

ASX RELEASE

VOLPARA LAUNCHES INNOVATIVE SAAS PLATFORM WITH CLOUD-BASED VOLPARA® ENTERPRISE™ SOFTWARE Expands sales force with the appointment of seven direct sales representatives

Wellington, NZ, 14th July 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 begun the roll-out of its innovative Software as a Service (SaaS) platform with the soft launch of VolparaEnterprise clinical management software, which was foreshadowed in the Prospectus for their IPO earlier this year.

VolparaEnterprise software is a cloud-based solution that helps breast screening clinics deliver high-quality, personalised breast screening services that ensure women receive appropriate screening procedures with reduced discomfort. It allows clinics to tap into vast amounts of breast screening data to speed up and streamline clinic operations, and give better insight into equipment use and the need for additional systems.

The software is a Software as a Service (SaaS) platform, providing Volpara with a recurring revenue stream as clinics pay annual licence fees and a fee for each breast screening.

“VolparaEnterprise seamlessly integrates our established suite of breast imaging software into a robust platform that checks for quality issues with every woman imaged. Plus, it identifies women who have dense breasts and may need further testing to assess whether they have early signs of breast cancer,” said Volpara Chief Executive Ralph Highnam.

Examples of how VolparaEnterprise software has already helped sites improve productivity, quality assurance and cancer detection rates, include the following:

- A facility discovered that a mammography system was using an incorrect dose setting, over-exposing patients compared to the same machine type and same patient body habitus in similar facilities.
- A facility discovered that it did not need to purchase an additional mammography machine because the software demonstrated that utilisation was below the break-even point.
- One site told Volpara, “Your initial report was what prompted discussion, but being able to navigate around and see that out of 900 dose alerts they were all from the same unit was priceless.”

“VolparaEnterprise software offers the first comprehensive tool to analyze clinical, quality, and business data that impact nearly every aspect of a breast imaging practice. There is a tremendous amount of data that we’ve never been to access easily. The ability to track trends for hundreds of quality metrics over time can dramatically enhance our ability to maintain quality patient care as well as reduce the amount of time our staff spends on quality assurance,” said Bruce F. Schroeder, MD, Carolina Breast Imaging Specialists in Greenville, North Carolina.

“The launch of VolparaEnterprise software, an important part of our growth strategy, will increase the appeal and utility of Volpara Solutions, in particular for breast imaging center managers, by optimising productivity, quality assurance and patient care. There is an increasing trend among healthcare organisations, especially in the US, to take up SaaS platforms for their ability to lower costs, increase efficiencies and ease software upgrades. VolparaEnterprise has been successfully tested at key reference sites in Australia and the US,” Dr Highnam added.

Volpara is also pleased to announce it has boosted its global salesforce with the appointment of five additional sales representatives in the US, one in the UK and one in Australia.

“The funds raised in our recent IPO have enabled the expansion of our sales force. We have assembled a team of very high-calibre salespeople, each of whom brings a wealth of medical imaging industry experience with a focus on breast imaging,” said Dr Highnam.

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