

ASX RELEASE

Sienna appoints Triolab exclusive distributor in Sweden

- Triolab AB appointed exclusive distributor in Sweden for Sienna's hTERT test as well as future products in the portfolio
- Triolab AB is a subsidiary of AddLife AB (ALIF-B: STO) a Swedish-based healthcare company
- There are approximately 380 urologists in Sweden¹ with around 120,000 urine cytology tests performed annually
- Sienna making significant progress growing its European market in 2020

Melbourne, Australia, 02 June 2020: [Sienna Cancer Diagnostics \(ASX: SDX\)](#) ("Sienna" or "the Company") is pleased to announce the appointment of Triolab AB as its exclusive distributor in Sweden. The distribution agreement grants Triolab AB the right to sell Sienna's hTERT product to Swedish pathology laboratories where it can be used as an adjunct in urine cytology assisting pathologists in their diagnosis of bladder cancer, of which there are approximately 2,400 new cases diagnosed annually.

Triolab AB is a subsidiary of AddLife, a leading independent distributor to the European life sciences market with a focus on niche products in laboratory analysis and medical technology. Sales occur in approximately 25 countries, primarily in the Nordic region, Central Europe and Eastern Europe.

Vice Managing Director of Triolab AB, Anna Bergström, said: "We are very happy to sign this agreement with Sienna Cancer Diagnostics. It gives us the opportunity to provide our customers with a new, innovative and accurate test to find bladder cancer at an early stage. Our vision is to be 'The leading partner within the laboratory diagnostics market'. To be able to fulfill this we continually look for partners with innovative and high-quality products, which Sienna is. We look forward to cooperating with a partner that shares our goal to improve cancer diagnostics."

Triolab joins Immuno Diagnostics Oy, recently appointed as exclusive distributor in Finland, as the second AddLife company to be appointed in the region. Sales, marketing, and technical support training will now commence with Triolab staff. Unilabs, a commercial laboratory in Sweden, is currently evaluating the hTERT test for routine use. Triolab takes over distribution in this region from Axlabs A/S. Triolab, the exclusive distribution partner for Leica Biosystems in Sweden, has extensive pathology industry sales and technical support experience and will make an ideal distribution partner for Sienna.

Sienna's Business Development Manager, Minesh Lalla, said: "The Sienna team is making excellent progress with our hTERT IVD growth strategy. Triolab joins Zotal Ltd (Israel) and Scientle Innovations (New Zealand) as recently appointed distribution partners. Triolab's Anna Bergström, and Group Manager Pathology, Aseel Albayati, have been engaged and enthusiastic about the opportunity Sienna's hTERT ICC test presents from our very first meeting at their offices in Solna. Triolab brings a wealth of experience in the Swedish pathology market and we believe that with their market reach we can build on the progress we have made with Axlabs. Sienna continues to increase its European presence in 2020 with its extensive due-diligence providing multiple growth opportunities."

ENDS.

¹ European Society of Residents in Urology (ESRU) <http://esru.eu/>

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

About Sienna Cancer Diagnostics Ltd.

Sienna is a medical technology company that develops and commercialises diagnostic tests to assist in the early and accurate diagnosis of cancer, enabling improved treatment and patient outcomes. Sienna's first product, hTERT, a test that aids in the diagnosis of bladder cancer, has been launched and is being commercialised through a growing network of distribution partners globally.

Sienna entered the global liquid biopsy market in 2019 via the strategic acquisition of a "Molecular Net" technology called SIEN-NET™. The first commercial embodiment of SIEN-NET is EXO-NET™, which has been specifically designed to purify a patient sample for cancer-associated exosomes.

The Company recently announced the signing of an exclusive worldwide licence agreement with the University of Adelaide to develop and commercialise a unique cancer probe, SubB2M, which binds to a unique sugar molecule only present in human cancers and can detect its presence in the serum of cancer patients. SubB2M has the potential to detect cancer in a range of testing modalities such as liquid biopsies, immunoassays, circulating tumor cell assays and PET imaging.

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.

