ASX RELEASE

StatLab implementing strategies to increase hTERT sales in the USA

Melbourne, Australia, 21 May 2019: Sienna Cancer Diagnostics Ltd (ASX: SDX) ("Sienna" or "the Company"), a commercial stage, medical technology company, recently conducted a video interview with Wayne Rigler, Executive Vice-President of Sales & Marketing for StatLab. The video provides shareholders with an update on the sales and marketing efforts of StatLab, Sienna's exclusive distributor in the United States.

Mr Rigler discusses the StatLab strategy for hTERT, including:

- An enhanced hTERT sales and marketing plan, incorporating the launch of complimentary slide preparation and staining instruments;
- Highlighting the significant market opportunity the US represents for both StatLab and Sienna, with approximately 1.5 million urine cytology tests performed in the United States annually;
- hTERT's positive reception and the future path to success.

Sienna CEO Matthew Hoskin added: "Wayne has brought renewed rigour to the sales and marketing efforts for hTERT. His extensive experience in the uropathology market and the new strategies he and his team are rolling out, strengthen our confidence that we'll see accelerating growth for hTERT sales in the US."
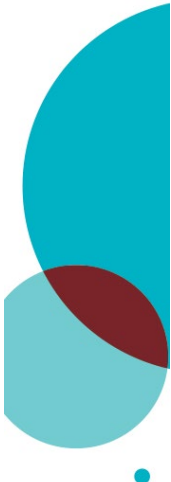
To view the interview, visit the link: http://www.siennadiagnostics.com.au/news/statlab-wr-interview

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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 its 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.

Sienna's most recent technology acquisition was a unique technology for the capture and isolation of target analytes in liquid biopsy samples. The sample preparation technology, known as SIEN-NET^{TM} can more accurately and rapidly prepare liquid biopsy samples for the testing of a range of clinically useful biomarkers including exosomes, lipids, proteins, and other molecular targets of interest.

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.