



## **CardieX Announces Major Corporate Restructuring and Launch of New CONNEQT Brand Focused on Consumer Health**

### **Highlights:**

- CardieX subsidiary ATCOR Medical, Inc to be separated into two companies - ATCOR and CONNEQT.
- ATCOR will continue to focus on vital signs monitors and SaaS solutions for hospital, research & pharma, and specialist clinician markets.
- New brand CONNEQT™ (CONNEQT, Inc) has been created to focus on home health, wearables, & consumer health apps.
- Upcoming home health monitor (Pulse) and wearables to be launched under the CONNEQT brand with a specific go-to-market, and sales & marketing strategy recognizing the unique opportunity and market focus of the CONNEQT brand.



### ***Further details from CardieX CEO, Craig Cooper:***

"Today, I am excited to announce to shareholders a significant corporate restructuring and the announcement of our new consumer brand CONNEQT™.

As you are aware, our ATCOR subsidiary's traditional business to date has been focused on specialist medical devices and solutions focused on arterial and vascular health - and we continue to see strong growth in that business as evidenced by our recent Quarterly Update to shareholders (see: ASX release 27 April 2021).

Shareholders are also aware that we have been deep in development on multiple new devices and digital products coming to market over the next 12 months, including:



1. Our partnership with **Mobvoi** (the Mobvoi Partnership, or “MVP”) incorporating a select set of our Arty™ health algorithms into a new smartwatch featuring our patent pending sensor technology (see: ASX release 24 September 2020);
2. Our “**Pulse**” dual blood pressure monitor, anticipated to be the first consumer vital signs monitor to include central blood pressure (cBP), our patented SphygmoCor® technology, and other proprietary health parameters; and
3. Our new **health wearable** featuring the full suite of our Arty™ health parameters as well as a complete ecosystem of unique health and wellness features.

As part of this product development process we have also, in parallel, been deeply immersed in the development of a new brand identity for our upcoming consumer products - a brand that can sit alongside and/or compete with the likes of Fitbit, Apple, Google Health, Peloton, and other “unicorn” private health-tech and wearable companies such as WHOOP, Oura, Garmin, and others.

We also wanted a new brand that could emotionally resonate with consumers and which had the same brand recognition as other market leaders in the consumer products sector. Importantly, we wanted a brand that could be a disruptive entrant to the market in the same way Beats disrupted Bose, Warby Parker disrupted the eyeglass industry, Instagram disrupted photo sharing, and Dollar Shave disrupted Gillette, to name a few. That was our brief to our brand agency Shanty, who had worked with the likes of Nike, Oakley, Adidas, Emirates, and Twitter in the past.

We believe CONNEQT will be that brand. A brand that in the years to come will be a leader in the consumer health sector - and will have the same brand recognition alongside household consumer companies and that can be extended into multiple different product sectors in health & wellness. That’s our vision and mission.



***Going forward, all consumer products will be marketed under our CONNEQT brand including the “Pulse” vital signs monitor, as well as our “code-named” Arty Band wearable which will now be marketed and known as the CONNEQT Band.***



In respect of the MVP, this will still be marketed under the Mobvoi brand as it is, in effect, a licensing of our technology to Mobvoi by ATCOR, as well as a co-sale and marketing joint venture.

I hope you share our excitement for the opportunity we have ahead of us as we continue to execute on our consumer product strategy under the CONNEQT brand. I look forward to updating you more in the coming weeks”.

*Craig Cooper*  
*CEO & Co-founder*  
*CardieX*



#### **About CardieX**

CardieX is a global health technology company that focuses on hypertension, cardiovascular disease, and other vascular health disorders. CardieX is listed on the Australian Stock Exchange (ASX:CDX).