



Sienna Cancer Diagnostics Limited
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CEO APPOINTMENT

Melbourne, Australia, 16 October 2019: [Sienna Cancer Diagnostics Ltd \(ASX: SDX\)](#) (“Sienna” or “the Company”), has today advised that Matthew Hoskin will be stepping down from his role as Chief Executive Officer of the Company, and will be replaced by Carl Stubbings, currently a non-executive Director.

Geoff Cumming, Chairman of Sienna Cancer Diagnostics, said: “On behalf of the Board and the team at Sienna, I would like to sincerely thank Matthew for his contribution to and leadership of the company over the past five years, first as Chief Operating Officer and more recently as Chief Executive Officer.”

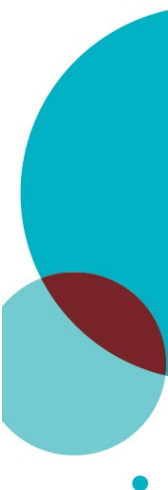
Carl Stubbings will take up the role of CEO with immediate effect. Carl has been a non-executive Director of Sienna since 2011. Carl is a highly experienced senior leader in the biotechnology and diagnostics industries, with a focus on commercialisation, sales, marketing and business development. His most recent role was as CEO of BCAL, a private company developing a breast cancer diagnostic. He has also recently served as Commercialisation Lead at Minomic, which has commercialised a prostate cancer diagnostic, and a non-executive Director of ASX-listed Analytica (ASX.ALT). He was previously the Vice President of Sales and Marketing at Focus Diagnostics Inc, a subsidiary of Quest Diagnostics, and Chief Business Officer at Benitec Biopharma (ASX.BLT / NASDAQ code: BNTC).

ENDS

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About Sienna Cancer Diagnostics

Sienna Cancer Diagnostics Ltd. (“the Company”, or “Sienna”) is an Australian medical technology company with operations in the United States and Australia, and distributors for its products in the United States, Europe, Asia and Latin America.

Sienna’s vision is to become a hub for the development and commercialisation of *in-vitro* diagnostic (IVD) tests for the global pathology market. Our mission is to create a portfolio of products to bring to market much needed cancer diagnostic solutions, which will in turn generate additional revenue and long-term growth for Sienna’s shareholders.

Sienna’s strengths lie in the identification, development and commercialisation of novel IVD technologies that satisfy an unmet clinical / market need. Our first product is an antibody-based IVD test to detect the biomarker “hTERT”. Sienna has taken the hTERT test from research, through development and manufacturing, to product registration and sales through a growing network of distribution partners.

The Company intends to fill an important gap in the Australian MedTech ecosystem, by providing a capable, efficient and effective development, manufacturing and commercial launch pathway for IVD technologies sourced from leading universities and research institutions.

As part of this technology expansion strategy, Sienna recently acquired a unique technology for the capture and isolation of target biomarkers in liquid biopsy samples. The sample preparation technology, known as SIEN-NET™, can more accurately and rapidly prepare samples for the liquid biopsy testing of a range of clinically useful biomarkers, including exosomes, lipids, proteins, and other molecular targets of interest.

We are focussed on growing revenues from the hTERT test, increasing market access through new distribution partnerships, commercialisation of the SIEN-NET™ product line, and expanding our product offerings with the addition of new technologies.

