

BARD1 GAINS NEW HIGH-VOLUME CUSTOMER FOR ITS hTERT CYTOLOGY TEST

- **BARD1 gains new high-volume customer for hTERT ICC test**
- **Early success rolling out revised hTERT marketing strategy**
- **StatLab begins new campaign to grow hTERT sales in USA**

Melbourne, Australia, 23 November 2020: BARD1 Life Sciences Limited (ASX:BD1) (**BARD1** or **Company**) has gained a new key customer for its in-market hTERT test, which is used as an adjunct to urine cytology testing.

The Company's Quarterly Business Update highlighted that BARD1, in partnership with its US distributor StatLab Medical Products (**StatLab**), was changing its US sales and marketing strategy to have greater focus on high-volume customers, with BARD1 providing direct technical support.

This is the first new high-volume laboratory secured under BARD1's revised US marketing strategy. We regard high-volume customers as laboratories that perform over 10,000 urine cytology tests per year.

BARD1 CEO Dr Leearne Hinch said: "Securing new high-volume customers for the hTERT test is a priority in the US market. We are encouraged by the early success of our revised strategy and keen to continue work with our distributor to add further high-volume laboratories to those already using the hTERT test. This recent success, in conjunction with our prospect list, gives us confidence we can secure more high-volume customers in the US to grow hTERT revenue."

StatLab Director of Advanced Diagnostics Sales, Matthew Pardilla, said: Securing this high-volume Texas-based customer for hTERT under our new joint strategy gives us confidence it is working. Studies have demonstrated that adding the hTERT test into routine cytology testing for bladder cancer delivers a major improvement over urine cytology alone.

"hTERT is an extremely valuable tool for cytologists who screen a large volume of voided urine and bladder washing specimens. The presence of the hTERT biomarker in urothelial cells is significant, indicating potential early-stage malignancy or existing urothelial carcinoma (bladder cancer).

"StatLab together with BARD1 has initiated a new hTERT marketing campaign that includes the production of an explanatory [video](#) highlighting the benefits of using hTERT in routine urine cytology testing for bladder cancer. We believe this video will assist our salesforce to better explain the use and benefits of the hTERT test to US pathology labs, resulting in new high-volume customers and significantly increased hTERT revenue."

Authorised by the Company Secretary, Tony Di Pietro.

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ABOUT BARD1 LIFE SCIENCES LTD

BARD1 Life Sciences Ltd (ASX:BD1) (**BARD1** or the **Company**) is a leading Australian diagnostics company with an innovative portfolio of diagnostic technologies and products. The Company is focused on developing and commercialising best-in-class diagnostic solutions for healthcare professionals and patients. The cancer diagnostics portfolio includes the commercialised hTERT test used as an adjunct to urine cytology testing and diagnostic tests in development for ovarian, breast, lung, prostate and pancreatic cancers. For more information on BARD1, see www.bard1.com.

FORWARD LOOKING STATEMENTS

This announcement contains certain 'forward-looking statements' within the meaning of the securities laws of applicable jurisdictions. Forward-looking statements can generally be identified by the use of forward-looking words such as 'may,' 'should,' 'expect,' 'anticipate,' 'estimate,' 'scheduled' or 'continue' or the negative version of them or comparable terminology. Any forecasts or other forward-looking statements contained in this announcement are subject to known and unknown risks and uncertainties and may involve significant elements of subjective judgment and assumptions as to future events which may or may not be correct. There are usually differences between forecast and actual results because events and actual circumstances frequently do not occur as forecast and these differences may be material. The Company does not give any representation, assurance or guarantee that the occurrence of the events expressed or implied in any forward-looking statements in this announcement will actually occur and you are cautioned not to place undue reliance on forward-looking statements.