



## ASX RELEASE

### Sienna appoints exclusive distributor for Denmark and Sweden

**Melbourne, Australia, 25 September 2017:** [Sienna Cancer Diagnostics](#), a commercial stage, medical technology company focussed on the development and commercialisation of innovative cancer-related tests, is pleased to announce the appointment of [Axlabs A/S](#) as its exclusive distribution partner for Denmark and Sweden.

This distribution agreement, the first to be signed since Sienna's ASX listing, will broaden and accelerate the global roll out of its in-vitro diagnostic (IVD) test. The agreement provides Axlabs with the right to sell Sienna's product to pathology laboratories, where it will be used as an adjunct to urine cytology to assist pathologists and urologists in their diagnosis of bladder cancer.

Following his meeting with Axlabs in Copenhagen, Sienna's CEO Matthew Hoskin commented: "I was impressed with the Axlabs facilities and team, and I'm confident they'll be successful in penetrating our product into these important parts of the Nordic market. The existing focus and expertise within Axlabs is ideal for adding the Sienna product, as they have significant knowledge and capability in the areas of cytology and also in advanced staining, which is exactly where our test fits in the market.

"Now that we have an agreement in place, we'll work with Axlabs to train their staff, establish inventory and supply logistics, then assist them in establishing an initial reference laboratory within their territory."

CEO of Axlabs, Niels Møller Schlie, said of the new deal: "We're very pleased with the agreement and opportunity to work with Sienna Cancer Diagnostics. We believe the hTERT test will positively affect the ability of urologists to detect bladder cancer earlier, and thereby improve patient welfare and lower overall costs in the healthcare system.

"We see significant possibilities for business growth in the agreed markets with the Sienna hTERT test. Axlabs' committed goal is to be a step ahead to be able to support our customers with the best possible technologies. The partnership with Sienna ensures this goal in the IHC business in Denmark and Sweden, and the combination of an innovative product with our commitment will most certainly be beneficial for both pathology and the future of our companies."

Minesh Lalla, Business Development Manager, Sienna Cancer Diagnostics, added: "It's very encouraging to see this progress being made on our geographical expansion strategy. Launching our product into new markets is one of the four core growth strategies the Sienna team is working on. There are many more countries in our sights, and we hope to partner with equally capable distributors in each of them."

ENDS.



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**About Sienna Cancer Diagnostics**

Sienna Cancer Diagnostics Ltd. is an Australian medical technology company with operations in the United States, Europe and Australia. Sienna's strengths lie in identifying novel technologies then developing and commercialising them to satisfy an unmet clinical / market need. The Company has demonstrated the utility of its product with the help of its global clinical partners. Sienna's primary platform is the detection of the biomarker telomerase, which is found in nearly all epithelial cancers, and was the subject of a Nobel Prize in 2009. Telomerase is well recognised as a remarkable biomarker used by 85% of cancers to enable immortal cell replication.

The FDA listing of Sienna's first IVD in the United States, and CE marking / IVD registration in Europe and Australia, means the SCD-A7 reagent can be used for clinical diagnostic purposes by pathology laboratories. Clinical pathology laboratories in those regions may now purchase SCD-A7 for use as an in vitro diagnostic test for the presence of hTERT, a component of telomerase. Sienna has made available to pathology laboratories a world-first telomerase-based assay for use on human clinical specimens.

**About Axlabs A/S**

Axlab is an experienced supplier of instruments, reagents and consumables for histology and cytology with legal entities in both Denmark and Sweden.

Since 1993 Axlab has worked with hospitals and laboratories in the territories, with solutions improving pathology in general, and cancer screening assays in particular.

