

## DISTRIBUTION AGREEMENT WITH MAJOR CHINA BASED DIAGNOSTIC COMPANY

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## **HIGHLIGHTS**

- Anteo enters into distribution agreement with major China based diagnostic product and distribution company
- Established distribution Company with extensive reach into the growing Point of Care (PoC) lateral flow diagnostic market in China
- Data package completed earlier in the year provides compelling proof statements on the value of Anteo's product for Point of Care manufacturers and developers in China

Anteo Diagnostics Ltd (ASX: ADO) ("Anteo" or the "Company") is pleased to announce that it has entered into a distribution agreement ("Agreement") with China based Shanghai GeneoDx Biotechnology Co. Ltd ("GeneoDx") an experienced diagnostic product and distribution company which is an affiliated company of China National Pharmaceutical Group (SINOPHARM).

GeneoDx will have the exclusive right to market, sell and distribute a specific range of AnteoBind<sup>TM</sup> products within the Peoples Republic of China during the term of the Agreement. GeneoDx is a very well established and successful distributor within the China In-Vitro Diagnostics ("IVD") market and is already well connected with many of the market leading Chinese manufacturers of Point of Care ("PoC") and diagnostics products to whom the specified AnteoBind<sup>TM</sup> products are targeted.

The China IVD market is forecast to approximately double in size from USD\$3.2B in 2017 to nearly US\$6B by 2022. The PoC market in China is thought to be approximately 20 percent of the IVD market and so will represent a sizable US\$1.2B by 2022.

While the China PoC market is served by global IVD market players from the US and Europe, China also hosts a vibrant, diverse and rapidly growing PoC manufacturing sector ready to embrace technological improvements in their PoC assay development programs. The data package Anteo completed earlier this year, clearly defines and proves the benefits Anteo technology can provide when incorporated during the early development phase of PoC Lateral Flow Immunoassay ("LFIA") tests.



With its strong connections in the China IVD and PoC market segments, GeneoDx is an ideal partner to promote the benefits of the Anteo technology and to access the many local PoC manufacturers early in their assay development cycle. This will provide an unprecedented opportunity to realise sustained commercial success as Anteo's products are incorporated into the finished and approved PoC assays that will then be released into the China, and potentially global, PoC markets.

To accomplish this goal, Anteo will be working closely with GeneoDx to ensure there is sustained momentum to the business development activities and scientific support provided to the market.

In the first instance it has been agreed with GeneoDx that there will be a concerted effort to conduct a comprehensive promotional campaign targeting a defined number of prospective major Chinese customers with the purpose of gathering market-based feedback to further refine the value proposition of Anteo's products. After an initial review, GeneoDx, with Anteo's support, will undertake a full-scale countrywide product launch canvasing a broad base of prospective customers with the aim of capturing an agreed number of early evaluators of the Anteo products and to establish a business plan for the next calendar year.

To support these activities, Anteo is committed to provide comprehensive training for GeneoDx staff in relation to the many benefits and use of the new Anteo Conjugation Kits and will also provide support to GeneoDx customers during both the product introduction phase and the assay research and development process. This will ensure that the Anteo product range is provided the best possible opportunity of being fully incorporated into the LFIA assay development pipelines in China.

This Agreement, together with GeneoDx and Anteo's comprehensive in-market plan therefore provides a significant opportunity and a systematic approach to establish Anteo's new particle Conjugation Kits using the Company's patented AnteoBind<sup>™</sup> technology in the rapidly growing China PoC lateral flow-based immunoassay market.

Mr. Christopher Parker, Anteo Diagnostics CEO, said "I am delighted that we have been able to secure a relationship with an established and well-regarded diagnostic company such as GeneoDx and I look forward to a long-term mutually beneficial relationship"

Mr. Xia Xiaokai, General Manager of GeneoDx, said: "We are really glad to have this great opportunity to introduce Anteo's novel functional coating technology to our customers in Diagnostics and Life Sciences. We have witnessed a strong expansion of these sectors and we are excited to work together with Anteo's team to advance AnteoBind<sup>TM</sup> product sales and widen its applications in China."



## ABOUT ANTEO GROUP - Anteo Diagnostics Limited (ADO:ASX) & Subsidiaries

Anteo Group is a surface chemistry company with Intellectual Property ("**IP**") in its core technology product groups: AnteoCoat<sup>™</sup>, AnteoBind<sup>™</sup> and AnteoRelease<sup>™</sup>. The Company's purpose is to create shareholder value by identifying and solving important global industry problems and providing unique value-add solutions for its customers. Anteo's customers operate in the Life Sciences, Diagnostics, Energy and Medical Devices markets.

For more information, please visit <a href="www.anteotech.com">www.anteotech.com</a>

## ABOUT GeneoDx - China based Shanghai GeneoDx Biotechnology Co. Ltd

Shanghai GeneoDx Biotech Co., Ltd is an IVD company of China, and is the only platform company of SINOPHARM focusing on IVD products. GeneoDx is devoted to R&D, manufacture and sale of IVD products. GeneoDx have national sales network, professional technical team support and successful cooperation experience with international companies.

For more information, please visit <a href="https://www.geneodx.com">www.geneodx.com</a>