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## Sienna adds talent and capacity in inaugural COO role

- *Appointment of industry leader to emerging company*
- *Growing team to drive and fast-track global activities*
- *Innovative telomerase technology set for roll out in US markets in 2014*

**Sienna Cancer Diagnostics has appointed Matthew Hoskin as Chief Operating Officer in a move which strengthens the company's capacity as it progresses commercialisation of its innovative technology for use in a new, simple and cost-effective urine test for bladder cancer.**

With more than 15 years' experience leading business in the biotech and healthcare sectors, including Siemens Medical, Leica Biosystems and Hospira, Matthew played a key role in driving the growth at Vision Biosystems enabling it to become one of Australia's most profitable biotech companies resulting in a trade sale for ~A\$700 million.

*"Matthew brings to Sienna a wealth of experience in leading and growing biotech companies in both local and international markets," said Dr Kerry Hegarty, Sienna Cancer Diagnostic Managing Director and CEO. "The purpose of this role is to implement the Sienna product launch in the US in 2014 and map out launch strategies in Europe, Australia and Asia, precisely what Matthew has done for over a decade with major multi-national diagnostic and device companies. We are thrilled he has elected to join our growing enterprise."*

Matthew has worked extensively with companies specialising in antibodies and reagent detection systems, automated IHC / ICC stainers, tissue processors, pathology capital equipment and consumables, and oncology pharmaceuticals.

The key reagent used in this simple urine test is currently being manufactured in California. With manufacturing nearly complete, Sienna is expected to make additional senior appointments in order to accelerate market uptake and grow the company.

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### About Sienna Cancer Diagnostics

Sienna Cancer Diagnostics Limited is an unlisted public biotechnology company. Established in 2002, Sienna has held licence agreements involving the cancer marker telomerase since 2007. Sienna's current focus is the commercial application and development of a low-cost urine-based diagnostic test for bladder cancer. Similar diagnostic tests for other cancers are under consideration using the powerful telomerase biomarker. The telomerase platform drives Sienna's pipeline and underpins the establishment of key partnering opportunities globally.

### About the Sienna Product and Its Global Partners

The primary component of this novel telomerase-based diagnostic test is an anti-telomerase antibody. Sienna holds exclusive rights for manufacture of this unique antibody in several test formats, including immunocytochemistry. First use of the Sienna antibody or "stain" is in bladder cancer detection with follow-on opportunities in nearly all epithelial cancers. Exclusive rights to the Sienna reagent will allow Sienna's first pathology partner to be the first in the world to offer a telomerase-based diagnostic test.

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

Validation and development of a telomerase-based diagnostic test moved from concept in 2008 to early trials in 2011. In 2012 Sienna undertook a larger scale clinical study, partner engagement and market validation. In 2014, GMP manufacture of the key component of the test will be completed with pathology labs rolling out the test in the United States. Sales in Australia and Europe are expected to follow.

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

Telomerase is a human naturally-occurring enzyme which is expressed in malignant tumours, including bladder cancer, and is therefore 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 this powerful protein 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 because of its propensity to re-occur after diathermy or resection of lesions from the bladder wall. Occurrences of bladder cancer in eastern Europe are particularly high, with the association to toxicity and smoking. More than 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 (i.e. cystoscopy) can cost up to \$US2,000 per procedure. The diagnostic tests supported by Sienna's telomerase platform and development program are cost-effective, assist in the early detection of cancer, and are expected to cost less than US\$150 per test, ideally aligned to rapidly evolving changes in health care policies globally.

*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.*