

February 4th, 2015

## SIENNA APPOINTS DR CLIFF HOLLOWAY AS INTERIM CEO

**Sienna Cancer Diagnostics Ltd, a Melbourne-based biotechnology company, focused on developing novel *in vitro* diagnostics tests for cancer, has today announced that Dr Cliff Holloway has been appointed interim Chief Executive Officer. Dr Holloway will replace Dr Kerry Hegarty and commence work on February 2.**

Dr Holloway brings extensive experience to the role, having held executive management and directorship positions in the biopharmaceutical and ICT industries. He was most recently CEO and Managing Director of Immune System Therapeutics, a public unlisted company developing biologic therapeutics for the treatment of blood cancers. He is currently the Australasian representative for health care and chemicals investment banking group Ferghana Partners Group and a director of biotech focused investment fund Newstar Ventures.

Sienna Chairman Dr Geoff Cumming said the Board felt it was important for Sienna and its shareholders to appoint an interim CEO as quickly as possible, while a global search is undertaken to recruit a permanent replacement. Dr Holloway is a possible candidate for the permanent CEO position.

“The appointment of Cliff as an interim CEO will ensure the company has immediate access to a leader with the right mix of skills to guide Sienna into its next phase, and provide continuity through to the appointment of a permanent CEO.

“Dr Holloway is a high caliber and well regarded business leader; his strategic and tactical experience leading biotechnology companies through critical phases of their growth will be invaluable to Sienna. The Board and I are looking forward to working with Cliff,” said Mr Cumming.

Dr Holloway has a PhD in medicinal chemistry from the University of Nottingham, UK, and a Bachelor of Pharmacy from the same university.

Outgoing CEO Dr Hegarty has led Sienna for the past 10 years. She will remain with the company for a transition period.

-ENDS-

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**About Sienna Cancer Diagnostics**

Established in 2002, Sienna Cancer Diagnostics Limited is an unlisted public biotechnology company, specialising in the development of novel reagents and diagnostic tests for cancer using telomerase, an important biomarker in many types of cancer. Telomerase is an enzyme that elongates chromosome ends (“telomeres”) and can be found in 80-90% of human carcinomas and circulating cancer cells. The telomerase platform

*Telomerase Diagnostics for Cancer*  
[www.siennadiagnostics.com.au](http://www.siennadiagnostics.com.au)

drives Sienna's pipeline and underpins the establishment of key partnering opportunities worldwide. Sienna commenced sales of its first product SCD-A7, an anti-telomerase antibody, in January 2015 through a partnership with a leading U.S. uro pathology laboratory, which now deploys the product in a bladder cancer diagnostic test.

#### **About anti-hTERT antibody (SCD-A7)**

Sienna's anti-hTERT antibody (SCD-A7) can be used in lab developed diagnostic tests to detect telomerase. Registration of SCD-A7 with the US Food and Drug Administration (FDA) as an Analyte Specific Reagent (ASR) followed cGMP manufacturing and compliance with the FDA's Quality Systems Regulations. FDA registration enables Sienna to supply SCD-A7 to US-based pathology companies for use in urine-based in vitro diagnostic test to detect bladder cancer.

#### **About Telomerase and Bladder Cancer**

Telomerase is a naturally-occurring enzyme expressed in some replicating human cells and malignant tumours, including bladder cancer. It is widely regarded as having potential in both therapeutic and diagnostic applications. In 2009, the Nobel Prize in Physiology / Medicine was awarded for the discovery of telomerase to three co-workers, including Australian Elizabeth Blackburn. Unlike many potential cancer biomarkers in development, telomerase is well-established in the scientific literature as associated with ~90% of human cancers, signifying its key role in cancer development.

Bladder cancer is the fifth most common cancer in the USA, and the first in terms of total medical care cost per patient due to its propensity to re-occur after diathermy or resection of lesions from the bladder wall. Over 70,000 individuals are diagnosed with bladder cancer annually in the USA and more than 530,000 people in the USA live with a history of bladder cancer, thus requiring regular diagnostic monitoring. It is estimated that more than one million cytology tests are conducted annually in the USA for initial diagnosis and ongoing monitoring of bladder cancer patients. The gold-standard (invasive) test for diagnosis (called a cystoscopy) can cost up to \$US2,000 per procedure. Simple, cost-effective, non-invasive urine tests using the Sienna reagent are expected to assist in the early detection of cancer and are in line with rapidly evolving changes in global health care policies.

#### **Forward Looking Statements**

This document contains statements relating to Sienna's future revenue stream and product development that may constitute forward-looking statements. These statements may be identified by words such as "potentially", "will", "looking to", "vision", "goal", "could be", "intends", "expected", "estimates", "ideally" or words of similar meaning. Sienna may also make forward-looking statements in other press releases or documentation including both written and oral statements. Any such statements are based on Sienna's current expectations and are, therefore, subject to known and unknown risks and uncertainties. A variety of factors, many of which are beyond Sienna's control, affect Sienna's performance, achievements, results and product development and could cause the actual performance, achievements, results and product development of Sienna to be materially different from any future performance, achievements, results and product development that may be expressed or implied by any such forward-looking statements. No representation or warranty, express or implied, is made by Sienna that any forward-looking statements contained in this document will be achieved as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on any statements in this document which may constitute forward-looking statements.