



ASX release

15 November 2017

## **Craig Cooper to join AtCor board**

### **Mandate to identify new business opportunities in Medtech, Digital Health, and Artificial Intelligence (“A.I.”)**

AtCor Medical Holdings Limited (ASX: ACG), the developer and marketer of the SphygmoCor® system for advanced hypertension management, today announced the appointment of Craig Cooper as a non-executive director with effect from December 1<sup>st</sup>, 2017. Craig has also entered into a consultancy agreement with the company to explore a wide range of strategic business opportunities with a particular focus on digital health and A.I. based technologies.

Mr Cooper has founded multiple successful health, digital media, technology, and wellness businesses – and was also the co-founder of the telecommunications company Boost Mobile USA. He is recognised as a global expert and thought leader in mobile and wireless technology as well as digital health and Medtech-related businesses. His venture capital funds have raised over AUD1 billion in capital and have funded some of the most significant global digital media, health, and technology companies. He is on the Australian and US advisory boards for Men’s Health and is a global Ambassador for the Movember Foundation. He is also on the board of IQ Medical (Orthopedics), LLC as well as being an advisory board member of The Cognitive Health Institute, which advances stem cell treatment for Alzheimer’s disease. Mr Cooper holds dual honours degrees in law and economics from the University of Sydney and divides his time between Sydney and Los Angeles, California.

Donal O’Dwyer, AtCor’s Chairman, said: “Craig has a successful record as an entrepreneur and is recognised internationally as an expert in health and wellness-related technologies. He has strong contacts and experience across the medical, mobile and health technology sectors and is well placed to develop and introduce new business opportunities to extend the applications for AtCor’s SphygmoCor® technology.”

Craig Cooper said: “The Medtech sector continues to grow quickly and, from what I have seen so far, AtCor’s SphygmoCor® technology is world-class and has substantial potential to improve cardiovascular health and hypertension – two rapidly growing market segments. I look forward to working with the company to identify ways to increase SphygmoCor’s® market penetration as well as to explore other market opportunities in significant health verticals – either through organic growth or acquisition.”

AtCor has recently restructured its operations to focus on strategic options and increasing sales. It is also exploring the potential for its SphygmoCor® technology in the consumer and prescription-based segments of the fast-growing wearables market. Meanwhile, the company is developing opportunities among US healthcare delivery networks following the grant of a CPT 1 reimbursement code, and agreements have been signed with three of these groups during the past months.

## About AtCor Medical

AtCor Medical develops and markets products for the early detection of target organ damage and management of cardiovascular and renal disease. Its technology allows researchers and clinicians to noninvasively measure the central arterial pressure waveform, central aortic pressures and pulse wave velocity. Central arterial pressure waveform analysis, as measured by the company's SphygmoCor system, provides clinicians with better prognostic and diagnostic information to determine the need for and type of interventions, effects which cannot be detected with standard brachial blood pressure measurements. SphygmoCor is essential for hypertension diagnosis and management.

More than 4,000 SphygmoCor® systems are currently in use worldwide at major medical institutions, research institutions and in various clinical trials with leading pharmaceutical companies. The company's technology has been featured in over 1,000 peer-reviewed studies published in leading medical journals and thousands of citations. AtCor Medical has operations in Australia, the United States, and Europe. For further information, please visit our web site at [www.atcormedical.com](http://www.atcormedical.com).

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