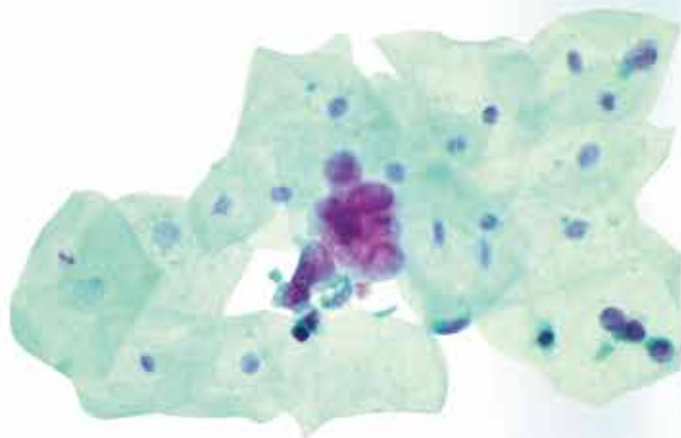




CellDetect[®]

INNOVATIVE PLATFORM FOR CANCER DIAGNOSIS



CellDetect[®] Bladder

A unique and innovative assay allowing color discrimination between normal and cancer cells alongside morphological examination

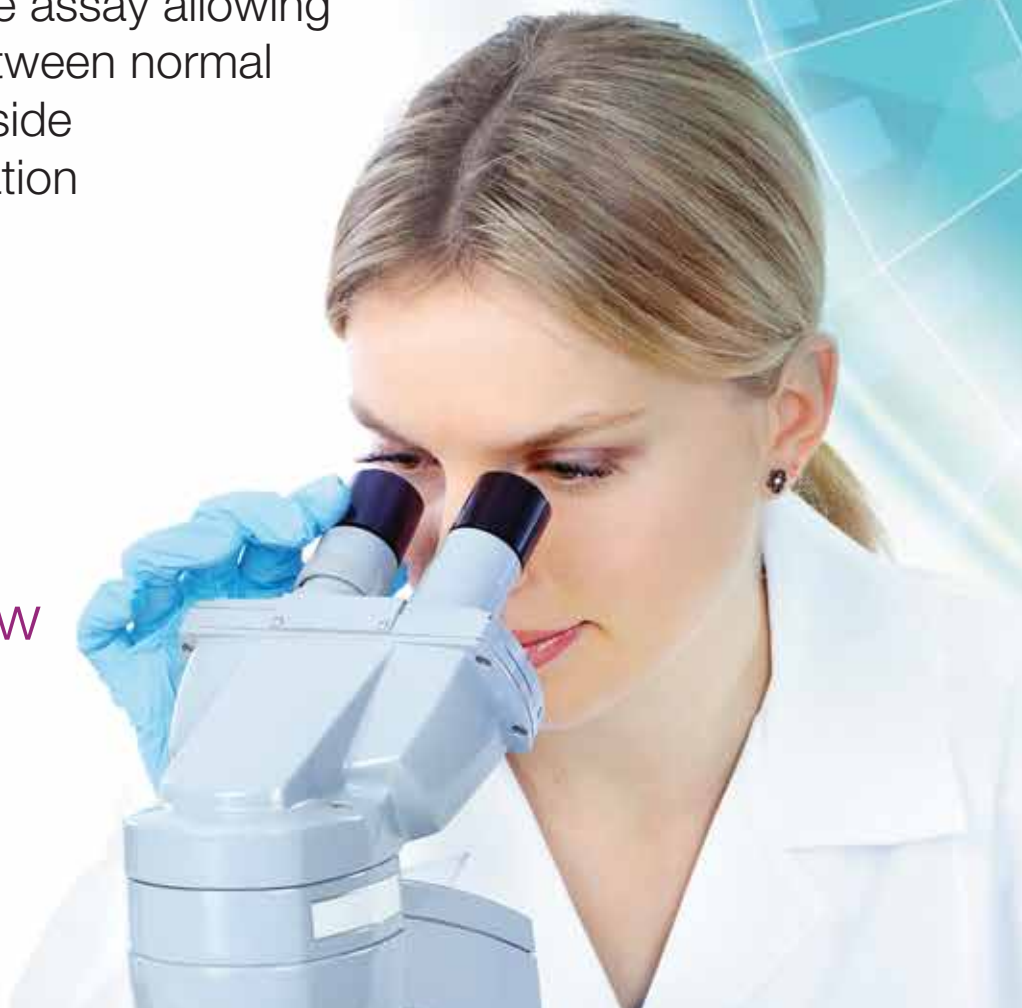
Non-invasive

Highly accurate

Early detection

Standard workflow

Cost-effective



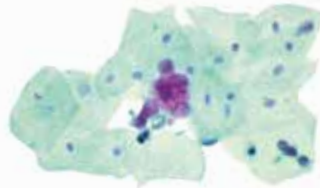
CellDetect® Bladder

An innovative technology combining color and morphology for bladder cancer diagnosis

Bladder cancer – A global burden

With up to 80% recurrence, bladder cancer requires lifelong surveillance and is considered one of the most expensive cancers in terms of lifetime cost per patient. Detection and surveillance include cystoscopy, the current gold standard, an invasive and relatively expensive procedure associated with pain, discomfort, infection and low patient compliance and which is limited in the detection of flat urothelial lesions. On the other hand, existing non-invasive tests lack sensitivity for early stage tumors.

There is a real unmet need for a non-invasive, accurate and cost-effective solution for bladder cancer detection and surveillance

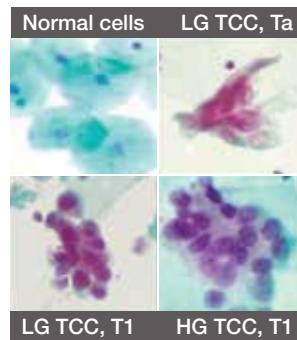


CellDetect® Bladder - A technological breakthrough

CellDetect® Bladder offers a non-invasive urine assay using standard lab equipment, providing high-performance and cost-effectiveness. This unique combination is not found in any other bladder cancer diagnostic solutions that replace existing limited tests. As shown in several clinical studies, CellDetect® exhibits high sensitivity for both low grade and high grade cancer cells. With CellDetect®, cytopathologists are able to diagnose early stage tumors which could be missed using other non-invasive methods.

Results of a multicenter blinded clinical study (n=217)

	CellDetect®
Sensitivity (n=96)	84%
Early stage tumors	85%
Advanced stage tumors	82%
Specificity (n=121)	83%



CellDetect® - Combining color and morphology

CellDetect® is the only histochemical assay allowing color discrimination between normal and cancer cells alongside morphological examination. In CellDetect®, normal cells appear green whereas cancer/pre-cancer cells appear reddish-purple. This enables the highlighting of early cancer cells which are difficult to identify by morphological features alone - improving the effectiveness of the diagnostic process.

Micromedic Technologies (TASE: MCTC) is engaged in the development and commercialization of unique solutions addressing real needs prevailing in the field of cancer diagnostics and early cancer detection.

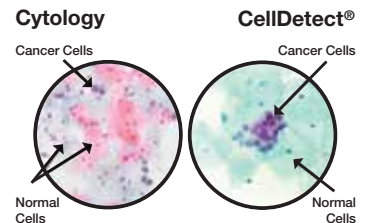
CellDetect® is a Trademark of ZetiQ, a fully-owned subsidiary of Micromedic.

Bladder cancer facts

- 2.7 million people with history of bladder cancer worldwide
- 430,000 new cases diagnosed annually
- 4th most common cancer among men in the U.S.

Source: Globocan 2012

CellDetect® versus cytology



	Cytology	CellDetect®
Morphology	Yes	Yes
Color specific	No	Yes
Early detection	Low	High

Importance of early detection

5-year survival rate decreases from 96% for patients with flat bladder cancer tumors to 5.5% for patients with distant lesions.

Source: SEER Cancer Stat 2014

Competitive landscape

Marker	Early Detection	Cost	Use
CellDetect®	High	Low	Simple
Cytology	Low	Low	Simple
FISH	Med	High	Complex
Immunoassay	Low	Low	Simple

References:

- Davis et al. *Journal of Urology* 2014; 192:1628-1632
 Idelevich et al. *Diagnostic Cytopathology* 2012; 40:1054-1061
 Sagiv et al. *Journal of Carcinogenesis* 2009; 8:16-23



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