



## NZX Announcement

17 February 2020

### TruScreen Appoints Ex-Johnson & Johnson UK Executive as CEO

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TruScreen Limited (**NZX:TRU**) (TruScreen or the Company) is pleased to announce the appointment of Ms Victoria Potarina as Chief Executive Officer, commencing 2 March 2020.

Ms Potarina brings more than twenty years' commercial experience, previously working at Johnson & Johnson (J&J) in both the UK and across Europe. In addition, she has held positions at multiple multinational companies in the FMCG, over-the-counter, medical devices and healthcare sectors.

While at J&J UK, Ms Potarina was Business Unit Director of the UK and Ireland Diabetes Care Division which comprised of two business units, including; LifeScan, a diagnostic systems manufacturer focusing on the diabetes market specifically blood glucose monitoring systems, and Animas, which specialises in making insulin pumps for diabetes.

Prior to this, she was LifeScan Managing Director of Eastern Europe, a US\$200 million turnover business. During her time in this position, Ms Potarina successfully facilitated a market share turnaround in Russia and consistent year-on-year double-digit growth in Eastern Europe.

"We were significantly impressed by Ms Potarina's success while at J&J and we are excited to welcome her as TruScreen CEO," said TruScreen Chairman, Tony Ho.

"Ms Potarina brings extensive global business and marketing experience in medical devices that will be highly valuable to TruScreen. Russia and Eastern Europe are key markets for TruScreen, and as we look to expand our market presence in these regions, Ms Potarina's knowledge and experience will contribute enormously," said Mr Ho.

Ms Potarina is currently completing an MBA at Macquarie University and holds an Honours Master's Degree in Applied Linguistics from Moscow State Linguistic University. In addition, she has completed a number of post-graduate degrees from top universities across the UK and USA including; London Business School, Northwestern University Kellogg School of Management and Smith College. Ms Potarina is fluent in English, Russian and Spanish, which will be significantly useful when working in our key markets.

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For more information, visit [www.truscreen.com](http://www.truscreen.com) or contact:

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### About TruScreen:

TruScreen is a Cervical Cancer Screening Device which offers the latest technology in cervical screening, providing real-time, accurate detection of pre-cancerous and cancerous cervical cells to help improve the health and well-being of women around the world. TruScreen's real-time cervical cancer technology utilises a digital wand which is placed on the surface of the cervix to measure electrical and optical signals from the surrounding tissues. A sophisticated proprietary algorithm framework is utilised to detect pre-cancerous change, or cervical intra-epithelial neoplasia (CIN), by optical and electrical measurement of cervical tissue.



TruScreen offers an alternative approach to cervical screening, resolving many of the ongoing issues with Pap tests, including failed samples, poor patient follow-up, patient discomfort and the need for supporting laboratory infrastructures. As such, TruScreen's target market is low- and middle-income countries where no large-scale cervical cancer screening programs and infrastructure are in place, such as China, Mexico, Africa, Russia and India. TruScreen's cervical cancer screening device is CE-marked and certified for use throughout Europe and CFDA-approved for sale in China. The global market potential for TruScreen is significant.

For more information, visit our website at [www.truscreen.com](http://www.truscreen.com)

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