

Bluechiip Progress in Key Areas in North America

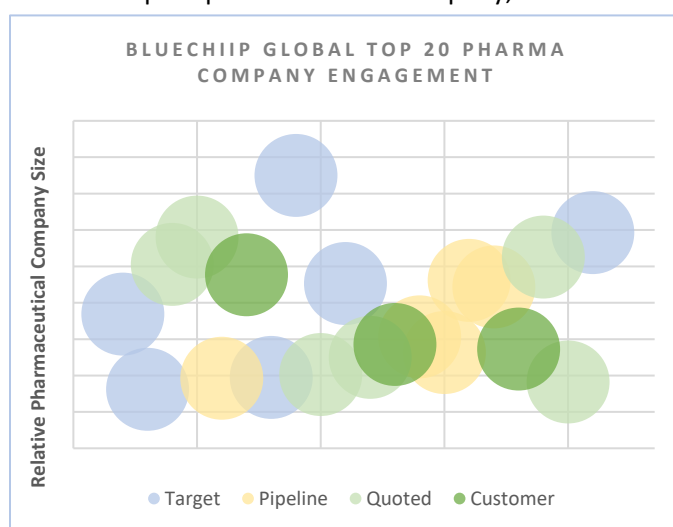
- Successful technology installation in two top-20 pharmaceutical companies
- Significant potential to expand into other labs of current customers
- Key presentation at SLAS conference (Society for Laboratory Automation and Screening)
- Direct-to-market sales

Bluechiip Limited (ASX: BCT), a leader in the development of advanced sample management solutions for harsh environments, today announced progress on several fronts in the key North American market.

Bluechiip reports it has completed this month installations at two further top-20 pharmaceutical companies in North America. These are on top of the currently-installed and operating Bluechiip systems within another major top 20 global pharma, and New York State Psychiatric Research Institution based on Columbia University in New York. The contracts for these were announced during the last quarter. During Bluechiip enablement and training, management identified multiple additional laboratories and opportunities within these two companies that are ideally placed to adopt Bluechiip's technology. *"As ever, the first adopters of new technology are the hardest to get across the line; we are actively pursuing the selling of our technology across other laboratories within these two companies,"* said Andrew McLellan, Bluechiip Limited CEO.

Bluechiip was invited to present to key management at another top-20 pharmaceutical company, an existing customer. *"The opportunities identified within this group are significant – including multiple sites in multiple geographies,"* said Mr McLellan. *"Negotiations are progressing through proposal, quote and onboarding into these groups."*

This month Bluechiip had a booth at the annual SLAS conference (Society for Laboratory Automation and Screening – an international professional society of academic, industry and government researchers, including developers and providers of laboratory automation technology and tools) in Boston, which was attended by more than 7,500 people. *"This conference was hugely valuable for Bluechiip, generating over 50 leads for us. Importantly it included engagement with over 9 of the top 20 pharma companies in one of our core target markets"* said Mr McLellan. *"Some of these companies were already*



in our pipeline but many were not, we now have engagement with 14 of the top 20 pharmas. It is hard to overstate the value of SLAS to Bluechiip and as a builder of our pipeline.”

At SLAS, Bluechiip presented its soon-to-be-released Bluechiip Workstation, a platform reader that represents a generational change for users. With an integrated touch-screen and the ability to read multiple box formats of vials the Bluechiip Workstation provides significant productivity and quality improvements.

Mr McLellan said the company’s direct-to-market sales approach was progressing well. *“We are currently working with distributors in Europe for our products, aiming to engage with the key pharmaceutical companies there, as we have done in the USA,”* he said. *“Bluechiip is well-positioned to capitalise on our direct-to-market approach, where proceeds from sales flow directly through to the revenue line. The pharmaceutical companies are the leaders in the industry, and represent the tip of the iceberg to the broader biopreservation and sample management market, with well over 300 million samples a year. The overall market size for Bluechiip products is in excess of \$1b per annum.”*

Mr McLellan said he was confident that a successful capital-raise positioned Bluechiip well to transition to a sustainable, cash-flow-positive future.

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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[®] 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