

InvitroCue Announces New Program Focused on Hepatitis B Virus

July 28, 2016 – InvitroCue (ASX:IVQ), has signed a research collaboration program with Yong Loo Lin School of Medicine, National University of Singapore. The program will focus on InvitroCue’s [“3D human liver”](#) to model an *in vitro* system for the study of chronic Hepatitis B infection. If the program delivers promising data and results by 2018, InvitroCue will offer this as a value-added service to biopharmaceutical clients for paradigm anti-hepatitis B drug and vaccine developments.

“We are making important progress in the infectious disease niche market. To date, there is no reliable model for the study of many aspects of hepatitis B infection, and there is still an urgent need for new *in vitro* infection models and systems. The research collaboration program is signed on World Hepatitis Day, one of only eight designated health days endorsed by the World Health Organization as mandated by the World Health Assembly. With better awareness, understanding and management many deaths caused by viral Hepatitis can be prevented.” commented Dr. Steven Fang, Executive Director of InvitroCue.

- ENDS –

For more information, please contact:

Matthew Gregorowski, Citadel-MAGNUS
T: +61 2 8234 0100
mgregorowski@citadelmagnus.com

About InvitroCue

InvitroCue is an Australian-based biotechnology and life science services company. The Company focuses on the commercialisation of its analytics services using cell-based model and imaging based technology. Its cell-based services enable pharmaceutical and cosmetics companies to refine their drug, ingredient, compound or vaccine discovery efforts. Its digital pathology business offers solutions, including slide scanning and digitisation; image

analytics of tissues and cell samples; pathology consultation with board certified pathologists, and telepathology via an online Web-based portal. It provides products and services in the field of *in vitro* drug metabolism and pharmacokinetic (DMPK), *in vitro* toxicology and digital pathology utilizing cell-based models and analytics. It offers image analytics services for liver disease applications.

InvitroCue's technology originated in Singapore's Agency for Science, Technology and Research (A*STAR). InvitroCue has been developed and validated in collaborations with leading pharmaceutical companies and scientific collaborators.

InvitroCue currently operates in Singapore and China and is listed on Australian Securities Exchange under the ticker IVQ. Website: www.invitrocue.com

About Chronic Hepatitis B

Chronic Hepatitis B is a serious global health issue. The virus is transmitted through contact with the blood or other body fluids of an infected person. An estimated 240 million people are chronically infected with Hepatitis B (defined as Hepatitis B surface antigen positive for at least 6 months). Approximately 780 000 persons die each year from Hepatitis B infection – 650 000 from cirrhosis and liver cancer due to chronic Hepatitis B infection and another 130 000 from acute Hepatitis B.

About Global Hepatitis B Therapeutics Market

The value of the global Hepatitis B Virus (HBV) therapeutics market will increase modestly over the next 6 years, from almost \$3 billion in 2014 to \$3.5 billion by 2021, representing a Compound Annual Growth Rate (CAGR) of 2.3%, according to business intelligence provider GBI Research.