

## ASX RELEASE

### Sienna furthers its Global Expansion with Distributor for Singapore

- Mediwell Enterprise Pte Ltd (Mediwell) appointed as distribution partner for Singapore.
- Singapore has a fast-growing market for in-vitro diagnostic (IVD) tests.

**Melbourne, Australia, 04 Feb 2019:** [Sienna Cancer Diagnostics Ltd, \(ASX:SDX\)](#) (“Sienna” or “The Company”), a medical technology company developing and commercialising innovative cancer-related tests, continues expansion into Asia with the signing of a distribution partner for Singapore.

Sienna is pleased to announce it has appointed Mediwell as the Company’s non-exclusive distribution partner for Singapore. The distribution agreement adds to the presence Sienna has in the Asian market following the appointment of an exclusive distributor for mainland China in 2018, followed by South Korea in January this year. The agreement allows Mediwell the right to sell Sienna’s in-vitro diagnostic hTERT test to pathology labs and hospitals where it will be used as an adjunct to urine cytology, assisting pathologists and urologists in the diagnosis of bladder cancer. Singapore has a population of approximately 5.8 million people and is one of the fastest growing consumers of IVD products globally.

Mediwell have extensive experience in medical diagnostics and the supply of related equipment and laboratory supplies to a network of pathology laboratories and hospitals.

Mediwell Managing Director Mr Y.K. Cheng said “This is an exciting opportunity to work with Sienna to bring a clinically useful product to the Singapore market, providing value to doctors and ultimately, their patients. We have already received positive responses from local IHC technology laboratories and have started discussions with local hospitals for evaluation of the test, with a plan for those hospitals to serve as the initial entry points for the test in Singapore.”

The process of product approval and registration with the Medical Devices Branch of the Health Sciences Authority (HSA) will be managed by Mediwell with support provided by Sienna. While regulatory approval is being sought, Sienna will commence training of Mediwell sales, marketing and technical support staff, so that product launch within Singapore can proceed as soon as possible once registration is complete.

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#### For further information, please contact:

Matthew Hoskin, CEO  
Sienna Cancer Diagnostics  
mhoskin@siennadiagnostics.com.au  
+61 3 8288 2141

Kyahn Williamson or Scott Newstead  
WE Buchan  
sienna@we-buchan.com  
+61 3 8866 1200

## **About Sienna Cancer Diagnostics**

Sienna Cancer Diagnostics Ltd is an Australian medical technology company with operations in the United States, Europe and Australia. Sienna's strengths lie in identifying novel technologies then developing and commercialising them to satisfy an unmet clinical / market need. The Company has demonstrated the utility of its product with the help of its global clinical partners. Sienna's primary platform is the detection of the biomarker telomerase, which is found in nearly all epithelial cancers, and was the subject of a Nobel Prize in 2009. Telomerase is well recognised for being used by 85% of cancers to enable immortal cell replication.

The FDA listing of Sienna's first IVD in the United States, and CE marking / IVD registration in Europe and Australia, means the assay can be used for clinical diagnostic purposes by pathology laboratories. Clinical pathology laboratories in those regions may purchase the product for use as an in vitro diagnostic test for the presence of hTERT, a component of telomerase.

## **About Mediwell Enterprise**

Mediwell Enterprise provides quality, accredited medical diagnostics-related equipment and supplies to discerning medical laboratories and hospitals. Mediwell has grown into a trusted supplier with a regional network. Their long-term relationships with distinguished clients located in Singapore and around the region is testament to Mediwell's quality and commitment to service excellence.

Mediwell is Good Distribution Practice for Medical Devices (GDPMDS) certified in Singapore and supplies products that are CE-marked and adhere to Singapore Health Sciences Authority (HSA) guidelines. These endorsements reflect Mediwell's focus on product quality and assurance. Mediwell aspires to be the leader in the provision of quality medical diagnostic products, related equipment and supplies. By continuously improving their business through mutually beneficial partnerships with principals and customers, Mediwell Enterprise aims to contribute to the quality of the medical industry in Singapore and South East Asia.

## **Forward Looking Statements**

This announcement may contain forward-looking statements, which include all matters that are not historical facts. These forward-looking statements speak only as at the date of this announcement. These statements, by their nature, are subject to a number of known and unknown risks and uncertainties that could cause the actual results, performances and achievements to differ materially from any expected future results, performance or achievements expressed or implied by forward-looking statements. Without limitation, indications of, and guidance on, future earnings and financial position and performance are examples of forward-looking statements. No representation, warranty or assurance (express or implied) is given or made by Sienna that the forward-looking statements contained in this announcement are accurate, complete, reliable, or adequate or that they will be achieved or prove to be correct. Except for any statutory liability which cannot be excluded, each of

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