

Safe Orthopaedics expands into Germany and appoints Jochen Esser as Head of Sales Germany

Eragny-sur-Oise, France, March 6, 2017, 6pm (CET) – SAFE ORTHOPAEDICS (FR0012452746 – SAFOR), a company offering an innovative range of sterile implants combined with their single-use instruments for spinal surgery, is today announcing that it is expanding into Germany and has appointed Jochen Esser as Head of Sales Germany.

Jochen has over 25 years' sales development and sales force leadership experience in the spinal surgery sector, both in Germany and in international markets. Before joining Safe Orthopaedics, Jochen held various sales positions with Zimmer, and DePuy Synthes, the Johnson & Johnson group subsidiary specialized in medical devices, where he was awarded for his sales performance on several occasions. In 2010, he joined K2M, a leader in minimally invasive techniques for back surgery, as head of the Germany, Austria and Switzerland region where he built a team of seven sales representatives and more than tripled the sales base. Since 2015, Jochen has been head of sales Germany at Joimax, a specialist in endoscopic solutions for minimally invasive back surgeries. In this role, he also built up the company's sales in Austria and Switzerland.

"We are delighted to welcome Jochen to Safe Orthopaedics. His knowledge of the German market and many years of experience in the spinal surgery sector will be invaluable to our development in Germany where we intend to replicate the success we have had in France with direct sales of our products", said Pierre Dumouchel, Chief Executive Officer of Safe Orthopaedics. "2017 is shaping up to be a strategically important year for the Group, with the progressive strengthening of our sales force in regions experiencing the most rapid growth. Following on from the appointment of Dr. Franke, a highly renowned German surgeon, to our Scientific Advisory Board, the addition of Jochen as our Head of Sales represents another step forward establishing us in this very important market."

The German market, Europe's largest, is also growing most rapidly. Sales of spinal implants totaled €443 million in 2015, and a CAGR in sales of 4.7% has been forecast for the period to 2024. By comparison, sales in the French market totaled €64.7 million in the same year. Germany is also a very large market for traumatology, a segment estimated to be worth €50 million. It has around 600 centers specialized in trauma surgery, compared with around a hundred in France.

Jochen Esser, Safe Orthopaedics' Head of Sales Germany, added: *"I'm very excited to be joining Safe Orthopaedics' team and to be contributing to its development, following on from its solid performance in 2016. With its steadily growing international footprint and its unrelenting commitment to innovation, Safe Orthopaedics is a breakthrough force in back surgery. Its single-use technology is particularly well-suited for minimally-invasive techniques and for trauma surgeries. With this in mind, I will initially focus on traumatology to establish our sales base in Germany in this key segment before building a larger sales team and catering to the degenerative condition segment."*

Next financial release

Full-year 2016 results on April 28, 2017 (after the market close)

About Safe Orthopaedics

Founded in 2010, Safe Orthopaedics is a French medical technology company that aims to make spinal surgeries safer by using sterile implants and associated single-use instruments. Through this approach, these products eliminate all risk of contamination, reduce infection risks and facilitate a minimally-invasive approach for trauma and degenerative pathologies—benefiting patients. Protected by 17 patent families, the SteriSpine™ kits are CE-marked and FDA approved. The company is based at Eragny-sur-Oise (Val d’Oise department), and has 30 employees.

For more information, visit: www.SafeOrtho.com

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