

May 2006



*COMPANY PROFILE:*

*IN VITRO SWEDEN AB & MEDINOVA SCIENTIFIC AS, NORDIC DISTRIBUTOR IN BIOTECHNOLOGY & LIFE SCIENCES*

In vitro Sweden AB and Medinova Scientific AS operate mainly within three market segments: Cell Biology, Molecular Biology and Microplate Technology. The geographical markets served are Sweden, Denmark, Finland, Estonia, Latvia and Lithuania.

The products consist of wet ware, lab ware, instruments & software allowing for attractive packages to each customer group. Currently 17 people are employed in the companies, including eight product specialists/sales persons with scientific degrees.

The Swedish company is located in north part of Stockholm, with offices close to the Karolinska Institute and the university. In Denmark, we are conveniently located in Glostrup, the west part of Copenhagen. Recently a sales office was opened in Tallinn, Estonia, In vitro Eesti OU.

The company idea is to supply the customers with an integrated product mix within its segments, and to offer the highest technology products available on top of a complete base of commodity type of products. Large storage facilities are available including a big walk in +6 °C cold room and freezers ranging from -20 to -80 °C.

In vitro/Medinova is a key player in the markets, and 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 close to 10.000 Swedish, Danish, Finnish and Baltic end users including their interests, activities and history.

*In vitro Sweden AB and Medinova Scientific AS were both founded in 1989 and are self financed and profitable since more than a decade. Our management experience comprises almost 30 years in the biomedical industry, the In vitro Group is 100 % management owned.*

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