



ASX RELEASE

Sienna Increases European Presence Expanding into Finland with hTERT test

- Immuno Diagnostic Oy appointed exclusive distributor for Finland
- Immuno Diagnostic is a subsidiary of AddLife AB (STO: ALIF-B), a Swedish-based healthcare company listed on the Stockholm Stock Exchange
- Approximately 40,000 urine cytology tests are performed in Finland annually

Melbourne, Australia, 6 February 2020: [Sienna Cancer Diagnostics Ltd \(ASX:SDX\)](#) ("Sienna" or "the Company"), is pleased to announce the appointment of Immuno Diagnostic Oy as an exclusive distributor in Finland. The distribution agreement provides Immuno Diagnostic with the right to sell hTERT to Finnish pathology laboratories where it will be used to assist pathologists to diagnose bladder cancer. Approximately 1,200 new cases of bladder cancer are diagnosed in Finland each year.

Immuno Diagnostic is a subsidiary of AddLife AB (AddLife). AddLife is a leading independent distributor to the European life science market with a focus on niche products for laboratory analysis and medical technology, and a sales network that spans 25 countries in the Nordic region, including Central and Eastern Europe.

Managing Director of Immuno Diagnostic Oy, Mr Jarmo Laakkonen, said: "Our company is dedicated to providing our customers with rapid and accurate diagnostic tests for cancer and infectious diseases. We are eager to collaborate with innovative new partners, like Sienna, to be able to fulfill our vision of being the best partner for research and diagnostics products in Finland. Immuno Diagnostic together with AddLife are excited at the prospect of working with Sienna in Finland initially with the potential to expand into other European countries in the future."

This is Sienna's fourth distributor appointment for Europe. The Company's hTERT product is CE-marked, which confirms that Sienna's product sold in the EU Market has demonstrated compliance with the In Vitro Diagnostic Medical Device Directive. Sienna will provide sales, marketing and technical support training to Immuno Diagnostic staff and establish a reference laboratory to assist in the adoption of hTERT in Finland.

Sienna's Business Development Manager, Minesh Lalla, said: "It has been a real pleasure working with Jarmo and his team. This partnership is a great fit for Sienna and hTERT. Sienna is committed to delivering on our global expansion strategy, driving hTERT implementation across Europe. We will continue our expansion in 2020, with Germany, France, Italy, Greece and Spain high priority target markets".

ENDS.

For Further Information, please contact:

Carl Stubbings, CEO & Managing Director
Sienna Cancer Diagnostics Ltd
cstubbings@siennadiagnostics.com.au
+61 3 8288 2141

The release of this announcement was authorised by Tony Di Pietro, Company Secretary.



About Sienna Cancer Diagnostics

Sienna Cancer Diagnostics Ltd is an Australian medical technology company with operations in the United States, Europe, Asia, Latin America and Australia. Sienna's strengths lie in the identification, development and commercialisation of novel IVD technologies that satisfy an unmet clinical / market need. The Company has taken its first product, an IVD test for the biomarker hTERT, from research, through development, manufacturing, product registration, and market launch via a growing network of distribution partners.

The Company is focused on growing revenues from the existing product, increasing market access through new distribution partners, extending the applications for their hTERT test, and expanding their product offerings with the addition of new technologies into the product development pipeline.

Sienna's most recent technology acquisition was a unique technology for the capture and isolation of target analytes in liquid biopsy samples. The sample preparation technology, known as SIEN-NET™, can more accurately and rapidly prepare samples for the liquid biopsy testing of a range of clinically useful biomarkers including exosomes, lipids, proteins, and other molecular targets of interest.

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.

