



## EOS Imaging Strengthens European and U.S. Sales Team

**Paris, 27 August 2012** - EOS imaging (NYSE Euronext, FR0011191766 – EOSI), the pioneer in 2D/3D orthopedic medical imaging, today announces a strengthening of its sales teams in Europe and the United States with the recruitment of a VP of Sales Europe, and two new Regional Sales Managers in the United States.

Marie Meynadier, CEO of EOS imaging, says: "As we announced we would do at the time of our IPO in February, we have recruited key staff in Europe and the United States in order to increase our sales presence. These high-profile recruits with complementary expertise and excellent field knowledge will enable us to accelerate our sales momentum."

### ▪ Eric Maulavé appointed VP Sales Europe

Eric Maulavé becomes VP Sales Europe for EOS imaging.

He notably spent the last five years within the Philips Group's Healthcare division, where he was successively in charge of sales and marketing for the X-ray unit in the EMEA, LATAM and APAC regions and Home Healthcare solutions for emerging markets. He holds a MBA from the University of Hartford, Connecticut (USA).

Eric Maulavé will provide EOS imaging with substantial experience in international markets and high-tech medical technologies.

### ▪ Recruitment of two new regional Sales Managers in the United States

EOS imaging has also expanded its sales team in the United States with the arrival of two new Regional Sales Managers, both of whom have over 20 years of experience in medical equipment sales.

EOS imaging is henceforth dividing its U.S. Sales Division into three zones (East, Centre & West) under the responsibility of Hervé Legrand, VP Marketing & Sales North America. This organization will allow the Company to strengthen its presence amongst its sales agents and prospective clients in order to pursue growth in this high-potential market.

For further information about the Company or EOS®, the first full body, low dose 3D imaging system, please visit [www.eos-imaging.com](http://www.eos-imaging.com).

### About EOS imaging:

The EOS imaging group designs, develops and markets EOS®, a revolutionary and patented medical imaging system, based on technology that enabled George Charpak to win the Nobel Prize for Physics. The Group has obtained authorization to market the system in 30 countries, including the United States (FDA), Canada, Australia and the European Union (EC). Thanks to an installed base of 47 sites and more than 150,000 imaging sessions, EOS® benefits from worldwide recognition and established credibility within the medical community. The Group currently employs 59 people, including an R&D team of 21 engineers and recorded consolidated revenue of €6.94 million in 2011. The Group's head office is based in Paris, with a subsidiary in the United States at Cambridge, Massachusetts, in Montreal (Canada) and in Germany.

EOS imaging is listed on Compartment C of the NYSE Euronext Paris  
ISIN: FR0011191766 – Ticker: EOSI



Next press release: results for the first half of 2012, on 30 August 2012 (after market).



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