



ASX Announcement

16 October 2019

## Appointment of new China Distributor

### Highlights

- **Optiscan to adopt a multi-distributor model for the China market**
- **Appointed Guangzhou Yunxing Scientific Equipment Co.Ltd. (Guangzhou Yunxing) as Optiscan's exclusive pre-clinical distributor for Southern and Western China**
- **Guangzhou Yunxing is a distributor of leading European and other Western pre-clinical equipment**

Following a review of its China marketing strategy, Optiscan has adopted a multi-distributor model for the China market with distributors to be granted exclusivity for certain geographical areas. As part of this strategy, Optiscan has appointed Guangzhou Yunxing as its exclusive distributor in the Southern and Western Regions which includes the major cities of Guangzhou and Shenzhen in Guangdong, Province and Chengdu in Sichuan, Province each with well in excess of 10 million people as well as Hong Kong.

Guangzhou Yunxing has approximately 35 staff including 30 in its Guangzhou and Shenzhen offices. It is a distributor for leading European and United States pre-clinical suppliers including Thermo Fisher Scientific, Roche, Cytosurge and Maxwell Biosystems as well as New Zealand based Izon Science.

Optiscan has appointed Tianyi Consulting to assist in identifying prospective distribution partners as well as support in the on-going management of these arrangements. Tianyi provides these services to multiple European and other pre-clinical product manufacturers.

Optiscan also advises it has concluded its engagement with China Gate Scientific.

Optiscan's Executive Chairman Darren Lurie, said:

**"The scale of the Chinese market, the number of research institutions and the geographic spread of major research centres means that Optiscan will have a far greater presence and be able to take advantage of local and regional knowledge, contacts and expertise by having a number of distributors across China".**

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Guangzhou Yunxing's Director Dr Wenbo Luo, said:

**“We are excited about the prospect of working with Optiscan’s hand-held confocal endomicroscope and see considerable opportunity in introducing the System in the research centres of Guangzhou, Shenzhen, Chengdu and Hong Kong where we have a strong presence and deep connections with multiple universities and medical research centres.”**

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**About Optiscan**

Optiscan is an Australian company that has developed and patented miniaturised confocal microscopes, and is a global leader in the development and application of microscopic imaging and related technologies for medical and research markets.

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