

ASX RELEASE

Sienna enters New Zealand market with its hTERT IVD

- Scientle Innovations appointed exclusive distributor for New Zealand
- Bladder cancer is responsible for approximately 3% of all malignancies diagnosed in New Zealand each year
- Over 400 new bladder cancer cases are expected this year
- Approximately 5,000 urine cytology tests were performed in New Zealand in 2019

Melbourne, Australia, 6 May 2020: [Sienna Cancer Diagnostics Ltd \(ASX:SDX\)](#) (“Sienna” or “the Company”) is pleased to announce the appointment of Scientle Innovations (“Scientle”) as its exclusive distributor in New Zealand. The distribution agreement provides Scientle with the right to sell Sienna’s hTERT IVD to pathology laboratories where it will be used to assist in the diagnosis of bladder cancer.

This agreement with Scientle marks the 10th country in which Sienna has secured a distribution agreement and partner for hTERT to be sold to pathology laboratories as an adjunct test in the diagnosis of bladder cancer.

Scientle, based in Christchurch, is an emerging biotechnology company which specialises in oncologic biomarkers. The team at Scientle possesses considerable biomedical research and commercial experience and have recently established operations in Pakistan. Scientle and Sienna are currently exploring the possibility of entering into a further agreement for Pakistan.

Managing Director and CEO of Scientle, Dr Mak Sarwar, said: “We are delighted that a simple adjunct urine cytology test, the hTERT ICC assay, will provide much-needed accuracy and specificity required for the precise diagnosis of the disease. hTERT may aid in the detection of early abnormalities in cytology specimens and thereby could play a vital role in the diagnostic process. We are fascinated by Sienna’s approach towards addressing unmet clinical needs and are looking forward to working with Sienna on this collaboration.”

In addition to providing regulatory support, sales, marketing and technical training to Scientle staff, Sienna will work with Scientle to establish hTERT in several reference laboratories to assist in the adoption of the test in New Zealand. Scientle and Sienna are monitoring the restrictions due to the current COVID-19 pandemic. As soon as travel restrictions are lifted between Australia and New Zealand, work will commence on establishing these reference sites.

Sienna’s Business Development Manager, Minesh Lalla, said: “Sienna is focussed on driving hTERT implementation across the globe to deliver on our expansion strategy. When selecting our distribution partner for New Zealand, we sought to find a group that is motivated, has the capability to effectively promote our product, and for whom the opportunity provides significant growth prospects. Scientle is a perfect fit for Sienna in this region and we look forward to working with Dr Sarwar and his team. This agreement follows months of due diligence by both parties, which has already generated initial clinician interest in the test. We are excited by the opportunities this region represents.”

ENDS.

For Further Information, please contact:

Carl Stubbings, CEO & Managing Director

Sienna Cancer Diagnostics Ltd

cstubbings@siennadiagnostics.com.au

+61 3 8288 2141

The release of this announcement was authorised by Tony Di Pietro, Company Secretary.

About Sienna Cancer Diagnostics

Sienna is a medical technology company that develops and commercialises diagnostic tests to assist in the early and accurate diagnosis of cancer, enabling improved treatment and patient outcomes. Sienna's first product, hTERT, a test that aids in the diagnosis of bladder cancer, has been launched and is being commercialised through a growing network of distribution partners globally.

Sienna entered the global liquid biopsy market in 2019 via the strategic acquisition of a "Molecular Net" technology called SIEN-NET™. The first commercial embodiment of SIEN-NET is EXO-NET™, which has been specifically designed to purify a patient sample for cancer-associated exosomes.

The Company recently announced the signing of an exclusive worldwide licence agreement with the University of Adelaide to develop and commercialise a unique cancer probe, SubB2M, which binds to a unique sugar molecule only present in human cancers and can detect its presence in the serum of cancer patients. SubB2M has the potential to detect cancer in a range of testing modalities such as liquid biopsies, immunoassays, circulating tumor cell assays and PET imaging.

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.

