



# ASX ANNOUNCEMENT

# Lumos Diagnostics Announces Partnership with MedPro Associates for National Contract Sales Coverage for FebriDx in the USA

## **Key Highlights**

- Lumos has partnered with MedPro for national contract sales coverage across hospital and primary care markets in the USA
- MedPro's national team of more than 60 territory representatives will provide sales representation, training, and in-servicing for Lumos' cutting-edge FebriDx assay, the only point of care diagnostic test to distinguish between bacterial and non-bacterial infections
- Partnership expected to increase awareness and adoption of FebriDx, enhancing its accessibility across the USA

**MELBOURNE, Australia (13 January 2025)** – Lumos Diagnostics (ASX: LDX), ("Lumos" or the "Company") a leader in rapid, point-of-care diagnostic technologies, is pleased to announce that it has partnered with MedPro Associates ("MedPro") who will provide national contract sales coverage across the health system, government and physician office markets in the USA for Lumos' innovative point of care test, FebriDx, a rapid point-of-care test that aids in differentiating between bacterial and non-bacterial infections. MedPro will serve as an extension to the Lumos salesforce and provide over 60 territory reps strategically positioned across the country to increase FebriDx awareness and adoption.

Under this partnership, MedPro will provide customer lead generation, sales revenue, and customer training for FebriDx. The collaboration is expected to make an immediate impact on Lumos' US footprint, enabling increased awareness of the Company's innovative FebriDx technology among healthcare providers. MedPro's reach into acute care encompasses both the USA hospital environment and the federal government including Department of Defense, Veterans Affairs, Department of Health and Human Services – Indian Health Services and Federal Bureau of Prisons hospitals, where the team builds relationships with decision makers and drives successful product conversions for enhanced patient care. In the non-acute care setting, MedPro services Physician Offices, Ambulatory Surgery Centers, Skilled Nursing Facilities, and Home Health Agencies.

MedPro CEO Bill Sparks stated: "We are thrilled to be working alongside the Lumos team and supporting their products across all major medical markets, as the partnership will undoubtedly help patients and caregivers alike with fast, accurate assessments of various conditions facing patients here in the USA."

Doug Ward, CEO and Managing Director of Lumos Diagnostics, stated, "We are thrilled to be working alongside MedPro to bring our products to the US Market. Their familiarity with US healthcare markets coupled with their strong customer relationships and business development expertise makes them an excellent partner."

#### -Ends-

#### This announcement has been approved by the Lumos Disclosure Committee.

#### **About Lumos Diagnostics**

Lumos Diagnostics specializes in rapid and complete point-of-care diagnostic test technology to help healthcare professionals more accurately diagnose and manage medical conditions. Lumos offers customized assay development and manufacturing services for point-of-care tests and proprietary digital reader platforms. Lumos also directly develops, manufactures, and commercializes novel Lumos-branded point-of-care tests that target infectious and inflammatory diseases.

For more information visit lumosdiagnostics.com.

#### About MedPro

MedPro is a national leader in contracted sales for medical manufacturers across all healthcare markets. MedPro utilizes a geographically focused enterprise sales model with teams of acute, non-acute, government and inside sales territory managers. Through longstanding relationships and collaborations between the sales team and national, regional, and local distributors, MedPro's focus is on in-servicing and building hands-on connections with the end-user. The company's mission is to maintain and grow existing manufacturer-based business while developing new business opportunities. Sales representatives are trained to initiate product demonstrations and provide clinical-level product training, in-servicing, and continued education.

For more information and to view the Enterprise Map visit: www.mproassociates.com

#### **Forward-Looking Statements**

This announcement contains forward-looking statements, including references to forecasts. Forwardlooking statements are not guarantees of future performance and involve known and unknown risks, uncertainties, assumptions, and other important factors, many of which are beyond Lumos' control and speak only as of the date of this announcement. Readers are cautioned not to place undue reliance on forward-looking statements.

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