

ASX Announcement  
2 April 2024

## BCAL RECEIVES TRADE MARK REGISTRATION FOR BCAL Dx® and BREASTEST® AHEAD OF COMMERCIAL LAUNCH

Breast cancer screening and diagnostic company BCAL Diagnostics Limited (ASX:BDX, 'BCAL' or the 'Company') is pleased to announce it has been issued Trade Mark Registration for BREASTEST® and BCAL Dx® in Australia.

The details of the Trade Mark Registrations are listed below:

### BCAL Dx®

Country	Status	Trademark No	Class(es)
Australia	REGISTERED	2376794	10, 44

### BREASTEST®

Australia	REGISTERED	2376759	5, 10, 44
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These registrations protect the BCAL Dx® and BREASTEST® brands for a range of goods and services including:

- **Class 5:** Pharmaceutical preparations
- **Class 10:** Apparatus for diagnostic tests for medical purposes
- **Class 44:** Medical analysis services for diagnostic and treatment of persons

The Company has also submitted trade mark applications for both BCAL Dx® and BREASTEST® in other major markets including the USA, UK, Europe, China, India and will provide an update to the market in due course.

**BCAL Diagnostics Chair, Jayne Shaw said** "Receipt of these trade mark registrations represent an important milestone in our commercial launch strategy with regards to how we are able to market our ourselves and BREASTEST® across the healthcare landscape. We can build significant brand equity in our company and our products while improving our competitive advantage amidst the competitive pharmaceutical sector.

Commercial launch of BREASTEST® in Australia remains on track for late 2024 and this milestone marks an important step as we move to the final stages of ramping up our product strategy to ensure commercial success."

**ENDS**

**For further information:**

**Jayne Shaw**

Executive Chair  
Jshaw@bcaldiagnostics.com

**Guy Robertson**

Chief Financial Officer  
grobertson@bcaldiagnostics.com

**About BCAL Diagnostics**

BCAL Diagnostics Limited is an Australian screening and diagnostic company committed to the early, accurate diagnosis of breast cancer, and therefore early intervention and improved outcomes for women. Over the past decade BCAL has developed a non-invasive blood test for the detection of breast cancer, with results to date demonstrating 90% sensitivity and 85.5% specificity. The test is initially designed to complement current imaging technologies, such as the mammogram, with the aim of becoming a monitoring and screening tool suitable for women of all ages and backgrounds in any location. With more than two million new cases of breast cancer diagnosed globally each year, a substantial opportunity exists for BCAL to improve patient outcomes.

Founded in 2010, BCAL is headquartered in Sydney and listed on the Australian Securities Exchange (ASX: BDX). For more information: <https://www.bcaldiagnostics.com/>

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