

### Bluechiip Market Update

- **BCT receives order from another global top-20 pharmaceutical company – a market leader in cell therapies**
- **Customer numbers increase to 15, laboratory numbers increase to 27**
- **Quarterly repeat revenue from existing customers increases 120% to \$163k**

Bluechiip Limited (**ASX: BCT**), a leader in the development of advanced sample management solutions for harsh environments, today announced that it has secured a first order from another, second, global top-20 pharmaceutical company for the company’s advanced sample-management solution.

The company, which cannot be named, is a US-based biopharmaceutical company that develops cancer immunotherapy products.

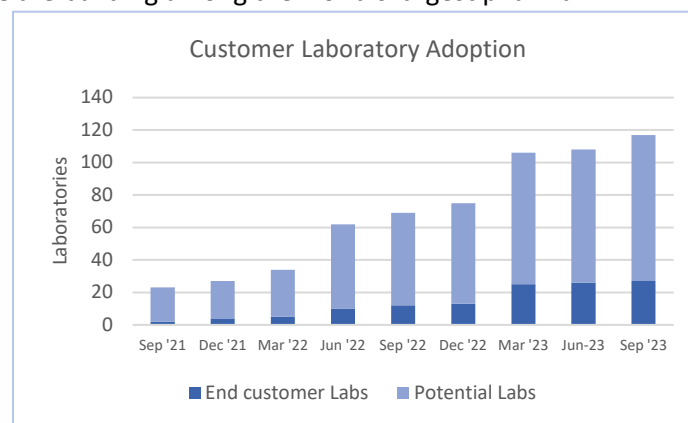
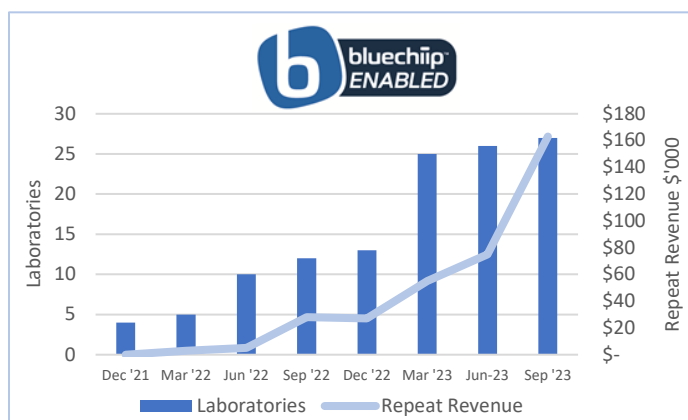
During the September quarter the number of laboratories using Bluechiip’s technology increased to 27, with repeat revenue from those customers rising 120% to \$163,000.

Andrew McLellan, Bluechiip’s Managing Director, said a second global pharmaceutical company now becoming a Bluechiip customer is a hugely significant step for the company.

“Our new customer is a world leader in cell therapies and wants to upgrade inventory management protocols for its valuable samples,” he said. “That they have chosen Bluechiip to provide them with a modern management solution is a great vindication of the robustness of our technology. We are extremely pleased with the momentum we are building among the world’s largest pharma companies.”

Bluechiip’s advanced sample management solution is now being used in 27 laboratories worldwide. “We know that our existing clients own and run nearly 120 such laboratories, so the potential upside for us – even just within our existing customer base – is significant,” Mr McLellan said. “We are currently just scratching the surface of the potential market beyond that.”

Mr McLellan said he was delighted with the increase in repeat revenue, which grew 120% in the



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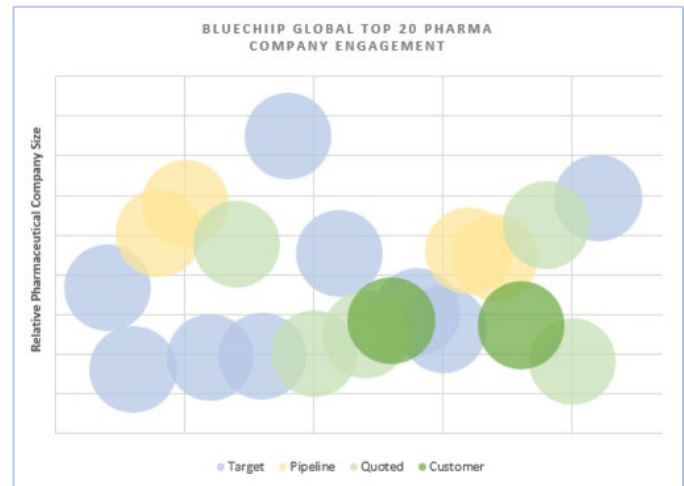
September quarter, from \$75k to \$163k. “Revenue is understandably a key driver for us in FY24 and we are delighted with the trend and momentum that we are seeing in this area,” he said.

Included in the repeat orders were an additional five handheld readers, and other consumables, from New York State Psychiatric Institute.

Two years ago, Bluechiip announced that it would market directly to end-users its own Bluechiip-Enabled products, concentrating especially on the key North American market. To that end the company expanded its US sales team from two to six people, while building distribution networks in Europe including in the UK, France, Spain and Czech Republic.

Bluechiip’s sample management solutions are now being used by two global top-20 pharma companies, an Ivy League research institution and several leading biopharma groups.

Mr McLellan said the level of engagement that Bluechiip has developed with the world’s 20 leading big pharma companies is significant. “We remain confident that our advanced sample management solution will continue to gain currency with more of the world’s top pharma companies. They are increasingly acknowledging the increasing importance of tracking the samples, and the temperature history of those samples, in their safekeeping. Our pipeline remains robust, with more than 50 new customer opportunities in a global marketplace of more than 10,000 laboratories across cell therapies, pharmaceutical companies, biotech, research institutions and clinical facilities.”



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**Authorised for release by the Bluechiip Limited Board**

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### **About Bluechiip Limited**

Bluechiip understands that every biological sample – stem cells, blood, eggs, sperm and other biospecimens – is critical, so our objective is to manage each one with optimal quality in the most efficient way. Bluechiip's Advanced Sample Management Solution is the only one that provides sample temperature with ID in cryogenic environments, driving productivity and improving quality. Bluechiip's solution delivers confidence in every sample.

Bluechiip's unique patented technology is a MEMS-based wireless tracking solution that contains no electronics. It represents a generational change from current tracking methods such as labels (hand-written and pre-printed), barcodes (linear and 2D), and Radio Frequency Identification. Bluechiip tags are either embedded or manufactured into storage products such as vials or bags. Each product is easily identified and critical information, such as sample temperature, detected by readers and stored in the Bluechiip software. In addition to functioning in extreme temperatures, the Bluechiip<sup>®</sup> Advanced Sample management solution can survive autoclaving, gamma irradiation sterilization, humidification, centrifuging, cryogenic storage and frosting.

Bluechiip listed on the ASX in June 2011. Since then, it has significantly developed its technology. Today Bluechiip's technology has applications in healthcare, including in cryogenic storage facilities (biobanks and biorepositories), pathology, clinical trials and forensics. Other key markets include cold-chain logistics/supply chain, security/defence, industrial/manufacturing and aerospace/aviation.

**Bluechiip: Delivering confidence in every sample.**

Further information is available at [www.bluechiip.com](http://www.bluechiip.com)