



**Uscom**

ASX MEDIA RELEASE

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## New Uscom US Sales and Marketing Expansion

**SYDNEY, Australia, Tuesday 3<sup>rd</sup> December 2019:** Uscom Limited (ASX code: UCM) (the **Company** or **Uscom**) today announced the appointment of four new US dealers to support a new US sales and marketing strategy. The agreements are based on direct dealer led customer engagement and the appointments ensure coverage of approximately 75% of the US market with more than 28 additional direct sales-staff selling Uscom products at no base cost.

The new model involves Uscom US providing direct incentives to dealers via a national network of established regional distributors and is targeted to increase market penetration into the complex, expensive and opaque US medical market. The 28 new dealers will work directly with Uscom's US team, taking to 30 the number of direct sales-staff selling Uscom products in the US without exposure to high up front overheads. Implementation of the initiatives is being led by Uscom US executives Mr Rik Denicke, Director of North American Operations, and Mr Curt Grosse, Vice President of North American Sales.

Discussion continues with an additional three distribution groups with agreements expected in the next two months which will provide effective coverage of 100% of the mainland US market.

This new structure is being established to provide a cost-effective US sales and marketing network for the efficient delivery of the USCOM 1A, and then the new Uscom BP+ and BP+ Reporter, and the five SpiroSonic products once they receive FDA regulatory approval.

Executive Chairman of Uscom, Professor Rob Phillips said *"While China is at the heart of Uscom's growth, the US has been slow and expensive. These exciting new partnerships add approximately 28 new sales staff already selling into 75% of the US market, to the Uscom sales team at no base cost. This strategic initiative is central to Uscom's focus on growing global sales channels as our global regulatory approvals approach completion. The US is the largest medical device market in the world but is difficult for international companies to penetrate. While Uscom devices have been widely adopted by US clinical leaders and centres of excellence, volume sales have been elusive, as we have lacked the scale necessary for widespread hospital representation. This new model significantly changes our operations in the US with revenue anticipated to grow incrementally, and comes following the expansion of our European sales operations last month."*

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 and are platform technologies for eHealth applications. 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 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 therapy.

**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. 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](http://www.uscom.com.au)

### Uscom Contacts

Rob Phillips  
Executive Chairman  
[rob@uscom.com.au](mailto:rob@uscom.com.au)

Brett Crowley  
Company Secretary