

Hi Technologies introduces Hilab, an innovator telemedicine service for laboratory tests

Curitiba, June 29, 2017 - Hi Technologies S.A., a company that, in 2016, had 50% of its capital acquired by Positivo Tecnologia S.A. (BM&FBOVESPA: POSI3), today introduced the **Hilab**, a telemedicine service that can perform laboratory tests for HIV, Zika virus, Chikunguya, dengue, hepatitis, pregnancy test, total cholesterol, HDL, glycated hemoglobin, vitamin D, glycemia, among others.



Hilab

Almost painless and much faster than traditional methods, the Hilab service, developed with Microsoft and Intel technologies, which have also bet in this new sphere, introduces a new category in clinical analysis that combines internet of things and artificial intelligence to speed up medical diagnosis. The Hilab fits in the palm of the hand and uses only drops of blood from the patient's finger for the exam, with a less invasive mechanism. In addition, the results of the tests are shown in minutes, representing a small fraction of the time required by traditional methods, which may take a few days.

"We're bringing in three great innovations: the first medical tricorder in history, a disruptive telemedicine system, and a new big-data health technology. Hilab is a mix of all that. It brings the lab to the doctor's hand and this changes the health scenario", explains Marcus Figueredo, CEO of Hi Technologies.

The operation is simple: the blood is collected and placed in contact with the reagents in a capsule that, when inserted in the device, sends the data via internet to the biomedical team of Hi Technologies. After this process, the professionals analyze and approve the validated report, in compliance with standards of quality, reliability and precision equivalent to the methods already available in the market.

"Hilab will promote key advances by using Microsoft's Artificial Intelligence to make the process of medical examinations faster and more assertive. This is a project that helps us put into practice our mission of empowering people and organizations to go further and also to turn Artificial Intelligence into something democratic. And in this case, in an vital area: health care", says Priscyla Laham, vice president of consumer sales at Microsoft.

For Mauricio Ruiz, CEO of Intel Brazil, this is a good example of how technological solutions can offer new ways to carry out of the medical diagnostics and treatments, speeding up the process and including more people in the system. *"We believe that these health-focused collaborations are key to improve people's lives and, through this partnership, we strengthen our desire to contribute to the development of local businesses".*

Business model and advantages

Hi Technologies will seek to work alongside doctors' offices, health clinics, pharmacies and hospitals, providing a growing portfolio of exams at more competitive prices than those practiced by traditional laboratories. For each type of exam there is a specific capsule, whose price of the service should differ according to the complexity of the exam and its price in the market. It is important to emphasize that Hilab works as a virtual laboratory and that the collection points are the company's own service points that offer the service, which can enable a high coverage without incurring higher costs with fixed structure.

According to ANS (National Health Agency), the Brazilian market of diagnostic medicine moves around R\$25 billion a year. The exams represent one of the main expenditures of private health plans, accounting for 20.7% of their costs, totaling R\$17 billion, according to ABRAMGE (Brazilian Association of Health Plans). Hilab may contribute to reducing these costs and increasing the population's access to diagnostic medicine.

"We are thrilled with Hilab's universe of possibilities, which delivers incredible advantages to patients and can also be a great opportunity for service points such as drug stores and hospitals to expand the services provided. The market of laboratory tests is huge and we are working together with Hi Technologies to win a share of the segment", reports Hélio Rotenberg, CEO of Positivo Tecnologia.

The following are the main advantages of Hilab:

For doctors:

- ✓ Making it possible to eliminate return visits to evaluate the exams
- ✓ Getting reports in minutes, speed that can be key to the success in treatment
- ✓ Increase in revenues by making this a competitive advantage, with increased number of customers and of the average price of appointments

For service points:

- ✓ Revenue from providing the service, a clear trend in mature markets
- ✓ Low risk to perform the examinations, granted by the simplicity of use of the Hilab
- ✓ The validity of Hilab's exams is similar to that of traditional laboratories

For patients:

- ✓ Convenience and drastic reduction of time to obtain test results
- ✓ Lower cost when compared to traditional laboratories
- ✓ Practically painless

About Hi Technologies:

Hi Technologies, a technology company focused on the medical field, was founded in 2004 by the students of Computer Engineering at PUCPR: Marcus Figueredo and Sérgio Rogal. The company started in the Technological Incubator of Curitiba (Intec) and has evolved in the last years by developing medical solutions in synergy with its mission of reinventing and humanizing the technology of the industry. Currently, healthcare professionals can connect with patients through telemedicine resources. An example of this is the Milli platform, a pulse oximeter that doubles as a tablet able of measuring vital signs. The company's latest device performs a test that identifies heart disease in newborns.

Hi Technologies solutions are used by over 110 hospitals in 22 states in Brazil, as well as offices and institutions in 15 countries, such as the United States, Israel and Canada. The company has won several national and international awards, among them the National Innovation Award, in the division of Technological Innovation, granted by the National Confederation (Confederação Nacional da Indústria) of Industry and by Sebrae, and the Global Entrepreneurship Competition, in Barcelona, in the category 16 most promising enterprises in the world.

More information: <http://hitechnologies.com/site/pt/home>

About Positivo Tecnologia:

Positivo Tecnologia (BM&FBOVESPA: POSI3) has been innovating since its founding in the 1980s, when a young man with a pioneering vision proposed the creation of a factory of personal computers in Curitiba (PR). At that time, few were discussing PCs as a business segment. These devices were firstly developed with an educational focus and software solutions to improve the teaching. The next step was to reach Brazilian homes and promote the digital inclusion of millions of Brazilians citizens. The company stands out for offering the most current technological devices, which led it to occupy the first place among the Brazilian manufacturers and resulted in its international expansion in America, with Argentina, Uruguay and Chile, as well as Africa, with presence in the markets of Rwanda and Kenya. More information available at www.positivotecnologia.com.br.

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