



ASX ANNOUNCEMENT

27 June 2019

New Senior Appointments to Accelerate Revenue Growth and Product Strategy

Highlights

- CardieX has appointed leading senior health executive and former Senior Vice President of Marketing at Masimo (NASDAQ: MASI), Chris Dax to the role of Vice President of Operations to accelerate sales and marketing of CardieX subsidiary AtCor's medical device business and support the Company's global expansion strategy.
- Research and Product Engineer Sean Merritt, PhD has also been appointed to Director of Product Innovation to support CardieX as the Company rapidly moves forward with new product development and partnerships in both the consumer and clinical device markets.
- CardieX has made significant strides forward recently with the launch of its China operations, the China FDA approval by CDX partner SunTech Medical for the Oscar 2 with AtCor's *"SphygmoCor® Inside"* (which is distributed by SunTech in China and other key Asian markets) and the execution of new technology partnerships based on AtCor and other group company technologies.
- New appointments highlight the immediate focus on driving revenue growth in both traditional and new markets for AtCor's core business and supporting the sales and marketing plans for new product and partner initiatives.
- With a new sales and marketing strategy driven by key appointments, CardieX is targeting a minimum 20% increase in sales for the FY2020 period for the AtCor business and a return to profitability for that group.

CardieX Limited (ASX: CDX) (CardieX, the Company) is pleased to announce two new senior appointments to CardieX's management team who will support the Company as it rapidly moves forward to execute on its global growth strategy, increase revenue, strengthen global business initiatives, and bolster the Company's position in high-value, high-growth health markets.

Senior health executive Chris Dax has been appointed to the role of Vice President of Operations. Chris has extensive pharmaceutical, biological and medical device, commercial, and general management experience with a proven track record of exceeding business and sales objectives.

A former Senior Vice President of Marketing at Masimo, a US\$5B market cap NASDAQ listed medical device company and Vice President of Marketing at ISTA Pharmaceuticals, Chris was also the "Vice President of Integrated Sales & Service - Pain Business", and "Senior Vice President of Autoimmune



Business and Market Access Services” at Elan Pharmaceuticals. He was also Vice President of U.S. Pharmaceuticals at Valeant Pharmaceuticals.

Chris has demonstrated cross-functional team leadership and expertise in building commercial organisations, developing new markets, and go-to market strategies. Chris has been appointed to drive sales and boost revenue growth and assist in redefining the marketing strategy for both AtCor's medical device business as well as new consumer and clinical health solutions under development.

CardieX has also appointed Sean Merritt, PhD to the role of Director of Product Innovation to support CardieX as it moves to launch new products into global health markets. Sean was most recently a Director of Research and Development for Cercacor's consumer non-invasive patient technology device business where he was responsible for engineering, design, and product development of Cercacor's medical and direct to consumer (D2C) device solutions. He was also formerly an algorithm engineer at Masimo.

CardieX Limited CEO Craig Cooper commented:

"I'm excited that we continue to attract senior executive talent from some of the most significant global medical device and technology companies as we continue to execute our company strategy. Chris Dax is a 25-year medical device marketing and sales executive who will be primarily focused on expanding sales and marketing of AtCor's medical device business as well as "new product" go-to-market strategy.

Importantly, Chris' prime mandate is to rapidly grow sales of our AtCor division within and beyond the existing markets for our core medical devices as we target a minimum 20% increase in sales for the 2020 period for the AtCor business and a return to profitability for that group. I'll provide more details of this plan over the coming weeks.

Sean Merritt, PhD is a research & product engineer with a significant background in developing, engineering, and launching new medical devices in fast growing consumer and clinical markets.

Both Chris and Sean come from industry specific roles that paralleled the strategy we have for growing our medical and consumer device businesses and are both star performers. They have both hit the ground running and are already contributing significantly to our sales, revenue, product development, and marketing strategies for FY2020 and beyond."

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About CardieX

CardieX Limited is a global health technology company that develops digital and device-based solutions for large-scale population health disorders. The Company's XCEL device is the world leader in measuring "central blood pressure" which is considered essential for the management of hypertension and related cardiovascular disorders. CardieX also has a 50/50 joint venture partnership with Blumio, Inc in Silicon Valley for the development of a radar-based blood pressure sensor incorporating CardieX technology. In November 2018 CardieX entered into an agreement with telehealth services provider, inHealth Medical Services, Inc, allowing CardieX to acquire up to 50.5% of inHealth by way of a convertible note.