

NZX Limited

WELLINGTON

Cancer Marketing Expert joins TruScreen Board

Cervical cancer technology company, TruScreen Ltd (NZAX, TRU), is pleased to announce the appointment of Marie Ficarra as an independent director on the TruScreen board.

Ms Ficarra has a detailed knowledge of cervical cancer and various cancer screening options having specialised in the sales and marketing of medical products and diagnostics primarily associated with cervical cancer. Her background in government provides an insight into health regulatory processes including the introduction of new cancer screening techniques.

Ms Ficarra has had a highly successful corporate health career having served senior corporate roles with Hoechst Australia, Behring Medical Diagnostics and as General Manager of Cytoc Australia and New Zealand. During her time at Cytoc Ms Ficarra was responsible for the introduction of the Thin Prep Pap Test and generated consistently high rates of sales growth. In addition, Ms Ficarra has held a senior advisory role to Merck Sharp and Dome (Australia) for the introduction and reimbursement of the cervical cancer vaccine program and served on NSW Parliamentary Committees into Health and Medical Research.

Chairman of TruScreen, Mr Robert Hunter, commented: “Ms Ficarra, who has been strongly endorsed by our Medical Advisory Committee, is the perfect fit for TruScreen as she has extensive knowledge regarding all aspects of cervical cancer, in particular the sales and marketing of cancer screening techniques. She is a natural saleswoman with enormous drive and enthusiasm and has the highest level of political, government and corporate health connections worldwide. She will be a major asset to our company as TruScreen enters the full-scale commercialisation of its unique real-time cancer detection device”

Ms Ficarra is ordinarily a resident of Australia and has been appointed by the current TruScreen directors, as permitted under TruScreen’s constitution. She will hold office until TruScreen’s 2018 Annual Meeting at which time she will offer herself for re-election by shareholders.

ENDS

For more information visit www.TruScreen.com or contact:

Martin Dillon

TruScreen Chief Executive Officer
Email: martindillon@TruScreen.com

Media Liaison

Jackie Ellis
Email: jackie@ellisandco.co.nz
Phone: +64 27 246 2505

About TruScreen:

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 tissue. A sophisticated proprietary algorithm framework distinguishes between normal and abnormal (cancerous and precancerous) tissue to identify precancerous change, or cervical intraepithelial neoplasia (CIN). A Single Use Sensor (SUS) is used for each patient to protect against cross-infection.

