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UBI launches sixth new product on Sentia platform: Titratable Acidity

Universal Biosensors, Inc. (ASX: UBI) is pleased to announce that it has launched its sixth new product on its Sentia wine testing platform, Titratable Acidity.

Titrateable acidity is an acidity measurement for wine. It is tested continuously throughout the year and is one of the most important contributors to the taste and stability of a wine. The measurement of Titratable Acidity in grapes influences decisions surrounding timing of harvest and assists the winemaker when making key decisions as to the overall colour, clarity, stability and flavour profile of a wine.

Mr John Sharman, CEO of UBI said; “The launch of our Titratable Acidity test means we now have the six most important tests undertaken by winemakers available on the Sentia platform. Current testing for Titratable Acidity relies on traditional enzymatic tests using expensive machinery and time consuming processes or simple “colour changes” on enzymatic paper strips. Sentia represents a compelling alternative for winemakers to buy when compared with this and other more expensive, time-consuming and often less accurate laboratory equipment and chemistries currently in use.”

Mr Sharman said; “Sales of Sentia products are growing strongly. In-market sales for Q123 v Q122 grew at 188% with 165 devices sold into wineries and over 65,000 strips sold. In Australia we estimate 16% of the market is using Sentia and our business in the USA is growing strongly. We estimate we have 5% of the USA winemaking market using Sentia and our ambition is to have 8-10% of that market by the end of this year. Sales in Europe are growing from a small base.”

Mr Sharman said; “The feedback we have received about the market opportunity for Sentia has been strong and we believe Sentia represents a significant financial opportunity for the company.”

For further information please refer to the Sentia website
(www.universalbiosensors.com/products/sentia/).

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Announcement authorized by the Board of Directors of Universal Biosensors, Inc.

**About Universal Biosensors**

Universal Biosensors, founded in 2001, specialises in the design and development of electrochemical cells (strips) used in conjunction with point of use devices that are used in various industries such as healthcare (point of care), wine, food, and agriculture. UBI's ambition is to build a multi product stable of biosensors in large markets which generate ongoing revenue streams. For additional information regarding Universal Biosensors, Inc., refer to: <http://www.universalbiosensors.com>.

Forward-Looking Statements

The statements contained in this release that are not purely historical are forward-looking statements within the meaning of the US Securities Exchange Act of 1934. Forward-looking statements in this release include statements regarding our expectations, beliefs, hopes, intentions or strategies. All forward-looking statements included in this release are based upon information available to us as of the date hereof, and we assume no obligation to update any such forward-looking statement as a result of new information, future events or otherwise. Our actual results could differ materially from our current expectations. We cannot assure you when, if at all, the proposals outlined in this release will occur, and the terms of any such proposal are subject to change. Factors that could cause or contribute to such differences include, but are not limited to, factors and risks disclosed from time to time in reports filed with the SEC.