

## NEW SALES AND MARKETING LEADERSHIP APPOINTMENT

*Sales and marketing appointment to strengthen leadership and support commercial expansion*

**Adelaide, Australia, 20th August 2020:** Australian hi-tech company Micro-X Ltd (ASX:MX1) (**Micro-X** or the **Company**), a leader in cold cathode x-ray technology for health and security markets globally, is pleased to announce the expansion of its sales and marketing capabilities with the appointment of new experienced personnel.

### Key Points

- **Newly appointed Strategic Marketing Manager with 20 years experience – joins Leadership team**
- **Responsibility to develop long-term product road maps and business development strategy**
- **Two product sales specialists dedicated to Nano and Rover sales activities**

Micro-X has this week appointed Tennille Reed as Strategic Marketing Manager, who will join the Micro-X leadership team. Ms. Reed brings more than 20 years' experience developing and implementing marketing strategies to drive business growth. She has lived and worked in the USA and launched Australian brands into a number of international markets. Her experience in a number of key marketing roles within both SME and multi-national companies spans automotive, optical, banking, agriculture and defence business sectors. Her new role will focus on expanding the commercialisation of Micro-X's products in a number of global markets as well as building the platform and paths to market for existing and planned future products. As a key senior appointment, Ms. Reed's experience will help to strengthen Micro-X's commercial efforts with brand and global sales strategies and will direct the development and implementation of all corporate promotion and stakeholder communication activities.

Prior to joining Micro-X, Ms Reed held senior and national marketing roles with Ford Motor Company, Carl Zeiss Vision and Elders. In her most recent role, Ms Reed spent 6 years as Marketing Manager for REDARC Electronics, an advanced manufacturing company supplying the automotive market, where she implemented strategies to grow market share, diversify the customer base and enter new geographic distributor markets in the USA and Europe which tripled sales revenues. She also successfully launched a new REDARC business division with first sales into the Department of Defence. Ms Reed holds a Bachelor of Commerce from Melbourne University and a Postgraduate Diploma in Marketing.

To support increased sales and commercial efforts of our medical imaging products, two new dedicated Product Line Manager roles for military and commercial medical applications of bedside imaging have also been filled, each with a specific sales and profit focus. These two roles will report to Micro-X's current Programs Manager, Alex Blackburn, and will work closely with Ms. Reed in the development, implementation and review of product marketing and sales strategies to deliver our revenue targets.

Micro-X's Managing Director, Peter Rowland, commented:

*"It's a very exciting time for Micro-X as we continue to develop our own sales activities and open up new paths to market with this highly capable team. I'm looking forward to demonstrating an increasing sophistication in how we express and communicate our brand and the strategic nature of our broadening marketing reach, sales capabilities, and the Company's commercial acumen as we enter our next phase of development. Our task at hand is to focus on Nano sales and expanding Rover marketing activities to execute on planned first sales this year whilst building our long term platform."*

– ENDS –

### About Micro-X

Micro-X Limited (the **Company**) is an ASX listed hi-tech company developing and commercialising a range of innovative products for the global health and security markets, based on proprietary cold cathode, carbon nanotube emitter technology. The electronic control of emitters with this technology enables X-ray products with significant reduction in size, weight and power requirements, enabling greater mobility and ease of use in existing x-ray markets and a range of new and unique security and defence applications. The Company has its core R&D, engineering and production capability at its facility in Adelaide, Australia.

The Company's first product, the *Carestream DRX Revolution Nano*, is an ultra-lightweight digital medical x-ray system for the rapidly expanding mobile x-ray market in hospitals and healthcare. The *Carestream DRX Revolution Nano* holds 510(k) and CE Mark certifications and is sold commercially in a number of global markets by the Company's exclusive distributor, Carestream Health, Inc. The Company has a portfolio of innovative products in development, aimed at customer solutions where there is little or no competition. This includes the Mobile Backscatter Imager or MBI which will image Improvised Explosive Devices for airport security, defence and counter-terrorism applications. The MBI is being jointly developed in partnership with Thales, a global supplier of defence and security technology systems, who are providing technical support and \$10 million of funding.

## CONTACTS

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