

## ASX RELEASE

### Business Strategy and Executive Team Update

#### Highlights:

- **Katherine Singson, experienced international technology executive has joined the Company as CEO of Volpara Solutions, Inc., our US subsidiary, reporting to Group CEO, Dr Ralph Highnam to accelerate innovative business strategies**
- **Mark Koeniguer, Chief Commercial Officer, is leaving the Company**

Wellington, NZ, 4<sup>th</sup> August 2020: [Volpara Health Technologies](#) ("Volpara," "the Group," or "the Company"; ASX: VHT), a medical technology company whose cancer screening software assists in the delivery of personalised patient care, announces the acceleration of changes to business strategy and executive team line-up.

The Company recently posted Q1 FY2021 results, which showed strong cash receipts from customers, good deal flow adding to annual recurring revenues (ARR), with negligible churn, despite the effects of COVID-19. However, it is clear that many of the traditional ways in which we've operated in the past (trade shows, sites visits, etc.) must change to facilitate continued growth in ARR, thus:

- Our business strategy, which was already moving towards digital marketing from conventional medical marketing, will accelerate its transformation to new digital approaches which is expected to drive increased demand from clinical sites, as well as increase the number of women that take advantage of Volpara's suite of products.
- Katherine Singson has joined the Company as CEO of Volpara Solutions, Inc., our US subsidiary, to complete this digital transformation and drive continued growth in ARR. She is based in Silicon Valley, California, and has 30+ years of technology experience ranging from AI start-ups to multinationals including NeXT, Apple & Pixar where she worked directly for Steve Jobs, and later with Microsoft ANZ out of Sydney, Australia. She is an expert in strategy, branding, B2B and B2C sales & marketing, as well as being a breast cancer survivor.
- Mark Koeniguer, Chief Commercial Officer, is leaving the Company as we reorganize to meet the shifting business environment and strategy.

Ralph Highnam, Group CEO of Volpara Health Technologies says "We thank Mark for his many contributions to the Company and we wish him well for the future. As a purpose driven technology company with the potential to transform the future of breast cancer detection and treatment, we're excited to have someone of Katherine's experience to further unleash the full potential of Volpara's cancer screening software. It's been a pleasure working with her in a consulting capacity these last 10 weeks, and she will be an outstanding addition to the team."

Katherine Singson says "In these uncertain times, we aim to create a nimble, responsive and tastefully relentless approach to addressing this destructive disease. Since Covid-19, the

idea of actively participating in one's own self-care in partnership with leading-edge healthcare providers is stronger than ever, and I can't wait to get started".

The Company will be holding a webinar on Thursday 5<sup>th</sup> August at 10.30 AEST (Sydney time) to talk more about this exciting change in business strategy and to introduce Katherine, you can register at this link:

[https://us02web.zoom.us/webinar/register/WN\\_6K6ABRZwShCpw2DEcMgIYQ](https://us02web.zoom.us/webinar/register/WN_6K6ABRZwShCpw2DEcMgIYQ)

**ENDS.**

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**About Volpara Health Technologies Limited (ASX: VHT)**

VHT is a MedTech SaaS company founded in 2009 on research originally conducted at Oxford University. VHT's clinical functions for screening clinics provide feedback on breast density, compression, dose, and quality, while its enterprise-wide practice software management helps with productivity, compliance, reimbursement, and patient tracking.

VHT's technology and services have been used by customers and/or research projects in 38 countries and are supported by numerous patents, trademarks, and regulatory clearances, including FDA clearance and CE marking. Since its listing on the ASX in April 2016, VHT has raised A\$132 million, including A\$37 million in April/May 2020. VHT is based in Wellington, New Zealand.

At the end of June 2019, VHT acquired MRS Systems, Inc., a company based in Seattle, WA. MRS provides mammography reporting systems to over 1,600 breast clinics and hospitals, and to VHT a much stronger US presence, experienced local headquarters, and accelerated sales through cross-selling opportunities.

For more information, visit [www.volparasolutions.com](http://www.volparasolutions.com)