



## ASX Announcement

For immediate release

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### Key Bluechiip Appointment Expands North American Market Presence

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Bluechiip Limited [ASX:BCT], a leader in sample tracking technology for harsh environments, is pleased to announce the expansion of its business development capacity in North America with the engagement of Hugh Douglas.

Mr Douglas, President of Bridge4Bio, LLC, has been a senior executive, consultant, and key contributor to both small and large life sciences companies for more than 35 years. Most recently he was COO and SVP of Strategic Alliances for BioCision, a biomedical tools and temperature management company since 2010, helping the company grow over 50% a year over the six years of his involvement.

Mr Douglas' appointment is in line with Bluechiip's commercialisation strategy, which involves increasing engagement with original equipment manufacturer (OEM) partners across multiple jurisdictions.

Andrew McLellan, Bluechiip's Managing Director & CEO, said, "The engagement of Hugh allows Bluechiip to expand its business development capacity and direct representation in the North American market. We are delighted to have Hugh on our team. Based in the San Francisco Bay Area and working closely with David White out of Chicago, Hugh will be an integral part of our plans to engage and convert OEM partner opportunities in our single largest market, North America.

Bluechiip's new commercialisation strategy has resulted in revenue from an OEM client in the Assisted Reproductive Technology (ART) and In-Vitro Fertilisation (IVF) market. The company's OEM pipeline now involves more than 15 companies.

"We continue to see end users and OEM organisations take up our differentiated technology," said Mr McLellan. "Bluechiip is well placed to accelerate its OEM partnering strategy with continued positive feedback for our mobile handheld readers and prototype multi-vial reader formats. We are engaged in government co-funded projects to make our tracking chips adaptable and suitable for various formats and we continue to respond to market feedback and customer needs."

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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](http://www.bluechiip.com)

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