

Medx Health Corp. Bolsters Global Footprint and Adds Renowned Skin Care Expert to Senior Leadership Team

October 2, 2020 (Source) – MedX Health Corp. (“MedX”) (TSX-V: MDX) is pleased to announce the appointment of veteran healthcare industry executive Naman Demaghatrous as Managing Director, Europe, Middle East & Africa (“EMEA”), effective immediately. Additionally, Chantal Ward, RN has taken a permanent position with the Company as Director, Dermatological Services.

“Naman’s extensive background in healthcare and medical devices, along with his deep relationships will allow us to accelerate business development opportunities in the region,” said Mike Druhan, President of Dermatological Products & Services. “Chantal is an internationally recognized and respected leader in the dermatology and aesthetics spaces, bringing credibility to our offerings and putting an impressive opinion leader network at our disposal.”

Mr. Demaghatrous has more than 20 years of experience in the healthcare industry, including roles with medical device and pharmaceutical companies leading business strategy, international product licensing, business development and operations. He has proven expertise in leading organizations through start-up to rapid growth, expansion and value creation with companies such as Medtronic, Pediapharm, Johnson & Johnson and Atfal Pharma. Mr. Demaghatrous will play an integral part in MedX’s revenue growth prospects by securing European, Middle Eastern and African partnerships for MedX’s skin assessment telemedicine technology. Initially supporting the roll out and expansions in the Netherlands, Spain and

Turkey, he will also be responsible for securing joint ventures and partnerships across the EMEA Region.

“Helping patients access an e-consult on suspicious lesions or moles quickly and easily means better treatment and better outcomes,” noted Mr. Demaghatrous. “There is already significant interest and traction across the region and I am expecting substantial growth over the next six to nine months.”

Chantal Ward RN, a Diploma Nurse Graduate from an operating room background, has 20+ years’ experience as a clinical trainer of advanced medical aesthetic equipment and technology. Her expertise is acknowledged across Canada and around the world, where she has provided guidance and training to hundreds of medical aesthetic professionals. Ms. Ward is Co-Founder of Clarity MedSpa & Laser Centre, Toronto and has significant experience with MedX’s SIAscopy on DermSecure™.

“I have been using this device in my clinic for several years and have caught multiple melanomas,” said Ms. Ward. “The device is easy to use and the ability to have a dermatologist provide a remote e-consult, within 72 hours, is critical. Early detection is the key to a successful patient outcome.”

“MedX is in full commercialization mode and Naman and Chantal are welcomed additions to our team. Recently, Damon Goodwin and Nick Hoffman have been announced to our senior management team and we are already feeling their impact. It is a satisfying to know that MedX can attract such seasoned professionals and I strongly believe that is because of the strength of our technology offering and the culture we have built,” further commented Mr. Druhan.

Currently, between two and three million non-melanoma skin cancers and 300,000 melanoma skin cancers occur globally each year. One in every three cancers diagnosed is a skin cancer and, according to Skin Cancer Foundation statistics, one in

every five people will develop skin cancer in their lifetime. The global demand for SIAscopy on DermSecure™ will continue to increase with the growth of telemedicine and as early detection is recognized as the way to optimize survival and reduce healthcare costs.

About MedX

MedX, headquartered in Mississauga, Ontario, is a leading medical device and software company focused on skin health with its SIAscopy on DermSecure™ telemedicine platform, utilizing its SIAscopy™ technology. SIAscopy is also imbedded in its products SIAMETRICS™, SIMSYS™, and MoleMate™, which MedX manufactures in its ISO 13485 certified facility. SIAMETRICS™, SIMSYS™, and MoleMate™ include hand-held devices that use patented technology utilizing light and its remittance to view up to 2 mm beneath suspicious moles and lesions in a pain free, non-invasive manner, with its software then creating real-time images for physicians and dermatologists to evaluate all types of moles or lesions within seconds. These products are Health Canada, FDA, TGA and CE cleared for use in Canada, the US, Australia, New Zealand, the European Union and Turkey. MedX also designs, manufactures and distributes quality photobiomodulation therapeutic and dental lasers to provide drug-free and non-invasive treatment of tissue damage and pain. www.medxhealth.com

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