



ASX Announcement

For immediate release

30 March 2015

Executing strategic priorities in biobanking

Bluechiip has identified the biobanking sector as its initial strategic priority and is well advanced in developing opportunities with key channel partners in the USA, Europe and Asia.

Highlights

Positive reception to our dual-identity cryovial and multi-vial reader at SLAS

First Bluechiip product sale in Canada

Blood bag trial at SIAD (Italy) nearing completion

China biobank facility using Bluechiip

New products demonstrated at SLAS (USA)

In February at The Society of Laboratory Automation Systems (SLAS) exhibition in Washington, Bluechiip and its North American distributor Micronic America co-demonstrated key technologies in Bluechiip's development pipeline, including:

- Dual-identity cryovials incorporating bluechiip® tags molded into Micronic 2D barcoded cryovials, and
- The multi-vial reader, enabling increased productivity with the ability to read a full tray of bluechiip® tagged cryovials.

Both technologies received positive feedback.

Gijsbert van der Gaag, CEO Micronic Holding BV, was delighted with the feedback received at SLAS and with the opportunity to include the bluechiip® technologies in the Micronic product range in the future.

Bluechiip Managing Director & CEO Andrew McLellan said, "in addition to the excellent feedback on our new dual-identity cryovial and multi-vial reader, SLAS also provided an opportunity to meet other vendors and visit large validation sites for feedback. Automation leading to time savings is a key attraction for the large biobanking market, and this is exactly what our innovative technology offers."

Micronic America also achieved its first Canadian sale of bluechiip® technology products in Feb 2015 and commenced distribution of bluechiip® technology products into the South American market.

Blood bag trial (Europe)

In November 2014 Bluechiip announced that it had signed a Test and Evaluation Agreement with SIAD Group in Italy to integrate the bluechiip® cryotag into SIAD's cryobags, which are used to store cord blood and other biological products. The blood bag trial is progressing well

For immediate release

Page 2

30 March 2015

with Bluechiip and SIAD defining key requirements for incorporation of the bluechiip® technology into SIAD 's products.

Distribution Penetration (Asia)

BluBioBank (China), a greenfield facility in the emerging high value biobanking market, will commence operations utilising Bluechiip technology in April.

In Japan, brand awareness following the establishment of a distribution channel has led to a significant OEM partnering opportunity in the regenerative medicine space. This opportunity will also evolve through April.

Global Market feedback

Bluechiip's expanding distribution networks provide critical market feedback and exposure to OEM partnering opportunities. Feedback from SLAS and our networks support Bluechiip's refined commercialisation strategy and confirm our strategic direction. Feedback indicates that:

- Leading biobank technology vendors are increasingly aware of bluechiip® technology;
- There is a clear unmet need for products like Bluechiip's new multi-vial reader, dual i/d cryovial and handheld reader, especially within the cryogenic biobank market, where:
 - Innovation is a key differentiator for vendors;
 - Automation is key in this high-volume industry;

Continued Strategic Focus

Bluechiip is:

1. Continuing to expand our global distribution network
2. Progressing and expanding co-development partnerships
3. Refining our core technology roadmap based on market feedback.

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About Bluechiip Limited:

Bluechiip has developed a wireless tracking solution for the healthcare and life science, security, defence and manufacturing industries which represents a generational change from current methods such as labels (hand-written and pre-printed), barcodes (linear and 2D) and microelectronic integrated circuit (IC)-based RFID (Radio Frequency Identification).

The unique tag is based on MEMS technology and contains no electronics. The tag can either be embedded or manufactured into a storage product, such as vials or bags. Easy identification, along with any associated information from the tag such as temperature, can be detected by a reader, which can also sense the temperature of the tagged items. The traditional identification technologies have significant limitations. Whereas a barcode requires a visible tag or line-of-sight optical scan, bluechiip® technology does not. Unlike labels, barcodes and RFID, the bluechiip® technology can sense the temperature of each item a tag is attached to, or embedded in.

The bluechiip® technology has initial applications in the healthcare industry particularly those businesses which require cryogenic storage facilities (biobanks and biorepositories). bluechiip® offers the only technology that enables accurate and reliable tracking of products including stem cells, cord blood, and other biospecimens. In addition to functioning in extreme temperatures, the bluechiip® tracking solution can survive autoclaving, gamma irradiation sterilization, humidification, centrifuging, cryogenic storage and frosting.

The bluechiip® technology has other healthcare applications in pathology, clinical trials and forensics. Several other key markets outside of healthcare include cold-chain logistics/supply chain, security/defence, industrial/manufacturing and aerospace/aviation.

Further information is available at www.bluechiip.com