



29 June 2023

ASX ANNOUNCEMENT

IMPEDIMED ACHIEVES CRITICAL MASS (>80% COVERED LIVES) FOR SOZO REIMBURSEMENT COVERAGE IN FIRST KEY TARGET STATE

ImpediMed Limited (ASX:IPD) is pleased to announce the achievement of critical mass for reimbursement coverage of its SOZO® Digital Health Platform (SOZO) for lymphoedema testing in the state of Michigan.

Key Points

- Blue Cross Blue Shield of Michigan¹ (BCBS Michigan) published a BIS-only medical policy covering testing using SOZO for cancer patients at risk for limb lymphoedema.
- **Now over 80% of Michigan's insured population has access to reimbursement coverage for SOZO testing for lymphoedema, which achieves critical mass** referenced in the May 2023 Investor Presentation.
- There are well over 500 sites of service within 100+ hospitals, representing an annual addressable market for breast cancer related lymphoedema of over A\$20 million in Michigan alone.
- Four of the largest health systems in Michigan, including Ascension Health, Corewell Health, Trinity Health, and the University of Michigan, are existing customers with rapid expansion opportunity.

Commenting on achieving critical mass in the state of Michigan, ImpediMed Managing Director and Chief Executive Officer, Richard Valencia said, "Within only three months of bioimpedance spectroscopy (BIS) inclusion into the NCCN Guidelines® for Survivorship we have reached critical mass for reimbursement coverage in our first target state. Furthermore, prior authorisation is not required for SOZO measurements, which streamlines workflows and simplifies the reimbursement process. Our customers already believe in the clinical value of our technology, and now, with a strengthened ROI model, the decision to adopt SOZO is even easier. This is a very exciting step forward for our commercial effort and in establishing our technology as standard of care."

Reimbursement Strategy

- Large regional Payors, like BCBS Michigan, are a key step in gaining broad national coverage and this published medical policy continues the domino effect we expect to see in the coming weeks and months.
 - BCBS Michigan is the third of the 34 BCBS companies to publish a medical policy covering BIS testing.
- The Company projects nearly 50% of Private Payors to publish coverage by the end of the calendar year 2023 and nearly all Private Payors to publish coverage by the end of the fiscal year 2024.²

BCBS Michigan Medical Policy

The amended medical policy, titled *Bioimpedance Devices for Cancer Related Extremity Lymphedema*, was published with an effective date of 1 September 2023.

¹ Blue Cross Blue Shield - Michigan is the top Regional Payor in Michigan with 4.5 million members representing nearly 50% of Michigan's insured population.

² Projected timing based on a combination of direct correspondence from private payors to ImpediMed or to our provider partners, as well as publicly available BIS medical policy publishing updates.



The policy specifically names SOZO and L-Dex® for the diagnosis and surveillance of cancer-related limb lymphoedema. The patient population and testing protocol outlined in the policy are aligned with those used in the PREVENT Trial. This policy is expected to support the Private Payor payment and testing protocol assumptions used in customer return on investment (ROI) models for SOZO.

A link to the medical policy may be found here:

<https://www.bcbsm.com/amslibs/content/dam/public/mpr/mprsearch/pdf/2175804.pdf>

Approved for release by the Managing Director & CEO, Richard Valencia.

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About Blue Cross Blue Shield

- For more than 90 years, Blue Cross and Blue Shield companies have provided quality health care coverage to people in communities across the United States.
- BCBS is an association of 34 independent and locally operated BCBS companies, covering approximately 115 million people, equivalent to 1 in 3 Americans³.
- BCBS contracts with more than 1.8 million doctors and hospitals across the U.S.³

About ImpediMed

Founded and headquartered in Brisbane, Australia with US and European operations, ImpediMed is a medical technology company that uses bioimpedance spectroscopy (BIS) technology to generate powerful data to maximise patient health. ImpediMed produces the SOZO® Digital Health Platform, which is FDA-cleared, CE-marked, and ARTG-listed for multiple indications, including lymphoedema, heart failure, and protein calorie malnutrition and sold in select markets globally.

In March 2023, the NCCN Clinical Practice Guidelines In Oncology (NCCN Guidelines®) for Survivorship were updated and reference bioimpedance spectroscopy as the recommended objective tool to screen at-risk cancer patients for early signs of lymphoedema. With the SOZO Digital Health Platform and L-Dex®, ImpediMed is the only company to offer FDA-cleared technology that uses bioimpedance spectroscopy for the clinical assessment of lymphoedema. The connected digital health platform and large, attractive cancer-related lymphoedema market present an opportunity for continued strong growth through ImpediMed's SaaS subscription-based business.

For more information, visit www.impedimed.com.

³ Blue Facts Sheet 2023: https://www.bcbs.com/sites/default/files/file-attachments/page/Blue_Facts_Sheet-2023.pdf

**Forward-Looking Statements**

This announcement contains or may contain forward-looking statements that are based on management's beliefs, assumptions and expectations and on information currently available to management.

All statements that address operating performance, events or developments that we expect or anticipate will occur in the future are forward-looking statements, including without limitation our expectations with respect to our ability to expand sales and market acceptance in the US and Australia including our estimates of potential revenues, costs, profitability and financial performance; our ability to develop and commercialise new products including our ability to obtain reimbursement for our products; our expectations with respect to our clinical trials, including enrolment in or completion of our clinical trials and our associated regulatory submissions and approvals; our expectations with respect to the integrity or capabilities of our intellectual property position.

Management believes that these forward-looking statements are reasonable as and when made. You should not place undue reliance on forward-looking statements because they speak only as of the date when made. ImpediMed does not assume any obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. ImpediMed may not actually achieve the plans, projections or expectations disclosed in forward-looking statements. Actual results, developments or events could differ materially from those disclosed in the forward-looking statements.