



ASX Announcement

For immediate release

9 November 2016

Bluechiip sells three Starter Kits to two key institutions in Asia and Europe

Bluechiip Limited [ASX:BCT], a leader in the development of sample tracking technology for harsh environments, today announced that it has sold three Starter Kits, which include Bluechiip readers and 4,000 associated consumables.

One, via the Chinese distributor, went to the Chinese Centre for Disease, Control and Prevention (CCDC), an agency of the Chinese Ministry of Health based in Beijing.

This was the second sale to the CCDC, which previously bought a kit in July 2016.

Two Starter Kits went to the Prague-based subsidiary of SIAD, a European biobank solution provider for the life sciences sector, manufacturer of technical gases and medical gases, healthcare provider and medical devices distributor. SIAD-CZ has signed a distribution contract with Bluechiip, and aims to distribute the company's technology in Eastern Europe, with exclusivity in Czech Republic, Slovakia, Poland and Hungary.

Bluechiip and SIAD-CZ are looking to collaborate with respect to sales and marketing of Bluechiip's products.

Andrew McLellan, Bluechiip's CEO, said the three sales continue Bluechiip's momentum.

"We are thrilled to have made a repeat sale to the Chinese Centre for Disease, Control and Prevention. This will provide a further reference point for both OEM partners and end users. We are also excited to have sold kits to a distributor in Europe, which will eventually lead to more sales; Starter Kits are the first step toward a successful rollout of our full suite of products," he said.

"Importantly, Starter Kits allow purchasers to become familiar with Bluechiip's technology and to train staff in their use. These sales continue to confirm the value of Bluechiip's technology to OEM partners and end customers that need to effectively control sample integrity through the chain of custody."

END



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About Bluechiip Limited:

Founded in 2003 and ASX listed in 2011 [ASX:BCT], Bluechiip has its head office in Melbourne, Australia and distribution channels around the globe.

Bluechiip's unique and patented technology combines secure wireless sample tracking with integrated temperature reading for use in extreme environments, working reliably in temperatures from -196°C to +200°C, and impervious to autoclaving, gamma irradiation sterilization, humidification, centrifuging, cryogenic storage and frosting.

Based on MEMS technology, the Bluechiip[®] tag contains no electronics. Unlike traditional tracking technology like labels, barcodes or RFID, Bluechiip does not require line-of-sight visibility for temperature readings and tracking, and so can be read through frost without damaging the sample.

The tag can either be embedded or manufactured into storage products such as vials or bags. Easy identification, along with any associated information from the tag can be detected by a reader, which can also sense the temperature of the tagged items. Unlike other tracking methods, the Bluechiip[®] technology can sense the temperature of each item a tag is attached to or embedded in.

This technology is particularly important for industries such as the \$2b biopreservation & cryopreservation market, which processes more than 300 million samples per year of tissue, blood, serum, plasma, etc., for industries such as pharmaceuticals, IVF, research and clinical trials. It also has applications in cold chain logistics, food, manufacturing, security and defence.

Further information is available at www.bluechiip.com