

Universal Biosensors, Inc.
ARBN 121 559 993

1 Corporate Avenue
Rowville Victoria 3178
Australia

Telephone +61 3 9213 9000
Facsimile +61 3 9213 9099
Email info@universalbiosensors.com
www.universalbiosensors.com



October 4, 2021

UBI signs major French distribution deal for Sentia.

Universal Biosensors, Inc. (ASX:UBI) is pleased to announce that it has entered into a non-exclusive Distribution Agreement with Vivelys SAS (France) which is part of the Oeneo Group of companies, for the distribution of its wine testing platform device, Sentia.

The Distribution Agreement is for a three-year term and contains standard renewal and termination options available to both parties.

John Sharman, CEO of UBI said: “The partnership with Vivelys for the French market is a significant step in the commercialisation of Sentia globally. Vivelys is part of the Oeneo Group which has more than 10,000 customers worldwide and has a reputation for developing and selling high end products. Vivelys completed several months of diligence on Sentia before committing to this deal. Importantly this partnership extends beyond the simple distribution of Sentia as Vivelys has expressed a strong desire to participate in the development of other wine testing capabilities to be used on UBI’s Sentia platform.”

Laurent Fargeton, Director of Development for Vivelys commented: “Vivelys is a leader in the wine industry in France and more broadly around the world. We are pleased to partner with Universal Biosensors to offer Sentia to French wine companies. We were seduced by Universal Biosensors' expertise and the practicality of their measurement solution, and so we felt it was logical to sign a partnership agreement. With its ability to measure free SO₂ simply and immediately, and soon sugars and malic acid, Sentia strengthens Vivelys' solutions, enabling winemakers to make the right decisions at the right time.”

For further enquiries please refer to the Sentia website (www.mysentia.com).

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Enquiries:
John Sharman
Chief Executive Officer
+61 (0) 414 440 680

Announcement authorised by the Board of Directors of Universal Biosensors, Inc.



About Universal Biosensors

Universal Biosensors, founded in 2001, specialises in the design and development of electrochemical cells (strips) used in conjunction with point of use devices that are used in various industries such as healthcare (point of care), wine, food, and agriculture. Our wine testing platform Sentia, is UBI's new product which is being launched globally. For additional information regarding Universal Biosensors, Inc., refer to: <http://www.universalbiosensors.com>.

About Oeneo

Oeneo SA (SBT:FP) was established in 1838 and has more than 10,000 clients all over the world. Oeneo is a major wine industry player with high-end and innovative brands. Oeneo prides itself in offering solutions in the production, maturing, preservation and enhancement of wines or spirits that faithfully convey all of the emotion and passion of each winegrower and improve their performance. The Group covers each stage in the winemaking process through two core and complementary divisions: closures, involving the manufacture and sale of cork closures, including high value-added technological closures through its Diam and Pietec ranges. Oeneo's leading brands include Seguin Moreau, Boisé, Millet, Fine Northern Oak and Galileo.

About Vivelys

Vivelys SAS focuses on the analysis of the vine to the ageing of wines in oak barrels through every stage of the winemaking process, from vineyard management to vinification. It is a subsidiary of Oeneo SA, a French based holding company that is primarily engaged in the manufacture of barrels (through subsidiary Seguin Moreau) and wine corking products (through subsidiary Diam). The Company sells its products primarily in France, as well as other European countries, North and South America and Australia.

Forward-Looking Statements

The statements contained in this release that are not purely historical are forward-looking statements within the meaning of the US Securities Exchange Act of 1934. Forward-looking statements in this release include statements regarding our expectations, beliefs, hopes, intentions or strategies. All forward-looking statements included in this release are based upon information available to us as of the date hereof, and we assume no obligation to update any such forward-looking statement as a result of new information, future events or otherwise. Our actual results could differ materially from our current expectations. We cannot assure you when, if at all, the proposals outlined in this release will occur, and the terms of any such proposal are subject to change. Factors that could cause or contribute to such differences include, but are not limited to, factors and risks disclosed from time to time in reports filed with the SEC.