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MARKET ANNOUNCEMENT

Uscom signs 5 year \$7m China sales deal

Tuesday 15th of October 2013: Uscom (ASX code: UCM)

Uscom Limited today announced completion of an agreement with Naqu Area Pioneer Pharma Co Ltd, Shanghai, a wholly owned subsidiary of China Pioneer Pharma Holdings Limited, to distribute Uscom devices in China. The agreement involves a commitment by China Pioneer to minimum purchases worth approximately \$6.6m over 5 years, with target purchases of \$8.3m. Distribution will commence on completion of China Food and Drug Administration (CFDA) approval expected in 2014.

China Pioneer Pharma Holdings Limited is a large Shanghai based Chinese medical distribution Company specialising in pharmaceuticals and medical devices, with estimated annual revenue in 2013 of 1.5b RMB (\$260m AUD). China Pioneer has approximately 230 in house sales personnel, and is further supported by approximately 1000 third party partners, selling into 20,000 Hospitals and 50,000 drug stores. Pioneer was founded in 1996 by Paul Li (Li Xin Zhou).

President of Pioneer Pharma, Paul Li said, *"Uscom has a focus on premium cardiovascular medical devices developed to improve clinical care for widespread application, and this is very much aligned with the philosophy of Pioneer. The Uscom products will be important for our on going growth, and we look forward to working with the Uscom team to deliver premium, cost effective technologies to the Chinese market and rapidly grow Pioneer."*

Executive Chairman of Uscom, Rob Phillips said, *"Pioneer Pharma brings Uscom great sales access to the increasingly sophisticated and rapidly growing Chinese medical device market. This commitment to a long-term partnership by Pioneer provides Uscom with a platform on which to introduce new and innovative medical products into China, and having an internationally respected partner is vital for success in China. We have spent many years learning about the Chinese market and building good relationships in China, and we look forward to working with China Pioneer to increase delivery of current and new Uscom devices into China. This is another major step in our commitment to restructuring global distribution and sales and further drives us toward profitability."*

China has a population of 1.35b, and has more than 22,000 hospitals, more than 5.1m hospital beds, and more than 8.6m health care staff. China spends approximately 2.5tr RMB on health care or about 5.5% of GDP, and plans to increase this to 7% by 2020 to become the second largest health care market in the world.

References: WHO, China Statistics Bureau, Ministry of Health of the People's Republic of China, Ministry of Human Resources and Social Security of the People's Republic of China, Bank of China.

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About Uscom

Uscom Limited is an ASX listed cardiovascular medical device company (UCM). Uscom is an innovative developer and manufacturer of premium cardiovascular devices and has two practice leading technologies in the field of cardiovascular monitoring, the USCOM 1A and the BP+. The devices are both clinically validated with FDA, CE and TGA regulatory approval, and are currently being marketed into global distribution networks.

The USCOM 1A is a simple, cost-effective and non-invasive device that measures heart function, detects irregularities and guides treatment. The USCOM device has major applications in Paediatrics, Emergency and Intensive Care Medicine and Anesthesia, and is the device of choice for management of adult and paediatric sepsis, and for the guidance of fluid therapy.

The Uscom BP+ is a supra systolic Central Blood Pressure monitor and replaces older and more widespread BP sub systolic Blood Pressure monitoring technology. Central Blood Pressure is being established as the new standard of care measurement in hypertension and heart failure, The Uscom BP+ provides a highly accurate & repeatable measurements of central and brachial blood pressure and blood pressure waveforms using a familiar upper arm cuff. The BP+ is simple to use and requires no complex training with applications in cardiology, intensive care, general practice and home care.

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