



ASX ANNOUNCEMENT

20 August 2019

## AtCor Medical Senior Management Changes

### Highlights

- **CardieX Group Company AtCor Medical to expand senior health executive Chris Dax's current role at CardieX as Vice President of Operations to include the newly created role of President of AtCor Medical.**
- **Chris Dax, a 25-year medical device marketing and sales executive will be responsible for top line P&L management and overall divisional responsibility at AtCor to accelerate sales and support the Company's long-term global growth strategy and profitability.**
- **AtCor Executive VP & Head of Global Sales Doug Kurschinski to become General Manager and Head of Global Sales to assist growth in key market segments.**
- **Senior management changes support AtCor's sales and profit targets for FY2020.**

**CardieX Limited (ASX: CDX) (CardieX, the Company)** is pleased to announce key senior management changes at CardieX's group company AtCor Medical.

#### *Chris Dax - President of AtCor Medical & VP of Operations, CardieX*

Leading senior health executive Chris Dax has been appointed to the role of President of AtCor Medical. Chris was previously appointed (June 2019) to the role of Vice President of Operations of CardieX to accelerate sales and marketing and support CardieX's global expansion strategy. He will continue in his role at CardieX while also taking top line overall operational responsibility for AtCor reporting directly to Craig Cooper, CEO of CardieX.

Chris is a former Senior Vice President of Marketing at Masimo (NASDAQ: MASI), a US\$5B market cap 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.

#### *Doug Kurschinski - General Manager and Head of Global Sales of AtCor*

Doug Kurschinski will assume the senior role of General Manager and Head of Global Sales of AtCor. Doug was previously the Executive Vice President and Head of Global Sales of AtCor where he led the US sales team – a role he will continue with as General Manager. Prior to Doug's role at AtCor, he had been with Eli Lilly's medical diagnostics division and St Jude Medical.



**CardieX Limited CEO Craig Cooper commented:**

"Chris's new position at AtCor represents the value he has shown to the CardieX group over the last couple of months in driving top line sales and marketing focus as we look to execute against an aggressive sales plan for 2020 and a return to profitability for the AtCor division. He will work closely with Doug to manage the growing list of medical, research, clinical, and consumer device opportunities that AtCor is executing against.

I'll finish by reiterating a point I made in my June Quarterly update earlier this month by highlighting a common theme in our recruitment – targeting top talent from companies that have been where we are today and have actively participated in massive and scalable growth of those companies business operations.

Chris Dax has deep experience with companies that were once small single product medical device companies born out of the garage of their founding shareholder and which are now multi-billion dollar businesses.

It is that strategy that we are looking to replicate and that is why I'll continue to recruit best of breed from those organizations who share in our vision and growth opportunity."

**For more information please contact:**

**Investor Relations**

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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.