

Evry, France, November 15, 2022

Enalees opens first subsidiary in the UK

Opening marks beginning of European expansion for leading French animal diagnostic specialist

Appointment of general manager Lauren Craig will help speed up market penetration and capture market share

Enalees, a company specializing in the design, development, production and marketing of state-of-the-art rapid molecular diagnostic tests, LAMP PCR (Loop-mediated isothermal AMPLification Polymerase Chain Reaction), for the veterinary profession, today announces the establishment of its first European subsidiary in North Yorkshire, UK. This is the first step towards creating a European group dedicated to supporting veterinary professionals with rapid animal diagnostics.

Lauren Craig, general manager UK & ROI, at Enalees, has been appointed as head of the UK subsidiary. She has ten years' experience in sales with an extensive record in the distribution of innovative veterinary solutions, including executive sales positions at Jorgen Krusse and Covetrus. In her new role, she will be responsible for growing the existing UK customer base and entering into new business relationships with UK-based customers.



"We are very enthusiastic about the creation of our first subsidiary. It is important for us to get closer to our UK customers and provide them with a dedicated sales team. I am very pleased to welcome Lauren onboard. She is a highly experienced manager in the veterinary sales field with the cross-functional capabilities to easily adapt to Enalees' free-management mindset."

Laurent Thiery, president and co-founder of Enalees

Enalees has chosen to launch its **first European subsidiary** to boost its position as a **leading manufacturer of high-quality tests** in the **animal diagnostics** field to improve animal welfare and to support veterinary professionals. The veterinary diagnostics market in the UK is expected to witness rapid growth over the 2022-2027 forecast period and is projected to register a CAGR of 9.5%.

"As part of Enalees' expansion plans, I will be coordinating the launch of the UK subsidiary and working with veterinary professionals to deliver Enalees' unique portfolio offering in diagnostic testing and in clinic rapid PCR tests," added Lauren Craig, general manager UK & ROI, and head of the UK subsidiary. *"I am incredibly excited for the challenge ahead and looking forward to working with a fantastic team with an important mission in this key market."*

Enalees offers a variety of simple, rapid and innovative animal diagnostics tests for many canine, feline and equine infectious diseases, using its unique approach of isothermal amplification of the DNA pathogen. These **point-of-care** tests are highly specific and sensitive and can detect the presence of a virus, parasite or microbe at a very early stage, without the use of expensive and complex equipment. Treatment can begin on the same day, with test results available within 30 minutes. The company's [EPONA® range](#) is specifically designed to detect infectious equine diseases.

The UK subsidiary is looking to add several new members to the team. The roles include a senior territory sales manager, a territory sales manager and a customer service assistant position. The company also has plans to open further European subsidiaries in 2023 and to continue to grow its sales team throughout the new year into 2024, by appointing a new sales force to boost turnover and provide the best support for its customers.

Enalees will be attending the [London Vet Show](#), from November 17 – 18, 2022, at **booth C48**, where partners and customers can view live demonstrations of the kits, showing the ease of use of its innovative diagnostic tests.

About Enalees

Enalees develops and produces rapid isothermal PCR diagnostic tests which enable veterinary professionals to diagnose infectious diseases - both in their veterinary practices and in the field - without the need to send samples to an external laboratory. Its team, which is primarily made up of doctors, engineers and biology technicians, has a particular focus on the development of innovative tests for domesticated animals (horses, dogs and cats).

Based on an isothermal amplification technique, the company's products can detect 12 infectious diseases in horses, including Lyme disease (or Borreliosis) and equine influenza. To date, 80% of equine veterinary clinics in France use the technology. In 2021, the company also launched

ten new tests for diagnosing infectious diseases in dogs and cats, making it the French market leader in veterinary LAMP PCR (Loop-mediated isothermal AMPLification Polymerase Chain Reaction). Enalees' tests are currently available in Europe and will soon be launched in the US.

Founded in 2015, Enalees moved to the Genopole research center (France) in 2016, where it later set up its own lyophilization platform. This new facility enabled the company to increase its production capacity to over one million tests a year, including products for its own animal health business as well as custom tests for its partners.

Enalees now employs 32 staff. In 2021 it recorded €1.5 million (\$1.47M) in sales, which equates to 66% growth.

www.enalees.com

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