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## Enalees opens new subsidiary in Germany; appoints Philip Hausen as general manager

### Experienced commercial manager to head Enalees' German subsidiary as part of animal diagnostics company's expansion in Europe

Enalees, a biotech company specializing in the design, production and marketing of state-of-the-art rapid molecular diagnostic tests for the veterinary profession, today announces the opening of a new subsidiary in Germany and the appointment of Philip Hausen as general manager for the DACH region. As the second opening of a European subsidiary, [following the UK in November 2022](#), this strengthens the company's mission to structure a European group dedicated to supporting veterinary professionals - with rapid animal diagnostics.

Enalees is prioritizing the introduction on the German market of its equine Epona® range of products. Over the last 12 months, the number of equine clinics in Germany using its innovative solution has tripled. Their loyalty is demonstrated by a sharp increase of 73% in purchases (2021-2022). Enalees will then introduce the Astéria® range for cats and dogs to the German market. Once established there, the company plans to expand its sales pipeline into Austria and Switzerland.

The German veterinary healthcare market is expected to see [growth of 4.5% by 2027](#), which makes it an ideal location for Enalees' second European subsidiary. Part of the global equine veterinary therapeutics market, the equine diagnosis segment held a dominant market share in 2021. This is estimated to be the fastest-growing segment, with a [CAGR of 6.8% over the forecast period 2022-2032](#).

The creation of the German subsidiary is aimed at supporting existing and new German customers on a daily basis; with a dedicated team offering tailored molecular diagnostics solutions to meet customers' specific needs.

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*“We are thrilled that Philip has joined the Enalees Group. His collaborative and multi-cultural attitude combined with experience at both strategic and operational levels will enable us to raise our profile and increase our sales among veterinary professionals. He will be a great asset to the company in establishing our presence in the German market. As a newcomer we have high ambitions to introduce our full range of products for horses, cats and dogs to support as many veterinary professionals as possible, providing them with a quick and easy point-of-care solution.”*

**Laurent Thiery, president and co-founder of Enalees**

With close to 35 years of experience in human and animal health and a proven track record of successfully launching and developing brands in competitive markets, Philip Hausen is perfectly suited to lead Enalees' German subsidiary. His professional experience includes working with companies such as Bayer, Elanco and VetPlus. Philip is an experienced manager holding various leadership positions ranging from country head and head of business and marketing to sales lead. He is well-versed in setting up local subsidiaries with full profit and loss responsibilities and implementing commercial strategies, both locally and internationally, working in countries throughout Europe and Latin America.

*“I am excited to join Enalees as general manager for the DACH region in this once-in-a-lifetime opportunity to build up a German subsidiary and to launch Enalees' technology into this market. I am impressed by the expert products and convinced they will play a pivotal role in the daily routine of veterinary practices in the future. I strongly believe that we can build a successful team to deliver our solutions to veterinary professionals in Germany, Austria and Switzerland,”* said Philip Hausen.

Enalees plans to strengthen its commercial team throughout 2023, by hiring more territory and office managers to structure and boost commercial activity to gain new market shares.

The company's new German offices are located in Monheim am Rhein, a business-friendly city located between Cologne and Düsseldorf. Enalees will continue to build financial momentum to fulfil its goals of hiring new talent, furthering staff training and supporting the launch of new products.

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.

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

[www.enalees.com](http://www.enalees.com)

### Enalees contacts

**Laurent Thiery, PhD**

**President and co-founder**

+33 1 78 05 47 25

[laurent.thiery@enalees.com](mailto:laurent.thiery@enalees.com)

**Florence Fombertasse**

Marketing and Communication Director

[florence.fombertasse@enalees.com](mailto:florence.fombertasse@enalees.com)

### Media contacts

**Andrew Lloyd & Associates**

**Celine Gonzalez / Saffiyah Khaliq**

[celine@ala.associates](mailto:celine@ala.associates) / [saffiyah@ala.associates](mailto:saffiyah@ala.associates)

UK: +44 1273 952 481

US: +1 203 724 595

@ALA\_Group