

**Rhythm Biosciences completes ColoSTAT® market research and commences
targeted GP awareness campaign to approximately 20,000 GPs
via Australian Doctor Group**

Highlights

- Rhythm Biosciences has completed in-field market research confirming the existence of colonoscopy backlogs in 10 institutions that could be addressed with ColoSTAT®. Furthermore, the market data confirms that the General Practitioner (GP) represents the primary referral pathway for the test in Australia.
- The Company has initiated a targeted email marketing campaign through the Australian Doctor Group (Ausdoc) platform, designed to reach >20,000 authenticated GP subscribers across the Eastern States of Australia. This campaign is designed to increase awareness of ColoSTAT® among GPs for blood-based colorectal cancer triage testing.
- The scale of this campaign is designed to target >50% of the total available GP population in the Eastern Seaboard. Careful monitoring of the campaign will determine whether amplification of the campaign to closer to 100% of the target market is warranted.
- The campaign complements Rhythm's recently expanded 4Cyte partnership, ColoSTAT Access Programme (CAP), Medical Science Liaison (MSL) engagement activities, and the Company's broader ColoSTAT® commercialisation strategy. Campaign performance will be assessed through clinician engagement metrics and referral activity to determine future expansion.

Melbourne, Australia, 2nd July 2026: Rhythm Biosciences Ltd (ASX: RHY) is pleased to advise that it has completed market research and, informed by those findings, has commenced a targeted email marketing campaign through the Australian Doctor Group ("Ausdoc") to drive General Practitioner (GP) referrals for ColoSTAT®, Rhythm's blood-based colorectal cancer triage test.

Directors

Gavin Fox-Smith
Sue MacLeman
David Atkins

Non-Executive Chairman
Non-Executive Director
CEO & Managing Director

ColoSTAT® Market Research Insights

The Company has completed a significant number of interviews with Key Opinion Leaders (KOL) GPs, gastroenterologists and surgeons. KOL engagement across NSW, Queensland, and Victoria has confirmed strong product-market fit for ColoSTAT® in colonoscopy triage. Participating clinicians reported increasing pressure on colonoscopy wait times, with high-risk patients often waiting 2–3 times longer than the recommended 30-day window, leading to delayed diagnoses and poorer outcomes. All KOLs recognised ColoSTAT® to have potential clinical utility as a triage tool to better stratify patients and relieve waitlist pressure.

Furthermore, the market research has identified the General Practitioner as the most likely referral path for use of ColoSTAT® in those patients indicated for the clinical test. A symptomatic patient presenting to their GP is typically the first step in the colorectal cancer diagnostic pathway, and GP awareness and confidence in requesting ColoSTAT® is therefore central to driving test utilisation. Raising ColoSTAT® awareness at scale within this audience is a key near-term commercial priority for Rhythm. As such, the Company has been designing a large-scale marketing campaign to reach those professionals who are appropriately placed to request the appropriate use of ColoSTAT® and is pleased to announce the commencement of the first major marketing campaign.

About the Campaign

The Ausdoc campaign delivers targeted email communications directly to Ausdoc's authenticated GP subscriber audience across Australia. Campaign materials written by Rhythm Biosciences, provide GPs with educational information regarding ColoSTAT® and the evidence base supporting ColoSTAT®'s use as a blood-based triage tool for patients presenting with symptoms consistent with colorectal cancer. The Company estimates there are approximately 800,000 colonoscopies annually in Australia and a meaningful proportion of these cases would be suitable for ColoSTAT® analysis. Furthermore, there is an additional population of individuals who currently are not engaging with the public or private health system that may engage if an alternative testing solution like ColoSTAT® was available. The campaign coverage is estimated to cover approximately 50% of the GP population on the Australian Eastern seaboard and would indirectly provide access to a significant portion of the total available testing population.

For personal use only

The primary call to action within each campaign communication is to drive GPs to refer patients for ColoSTAT® testing through their local pathology network. The campaign is designed to build awareness of ColoSTAT® among GPs in primary care settings and to support clinician confidence in requesting the test for appropriate patients — particularly those presenting with symptoms warranting investigation for colorectal cancer.

The Ausdoc campaign complements Rhythm’s existing strategic partnership with 4Cyte Pathology and the previously announced network of activated clinics and blood collection centres in major urban locations. Additional collection centres have recently been activated in additional areas including ACT, Noosa, Albury and Wodonga supporting greater access for those patients in regional locations. The campaign also supports the ColoSTAT Access Programme (CAP), which is focused on generation of real-world evidence, and the Company’s Medical Science Liaison (MSL) programme, which supports direct clinician engagement in targeted geographies. Together, these initiatives form a multi-channel approach to driving ColoSTAT® adoption across the Australian primary care market.

Campaign Outlook

Rhythm will monitor campaign performance against a range of commercial metrics, including open rates, click-through rates, downstream referral activity, and completed ColoSTAT® tests where measurable. The Company intends to provide further updates once sufficient campaign performance data has been assessed.

CEO Commentary

Rhythm Biosciences CEO & Managing Director, Dr David Atkins, said:

“Market feedback on the ColoSTAT product-market fit from 10 institutions is important support and gives us confidence to scale up our commercial activities like this Ausdoc campaign to raise awareness of the product in the relevant customer groups. We look forward to reporting on the progress of this campaign alongside our broader commercial activities as we continue to build momentum for ColoSTAT® across the Australian market.”

- ENDS -

This announcement was authorised by the Board of Directors of Rhythm Biosciences Limited.

For further information contact us via investors@rhythmbio.com

About Rhythm Biosciences

Rhythm Biosciences Ltd (ASX: RHY) is an Australian innovative, medical diagnostics company aimed at delivering simple, affordable blood tests for accurate and early detection of cancers. Rhythm is focused on improving patient outcomes through detection at the earliest possible stage, reducing the global burden of cancer, and saving lives. Rhythm Biosciences is committed to working with likeminded global partners to achieve commercialisation and distribution of these simple solutions. The company was founded in 2017 and is headquartered in Melbourne, Australia. For more information, visit rhythmbio.com and follow the company on LinkedIn and X.

About ColoSTAT®

Colorectal cancer (CRC), also referred to as bowel cancer, is the second leading cause of cancer deaths globally. If diagnosed early, colorectal cancer can be curable. The ColoSTAT® Test is Rhythm Bioscience's simple blood-based test for the detection of CRC. It measures five specific protein biomarkers that indicate the likelihood of CRC. It is intended for individuals with symptoms associated with Colorectal Cancer (CRC). The ColoSTAT® Test is based on research from Australia's CSIRO and is patent protected internationally. It has the potential to play a key role in reducing the mortality rate and healthcare costs associated with colorectal cancer.

About geneType™

geneType™ is a sophisticated genetic risk assessment testing platform that combines clinical, family history and genetic data to provide comprehensive risk assessments for various diseases. The platform leverages polygenic risk scores and clinical risk factors to generate personalized health insights, helping individuals and healthcare providers make more informed medical decisions. The technology allows for risk assessment across multiple conditions including breast cancer, cardiovascular disease, diabetes, colorectal cancer, prostate cancer, and melanoma. The tests are delivered through healthcare providers and genetic counsellors, ensuring appropriate clinical oversight and support for patients receiving their results. The platform's multi-disease assessment capabilities and clinical utility position it well to capture growing demand in the preventative healthcare and precision medicine markets. For more information, please visit www.genetype.com.

For personal use only