



## **Specific Diagnostics Announces the Formation of Primary European Subsidiary Specific Diagnostics Europe Limited**

November 11, 2020 - MOUNTAIN VIEW, California – FOR IMMEDIATE RELEASE

Specific Diagnostics today announced the formation of its primary European subsidiary, Specific Diagnostics Europe Limited, an Irish company that will act as Specific’s primary importer for European, UK and Middle Eastern Sales. The warehousing facilities to be established will allow Specific to have a centralized location for its rapid susceptibility testing instruments and associated disposables as it begins its commercial operations in France, the U.K., Germany and the Middle East.

“We’re pleased to announce this latest step in our commercialization,” said Dr. Paul A. Rhodes, Specific’s CEO. “Now that we’ve issued CE-IVD registration this expansion will allow us to position supplies of our instruments and disposables with ready access to our customers in Europe and beyond.”

The formation of Specific Diagnostics Europe comes shortly after multiple key additions to Specific’s commercial leadership team. These include Anthony Bazarko as Chief Commercial Officer, Alain Richard as Head of European Operations, and Stephen Abel as Head of Commercial Operations, U.K. All three come from senior positions in distinguished large diagnostics concerns.

“The formation of our European subsidiary is an important and exciting milestone for Specific Diagnostics.” said Mr. Bazarko. “The location in Ireland will enable precise and efficient execution of our commercialization strategy.”

Specific’s launch in Europe has started in France, with widely regarded laboratories in both Germany and England now making preparations to begin evaluations. The distribution capability based in Ireland will allow Specific to efficiently serve customers across these markets.

### **About Specific**

Specific Diagnostics has developed in vitro diagnostic systems based upon a unique, patented metabolomic signature technology that enables rapid detection and identification of microorganisms as they grow in culture. Its first commercial application applies this fundamental new platform to the rapid determination of antimicrobial susceptibility directly



from positive blood cultures, as well as isolate dilutions. Specific is based in Mountain View, CA. To learn more, visit their website at [www.specificdx.com](http://www.specificdx.com).

For press inquiries, please contact: [press@specificdx.com](mailto:press@specificdx.com)