



## Acarix strengthens US sales leadership team

**Acarix, a leader in advanced acoustic-based cardiac diagnostics, announces a new US sales structure that aims to further strengthen its presence with the CADScor System in the US market. The new structure includes three US regions, West & Southwest, Midwest & Northeast, and Southeast, each overseen by dedicated Regional Sales Leaders, all reporting directly to the CEO.**

"The decision to implement a flat US organizational sales structure was made to streamline operations, to increase efficiency, to implement a unified approach to the US Sales process, with a focus on the right commercialization strategies and tactics, including sales training within the company," comments Fred Colen, Acting CEO of Acarix. "With this new structure, Acarix aims to enhance its customer support and sales efforts by having dedicated Regional Sales Leaders who will directly oversee sales representatives within their respective regions. This will allow for a more efficient and personalized approach to meeting customers' needs in different regions and further enhancing growth."

Acarix is pleased to announce the promotion of Erick Voorhees to the West & Southwest Regional Sales Leader and welcomes John Griffith as the new Regional Sales Leader for the Northeast and Midwest Region. John brings a decade of experience, including significant contributions to medical device companies such as Avail Medsystems, Inari Medical, Abbott, and 3M. Together, the Regional Sales Leaders bring a strategic approach and a deep understanding of the market, positioning them as valuable assets in advancing Acarix's growth and impact with the CADScor System in the United States.

Mike Buie has left the organization; we are grateful for his contributions.

One of the critical advantages of this new structure is the increased involvement of the Acarix CEO in the US Sales structure. The change highlights Acarix's commitment to sales growth as its top priority, providing exceptional customer support and ensuring its goals and values are reflected in all aspects of its commercial process. With the CEO's direct involvement, the Regional Sales Leaders will have the necessary support and guidance to drive sales and achieve success in their regions.

The enhanced regional focus facilitated by the new organizational structure will be complemented by maintaining consistency in national account coordination. Ownership of the Veterans Administration Hospitals will continue to reside under Erick Voorhees, while key National Integrated Delivery Network (IDN) relationships and business development opportunities will reside with the other Regional Leaders.

"I am confident that this new US Sales leadership structure will bring positive changes and strengthen our position with CADScor System in the US market. The company remains committed to providing physicians with innovative medical technology solutions and exceptional customer service. With the new Regional Sales Leaders in place and the direct involvement of the CEO, Acarix is well-positioned for growth and success in the US market", comments Fred Colen, Acting CEO of Acarix.

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**About Acarix**

Acarix is a Swedish medical device company that innovates solutions for rapid rule out of coronary artery disease (CAD) at point of care. The CE-approved and FDA DeNovo-cleared Acarix CADScor System is intended for patients experiencing chest pain with suspected CAD and designed to help reduce millions of unnecessary, invasive, and costly diagnostic procedures. The CADScor System has been used on more than 29,000 patients. Acarix recommends CADScor System as a first-line diagnostic aid that uses highly sensitive acoustics and advanced computational processing to analyze coronary blood flow to rule out significant coronary artery disease (CAD), with at least 96% certainty at point of care. Acarix is listed on the Nasdaq First North Premier Growth Market in Stockholm (ticker: ACARIX). Carnegie Investment Bank is the Certified Advisor of Acarix. For more information, please visit [www.acarix.com](http://www.acarix.com)

**Attachments**

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