

## ASX RELEASE

### Israel becomes first Middle Eastern market for Sienna's hTERT IVD

- Zotal Ltd appointed exclusive distributor for Israel
- Israel's healthcare technology market is estimated at US\$6.2 billion<sup>1</sup> (7.5% of GDP)
- Bladder cancer incidence rates in men are among the highest in the world<sup>2</sup> (~10%)
- Israel recorded ~1,200 new bladder cancer cases in 2018
- Israel is expected to carry out ~100,000 urine cytology tests this year

**Melbourne, Australia, 21 May 2020:** [Sienna Cancer Diagnostics Ltd \(ASX:SDX\)](#) ("Sienna" or "the Company") is pleased to announce the appointment of Zotal Ltd ("Zotal") as its exclusive distributor in Israel. The distribution agreement provides Zotal 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.

With a population of approximately 9 million, Israel has a growing elderly demographic with a need for easy, accessible, affordable diagnostics. Israel has become known as the MedTech hub of the Middle East and the medical device market in Israel is estimated to be worth ~US\$2.4 billion. Zotal is Sienna's first distributor appointment in the region.

Zotal is a leading provider of high-quality, state-of-the-art products for the medical and life sciences market in Israel, selling and supporting products in diverse environments including life science research laboratories, fertility clinics and clinical diagnostic laboratories. Sienna becomes the latest exclusive distribution partner for Zotal, joining companies such as BMG LABTECH, Abcam PLC and THERADIAG.

Head of Personalised and Predictive Medicine of Zotal, Dana Cohen said "Zotal has a special focus on innovative products to improve the standard of diagnosis. Sienna's hTERT test complements our personalised medicine product portfolio to serve our clinical and research community. We are excited to partner with Sienna in Israel and anticipate a unique opportunity for the hTERT biomarker in routine care, assisting pathologists and urologists in the diagnosis of bladder cancer."

CEO of Zotal, Dr Tal Zohar, said: "The public healthcare market is constantly seeking simple and more accurate diagnostic tools to increase the sensitivity and early detection of urothelial carcinoma as a first line diagnosis. We see the hTERT test fitting this profile perfectly".

Sienna and Zotal will now focus on the product registration and reimbursement applications with the Department of Medical Devices, Ministry of Health (MOH), in Israel, which is expected to take approximately 6 months. In addition to providing regulatory support, Sienna will provide sales, marketing, and technical training to Zotal staff, while Zotal will source several reference laboratories to assist in the adoption of the test in Israel. This process is vital for unique products such as hTERT which require time to educate the market before initial market adoption occurs.

Sienna's Business Development Manager, Minesh Lalla, said: "We are proud to add Zotal to our growing list of global partners. Over the past few months Sienna has managed to secure distribution channels in multiple regions across the globe. Israel is our third distributor appointment in 2020 to date. Israel's IVD market has gained significant momentum over recent years.

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<sup>1</sup> Healthcare Resource Guide: Israel (export.gov)

<sup>2</sup> The Global Cancer Observatory - World Health Organization (WHO), International Agency for Research in Cancer (Israel Source: GLOBOCAN 2018)

The Zotal team has the experience to promote and sell our current product, hTERT, as well as future products in our development pipeline. Dana Cohen has been proactive throughout the due-diligence process and as a result we have been able to utilise the time spent under COVID-19 restrictions to progress product registration with the MOH.”

ENDS.

**For Further Information, please contact:**

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

**About Sienna Cancer Diagnostics Ltd.**

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.