

**ASX RELEASE**

**Sienna furthers its Global Expansion with  
Distributor for the Republic of Korea**

- Mirax Corporation appointed as exclusive distributor for Korea
- Important expansion of commercial opportunity in high-growth Asian IVD market

**Melbourne, Australia, 22 January 2019:** [Sienna Cancer Diagnostics Ltd, \(ASX:SDX\)](#) (“Sienna” or “The Company”), a medical technology company developing and commercialising innovative cancer-related tests, continues its global expansion, signing a new distributor for South Korea.

The distribution agreement provides [Mirax Corporation, Ltd.](#) (Mirax) with the right to sell Sienna’s product to Korean pathology laboratories, where it will be used as an adjunct to urine cytology to assist pathologists and urologists in their diagnosis of bladder cancer.

This is the second Asian distributor for the Company, with its hTERT in-vitro diagnostic (IVD) test already assigned to distributors in the US, Denmark, Sweden, Switzerland, and recently mainland China. The Republic of Korea presents a substantial market opportunity for Sienna with over 300,000 urine cytology tests believed to be performed annually. The appointment follows an evaluation process involving several high-quality candidates. Sienna, in collaboration with Mirax, will now seek to gain regulatory approval in the Republic of Korea.

Sienna Cancer Diagnostics CEO Matthew Hoskin said Mirax has a solid track record in Korea: “They have strong product synergies, with existing sales of cytology-related reagents and consumables, other cancer-related tests, and pathology image capture and analysis systems. They see the Sienna hTERT test as complementary and are motivated to obtain regulatory approval and start driving sales.”

“We are delighted to have signed capable distributors in two key Asian markets in the past six months. It is a testament to the attractiveness and growing demand for our product. This partnership is another step in our geographical expansion program and creates further opportunity in the fast-growing Asian IVD market,” he said.

CEO of Mirax Mr Sang-Ju Bae said his company will be working hard in partnership with Sienna to drive sales in Korea: “We have established ourselves as a quality provider in the Korean pathology market, with well-established networks and high-performing sales and technical support staff. Adding Sienna’s hTERT IVD test enhances our portfolio with a true value-adding diagnostic product that fits our capability and our strategic focus. Pathologists are seeking innovative technologies to improve the diagnostic process and deliver better patient outcomes. We believe the hTERT IVD test could be a core growth driver for our business.”

ENDS.





sienna  
CANCER DIAGNOSTICS

**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 Mirax**

Mirax Corporation, Ltd. is a Korean company established in 2006. A specialist distributor in the clinical pathology market, Mirax sell and support products such as reagents, consumables and IVD tests including Fluorescent In-Situ Hybridisation probes.

They also sell automated digital imaging systems for capture and analysis of pathology images from microscope slides. Other companies with products distributed by Mirax include BBC Biochemical, ADSTEC, and MetaSystems GmbH.

**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 Sienna, its related companies and their respective directors, employees and advisers expressly disclaim any responsibility for the accuracy or completeness of the forward-looking statements and exclude all liability whatsoever (including negligence) for any direct or indirect loss or damage which may be suffered by any person as a consequence of any information in this presentation or any error or omission therefrom.

For personal use only

