



Uscom

ASX MEDIA RELEASE

European Sales and Marketing Expansion

SYDNEY, Australia, Wednesday 30th October 2019: Uscom Limited (ASX code: UCM) (the **Company** or **Uscom**) today announced the appointment of a new European Sales and Marketing Manager. Dr Antonio Ferrario will co-ordinate the newly established Uscom sales and marketing hub, based in Uscom Kft, Budapest, as it expands its reach from the UK, across Western and Central Europe, into Eastern Europe.

Dr Ferrario, a PhD in Biological Engineering, has more than 30 years experience in sales and marketing of medical devices, particularly in cardiovascular and pulmonary medicine, through dealers and directly into hospitals and clinics throughout Europe. Dr Ferrario has worked with Uscom for over 5 years in Italy and has successfully led the development of Uscom's new Maternal Health market.

Dr Ferrario will start working with the new Hungarian sales team immediately to develop a new dealer led distribution model across Europe to increase sales volumes and margins for Uscom products. His expanded sales portfolio will now include all Uscom products: the USCOM 1A, the new BP+ and BP+ Reporter, and the SpiroSonic suite of devices. The new initiatives will include developing a major marketing initiative around the new Uscom SpiroSonic AIR and myAIR digital telemetric ultrasonic devices due for CE regulatory approval in the coming months.

The European Sales and Marketing hub in Budapest was established to expand Uscom's customer support throughout Europe, and to expand the direct distribution of all Uscom products. Currently only the locally manufactured SpiroSonic devices are distributed through Uscom Kft.

Executive Chairman of Uscom, Associate Professor Rob Phillips said *"The appointment of Dr Ferrario represents a strategic approach to increasing direct European sales. While China is strong for us, Europe and the US remain poor sales jurisdictions. Dr Ferrario's experience with Uscom products and in the European market are a natural fit and logical next step for us to grow direct European sales. This expansion will be coupled with increased clinical and technical support from Uscom Kft to improve the experience of our customers. Europe remains a significant and wide-ranging specialist market requiring an often unique regional approach, and Antonio understands these nuances. We look forward to the revenue growth associated with Antonio's activities as he applies his experience to build the European sales and marketing structure, particularly as the new AIR and myAIR products come to market."*

Uscom manufactures and markets the USCOM 1A, the Uscom BP+, and the Uscom SpiroSonic digital ultrasonic spirometry technologies. These premium digital devices are changing the way we diagnose and treat cardiovascular and pulmonary diseases. The USCOM 1A provides vital guidance for optimising management of sepsis and the administration of fluid, inotropes and vasoactive therapies in critical care monitoring. The BP+ SpiroSonic devices improve diagnosis and management of hypertension, heart failure, asthma, COPD and sleep disorders in the clinical and home care environments.



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About Uscom

Uscom Limited (UCM): An ASX listed innovative medical technology company specialising in development and marketing of premium non-invasive cardiovascular and pulmonary medical devices. Uscom has a mission to demonstrate leadership in science and create noninvasive devices that assist clinicians improve clinical outcomes. Uscom has three practice leading suites of devices in the field of cardiac, vascular and pulmonary monitoring; the USCOM 1A advanced haemodynamic monitor, Uscom BP+ central blood pressure monitor, and the Uscom SpiroSonic digital ultrasonic spirometers. Uscom devices are premium resolution, noninvasive devices which deploy innovative and practice leading technologies approved or submitted for FDA, CE, CFDA and TGA regulatory approval and marketing into global distribution networks.

The USCOM 1A: A simple to use, cost-effective and non-invasive advanced haemodynamic monitor that measures cardiovascular function, detects irregularities and is used to guide treatment. The USCOM 1A device has major applications in Maternal Health, Neonates, Paediatrics, Emergency, Intensive Care Medicine and Anaesthesia, and is the device of choice for management of adult and paediatric sepsis, hypertension, heart failure and for the guidance of fluid, inotropes and vasoactive cardiovascular therapies.

The Uscom BP+: A supra-systolic oscillometric central blood pressure monitor which measures blood pressure and blood pressure waveforms at the heart, as well as in the arm, information only previously available using invasive cardiac catheterisation. The Uscom BP+ replaces conventional and more widespread sub-systolic blood pressure monitors, and is the emerging standard of care measurement in hypertension, heart failure and vascular health. The Uscom BP+ provides a highly accurate and repeatable measurement of central and brachial blood pressure and pulse pressure waveforms using a familiar upper arm cuff. Various cuff sizes allows examination from neonates to adults and the obese. The BP+ is simple to use and requires no complex training with applications in hypertension and pre-eclampsia, heart failure, intensive care, general practice and home care. The Uscom BP+ is supported by the proprietary **BP+ Reporter**, an innovative stand alone software solution that provides a digital platform to archive patient examinations and images, trend measure progress over time, analyse pulse pressure waves and generate summary reports.

Uscom SpiroSonic digital multi-path ultrasonic spirometers: High fidelity, digital, pulmonary function testing devices based on multi path ultrasound technology. They require no calibration, are simple to disinfect, and are simple and accurate to use providing research quality pulmonary function testing in small hand held devices that can be used in research, clinical and home care environments. The devices can be coupled with mobile phone applications and proprietary SpiroSonic software platforms with wireless interfacing to provide remote tele-monitoring of pulmonary disease. The devices are specialised for assessment of COPD, sleep disordered breathing, asthma, industrial lung disease and monitoring of pulmonary therapeutic compliance. The SpiroSonic devices are supported by the proprietary **SpiroReporter**, an innovative stand alone software solution that provides a digital platform to archive patient examinations and images, trend measure progress over time, analyse spirometry outputs and generate summary reports.

For more information, please visit: www.uscom.com.au

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