



Uscom

ASX Media Release

Uscom CEO Appointed to Govt China Initiative Uscom Engaged in Development of NSW Health China Strategy

Sydney, Australia: 7th November 2016: Uscom (ASX code: UCM) (the **Company** or **Uscom**), today announced to market the appointment of Uscom CEO Assoc. Professor Rob Phillips to the NSW Health China Advisory Group. The Advisory Group includes a number of leading Australian academics and entrepreneurs with high level China experience, and is the initiative of the NSW Health Minister, the Hon Jillian Skinner.

The Group will act to develop and guide NSW Health in an active strategy of engagement and exchange with Chinese academics and entrepreneurs and to lead commercial and educational opportunities between Australia and China.

Uscom is a Sydney based developer and manufacturer of advanced medical technologies specialising in cardiovascular and pulmonary monitoring and improved circulatory management, with regional offices in Shanghai, Budapest, London and Los Angeles.

Prof Rob Phillips has been visiting China for over 15 years and has high level commercial relationships in China having recently signed a \$65m partnership with Chinese State owned enterprise CIIC Shanghai, Science and Technology, for importation and wholesale of the Uscom range of advanced monitoring devices over the next 5 years.

Prof Phillips frequently visits China for educational exchanges at Chinese Hospitals, and delivers in the order of 40 lectures annually in Chinese Universities and Hospitals to China's leading critical care clinicians on the subject of circulation and cardiovascular medicine. Prof Phillips has an appointment with the Critical Care Research Group In the Department of Medicine at the University of Queensland and delivers remote lectures and clinical demonstrations via digital media into various Chinese centres from Australia, and the presentation are syndicated into remote tertiary medical teaching centres throughout China.

Uscom CEO Associate Professor Rob Phillips said, *"China is a huge and growing market with increasing complexity, and Uscom has many good relationships there established over many years. The Chinese people expect the best standards of clinical care, and the Chinese Government are committed to providing that, and a substantial portion of Uscom's global revenues are derived from this market. This initiative by Minister Skinner and NSW Health is particularly prescient, as global politics becomes less predictable making regional commercial and academic relationships vital for Australia's commercial growth and stability. Uscom technology is world leading with proven life saving capabilities and so the education of clinicians on advanced circulatory monitoring and management is integral to the adoption of our devices and the delivery of their life saving benefits. The USCOM 1A continues to grow in importance for management of fluid, heart failure and hypertension, while our new SpiroSonic and BP+ devices will shift the clinical management of asthma, COPD, occupational lung disease, hypertension and vascular health. China is important for Uscom's growth, and is targeted to deliver revenue and profit for shareholders for the years ahead."*

Uscom manufactures and markets the USCOM 1A advanced haemodynamic monitor, the Uscom BP+ central blood pressure monitor, and the Uscom SpiroSonic digital ultrasonic spirometry devices. These premium digital devices are changing the way we diagnose and treat cardiovascular and pulmonary diseases, including hypertension, heart failure, asthma, COPD and sleep disorders. These products are integral for optimising management of sepsis, guidance of fluid, inotropes and vasoactive therapies in critical care monitoring, and in clinical and home care asthma and COPD monitoring.



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About Uscom

Uscom Limited (UCM) is an ASX listed innovative medical technology company specialising in development and marketing of premium non-invasive cardiovascular and pulmonary medical devices. Uscom has a mission to demonstrate leadership in science and create noninvasive devices that assist clinicians improve clinical outcomes. Uscom has three practice leading suites of devices in the field of cardiac, vascular and pulmonary monitoring; the USCOM 1A advanced haemodynamic monitor, Uscom BP+ central blood pressure monitor, and the Uscom SpiroSonic digital ultrasonic spirometers. Uscom devices are premium resolution, noninvasive devices which deploy innovative and practice leading technologies approved or submitted for FDA, CE, CFDA and TGA regulatory approval and marketing into global distribution networks.

The USCOM 1A is a simple to use, cost-effective and non-invasive advanced haemodynamic monitor that measures cardiovascular function, detects irregularities and is used to guide treatment. The USCOM 1A device has major applications in Paediatrics, Emergency, Intensive Care Medicine and Anaesthesia, and is the device of choice for management of adult and paediatric sepsis, hypertension, heart failure and for the guidance of fluid, inotropes and vasoactive cardiovascular therapy.

The Uscom BP+ is a supra-systolic oscillometric central blood pressure monitor which measures blood pressure and blood pressure waveforms at the heart, as well as in the arm, information only previously available using invasive cardiac catheterisation. The Uscom BP+ replaces conventional and more widespread sub-systolic blood pressure monitors, and is the emerging standard of care measurement in hypertension, heart failure and vascular health. The Uscom BP+ provides a highly accurate and repeatable measurement of central and brachial blood pressure and pulse pressure waveforms using a familiar upper arm cuff. The BP+ is simple to use and requires no complex training with applications in hypertension, heart failure, intensive care, general practice and home care.

Uscom SpiroSonic digital ultrasonic spirometers are high fidelity, digital, pulmonary function testing devices based on multi path ultrasound technology. They are simple and accurate to use and provide research quality pulmonary function testing in small hand held devices that can be used in research, clinical and home care environments. The devices can be coupled with mobile phone applications and proprietary SpiroSonic software platforms with wireless interfacing to provide remote tele-monitoring of pulmonary disease. The devices are specialised for assessment of COPD, sleep disordered breathing, asthma, industrial lung disease and monitoring of pulmonary therapeutic compliance.

For more information, please visit: www.uscom.com.au

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