

## Bluechiip adds third top-20 global pharma to list of customers for its advanced sample management solution

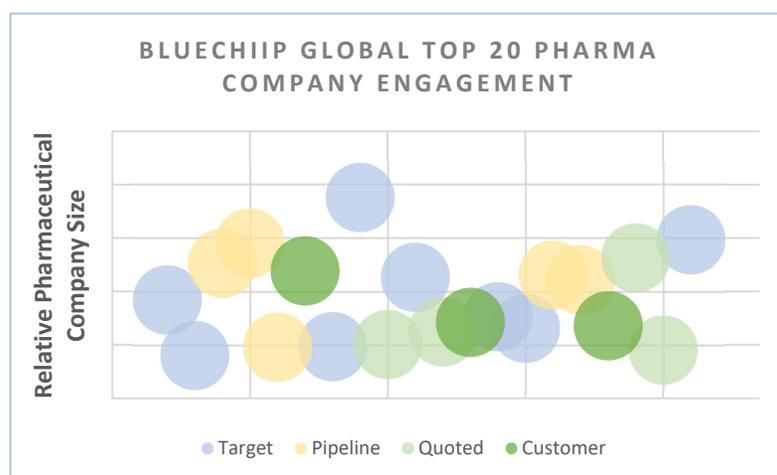
- **BCT receives order from a third global top-20 pharmaceutical company – a California-based market leader in drug discovery and manufacture;**
- **Customer numbers increase to 17, laboratory numbers increase to 28; and**
- **Pipeline remains strong.**

Bluechiip Limited (ASX: BCT), a leader in the development of advanced sample management solutions for harsh environments, today announced that it has secured an order from a third global top-20 pharmaceutical company for the company's advanced sample-management solution. This follows the signing up of a second global top-20 pharmaceutical company last month.

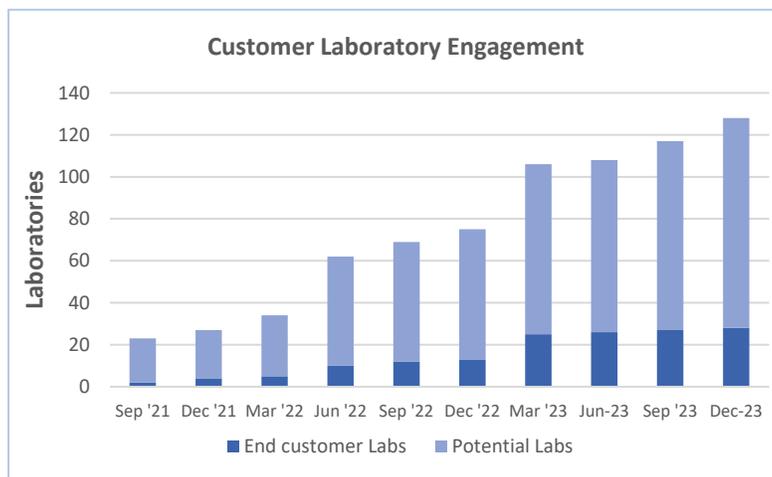
The new customer, which cannot be named, is a leading California-based biotechnology company that discovers, develops, manufactures and commercializes medicines to treat patients with serious and life-threatening medical conditions.

The number of laboratories using Bluechiip's technology has now increased to 28, run by 17 separate customers, which own more than 130 laboratories.

Bluechiip's sample management solution is now being used by three global top-20 pharma companies, an Ivy League research institution and several leading biopharma groups.



Andrew McLellan, Bluechiip’s Managing Director, said securing a third global pharmaceutical company is another significant validation step for the company’s technology. “Our new customer is another major player in the world drug development market which recognizes the benefit in our inventory management technology,” he said. “Bluechiip continues to build important momentum among the world’s largest pharma companies, all of which operate multiple laboratories worldwide. The potential upside for us – even only within our existing customer base – is substantial.”



Mr McLellan said the location of the new customer is also significant. “California hosts one of the largest biotech communities in the world,” he said. “We have put considerable effort into the US West Coast and we are delighted that this is paying off. Bluechiip continues to build momentum with its direct market presence in the North American market. Our potential to grow and scale into adjacent laboratories remains significant.”

Mr McLellan added: “We remain confident that the world’s top pharma companies will continue to look to Bluechiip’s advanced sample management solution as they acknowledge the increasing importance of tracking valuable samples and the temperature history of those samples in their safekeeping. Our pipeline remains robust, with more than 50 new customer opportunities in a global marketplace of more than 10,000 laboratories across cell therapies, pharmaceutical companies, biotech, research institutions and clinical facilities.”

**END**

**Authorised for release by the Bluechiip Limited Board**

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### About Bluechiip Limited

Bluechiip understands that every biological sample – stem cells, blood, eggs, sperm and other biospecimens – is critical, so our objective is to manage each one with optimal quality in the most efficient way. Bluechiip's Advanced Sample Management Solution is the only one that provides sample temperature with ID in cryogenic environments, driving productivity and improving quality. Bluechiip's solution delivers confidence in every sample.

Bluechiip's unique patented technology is a MEMS-based wireless tracking solution that contains no electronics. It represents a generational change from current tracking methods such as labels (hand-written and pre-printed), barcodes (linear and 2D), and Radio Frequency Identification. Bluechiip tags are either embedded or manufactured into storage products such as vials or bags. Each product is easily identified and critical information, such as sample temperature, detected by readers and stored in the Bluechiip software. In addition to functioning in extreme temperatures, the Bluechiip<sup>®</sup> Advanced Sample management solution can survive autoclaving, gamma irradiation sterilization, humidification, centrifuging, cryogenic storage and frosting.

Bluechiip listed on the ASX in June 2011. Since then, it has significantly developed its technology. Today Bluechiip's technology has applications in healthcare, including in cryogenic storage facilities (biobanks and biorepositories), pathology, clinical trials and forensics. Other key markets include cold-chain logistics/supply chain, security/defence, industrial/manufacturing and aerospace/aviation.

**Bluechiip: Delivering confidence in every sample.**

Further information is available at [www.bluechiip.com](http://www.bluechiip.com)