

## Seegene and Eidia to bring MoDx tests to Japan

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**Singapore:** Seegene, a leading developer of multiplexed molecular technologies and diagnostic tests, has entered into a collaboration agreement with Eidia, the in vitro diagnostics subsidiary arm of Eisai, a world leader in pharmaceuticals headquartered in Japan. Through this agreement, Eidia gains access to Seegene's portfolio of TOCE technology-based multiplexed molecular diagnostic (MoDx) tests for the large Japanese diagnostic test market.

"Our partnership with Eidia opens a significant sales channel for our novel diagnostic tests in Japan. We look forward to working with Eidia to improve patient healthcare with highly sensitive and specific multiplexed MoDx tests," said Dr Jong-Yoon Chun, founder, CTO and CEO of Seegene. "This deal with Eidia further supports Seegene's leadership in multiplexed molecular technologies and enhances Seegene's strategic market presence in Asia," Dr Jong-Yoon Chun added.

DPO technology is a fundamental tool for blocking extension of non-specifically primed templates generating consistently high specificity. TOCE enables simultaneous multiple assay testing, by separating genes (that have been amplified with the real-time PCR technology) using the differences in their melting temperatures.

Under the terms of the agreement, Seegene will supply a wide range of TOCE technology-based multiplexed molecular diagnostic tests, and Eidia will exclusively market and distribute them in Japan. In addition, Eidia will be responsible for obtaining regulatory clearance from the Japanese Pharmaceutical and Medical Device Agency.

Enhancing Seegene's market presence in Japan is a key part of Seegene's long-term growth strategy. Partnering with Eidia, an in vitro diagnostic market leader in Japan, will accelerate the adoption of innovative MoDx in that market.

Japan is the third largest diagnostics market in the \$52 billion global diagnostics industry, behind North America and Europe.