



ASX ANNOUNCEMENT

15 January 2019

**CardieX Group's inHealth Medical Services,  
Executes Major Co-Marketing Agreement with NYSE listed Anthem, Inc,  
the Largest Health Insurer in United States.**

**Highlights:**

- Execution of Co-Marketing Agreement (the "Agreement") between inHealth Medical Services Inc, ("inHealth") and Anthem Inc ("Anthem") to jointly promote the services of inHealth across Anthem's customer network with a focus on Blue Cross Blue Shield Association of health insurance providers.
- The Agreement establishes CardieX/inHealth as a substantial participant in the US health insurance and health care industry, and particularly in the US telehealth market worth approximately US\$25 billion.
- Anthem, Inc is a New York Stock Exchange listed (NYSE: ANTM) S&P 500 company with a market cap of US\$65 billion and is ranked #29 on the Fortune 500 list by company revenue (US\$90 billion).
- The 5-year Agreement provides for Anthem and inHealth to co-promote inHealth's range of telehealth service plans and expertise in virtual health coach staffing, clinical program development, and clinical research services to more than 80 US and international health plans within the Anthem/Blue Cross Blue Shield Association network.
- The Blue Cross Blue Shield combined networks together provide health plan coverage to more than 106 million people in the United States across 36 states in the US and internationally. Nearly one in three Americans rely on Blue Cross Blue Shield companies for access to safe, quality, and affordable healthcare services.
- Agreement provides significant financial incentive for both parties to expand the inHealth range of products and services across the Anthem and Blue Cross Blue Shield Association network.
- Partnership between the companies also opens up significant new potential distribution channels for CardieX's growing portfolio of medical and consumer heart health and hypertension products.

**CardieX Limited (ASX: CDX) (CardieX, the Company)** is pleased to announce the execution of a Co-Marketing Agreement between CardieX subsidiary and leading US telehealth services provider, inHealth Medical Services Inc, and Anthem, Inc, the largest health insurance company in the United States. The Agreement provides for the co-promotion of inHealth's services and plans to Anthem's healthcare and health insurance networks in the United States and internationally.

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The Commercial-In-Confidence 5-year financial Agreement extends on an earlier services agreement between the two companies and further expands Anthem and inHealth's partnership in respect of the provision of telehealth services to Anthem's customer base.

The telehealth and digital health sector in the US is currently estimated to be worth US\$25 billion and growing at an annual compound rate of 18%. inHealth has positioned itself as a leading provider of a range of telehealth services and the cooperative agreement between these two parties is a compelling endorsement of the quality of the inHealth's services.

As part of the Agreement both Anthem and inHealth will actively promote each company's services and product range within the Anthem network of health insurance providers with a focus on Blue Cross Blue Shield Association of health insurance providers.

Plan Services to be provided by inHealth under the Agreement to include:

- Population health/employer based programs;
- Obesity management programs;
- Diabetes management programs;
- Stress management programs;
- Healthy blood pressure programs; and
- Other chronic disease programs as determined by the parties.

inHealth CEO, Aubrey Jenkins commented *"The reputations and corporate standing of Anthem and the Blue Cross Blue Shield network in the US health insurance sector are second to none, and the decision of Anthem to partner with inHealth under the terms of the Agreement speaks to the level of quality services and expertise that inHealth has built in the telehealth and digital health services sector. We're excited about the opportunity to expand our partnership with Anthem and their network of insurance providers in providing better healthcare solutions to their customer base"*.

CardieX CEO, Craig Cooper commented, *"This Agreement is a major milestone for the inHealth team and marks a transitional point for the company as a provider of clinically based telehealth programs and services. Importantly for CardieX, this Agreement also opens up a significant potential distribution channel for our growing portfolio of medical and consumer products and services and we anticipate working collaboratively with inHealth and Anthem going forward on further developing solutions for large scale population health disorders"*.

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#### **About CardieX**

CardieX Limited is a global health technology company that develops digital and device based solutions for large-scale population health disorders. The Company's XCEL device is the world leader in measuring "central blood pressure" which is considered essential for the management of hypertension and related cardiovascular disorders. CardieX also has a joint venture partnership with Blumio, Inc in Silicon Valley for the development of a radar-based blood pressure sensor incorporating CardieX technology. In November 2018 CardieX entered into an agreement with telehealth services provider, inHealth Medical Services, Inc, allowing CardieX to acquire up to 50.5% of inHealth by way of a convertible note.

#### **About inHealth**

inHealth Medical Services Inc, is a leading US provider of telehealth services, providing digital, e-commerce and mobile tools for patients to connect online with health coaches as part of a patient care program. inHealth's patient care programs are based on long-term clinical trials that demonstrate superior patient outcomes through the use of telehealth coaching services. inHealth has partnerships with some of the leading healthcare institutions in the USA including Anthem, American Well and Kaiser Permanente.

#### **About Anthem**

Anthem, Inc is a New York Stock Exchange listed company (NYSE: ANTM) with a market cap of US\$65 billion and 2017 revenue of US\$90 billion. A member of the S&P 500 index and ranked #29 on the Fortune 500 List by revenue, Anthem is the largest health insurance provider in the United States.

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