

## **Zomedica Provides Updates on PulseVet Sales & Marketing Integration and Marketing Activities for the First Quarter of 2022**

**ANN ARBOR, MI / January 27, 2022** / Zomedica Corp. (NYSE American:ZOM) (“Zomedica” or the “Company”), a veterinary health company offering diagnostic and therapeutic products for companion animals, today provided an update on its marketing activities during the first quarter of 2022.

### **PulseVet Sales & Marketing Integration**

Sales and marketing management from both Zomedica and PulseVet completed PulseVet sales training for Zomedica’s 18-strong field sales organization on the eve of the 2022 VMX Veterinary Meeting and Expo in Orlando, Florida January 16-19, 2022. Subsequently, and for the first time since the acquisition of PulseVet, the Company combined its forces at the VMX meeting as sales and marketing professionals from both companies presented the TRUFORMA® and ProPulse® products jointly to customers.

“We are excited about the opportunity to build on our momentum by leveraging the fully trained Zomedica field sales force to continue to grow the business,” commented Adrian Lock, Vice President, General Manager of Zomedica and Chief Executive Officer of PulseVet.

### **2022 Veterinary Meeting & Expo (VMX) Conference**

“‘It’s all in the waves’ was our theme for the meeting – Bulk Acoustic Waves provide the reference lab quality accuracy for the TRUFORMA diagnostic platform, and the PulseVet products utilize hydraulic shock/sound waves to provide a therapeutic benefit for animal patients. Both products appeal to small animal Veterinarians, and our goal has been to market both to the same target customer. They actively engaged customers for both the PulseVet and the TRUFORMA systems to good effect, resulting in several customers both purchasing a ProPulse system and executing a Customer Appreciation Program agreement to obtain a TRUFORMA instrument while at the conference,” remarked Larry Heaton, Chief Executive Officer of Zomedica.

### **Western Veterinary Annual Conference 2022**

Zomedica will be attending and exhibiting at the Western Veterinary Annual Conference from March 6-9, 2022, in Las Vegas, Nevada at Booth #721. As at the VMX meeting, the PulseVet and Zomedica teams will be presenting the TRUFORMA and ProPulse products jointly since small animal Veterinarians can utilize both in their offices, clinics and hospitals. In addition, Zomedica is sponsoring two events featuring luminaries in the field of Veterinary medicine to discuss applications of both product lines.

On Monday, March 6, 2022, Dr. Pamela Nichols, DVM, CCRP, immediate past-President of the

American Animal Hospital Association (AAHA), will present a talk at a luncheon event sponsored by Zomedica, titled “Making (Shock) Waves – A Sound Approach to Managing Chronic Pain and Lameness”, related to PulseVet’s ProPulse shock wave therapy for small animals.

On Wednesday, March 8, 2022, a preeminent authority in feline hyperthyroidism, will present a talk at a breakfast event sponsored by Zomedica, titled “Use of Serum Thyroid Hormones for Feline Thyroid Disease”, related to Zomedica’s TRUFORMA® diagnostic platform, particularly the first feline-optimized assay for thyroid stimulated hormones (TSH).

Mr. Heaton further commented: “We are excited to sponsor these presentations at the Western Vet meeting, as we believe that both talks will provide compelling reasons for Veterinarians to adopt our technologies, and even more excited to have a fully-trained sales force ready to follow-up in the field the interest we expect to generate at the meeting. Building on the momentum from the VMX meeting, we believe we are positioned to drive adoption throughout 2022!”

In addition to these two major Veterinary conferences, Zomedica and PulseVet will also be jointly presenting the Zomedica product line at multiple smaller meetings during the first quarter, including the Veterinary Orthopedic Society Conference, World Veterinary Orthopedic Congress, Vermont VMA Winter Meeting, Midwest Veterinary Conference, Music City Veterinary Conference, and the Florida VMA meeting.

## **About Zomedica**

Based in Ann Arbor, Michigan, Zomedica (NYSE American:ZOM) is a veterinary health company offering diagnostic and therapeutic products for companion animals by focusing on the unmet needs of clinical veterinarians. Zomedica’s product portfolio of innovative diagnostics and medical devices are designed to improve both patient and practice health. Zomedica’s mission is to provide veterinarians the opportunity to increase productivity and grow revenue while better serving the animals in their care. For more information, visit [www.ZOMEDICA.com](http://www.ZOMEDICA.com).

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## **Reader Advisory**

Except for statements of historical fact, this news release contains certain forward-looking statements or forward-looking information (collectively, “forward-looking information” within the meaning of applicable securities law). Forward-looking information is frequently characterized by words such as “plan”, “expect”, “project”, “intend”, “believe”, “anticipate”, “estimate” and other similar words, or statements that certain events or conditions “may” or “will” occur and include statements relating to our expectations regarding future results. Although we believe that the expectations reflected in the forward-looking information are reasonable, there can be no assurance that such expectations will prove to be correct. We cannot guarantee future results, performance or achievements. Consequently, there is no representation that the actual results achieved will be the same, in whole or in part, as those set out in the forward-looking information.

Forward-looking information is based on the opinions and estimates of management at the date the statements are made and are subject to a variety of risks and uncertainties and other factors that could cause actual events or results to differ materially from those anticipated in the forward-looking information. Some of the risks and other factors that could cause the results to differ materially from those expressed in the forward-looking information include, but are not limited to: uncertainty as to whether our strategies and business plans will yield the expected benefits; uncertainty as to the timing and results of development work and verification and validation studies; uncertainty as to the timing and results of commercialization efforts, as well as the cost of commercialization efforts, including the cost to develop an internal sales force and manage our growth; uncertainty as to our ability to successfully integrate and operate the Pulse Vet business; uncertainty as to our ability to supply equipment and assays in response to customer demand; uncertainty regarding the cost, adequacy and availability of supplies required for our operations; uncertainty as to the likelihood and timing of any required regulatory approvals; the availability and cost of capital; the ability to identify and develop and achieve commercial success for new products and technologies; veterinary acceptance of our products; competition from related products; the level of expenditures necessary to maintain and improve the quality of products and services; changes in technology and changes in laws and regulations; our ability to secure and maintain strategic relationships; performance by our strategic partners of their obligations under our commercial agreements, including product manufacturing obligations; risks pertaining to permits and licensing; intellectual property infringement risks; risks relating to any required clinical trials and regulatory approvals; risks relating to the safety and efficacy of our products; the use of our products; intellectual property protection; risks related to the COVID-19 pandemic and its impact upon our business operations generally, including our ability to develop and commercialize our products; and the other risk factors disclosed in our filings with the SEC and under our profile on SEDAR at [www.sedar.com](http://www.sedar.com). Readers are cautioned that this list of risk factors should not be construed as exhaustive.

The forward-looking information contained in this news release is expressly qualified by this cautionary statement. We undertake no duty to update any of the forward-looking

information to conform such information to actual results or to changes in our expectations except as otherwise required by applicable securities legislation. Readers are cautioned not to place undue reliance on forward-looking information.

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