

TRUSCREEN'S MAJOR LAUNCH IN CHINA

TruScreen China Launch Calendar

DATE	CITY, PROVINCE
30Jul-2Aug	Changchun, Jilin
7-11 Aug	Xining, Qinghai
11-18 Aug	Nei Mongol (Inner Mongolia)
12-15 Aug	Jinan, Shangdong
14-16 Aug	Kunming, Yunnan
14-16 Aug	Wulumuqi, Xinjiang
29-30 Aug	Beijing
1-2 Sep	Xi'an, Shanxi
11-13 Sep	Guangzhou, Guangdong
10-13 Sep	Qindao, Shandong
18-19 Sep	Ningbo, Zhejiang
18-19 Sep	Shenyang, Liaoning
19-20 Sep	Nanjing, Jiangsu
1-3 Oct	Guangzhou, Guangdong
18-20 Oct	Chengdu, Sichuan
29-31 Oct	Changsha, Hunan
6-8 Nov	Xuzhou, Jiangsu
13-15 Nov	Shanghai

TruScreen's Official China Product Launch



TruScreen Limited conducted its official Chinese product launch at the Chinese Obstetricians and Gynecologists Association annual congress, in Changchun, Jilin province, held from 29 July to 2 August, 2015.

The launch was a resounding success, with many of China's top women's health experts addressing a packed audience of China's leading gynecologists on the benefits of using TruScreen's unique opto-electric technology to screen China's over 380 million women of screening age for signs of pre-invasive and invasive cervical disease.



Professor Liang Jinhe

- Chairman, China Doctors Association
- Member, China Science and Technology Institute
- Chairman OB Gyn Association of China
- Professor, Peking Union Medical College Hospital



Professor Song Lei

- Co Vice Chairman, China Doctors Association
- Professor, Chinese PLA General Hospital Beijing



Professor Zhang Zhenyu

- Co Vice Chairman, China Doctors Association
- Professor, Chaoyang Hospital Beijing



Professor Chen Fei

- Professor, Peking Union Medical College Hospital



TruScreen's Official China Product Launch cont.

The CEO of TruScreen Limited, Martin Dillon addressed the assembled experts. Other speakers included:

Professor Liang Jinhe, Chairman China Doctors Association, Member of the China Science and Technology Institute (the Institutes only Gynecological expert member), Chairman of the Obstetrics and Gynecology Association of China and Professor of Gynecology at Peking Union Medical College Hospital.

Professor Song Lei, Co-Vice Chairman China Doctors Association and Professor of Gynecology at the PLA General Hospital, Beijing (China's premier military hospital)

Professor Zhang Zhenyu, Co-Vice Chairman China Doctors Association and Professor of Gynecology at the Chaoyang Hospital, Beijing

Professor Liu Jun, Professor of Gynecology at the Shanghai Jiao Tong University Medical School, and

Professor Chen Fei, Professor of Gynecology at Peking Union Medical College Hospital.

Over the four days of the Congress hundreds of leading gynecologists registered their details with TruScreen's distribution partners.

This National Launch is the first step in an 18 event nationwide product launch program where TruScreen's partners will be extolling the benefits of TruScreen in every province of China. The full calendar of launch events is detailed on page 1 of this newsletter.

TruScreen CEO Martin Dillon said "China has and always will be the number one target market for TruScreen. This launch program was always planned to follow on from our official CFDA approval to market in China, but I have to admit that even though I knew most of the planning for this event, I was overwhelmed by both the calibre of expert support for TruScreen and the level of registered interest as a direct result of our speakers endorsements."



Professor Liu Jun

- Co Vice Chairman, China Doctors Association
- Professor, Shanghai Jiao Tong University Medical School



Martin Dillon

- CEO TruScreen Limited