

19 August 2020

ASX ANNOUNCEMENT

IMEXHS establishes operations in the USA – the world’s largest Enterprise Imaging market

IMEXHS Limited (ASX: IME) (“IMEXHS” or “the Company”) is pleased to announce it has opened its first office in the US market which is located in Miami, Florida.

IMEXHS Chief Sales Officer Alejandro Varettoni is leading IMEXHS’s expansion into the USA, with an initial focus on the major markets of Florida and Texas. The Company intends to expand into California in the first half of 2022.

Mr Varettoni said, “Establishing our office in the US is an important milestone for IMEXHS’s growth strategy. The Company will bring its disruptive, innovative and competitive business model initially to the important markets of Florida and Texas. Our fully cloud-based SaaS solution will benefit the largest healthcare IT market in the world. The Company also announced it has appointed a new US Branch Director and is currently recruiting a Senior Sales Manager.”

IMEXHS’s strategic approach is to target small and medium sized clinics and medical imaging centres with an innovative and affordable offering. IMEXHS’s competitive advantage lies in its cloud-based, multi-modal technology which will benefit the Florida and Texas markets.

Authorised for release by the board of IMEXHS Limited.

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About IMEXHS

IMEXHS Limited [ASX: IME] is a leading imaging Software-as-a-Service (SaaS) and ancillary solutions provider with 227 customers and distributors in 15 countries. Founded in 2012, IMEXHS is known for its innovation in the imaging services market, offering flexible and scalable imaging solutions via its HIRUKO branded suite of solutions for next generation Picture Archiving and Communications System (PACS) and integrated medical imaging systems (including a Radiology Information System (RIS), a Cardiology Information System (CIS) and an Anatomical Pathology Laboratory Information System (APLIS)). The HIRUKO™ system is completely cloud-based, vendor neutral and zero footprint with no need for installed software. The IMEXHS products are designed to increase productivity and save money for end users, with a scalable platform that is configured for the future and enhances patient outcomes. For more information, visit www.imexhs.com

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