



ASX ANNOUNCEMENT

21 May 2019

## CardieX Accelerates Growth Strategy with Launch of Local Operations in China

### Highlights

- CardieX has taken a major step forward with the launch of its operations in China and establishment of a local presence to accelerate its China growth strategy – rapidly accelerating its vision of implementing central blood pressure (cBP) and related health technologies in the world’s largest population market.
- As recently announced, Chinese regulatory approval has been achieved for Oscar 2 with “*SphygmoCor® Inside*”, allowing this market-leading Ambulatory Blood Pressure Monitor (“ABPM”) to be marketed and sold directly in China. The total addressable new CardieX revenue and market opportunity for sales of the new Oscar 2 in China is approximately \$USD50 million per annum.
- The investment in China operations also builds on recent momentum as CardieX and group company inHealth ink partnership with Shenzhen-based Health160 to pilot inHealth’s telehealth solutions on China’s third largest telemedicine platform with over 167M registered active users (ASX market release dated 20 May 2019).
- CardieX is focused on boosting growth in China by (1) building on existing in-hospital customer base and launching new technology partnerships to integrate AtCor’s cutting-edge cBP technology in China’s rapidly growing health market; and (2) providing digital health and wearable solutions in partnership with leading Chinese digital and smart wearable companies.

**CardieX Limited (ASX: CDX) (CardieX, the Company)** is pleased to announce it has made significant progress with its China growth strategy by establishing a business operations and marketing presence in Beijing and Shanghai to support the company’s local business initiatives.

The launch of China operations follows Chinese regulatory approval of the Oscar 2 with “*SphygmoCor® Inside*” Ambulatory Blood Pressure Monitor (“ABPM”), a product development collaboration between CardieX wholly owned group company, AtCor Medical (“AtCor”), and leading US based blood pressure monitor manufacturer, SunTech Medical.

Chinese regulatory approval allows Oscar 2 with SphygmoCor® to be utilised by over 20,000 physicians, hospitals and clinics throughout China where ABPM is the most effective method of detection, diagnosis, monitoring and management of hypertension – one of the greatest public health disorders in China.

The launch of the Oscar 2 builds on recent major steps forward into China for CardieX group company inHealth, with its leading telehealth solutions to be deployed across China’s third largest telemedicine platform, Health160, which has over 167M registered users across the country.



The pilot program jointly established by inHealth, Health160, and CardieX is the first phase of a significant commercial opportunity in China for CardieX, with a successful pilot expected to lead to the formalization of commercial terms for a long-term strategic partnership between inHealth and Health160. Together, CardieX and inHealth are also looking into further opportunities to supply inHealth's clinically validated telehealth solutions and home health devices onto other telemedicine platforms in China.

To support recent momentum, CardieX has been rapidly moving forward to grow its local operations in China and is moving forward to create additional OEM partnerships with dominant market players for in-hospital vital sign monitoring, home-use blood pressure monitoring, digital health solutions, and smart wearables.

Initial hires for CardieX's China operations are in place and focused on local operations, business development, and clinical marketing. The China team will report directly to ZiHan Lin, VP of Corporate Development at CardieX. Mr. Lin previously spearheaded the Greater China market expansion efforts for Masimo (NASDAQ: MASI: USD\$7.5Billion), where he aggressively developed a renewed presence in the patient monitoring space - rapidly growing the China business operations of Masimo threefold within three years.

CardieX CEO, Craig Cooper commented, ***"China represents an enormous market opportunity for CardieX, and we have already seen strong demand for our telemedicine programs and Oscar 2 with SphygmoCor® technology. This is an exciting period for CardieX. We have already made significant progress establishing our China operations, and the company is going from strength to strength. We are hitting the ground running, and we expect to announce further significant updates on our China operations shortly."***

**For more information please contact:**

NWR Communications  
Peter Taylor and Anne Leslie  
[peter@nwrcommunications.com.au](mailto:peter@nwrcommunications.com.au)  
[anne@nwrcommunications.com.au](mailto:anne@nwrcommunications.com.au)

#### **CardieX**

CardieX Limited is a global health technology company that develops digital and device-based solutions for large-scale population health disorders. The Company's XCEL device is the world leader in measuring "central blood pressure" which is considered essential for the management of hypertension and related cardiovascular disorders.

CardieX also has a joint venture partnership with Blumio, Inc in Silicon Valley for the development of a radar-based blood pressure sensor incorporating CardieX technology.

In November 2018 CardieX entered into an agreement with telehealth services provider, inHealth Medical Services, Inc, allowing CardieX to acquire up to 50.5% of inHealth by way of a convertible note.