

## Orthocell appoints first distributor in the EU

- **Bimar Ortho (“Bimar”)** appointed exclusive distributor in Italy of Orthocell’s innovative medical device CelGro<sup>®</sup>, for bone and soft tissue repair
- Bimar has **established relationships with leading dental and orthopaedic surgeons** with an experienced sales team in offices throughout Italy
- Exclusive distributor **focused on growing network of product users** through targeted promotion and marketing activities

**Perth, Australia; 30 April 2018:** Regenerative medicine company Orthocell Limited (ASX:OCC, “Orthocell” or the “Company”) is pleased to announce it has appointed Bimar as its exclusive distributor of CelGro<sup>®</sup> for bone and soft tissue repair across Italy.

*“This is a key appointment to drive product adoption in a very progressive and important market in the EU,”* said Managing Director of Orthocell, Paul Anderson. *“We are delighted to be working with one of Italy’s leading distributors which has established relationships with dental and orthopaedic surgeons and a successful track record driving market entry of high quality products,”* he added.

The distributor agreement follows recent appointments of globally recognised experts in oral medicine and maxillofacial surgery to Orthocell’s Medical and Scientific Advisory Board, Dr Massimo Simion and Dr Giuseppe Luongo.

Bimar will lead the distribution of Orthocell’s CelGro<sup>®</sup> for bone and soft tissue repair across Italy, undertaking targeted promotion activities, initiating sales, as well as expanding the network of product users. The exclusive distribution agreement has a term of five years.

With the ideal experts and distributor in place, Orthocell is now well positioned to gain market traction in Italy and establish the scaffold as the highest quality, best in class medical device for oral bone and soft tissue regeneration procedures.

Managing Director of Bimar, Roberto Martellini said: *“We are delighted to be working with Orthocell to drive adoption of CelGro<sup>®</sup> in the rapidly growing and significant market of bone and soft tissue repair. CelGro<sup>®</sup> is an exciting development, with clear advantages over available products, in an industry that has experienced little to no product innovation over the last 10 years.”*

### About Bimar Ortho

Founded in 1986, Bimar Ortho (“Bimar”) has developed a world class reputation of proven expertise in the promotion and distribution of innovative solutions for bone and soft tissue repair. In Italy, Bimar has a strong sales network, made up of distributors and agents supported by product managers



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to deliver high quality products across Italy. Bimar adopts a collaborative approach to growing product adoption by facilitating regular training courses for its staff, distributors and surgeons with the aim to promote the exchange of ideas related to the ongoing development of technology and advancement of surgical techniques. Bimar continues to work with centers of excellence where workshops and study visits can be arranged for national and international visitors. Bimar work with the largest state hospitals and the private sector and is a leading distributor of bone and soft tissue repair products.

For more information, please contact:

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## About Orthocell Limited

Orthocell is a regenerative medicine company focused on regenerating mobility for patients by developing products for the repair of a variety of soft tissue injuries. Orthocell's portfolio of products include TGA-licensed cell therapies Autologous Tenocyte Implantation (Ortho-ATI®) and Autologous Chondrocyte Implantation (Ortho-ACI®), which aim to regenerate damaged tendon and cartilage tissue. The Company's other major product is CelGro®, a collagen medical device which facilitates tissue repair and healing in a variety of orthopaedic, reconstructive and surgical applications. Orthocell recently received European regulatory approval (CE Mark) for CelGro®. The collagen medical device can now be marketed and sold within the European Union for a range of dental bone and soft tissue regeneration procedures and is being readied for first approval in the US.

For more information on Orthocell, please visit [www.orthocell.com.au](http://www.orthocell.com.au) or follow us on Twitter [@OrthocellLtd](https://twitter.com/OrthocellLtd) and LinkedIn [www.linkedin.com/company/orthocell-ltd](http://www.linkedin.com/company/orthocell-ltd)



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