

ASX RELEASE

VOLPARA ANNOUNCES LAUNCH OF EDUCATIONAL WEBSITE ON BREAST DENSITY FOR AUSTRALIAN WOMEN – BREASTKEPTSECRET.COM.AU – IN CONJUNCTION WITH KYLEA TINK

Wellington, New Zealand, 10 October 2016: Volpara Health Technologies Limited (“Volpara”; ASX: VHT) a digital health company that provides solutions for the early detection of breast cancer, is pleased to announce the launch of a website and social media awareness program that helps explain breast density and its importance to women in Australia in relation to breast cancer, as alluded to in the IPO prospectus of April 2016.

The website, Breast Kept Secret (<https://www.breastkeptsecret.com.au/>), and its corresponding social media channels aim to encourage conversation and awareness around the importance of breast density in breast imaging, ensure women are informed of their breast density and outline steps they can take if they have dense breasts. The site has been developed by Kylea Tink & Associates. Kylea Tink is the former CEO of the McGrath Foundation.

Volpara’s education program launches at the same time as breast density is the subject of increased media attention throughout Australia, following the launch of a campaign by a group of leading Australian breast cancer researchers that focusses on raising awareness of the importance of breast density and its informative effects in diagnosis of breast cancer via imaging. That academic alliance, called **INFORMD** (INformation FORum on Mammographic Density), includes top researchers from the Universities of Adelaide, Melbourne, Western Australia, Queensland University of Technology and the Peter MacCallum Cancer Centre in Victoria. The INFORMD campaign (<http://www.informd.org.au/>) has resulted in widespread national media coverage. Both BreastScreen Australia and The Royal Australian and New Zealand College of Radiologists released updated formal position papers discussing breast density: “BreastScreen Australia recognises that in the future, breast density may have a role in determining the frequency and method of an individual’s breast screening”.

Breast density awareness is very high in the US, with 27 states legislating that women must be advised of their breast density at the time of screening. The FDA is considering amendments to federal regulations which are expected to address the issue of breast density notification at the time of screening.

“With the Breast Kept Secret campaign, we are pleased to be a part of the ongoing conversation around the importance of breast density for risk of breast cancer,” said Volpara CEO Ralph Highnam. “Increased awareness of the importance of breast density highlights the need and clinical utility for software like **VolparaDensity** and **VolparaEnterprise**, which are already having a positive impact on patients’ lives, as well as improving efficiencies and clinical outcomes for physicians and screening centres.”

About Volpara Health Technologies Limited (ASX: VHT)

Founded in 2009 from research originally conducted at Oxford University, VHT is a global company based in Wellington, New Zealand and facilitates the early detection of breast cancer through its digital health solutions to enable personalised, high-quality breast cancer screening based on automated, objective measurements of breast density and quality. VHT has a number of patents and trademarks and

regulatory clearances, including FDA and CE, supporting its technology and services. VHT listed on ASX in April 2016 after a \$10m IPO and has customers and/or research projects in 35 countries.

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