

GENOMICS | DIAGNOSTIC TESTS | GENETICS | R&D

Genomic Vision appoints David Del Bourgo as Head of Sales and Marketing

Setting up of a team of Sales and Marketing specialists

Bagneux (France) - Genomic Vision (FR0011799907 – GV / PEA-PME eligible), a molecular diagnostics company that specializes in the development of diagnostic tests for genetic diseases and cancers using the DNA molecular combing process, today announces the appointment of David Del Bourgo (40) as Head of Sales and Marketing and the recruitment of 3 Sales and Marketing specialists. This new team's task will be to develop sales of Genomic Vision's tests on the European market.

With an MBA from the University of Chicago (2006) and an MSc from the Compiègne University of Technology (1997), David Del Bourgo has combined education in management and biomedical engineering. He has acquired 17 years of experience in marketing and sales development within the healthcare industry.

Before joining Genomic Vision, David Del Bourgo was VP Sales and Marketing at Theraclion, which specializes in therapeutic ultrasound equipment. After joining the company in 2009, he instigated Theraclion's marketing strategy, developed the network of key opinion leaders and deployed the direct and indirect sales of an innovative echotherapy solution, which established the company as a major player in the treatment of tumors by ultrasound.

From 2006 to 2009, David was Director of Corporate Development and Marketing at Orbotech, a NASDAQ-listed Israeli electronics company, where he notably contributed to the growth of their medical division and led the acquisition of a Danish company specializing in nuclear cardiology (turnover of \$30 million). His other positions have included Manager in Strategic Consulting at Advention Business Partners (2005-2006) and various positions at General Electric Healthcare, where he was initially a researcher (1997) before being appointed International Product Marketing Manager (2001-2003).

At Genomic Vision, David's mission has begun with the setting up of a Sales and Marketing team, which is already operational, consisting of product specialists and a field team whose aim will be to promote the Company's innovative genetic tests among the main European diagnostic centers.

Aaron Bensimon, Genomic Vision's co-founder and Chairman, says: *"We are very pleased to be able to count on a manager with such experience at Genomic Vision. David and his team are highly driven by their objective of deploying our international marketing strategy. His expertise and knowledge of the sector represent real assets in identifying sales opportunities for the genetic tests we are developing, and notably those targeting breast and colon cancer, which are scheduled to be launched in 2015."*

Next financial press release

- 2014 annual revenue, on January 15, 2015* (after market)

* *Indicative date, subject to potential modifications*



ABOUT GENOMIC VISION

A spinoff of the Institut Pasteur, Genomic Vision is a molecular diagnostics company specialized in developing diagnostic tests for genetic diseases and cancers. Using "molecular combing", an innovative technology that allows the direct visualization of individual DNA molecules, Genomic Vision detects quantitative and qualitative variations in the genome that are at the origin of numerous serious pathologies. Having benefited from the financial support of the Institut Pasteur, SGAM AI, Vesalius Biocapital and Quest Diagnostics, the Company is developing a solid portfolio of tests that notably target breast cancer and cancer of the colon. Since 2013, the Company has marketed the CombHeliX FSHD test for identifying a myopathy that is difficult to detect, Facio-scapulo-humeral dystrophy (FSHD), in the United States thanks to a strategic alliance with Quest Diagnostics, the American leader in diagnostic laboratory tests, and in France.

ABOUT MOLECULAR COMBING

DNA molecular combing technology considerably improves the structural and functional analysis of DNA molecules. DNA fibers are stretched out on glass slides, as if "combed", and uniformly aligned over the whole surface. It is then possible to identify genetic anomalies by locating genes or specific sequences in a patient's genome using genetic markers, an approach developed by Genomic Vision and patented under the name Genomic Morse Code. This exploration of the entire genome at high resolution via a simple analysis enables the direct visualization of genetic anomalies that are undetectable by other technologies.

For further information, please go to www.genomicvision.com

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