



ASX ANNOUNCEMENT

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Cynata Engages Leading US Investor Relations Firm

- PCG Advisory Group (PCG) to spearhead Cynata's U.S. investor relations
- Manage and implement multi-faceted investor outreach campaign and further social and digital media eminence
- Expand Cynata's prior positive exposure to U.S. stem cell and regenerative medicine key stakeholders

Melbourne, Australia & New York, NY: 12 February 2015: Stem cell and regenerative medicine company, Cynata Therapeutics Limited (ASX: CYP), announced today that it has engaged the advisory services of PCG Advisory (PCG) to drive the Company's investor awareness program in the US. Specifically, PCG will maximize the impact of Cynata's ongoing US capital markets and social/digital media program through direct outreach to targeted segments of the US investment community. PCG will also invigorate and expand Cynata's social and traditional media through a comprehensive integrated media strategy.

"Cynata received outstanding feedback from the US as a result of our investor and industry presentations during 2014," said Cynata CEO and Managing Director, Dr Ross Macdonald. "This, together with excellent progress in developing our Cymerus™ mesenchymal stem cell (MSC) manufacturing technology, has set the scene for a more vigorous and targeted strategic IR/PR campaign. One of the elements of the strategy is to present at the upcoming ASX Spotlight investor conference in New York City next month. We are confident that PCG will deliver great outcomes for the company and our shareholders," Dr Macdonald added.

Jeff Ramson, Founder and CEO of PCG stated, "We are excited to have the opportunity to work with Cynata. Cutting-edge science, with a strong management team and a sound business strategy presents a win-win strategy for all of Cynata's stakeholders. We have a strong industry reputation with global companies seeking to build their presence in the US and we look forward to bringing the Company's story to Wall Street and beyond."

About Cynata Therapeutics (ASX: CYP)

Cynata Therapeutics Limited (ASX: CYP) is an Australian stem cell and regenerative medicine company that is developing a therapeutic stem cell platform technology, Cymerus™, originating from the University of Wisconsin-Madison, a world leader in stem cell research. The proprietary Cymerus™ technology seeks to address a critical shortcoming in existing methods of production of mesenchymal stem cells (MSCs) for therapeutic use, which is the ability to achieve economic manufacture at commercial scale. Cymerus™ does so through the production of a particular type of MSC precursor, called a mesenchymoangioblast (MCA). The Cymerus™ MCA technology provides a consistent, reliable source of MSCs that is independent of donor limitations and provides a potential "off-the-shelf" stem cell platform for therapeutic product use, with a pharmaceutical business model and economies of scale. This has the potential to create a new standard in the emergent arena of stem cell therapeutics and provides both a unique differentiator and an important competitive position.



ABOUT PCG ADVISORY GROUP

Founded in 2008, PCG Advisory Group is dedicated to the delivery of top tier capital markets advisory services, strategic investor relations, tactical digital and social media communications and cutting edge media and public relations for public and privately held companies. The team at PCG has extensive experience with life sciences and healthcare, high technology, metals and mining, financial services and emerging growth companies from around the globe.

PCG's Capital Markets Advisory Services include overall investor relations' strategy development to increase and leverage investor awareness, visibility and credibility. PCG's Social and Digital Media services include leveraging social and professional digital media sites to effectively and accurately communicate client stories. As an aggregation, distribution, and engagement platform, PCG reaches thousands of individual, retail, institutional investors, bankers and analysts using proprietary techniques, search engine optimization, online marketing, website development and our proprietary and extensive distribution network. PCG's Media and Public Relations services are a strategic and integral component of all Corporate Communications. The media and public relations team works with print, broadcast, online news sites and bloggers to communicate the best client story at the right time. PCG also actively assists clients during the pre and post IPO process as well as through mergers, acquisitions, uplistings, and or a potential crisis. Communicating the client's story accurately and effectively is tantamount to maximizing exposure to its current and potential stakeholders.

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