



ASX release

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## **AtCor and A&D sign multi-year distribution contract for Japan**

AtCor Medical Holdings Limited (ASX:ACG), the developer and marketer of the SphygmoCor<sup>®</sup> system which measures central aortic blood pressures and arterial stiffness non-invasively, and A&D Company, Limited, (<http://www.aandd.co.jp>) the market leader in the hospital and clinic blood pressure market in Japan, announced today that they have signed a multi-year exclusive distribution contract enabling A&D to distribute AtCor's SphygmoCor XCEL device in Japan.

SphygmoCor XCEL will initially be marketed to researchers as a class one device under the Japanese Ministry of Health's regulations whilst a class 2 submission to allow clinical use is submitted and reviewed. AtCor and A&D expect the Ministry will review the class 2 submission in 2016.

The Japanese Society of Hypertension Guidelines, released in 2014, identified central blood pressure and augmentation index as markers of advanced cardiac disease; and pulse wave velocity as a marker of end organ damage (which is damage occurring in the body's major organs such as the heart, kidneys or brain). SphygmoCor XCEL provides both measurements, unlike other devices in Japan that only measure one parameter. A&D will promote the SphygmoCor XCEL device through their sales force which is dedicated to selling blood pressure devices to hospitals and doctors in Japan. The A&D sales force has completed training to demonstrate and use SphygmoCor XCEL and marketing in Japan has already commenced, with A&D promoting SphygmoCor XCEL at several local medical exhibitions.

Hikaru Furukawa, CEO and President of A&D Company, Limited said "We are excited to begin this partnership with AtCor Medical, which is acknowledged as the global gold standard in central aortic blood pressures and arterial stiffness. While A&D reviewed alternative technologies, we selected SphygmoCor as it was the clear global market leader and the most validated device. The understanding of central blood pressure and arterial stiffness is growing in Japan, and we look forward to helping to educate the market with SphygmoCor XCEL."

Duncan Ross, CEO of AtCor Medical said "We look forward to working with A&D in Japan, which is the largest medical device market in Asia-Pacific and the world's 2<sup>nd</sup> largest market after the USA. A&D are the perfect partner for AtCor, with their focused sales team in the blood pressure market and relationships with key doctors. A&D is a strong, well respected brand with considerable scale as both a global manufacturer and marketer of medical devices."

A&D and AtCor will meet in early 2016 to discuss further partnership opportunities, including distribution in other countries where A&D has a strong direct selling presence.

## **About AtCor Medical**

AtCor Medical develops and markets products for the early detection of cardiovascular risk and management of cardiovascular disease. Its technology allows researchers and clinicians to measure central aortic blood pressure non-invasively. The company's SphygmoCor® system visibly identifies the effects of reflected blood pressure in the central aortic pressure wave, effects which cannot be detected with standard blood pressure monitoring. More than 3,800 SphygmoCor® systems are currently in use worldwide at major medical institutions, research institutions and in various clinical trials with leading pharmaceutical companies. The company's technology has been featured in over 900 peer-reviewed studies published in leading medical journals and thousands of citations. AtCor has operations in Australia, the United States, and Europe. For further information, please visit our web site at [www.atcormedical.com](http://www.atcormedical.com).

## **About A&D Medical Ltd.**

A&D Company, Limited is a world-class producer of advanced measuring, monitoring, controlling and testing instruments, with sales of \$US325M in the financial year ending March 2015. A&D's healthcare division manufactures and distributes digital blood pressure monitors for both professional and home use, various medical scales for professional use, digital bath scales and ultrasonic nebulizers for household use. Whilst A&D has its headquarters in Japan and a strong presence in the Japanese market, the company also has sales forces selling blood pressure devices in China, Australia, Russia and in South America. For further information, please visit A&D's website at: <http://www.aandd.jp/company/worldwide.html>

*For further information, please contact  
(AtCor):*

Duncan Ross – AtCor Medical CEO  
+1 (630) 228 8873

Peter Manley – AtCor Medical CFO  
+61 (2) 8815 8811

*Media enquiries to:*

Ashley Rambukwella – Financial &  
Corporate Relations  
Ph: +61 (2) 8264 1004/ m. 0407 231 282 or  
[a.rambukwella@fcr.com.au](mailto:a.rambukwella@fcr.com.au)