



Indena press release

## INDENA SUPPORTS HYRIS' INNOVATIVE TECHNOLOGY ADOPTED BY CANADIAN GOVERNMENT TO HELP FIGHTING CORONAVIRUS

**M**ilan, 20<sup>th</sup> October 2020 – Indena, the Italian leading company and global pioneer in the identification, development and production of high quality active principles from plants for the pharmaceutical and nutraceutical market, has been committing for years in scouting and supporting new talents and technologies in scientific and analytical research. Back 2017 the Company entered a strategic partnership with Hyris Ltd, a young international company, Italian at heart, with a game-changing vision: to bring the diagnostic solution where the problem may be, and not vice versa, through its AI-driven platform that enables 'on the edge' genetic testing in any setting, at any time. Hyris and Indena are jointly developing specific identification methods, or DNA barcoding tests, to assure the traceability and guarantee the proper identity of botanical raw materials. Hyris portable platform bCUBE enables fast and easy to apply tests, allowing Indena's partners, clients, and their end consumers to enjoy absolute certainty about the quality of products.

*"Indena, once again thanks to its pioneering attitude, had the intuition to identify technologies with great potential, external to company's business but strongly related to it – says **Benedetto Della Beffa**, Vice President of IdB Holding, parent company of Indena – These technologies have been added as a further tool for Indena's great dedication to excellence in quality, to guarantee safety and efficacy of its products".*

Indena's vision has once again proved to be winning: **Hyris' diagnostic system – able to detect the presence of Coronavirus in less than two hours – has been approved by the Canadian Government for PCR human tests in Point of Care**, and it is now the only authorized diagnostic medical device, which is currently available on the market in Canada. An achievement that opens additional interesting possibilities to a disruptive technology.

*"We've been using Hyris' technology for years, mainly for DNA testing of plants and extracts, and the InDNA program has been implemented in our quality system, as part of the proper identification of starting materials and ingredients; we have directly experienced the reliability and the uniqueness of such technology – says **Daniele Giavini**, Managing Director of Indena – Now we congratulate the Company for*

*the new "Virus Finder Kit" Hyris developed for the Diagnosis of Covid-19; it will contribute in a very innovative way to face the pandemic challenges".*

*"There are some true innovation incubators in Italy – says **Stefano lo Priore**, Founder and Ceo of Hyris Ltd – where promising realities, as Hyris proved to be, can achieve incredible results, thanks to the foresight of established leaders such as Indena"*

### **bCUBE: THE NEW FRONTIER OF DIAGNOSTICS FOR COVID-19**

The **bCUBE** is a miniaturized, **state-of-the-art device** for the analysis of nucleic acids which is designed and produced in Italy in accordance with the strictest quality and engineering requirements. With ultra-compact instrument design and superior analytical performance, the bCUBE adopts CDC and WHO "gold standard" genomic sequences for the detection of SARS-CoV-2.

**Certified to both European and North American standards**, the bCUBE deploys Pcr (Polymerase Chain Reaction) technology that is the gold standard in **COVID-19 testing** and has been validated in clinical trials; similar trials are currently underway with the FDA. The bCUBE enables direct connectivity to the proprietary Hyris bAPP cloud-based platform, which can be interfaced from any mobile device such as a smartphone. On top of that, the bCUBE includes an integrated module of artificial intelligence which not only learns from all existing connected 'cubes', but also provides automatically interpreted results, which are easy to read even for non-specialized personnel.

Hyris Ltd is a fast-growing, cutting-edge multinational biotechnology Company based in London. Hyris offers its partners and clients a disruptive platform that enables 'on the edge' genetic testing of biological samples in any setting, at any time, with real-time access to results on its dedicated cloud-based software platform. An international leader in the field of advanced diagnostic, with an Italian heart and a bold vision, the company is based on a product excellence strategy, delivering significant advantages to its clients and allowing a much larger cohort of users to deploy genetic testing solutions for the medical, veterinary, and agro-food industries.

Website: [www.indena.com](http://www.indena.com)