

## **COMPANY ANNOUNCEMENT**

### **ADMEDUS STRENGTHENS MANAGEMENT TEAM**

**Brisbane, Australia 25<sup>th</sup> September 2016**

- **New appointments strengthen revenue generation focus**
- **First quarter revenue strongest in the history of the Company**
- **Renewed focus rewarded with on target growth**
- **Company continues cost cutting objectives and focuses on scalability**

Admedus Limited (ASX: AHZ) announced today that the restructure of its global operations is well advanced and it has achieved on target sales growth. The first quarter revenue result will be the strongest in the history of the Company. Moving forward this will be complemented by new appointments and further restructuring of the business to assist in the global roll out of the ADAPT® portfolio and generate scalable revenue growth.

"We have turned the ship and we are now heading in the right direction in terms of sales growth and reducing expenses. The new appointments strengthen our global marketing capabilities, which will benefit our ADAPT® technology portfolio," said Admedus Chairman and Interim CEO Mr Wayne Paterson.

Admedus has appointed Mr Michael Walker as Regional Vice President, Europe and Ms Eileen Petersen as Field Force Optimisation Manager. Both bring global experience to Admedus and will strengthen the Company's sales focus and capabilities.

Mr Walker will be responsible for all commercial activity in Europe. A dual Australian/Swiss national based in Zurich, Michael is an experienced and versatile global executive with strategic and operational marketing and sales experience across many diverse therapeutic areas. Michael has broad experience in sales and global product management at Roche, Novo Nordisk and CSL.

Ms Peterson has held senior roles in product and brand management within the healthcare sector with Baxter and Synovis in the US. As well as driving sales, Eileen has developed and delivered comprehensive clinical education programs across multi-media platforms and directly with industry leaders. Eileen will establish a foundation of excellence within our sales initiatives by ensuring our global sales team training and optimisation programs drive us to new levels of competitiveness.

Admedus has also made several new internal appointments, with Ms Su Lawton now Global Marketing Director from Sales and Marketing Manager Europe to focus on launching the Company's revised marketing campaign, targeting clearly defined

market segments. Su has worked across the cardiovascular medical device industry for the past 15 years with time at St Jude, Sorin, Vascutek and Edwards Life Sciences.

Mr Chris Olig has been appointed Business Development and Portfolio Planning Director, based in Minneapolis. Chris brings strong experience in optimising market opportunities through existing IP and prioritising new technology which will accelerate our revenue growth. Chris has over 25 years' experience in medical devices including working for Medtronic.

**Follow us:**

Twitter: @Admedus

Facebook: [www.facebook.com/pages/Admedus](http://www.facebook.com/pages/Admedus)

Website: [www.admedus.com](http://www.admedus.com)

Blog: [www.admedus.com/au/category/news/](http://www.admedus.com/au/category/news/)

**For more information, please contact:**

Dr Julian Chick | Chief Operating Officer | Admedus Limited

Tel: +61 (0)8 9266 0100

**Media Europe**

FTI Consulting

Simon Conway / Victoria Foster Mitchell

Tel: +44 (0) 20 3727 1000

[admedus@fticonsulting.com](mailto:admedus@fticonsulting.com)

**US Investor**

Rx Communications Group, LLC

Melody A. Carey

+1 917 322 2571

[mcarey@rxir.com](mailto:mcarey@rxir.com)

**About Admedus Limited**

Admedus (ASX: AHZ) is a specialist healthcare company. Our focus is on investing in and developing next generation technologies with world class partners, acquiring strategic assets to grow product and service offerings and expanding revenues from our existing, profitable medical sales and distribution business. The company has assets from research & development through clinical development as well as sales, marketing and distribution.

Admedus has commercialised its innovative tissue engineering technology for regenerative medicine in four continents. We also have a major interest in developing the next generation of vaccines with a Brisbane-based research group led by Professor Ian Frazer. The vaccine programmes target disease with significant global potential, such as Herpes and Human Papillomavirus.

Further information on the company can be found on [www.admedus.com](http://www.admedus.com)