

# About Boule Diagnostics

Boule Diagnostics AB (publ) is a global diagnostics company specializing in near-patient, decentralized blood diagnostics and one of the few companies in the global diagnostics market that conducts its own development, manufacturing and marketing of instruments and consumables for blood diagnostics. The Company primarily serves hospitals, clinics, laboratories and other diagnostics companies to which it offers complete systems for blood diagnostics (hematology) in both the human and veterinary areas. Boule has strong positions in important emerging markets such as in Asia and in recent years has improved its position in the fast-growing veterinary market. Operations are conducted through operating subsidiaries in Sweden, the United States, Mexico and Russia. The Group reported net sales of SEK 571 million in 2023 and has more than 200 employees. Sales are conducted globally, predominantly through the company's 200 or so distributors in over 100 countries, supported by Boule's own local sales and service personnel. Boule has been listed on Nasdaq Stockholm since 2011.

## Our Core Values

Courageous | Customer oriented | Innovative | Result oriented | Teamwork | Quality

### Boule purpose

We provide versatile high-quality, decentralized diagnostics solutions for everyone everywhere

### Business model

- Indirect sales
- Extend installed base
- Multi-brand strategy

### Boule aspiration

- Most satisfied customers
- Highly valued employer
- >500M tests yearly

### Financial targets

- Operating Margin >15%
- Long-term sales growth >10%
- Net debt to EBIT ratio <3 times

## Strategic pillars for profitable growth

### Increase value for users and distributors

### Invest in sustainable product development

### Grow # tests done with Boule solutions

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