



## ASX RELEASE

### StatLab confident in growth trajectory of Sienna's hTERT test in USA

**Melbourne, Australia, 19 February 2018:** [Sienna Cancer Diagnostics Ltd, \(ASX:SDX\)](http://www.siennadiagnostics.com.au), a commercial stage, medical technology company focused on the development and commercialisation of innovative cancer-related tests, is delighted to provide shareholders with a video interview with Dan Eckert, CEO of StatLab Medical Products, Sienna's exclusive US distributor.

Mr Eckert discusses the US market opportunity for its business, how Sienna's hTERT product fits into StatLab's growth strategy, the approach taken by StatLab sales personnel, including hiring the company's first Advanced Diagnostics Sales Specialist to focus on larger opportunities and increasing industry presence at urology conferences, and the significant interest in the hTERT test shown by pathology laboratories to date.

Sienna CEO Matthew Hoskin said of the video: "Dan Eckert is overwhelmingly positive on the growth potential of our hTERT test in the USA. Furthermore, he demonstrates the professionalism and commitment of StatLab regarding the hTERT product in their marketing efforts."

To view the interview, visit the link: <http://www.siennadiagnostics.com.au/news/statlab-interview>

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#### For further information, please contact:

Matthew Hoskin, CEO  
Sienna Cancer Diagnostics  
mhoskin@siennadiagnostics.com.au  
+61 3 8288 2141

Kyahn Williamson  
WE Buchan  
kwilliamson@we-buchan.com  
+61 3 8866 1200

#### 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 for being 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 assay can be used for clinical diagnostic purposes by pathology laboratories. Clinical pathology laboratories in those regions may purchase the product for use as an in vitro diagnostic test for the presence of hTERT, a component of telomerase.





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#### **Forward Looking Statements**

This announcement may contain forward-looking statements, which include all matters that are not historical facts. These forward-looking statements speak only as at the date of this announcement. These statements, by their nature, are subject to a number of known and unknown risks and uncertainties that could cause the actual results, performances and achievements to differ materially from any expected future results, performance or achievements expressed or implied by forward-looking statements. Without limitation, indications of, and guidance on, future earnings and financial position and performance are examples of forward-looking statements. No representation, warranty or assurance (express or implied) is given or made by Sienna that the forward-looking statements contained in this announcement are accurate, complete, reliable, or adequate or that they will be achieved or prove to be correct. Except for any statutory liability which cannot be excluded, each of Sienna, its related companies and their respective directors, employees and advisers expressly disclaim any responsibility for the accuracy or completeness of the forward-looking statements and exclude all liability whatsoever (including negligence) for any direct or indirect loss or damage which may be suffered by any person as a consequence of any information in this presentation or any error or omission therefrom.

