



**Uscom**

## ASX MEDIA RELEASE

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### Uscom boosts global sales and marketing

#### New global Sales and Marketing Manager appointed to support release of new products.

**SYDNEY, Australia, Monday 1<sup>st</sup> May 2017:** Uscom Limited (ASX code: UCM) (the **Company** or **Uscom**) today announced the appointment of Damien Linnett to the position of Global Sales and Marketing Manager. Mr Linnett is an economics graduate from the University of Queensland, with an MBA in international marketing. He has over 20 years' global medical device sales and marketing management experience.

Damien Linnett has previously held executive positions with international corporations Datex-Ohmeda and Spacelabs Healthcare, and most recently with Kinetic Concepts Inc. (KCI Medical), an Acelity Company. Mr Linnett joins the growing sales, marketing and distribution division of Uscom to accommodate and advance the increased product suites of Uscom devices.

Uscom has completed the development of the new BP+ and SpiroSonic devices and now has them in regulatory cycles, awaiting multiple jurisdiction approvals in China (CFDA), Europe (CE) and USA (FDA). The focus of the sales, marketing and distribution division will be to sign up new specialist distributors, manage the sale of the new devices, and grow the new revenue streams.

Mr Linnett said, *"Uscom is a business in transformation as it approaches profitability with 7 new standard of care products due for imminent release to market. For me that represents an opportunity to accelerate global sales and revenue growth. Uscom has a growing international reputation as a corporation and manufacturer of premium medical devices with a great foundation product and rapidly growing market share. I'm looking forward to being a part of the Uscom growth story, and adding my skills to those of the current team to accelerate sales as we bring these new and exciting products to market."*

Uscom CEO Associate Professor Rob Phillips said, *"Uscom sales have grown by over 60% CAGR over the last 3 years, we have acquired 2 companies, and are poised for the imminent release of 7 new products into the Chinese, European and US markets. We currently manage approximately 35 distributors globally and this number will grow, with 10 new distributors signed up and awaiting the release of the BP+ devices. Having someone of Damien's outstanding capabilities and experience join our team to guide our new products into the market is ideal. Our continued growth requires experienced management and a strong and capable sales, marketing and distribution strategy, and Damien's contribution to our global sales, marketing and distribution division will be central to Uscom's future commercial success."*

Uscom manufactures and markets the USCOM 1A, the Uscom BP+, and the Uscom SpiroSonic digital ultrasonic spirometry technologies. 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. The devices and technologies are integral for optimising management of sepsis and guidance of fluid, inotropes and vasoactive therapies in critical care monitoring, and in clinical and home care delivered asthma and COPD diagnosis and medication monitoring.



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### About Uscom

**Uscom Limited (UCM):** An ASX listed innovative medical technology company specializing 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 hemodynamic 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:** A simple to use, cost-effective and non-invasive advanced hemodynamic monitor that measures cardiovascular function, detects irregularities and is used to guide treatment. The USCOM 1A device has major applications in Pediatrics, Emergency, Intensive Care Medicine and Anesthesia, and is the device of choice for management of adult and pediatric sepsis, hypertension, heart failure and for the guidance of fluid, inotropes and vasoactive cardiovascular therapy.

**The Uscom BP+:** 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 catheterization. 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 and pre-eclampsia, heart failure, intensive care, general practice and home care. The Uscom BP+ is supported by the proprietary BP+ Reporter, an innovative stand-alone software solution that provides a digital platform to archive patient examinations and images, trend measure progress over time, analyze pulse pressure waves and generate a summary report.

**Uscom SpiroSonic digital multi-path ultrasonic spirometers:** 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 specialized for assessment of COPD, sleep disordered breathing, asthma, industrial lung disease and monitoring of pulmonary therapeutic compliance. The SpiroSonic devices are supported by the proprietary SpiroReporter, an innovative stand-alone software solution that provides a digital platform to archive patient examinations and images, trend measure progress over time, analyze spirometry outputs and generate a summary report.

For more information, please visit: [www.uscom.com.au](http://www.uscom.com.au)

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