



## **NOVACYT EXPANDS DISTRIBUTION PRESENCE IN ASIA PACIFIC**

***Underpins strategic commitment to bring NOVAprep® to high-growth emerging markets***

**Paris, France and Cambridge, UK – 15 February, 2016** – Novacyt (ALTERNEXT: ALNOV), an international specialist in cancer and infectious disease diagnostics, today announces that it has appointed MDL Asia Pty Ltd (“MDL” or “MDL Asia”) as its marketing and distribution partner in the Asia Pacific region, excluding Greater China.

The exclusive channel partnership contract will expand Novacyt’s business development capacity and geographic reach in the important and high-growth Asia Pacific region, with an initial focus on NOVAprep® for cervical cancer screening. In 2015, the cervical cancer screening market in the Asia Pacific region was estimated to be valued at \$1.061 billion and growing at 8.1% per year (*source: Global Cervical Cancer Diagnostics Market, Transparency Market Research*). The partnership combines the local commercial expertise and experience of MDL with Novacyt’s innovative next generation NOVAprep® platform. MDL Asia will support the launch of NOVAprep® into new countries as well as expand the sales channel in existing countries.

This important step demonstrates Novacyt’s commitment to expand its network in the Asia Pacific region and builds on the Group’s successful relationship with Leica Biosystems for Greater China, which launched the NOVAprep® platform in late 2015.

**Graham Mullis, Group CEO of Novacyt, commented:**

“We are delighted to appoint MDL Asia, demonstrating our strategic commitment to expand our presence in emerging markets. MDL has an excellent track record in identifying new and sustainable growth opportunities in the Asia Pacific region. This partnership will deliver access to the rapidly-growing cervical cancer screening market in the Asia Pacific region and complements our partnership with Leica Biosystems.”

**Glen Costin, CEO of MDL Asia, added:**

“MDL Asia has significant reach in Asia Pacific through its offices in Singapore, Australia, China and Thailand. Within Asia Pacific we have been able to grow the business of our channel partners to deliver, on average, annual growth in excess of 80%. We are always looking for new technology in this sector to take advantage of the rapidly growing cancer screening market and improve the healthcare outcomes for potentially millions of people in Asia Pacific, we are delighted to partner with Novacyt to help launch & market NOVAprep® further into the region.”

**- Ends -**



### **About Novacyt Group**

The Novacyt Group is a leader in the field of cellular diagnostics with a growing portfolio of cancer and infectious disease products and services. Through its proprietary technology platform NOVAprep® and a strong international network Novacyt is able to provide an extensive range of oncology and infectious disease diagnostic products. The Group has diversified sales from diagnostic reagents used in oncology, microbiology, haematology and serology markets, and its global customers and partners include major corporates.

For more information please refer to the website: [www.novacyt.com](http://www.novacyt.com)

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