

Zetiq and HCG Sign a Memorandum of Understanding for Collaboration in Commercializing the CellDetect® Cervical Cancer Diagnosis Product in India

July 8, 2013: Zetiq Technologies Ltd., Micromedic’s fully owned subsidiary, has signed a memorandum of understanding with HealthCare Global Entreprises Ltd. (HCG), the leading network of private oncology hospitals in India, for clinical validation and evaluation of the commercial market for its CellDetect® cervical cancer diagnostic product in India.

According to the memorandum of understanding, HCG will perform a clinical evaluation of the kit in HCG’s laboratories. The parties will work in parallel to create a business plan for commercializing the kit in India.

“We are honored to sign this memorandum of understanding with HCG, the leading provider of oncology healthcare in India”, said Dr. Adi Elkeles, Chief Technology and Business Development Officer, Micromedic. “This agreement is an important milestone towards commercialization of our cervical cancer diagnostic kit in India, where we believe the CellDetect® product has great potential. This test is relatively simple and inexpensive to use, and preliminary studies in Israel and China have shown it to be equivalent or superior to conventional PAP test.

Detection and diagnosis of cervical cancer represents a real challenge for patients and healthcare systems worldwide. HCG possesses a deep knowledge of the Indian market, its needs and potential, which is of great importance. The partnership between HCG and Micromedic holds much potential for further collaborations, added Dr. Elkeles.”

About cervical cancer: Cervical cancer is the second leading cause of death due to cancer among women worldwide. About 85% of all new cases of cervical cancer are diagnosed in the developing or underdeveloped areas. The market for screening tests for the detection of cervical cancer is estimated at about 2 billion USD annually. Cervical cancer is the most common cancer in women in India, accounting for about 25% of overall cancer morbidity and mortality in India. With almost 135,000 new cases per year, and almost 75,000 deaths per year, India accounts for about a quarter of the worldwide burden of morbidity and mortality associated with cervical cancer.

About HCG: HCG, based in Bangalore, India, is a unique network of hospitals, focused on the diagnosis and treatment of cancer. This oncology network, comprised of 25 centers across India, treats tens of thousands of new patients every year. This unique oncology care network is highly appreciated in India, and has won the healthcare excellence awards of India over the last two years consecutively.

For more information, please visit www.hcgoncology.com