

Sectra establishes new financial objectives

On September 6, 2010, Sectra's Board established new strategic objectives for profitability and growth. This is a consequence of Sectra growing to become one of the major players in the niche markets in which the company is active.

Sectra's financial objectives are as follows:

- To achieve a profit margin of not less than 15%. (Up from 10%)
- To grow an average of 15% annually over a seven-year period. (Lowered from 30%).
- To maintain an equity/assets ratio of at least 30%. (Unchanged)

"Our aim is to achieve the same profitability levels as the best companies in the sector and to outperform the market, thus capturing further market shares," says Jan-Olof Brüer, CEO and President of Sectra AB.

Sectra's Board deems that that company is favorably positioned to achieve the new target levels over a three-year horizon.

"To achieve the new objectives, Sectra must successfully capture market shares and bolster sales volumes of its Sectra MicroDose Mammography systems," says Jan-Olof Brüer. "The company must also continue to pursue business development in medical IT and secure communications, which are strategic matters of high priority."

The information in this press release is such that Sectra AB (publ) is obligated to disclose in compliance with the Swedish Securities and Clearing Operations Act and/or the Financial Instruments Trading Act. The information was submitted for publication on September 7, 2010 at 07:25 a.m. (CET).

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About the Sectra Group

Sectra was founded in 1978 and conducts successful development and sales of high-technology products in the expansive niche segments of medical systems and secure communication systems. Sectra has offices in 12 countries and sells its products through partners worldwide. The head office is in Linköping, Sweden, and the company developed from research at Linköping University. Sales for the 2009/2010 fiscal year amounted to SEK 848 million. Sectra is listed on the NASDAQ OMX Stockholm AB exchange. For more information about Sectra, visit our website at www.sectra.com.

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