

ASX RELEASE

VOLPARA ANNOUNCES FIRST SALE OF RECENTLY LAUNCHED VOLPARA®ENTERPRISE™ SOFTWARE

Wellington, NZ, 4th October 2016: Volpara Health Technologies ("Volpara"; ASX: VHT), a digital health company that provides solutions for the early detection of breast cancer, is pleased to announce it has completed the first Software as a Service (SaaS) sales of its *VolparaEnterprise* breast imaging analytics software, as foreshadowed in the IPO prospectus of April 2016. The Women's & Breast Imaging clinic in Perth, Western Australia, is the first *VolparaEnterprise* customer.

The *VolparaEnterprise* software is a unique cloud-based solution that helps breast screening clinics deliver high-quality, personalised breast screening services to ensure women receive appropriate screening procedures with reduced discomfort. Offered via a SaaS subscription model, which provides Volpara with a recurring revenue stream as clinics pay annual licence fees and a fee for each breast screening.

"We are seeing a significant amount of interest among breast screening clinics and hospitals in *VolparaEnterprise* and the benefits it can bring to patient care, internal efficiencies and quality assurance, and we are very happy with the speed at which we have been able to deliver the first sale of this new product," said Volpara Chief Executive Dr Ralph Highnam.

"Additionally, as referenced at the recent National Mammography Quality Assurance Advisory Committee meeting in the US, the FDA is focused on improving quality control in mammogram screening, particularly in relation to compression and positioning. *VolparaEnterprise*'s quality control features help clinicians and screening centres overcome these issues."

Women's & Breast Imaging's Head Radiologist, Dr Maria Vanessa Atienza-Hipolito said; "*VolparaEnterprise* was an all-in-one tool that would help the clinic deliver the highest standards of breast screening and cancer detection for women".

"As a local leader in breast imaging technology, we were the first clinic in WA to adopt Volpara's products to measure breast density. This has been an important differentiator for our clinic, given the link between breast density and risk of developing breast cancer. With *VolparaEnterprise*, the benefit to both patient and clinic is increased: we can now also obtain feedback on appropriate positioning and compression for each scan, so that we have the best chance of picking up any cancers," Dr Atienza-Hipolito said.

The software was launched in July and is being rolled out around the world by Volpara's recently boosted global sales team. *VolparaEnterprise* integrates the company's established suite of breast imaging software, including *VolparaDensity*, into a platform that checks for quality issues with every woman imaged. It also identifies women who have dense breasts and therefore may need further testing to assess whether they have early signs of breast cancer.

"Customers in Australia and the US, are enthusiastic about *VolparaEnterprise*'s features and the opportunities it provides to improve breast screening quality and the experience for

women undergoing scans,” said Volpara Chief Commercial Officer Mark Koeniguer. “We’re seeing a lot of people say to us, ‘*We need this*’.”

Mr Koeniguer said customers also welcomed the *VolparaEnterprise* SaaS model as the entry price was attractive and they preferred to pay a fee per breast screen, rather than purchase a software package outright. “The nice thing for us now is that, although there is still a budgeting process, we have all the key stakeholders involved and wanting it.”

VolparaEnterprise is a key plank in Volpara’s strategy for growth by providing a comprehensive tool that is attractive to breast imaging centre managers by analysing clinical, quality and business data to optimise productivity, quality assurance and patient care.

About Volpara Health Technologies Limited (ASX: VHT)

Founded in 2009 from research originally conducted at Oxford University, VHT is 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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