



truscreen  
a world without  
cervical cancer

## NZX/ASX Announcement

1 July 2021

### FIRST SALES MADE IN EASTERN EUROPE

TruScreen Group Limited (**NZX/ASX: TRU**) (TruScreen or the Company) is pleased to advise that it has received its first order from Serbia, Eastern Europe.

Following receipt of product registration, Truscreen's Serbian distributor, MPG d.o.o Beograd has ordered 6 TruScreen cervical cancer screening devices which will be shipped in July 2021. Serbia with a population of ~9 million has a target screening market of approximately 3 million women.

Dr. Ivan Imre, Truscreen's Commercial Lead for Central and Eastern Europe (CEE), based in Prague, said *"this is an exciting development to see our real time Truscreen cervical cancer screening device being approved by the Serbian health regulator for active marketing by our Serbian distributor"*.

Juliet Hull, Chief Executive Officer, said *"after being in Central and Eastern Europe since mid-2020, Ivan and the team have focused on identifying markets within the region to open the market for our Truscreen cervical cancer screening device. These activities were conducted within the COVID-19 environment. I am looking forward to further breakthrough in other markets within the CEE region."*

The TruScreen cervical cancer screening device has also recently achieved product registrations in Czech Republic, Slovakia and Poland.

TruScreen has also filed product registrations for Croatia, Slovenia, Macedonia and Bosnia Herzegovina and is continuing to work with its distributors in developing these markets. This effort is supported by our new Central European Advisory Board tasked with steering local market access plans, including reimbursement and cervical cancer screening projects.

This announcement was approved for release by the Board.

-ENDS-

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

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## About TruScreen:

TruScreen cervical cancer screening device offers the latest technology in cervical screening, providing real-time, accurate detection of precancerous 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 conventional Pap tests, including failed samples, poor patient follow-up, patient discomfort and the need for supporting laboratory infrastructure. 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 NMPA (formerly CFDA) approved for sale in China. The global market potential for TruScreen is significant.