

Media release

DKSH brings Cyrcadia Asia's innovation in breast cancer screening to Hong Kong

DKSH, the leading Market Expansion Services provider with a focus on Asia, and Cyrcadia Asia, a Hong Kong medical device company, have partnered to bring Cyrcadia's application of artificial intelligence for breast cancer screening to Hong Kong.

Hong Kong, January 21, 2019 – DKSH Hong Kong, the leading Market Expansion Services provider for companies seeking to grow their business, has started its partnership with Cyrcadia Asia. The Hong Kong-based company has developed a smart bra insert that detects the early signs of breast cancer. DKSH is driving education in medical channels through its strong sales workforce and will soon roll-out this medical device to the over-the counter markets in a one-stop-shop model for both Hong Kong and Macau.

Cyrcadia's technology consists of a comfortable set of patches that, when worn during a woman's normal daily or nightly activity, will automatically monitor her breast health. Worn as a personal, intelligent monthly breast health monitor, Cyrcadia uses dynamic thermal analysis, not radiation or compression, to measure personal circadian temperature patterns, including those that relate to cancer. Automated results are sent through the woman's own phone to an intelligent database, which returns results in minutes to the woman and even to her physician, if requested. This revolutionary product shifts the landscape from late-stage clinical diagnosis to early detection with a personal wearable device.

"Working with clients to bring innovation to patients' lives is always our priority. Having the possibility to perform medical checks at one's fingertips, while going about your daily business in fast-paced Hong Kong is truly game-changing and, at the same time, brings peace of mind to patients," commented Grace Lau, Head, Management, Hong Kong, DKSH Hong Kong. "We see huge business potential for Cyrcadia Asia and we are dedicated to supporting Hong Kong companies to expand their innovative healthcare solutions in and beyond Hong Kong."

"We are impressed by the comprehensive network offered by DKSH and the professionalism of its Healthcare team. DKSH has accurately met our needs as a market pioneer in early breast cancer screening. It outpaced other competitors in the market, by addressing our critical go-to-market requirements and paid great attention to our needs," said Rob Royea, Chief Executive Officer, Cyrcadia Asia. "We are looking forward to a fruitful partnership with DKSH and a potential expanded relationship throughout Asia."

About Cyrcadia Asia

Established in Hong Kong in 2017, Cyrcadia Asia operates under a strategic license and cooperation agreement with Cyrcadia Inc. of the U.S. to exclusively manufacture and commercialize the Cyrcadia solution for distribution in markets in Asia. The patent-protected technology draws on years of AI research and 246 patient trials that have proven a high correlation, measured against actual pathology, between disruption in circadian metabolic rhythms and the onset of tissue-invasive breast cancer. Cyrcadia's technology has been the subject of numerous accolades and press articles, including two Cannes Lions awards for innovation and women's empowerment, a Clío award, as well as a documentary movie, "Detected", produced by Ironbound Films and available on Amazon Prime. For more information, see www.cyrcadia.asia.

About DKSH

DKSH is the leading Market Expansion Services provider with a focus on Asia. As the term "Market Expansion Services" suggests, DKSH helps other companies and brands to grow their business in new or existing markets. Publicly listed on the SIX Swiss Exchange since 2012, DKSH is a global company headquartered in Zurich. With 825 business locations in 37 markets – 800 of them in Asia – and 31,970 specialized staff, DKSH generated net sales of CHF 11.0 billion in 2017. DKSH was founded in 1865.

Think Asia. Think DKSH.

With strong Swiss heritage, the company has a long tradition of doing business in and with Asia and is deeply rooted in communities and businesses across Asia Pacific.

DKSH Business Unit Healthcare is the leading Market Expansion Services provider for healthcare companies seeking to grow their business in Asia. Custom-made offerings comprise registration, regulatory services, market entry studies, importation, customs clearance, marketing and sales, capillary physical distribution, invoicing and cash collection. Products available through DKSH Healthcare include pharmaceuticals, consumer health and over-the-counter (OTC) products as well as medical devices. With 130 business locations in 14 markets and around 9,370 specialized staff, Business Unit Healthcare serves over 150,000 customers and generated net sales of CHF 6.1 billion in 2017.

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