the biomedical industry, and the group is one hundred percent management owned.

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