

impedimed

SOZO™ Launched – First Product for Health and Wellness Markets

Brisbane, Australia and Carlsbad, Calif., August 11, 2016 - ImpediMed Limited (ASX: IPD) announced today that SOZO™, the first product on its new population health platform that allows consumers and patients to measure and track their body composition, fluid status and hydration in a variety of settings, is available for global pre-order at www.hellosozo.com.

SOZO is the world's first intuitive digital health device and wellness platform that combines bioimpedance spectroscopy (BIS) technology with artificial intelligence to create a rapid, non-invasive scan of a person's body, providing a precise and repeatable snapshot of a person's body composition, fluid status and hydration. SOZO also provides users with digital tools that help promote positive behavioral changes utilizing artificial intelligence algorithms.

Predictive analytics in SOZO will access cloud-based historical health data to create customized plans for a user's personal health and wellness goals, helping individuals better manage their health conditions and track their wellness goals.

Compatible with iOS and Android devices, SOZO weighs two pounds and includes eight body sensors and four weight sensors to measure body composition, fluid status and hydration. SOZO applications running on a user's mobile device or tablet will provide a variety of features for individuals and providers to monitor personal performance.

"We are fulfilling our vision of population health in the ecosystem of health and wellness. The SOZO platform and our growing pipeline of new and innovative products will position us at the forefront of the digital health revolution," said Richard Carreon, Managing Director and CEO of ImpediMed. "Innovation is at our core and will become the life blood of the organization. The future is now."

The suite of SOZOfit products that are being launched will be sold direct-to-consumers via the company's digital marketing channels. Following the initial product reveal less than two weeks ago, the YouTube video has already attracted well over 1.1 million views.

Reservations and pre-orders of SOZOfit are currently available at www.hellosozo.com. ImpediMed expects to begin shipping the first customer orders by late December 2016.

The suite of SOZOMed products for specific health conditions are being finalized, and ImpediMed expects to receive regulatory clearance for these indications moving forward.

Additional product details and videos are available at www.hellosozo.com and on ImpediMed's [YouTube channel](#).

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About ImpediMed

Founded and headquartered in Brisbane, Australia with U.S. offices in Carlsbad, Calif. and Bloomington, Minn., ImpediMed is the world leader in the development and distribution of medical devices employing bioimpedance spectroscopy (BIS) technologies for use in the non-invasive clinical assessment and monitoring of fluid status in patients. ImpediMed has the first medical device with FDA clearance in the U.S. to aid healthcare professionals to clinically assess secondary unilateral lymphedema of the arm and leg in women and the leg in men. For additional information, visit www.impedimed.com.