

Press release

# Sectra enters the Saudi Arabian market

The Swedish IT and medical-technology company Sectra has signed a distribution agreement with Attieh Medico, a leading medical technology company in the Kingdom of Saudi Arabia.

Attieh Medico represents a number of internationally renowned manufacturers of a wide range of state-of-the-art medical equipment. Through this partnership, Attieh Medico has become a distributor of Sectra's medical systems in Saudi Arabia. The agreement includes all of Sectra's products within medical systems, including Sectra MicroDose Mammography and Sectra PACS (system for processing and archiving of digital radiology images).

"Attieh Medico is a very professional medical equipment distributor with a solid position and an established customer base in the Saudi Arabian market," says Brian Selman, Vice President, International Operations at Sectra. "They will be an excellent partner for us as we now enter one of the largest and most technologically advanced markets in the Middle East," he continues.

Saudi Arabia has a population of 26 million, and the Saudi Arabian government is making significant investments in the healthcare sector.

"There is a rapidly growing demand for more efficient medical IT solutions in Saudi Arabia," says Mohammed El-Rass, General Manager of Attieh Medico. "With Sectra's product portfolio, we will be able to provide new and existing customers with an internationally well-proven solution to increase their operational efficiency."

# About Attieh Medico

With its Head Office based in Jeddah, Attieh Medico Ltd. is represented throughout the Kingdom of Saudi Arabia by its branches in Riyadh, Al Khobar, Abha, Jizan and Madinah. Over the years, Attieh Medico has established an excellent reputation for supplying high-quality equipment and services and for the reliability of its qualified staff. Attieh Medico supplies and maintains high-quality medical equipment in various medical fields, including diagnostic imaging, nuclear medicine and oncology, urology and cardiology.

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### About Sectra's medical operations

Sectra develops and sells IT systems and products for radiology, mammography and orthopedic departments. More than 1,000 hospitals worldwide use the systems daily, together performing over 50 million radiology examinations annually. This makes Sectra one of the world-leading companies within systems for handling digital radiology images. In Scandinavia, Sectra is the market leader with more than 50% of all film-free installations. Sectra's systems have been installed in North America, Scandinavia and most major countries in Europe and the Far East.

Our press releases, images and product information are available at www.sectra.com/medical/ pressroom. Please also visit our social newsroom at newsroom.sectra.com.

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## About the Sectra Group

Sectra successfully develops and sells cutting-edge products in the expansive niche segments of medical systems and secure communication systems. The company was founded in 1978 and has its roots in Linköping University in Sweden. Today, Sectra has offices in twelve countries and operates through partners worldwide. Sales in the 2008/2009 fiscal year totaled SEK 863 million. The Sectra share is quoted on the NASDAQ OMX Stockholm AB exchange. For more information, visit <u>www.sectra.com</u>.

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