

ASX RELEASE

Sienna Appoints Exclusive Distribution Partner for Brazil

- *Inside Diagnósticos* appointed as exclusive distributor
- Brazil is a major market with significant opportunity for growth

Melbourne, Australia, 18 March 2019: [Sienna Cancer Diagnostics Ltd, \(ASX: SDX\)](#) (“Sienna” or “the Company”), a medical technology company developing and commercialising innovative cancer-related tests, has appointed [Inside Diagnósticos](#) as the Company’s exclusive distribution partner for Brazil.

The distribution agreement – Sienna’s first in South America – represents another significant milestone in Sienna’s geographical expansion strategy.

The agreement gives Inside Diagnósticos the exclusive right to sell Sienna’s *in vitro* diagnostic hTERT test to pathology labs where it will be used as an adjunct to urine cytology, assisting pathologists and urologists in the diagnosis of bladder cancer.

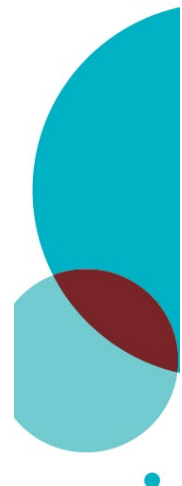
According to Aliança Brasileira da Indústria Inovadora em Saúde (ABIIS), the Brazilian import market for reagents for *in vitro* diagnostics was approximately US\$4B in 2017, up 22% over the prior year. Brazil is the ninth largest economy in the world, and with over 200 million people, is the sixth most populous nation.

Sienna Cancer Diagnostics CEO Matthew Hoskin said the *in vitro* diagnostics market in Brazil represents a significant opportunity for Sienna and its hTERT test, and appointing a capable and enthusiastic distribution partner in Brazil is key to realising that opportunity.

“Inside Diagnósticos is a unique partner,” Mr Hoskin said. “They are not only a distributor but also a reference laboratory. They will perform the hTERT test in their own laboratory, promoting its availability directly to referring urologists. This will give them a depth of product knowledge that will provide Inside Diagnósticos with significant leverage marketing the test to other laboratories.”

Prior to sales commencing, the product must first be approved and registered with the Brazilian regulatory agency ANVISA. Sienna will assist Inside Diagnósticos in that process.

Mr. Paulo Ferraz, Sienna’s commercialisation consultant for Latin America who advised the transaction in Brazil, said Inside Diagnósticos is pleased to be partnering with Sienna to bring a quality product to the Brazilian market.





“Urine cytology is widely used in Brazil to investigate bladder cancer, but the limitations of that test are well known,” Mr Ferraz said. “The introduction of Sienna’s hTERT test will help address a genuine clinical unmet need in the market. There is a significant opportunity for this new cutting-edge technology in Brazil.”

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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, Asia, Latin America and Australia. Sienna’s strengths lie in the identification, development and commercialization of novel IVD technologies that satisfy an unmet clinical / market need. The Company has taken it’s first product, an IVD test for the biomarker hTERT, from research, through development, manufacturing, product registration, and market launch through a growing network of distribution partners.

The Company is focused on growing revenues from the existing product, increasing market access through new distribution partners, extending the applications for their hTERT test, and expanding their product offerings with the addition of new technologies into the product development pipeline.

About Inside Diagnósticos

Inside Diagnósticos is a privately-held Brazilian laboratory with the mission of advancing the field of precision medicine. With headquarters in São Paulo, Inside Diagnósticos’ disruptive business model combines expertise in the use of information technology to extend the reach of its services to a larger population and strategic alliances with a variety of healthcare providers, including partnerships with cancer hospitals and global laboratories offering state-of-the-art diagnostics.

Forward Looking Statements

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