

MARKET UPDATE – SALES PIPELINE AND EVALUATIONS

Over 400 Qualified Leads and 10 Advanced Opportunities

Adelaide, Australia, 8 December 2021: Australian medical technology company LBT Innovations Limited (ASX: LBT) (**LBT** or the **Company**), a leader in medical technology automation using artificial intelligence, is pleased to provide this market update on the Company's sales pipeline and customer evaluations of the APAS® Independence.

Key Points:

- **Increased customer access and sales traction in the EU and US**
- **Back-to-back customer evaluations conducted in United Kingdom, France and Germany**
- **Advanced Opportunities pipeline growing - 10 instruments at Evaluation Stage or Further**
- **>300 Qualified Leads in the US, identified through newly appointed Thermo Fisher**
- **Sales Pipeline – Momentum building with channel partners**

Over the last three months, the Company has seen improved customer access in both Europe and the United States through the partnerships with channel partners Beckman Coulter, Inc (**Beckman Coulter**) and Thermo Fisher Scientific, Inc (**Thermo Fisher**). These partnerships provide LBT, through its 50% owned joint-venture company Clever Culture Systems (**CCS**), with increased brand recognition and customer reach from two of the global leaders in clinical microbiology.

CCS now has more than 400 Qualified Leads¹ in the sales pipeline and 10 Advanced Opportunities² that are at Evaluation Stage or beyond and have demonstrated an interest to purchase an APAS® Independence.

EU: Reduced customer evaluation timeline to improve sales pipeline progress

Customer evaluation remains an important part of the sales process for the APAS® Independence. Evaluations, such as those conducted by HSL, UK or Johns Hopkins, USA, generate new data supporting the product claims of the APAS® instrument. These evaluations have taken on average 4-6 months to execute, with the data being published at major conferences, such as the European Society for Clinical Microbiology and Infectious Diseases, helping to generate customer awareness and confidence in the technology.

More recently there has been a shift towards shorter, highly focussed evaluations to validate the performance of the APAS® instrument for purchase by the customer. CCS has worked closely with the Beckman Coulter sales team to create a pipeline of customers to undertake these evaluations-to-buy. As a result, in the last four months, CCS has progressed back-to-back customer evaluations with laboratories in the United Kingdom, France and Germany. Each case has been completed in a 5 week timeframe. These opportunities are now progressing towards a purchase decision and remain active in the sales cycle.

US: Thermo Fisher Qualified Leads and joint customer visits

Working with Thermo Fisher and using data from their culture media sales, CCS now has over 300 Qualified Leads to be pursued by the Thermo Fisher sales team in the United States. These laboratories have been targeted based on their testing volumes and profile as technology innovators or having an identified need for automation. Their sales team are highly engaged and have conducted several joint customer visits with the CCS US Sales Executive to develop interest and identify early sales opportunities.

LBT's US Key Opinion Leader Dr Glen Hansen and Jacqueline Getty from Hennepin County Medical Center, Minneapolis will feature in a customer webinar hosted by Thermo Fisher later this month. To register for the webinar, use the link below.

<https://whitehatevents.webex.com/whitehatevents/onstage/g.php?MTID=ef25b8403368125b41590a3fda26ce24b&SourceID=>

¹ Qualified Leads = Established customer relationship and APAS® buying criteria met

² Advanced Opportunities = Evaluation phase or further

LBT CEO and Managing Director, Brent Barnes said:

"We have acknowledged the feedback from Shareholders requesting more visibility into the sales pipeline. While the sales cycle remains long, the number of Advanced Opportunities where customers have completed a product evaluation is growing and we are working hard to progress these accounts.

In Europe, it has been really pleasing to see the shorter customer evaluations. The work we have done to implement a repeatable 5-week evaluation protocol is compressing the overall sales cycle."

Approved for release by the Chair of the LBT Board.

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About LBT Innovations

LBT Innovations (LBT) improves patient outcomes by making healthcare more efficient. Based in Adelaide, South Australia, the Company has a history of developing world leading products in microbiology automation. Its first product, MicroStreak®, was a global first in the automation of culture plate specimen processing. The Company's second product, the Automated Plate Assessment System (APAS® Independence) uses LBT's intelligent imaging and machine learning software to automate the imaging, analysis and interpretation of culture plates following incubation. The technology remains the only US FDA-cleared artificial intelligence technology for automated culture plate reading and is being commercialised through LBT's 50% owned joint venture company Clever Culture Systems AG (CCS) with Hettich Holding Beteiligungs- und Verwaltungs-GmbH. Channel partners for the sale and distribution of the APAS® Independence are in place for the United States (Thermo Fisher Scientific, Inc; Exclusive Distributor) and Europe (Beckman Coulter, Inc; Marketing Agent).

INVESTOR ENQUIRIES

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