

## Pascale Davis, an internationally renowned expert on the spine market, joins Safe Orthopaedics as Global Head of Marketing

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Eragny-sur-Oise, France, April 24, 2017, 06:30 pm CEST – 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 the appointment of Pascale Davis, an internationally renowned expert on the spine market, as Global Head of Marketing.

Pascale is a seasoned veteran with over 18 years' experience in marketing and scientific affairs. She worked for industry leaders including Zimmer Biomet, Synthes and SpineArt, where she acquired both marketing and scientific knowledge in Europe and in the United States.

Before joining Safe Orthopaedics, Pascale was Marketing Director for Europe, Middle East and Africa (EMEA) at Zimmer Biomet Spine, since 2012 where initially her role was EMEA Scientific Affairs Director. Previously, she held various positions of responsibility at Synthes Spine and SpineArt in Switzerland and then in the United States. Concurrently, Pascale was also Director of Education and Marketing for the International Society for Advancement of Spinal Surgery (ISASS) from 2001 until 2006.

*"It gives us great pleasure to welcome Pascale to Safe Orthopaedics. Her arrival illustrates the Company's ability to attract well-known international talents and the growing interest in its technology, as was recently demonstrated by AP-HP's decision to list our products", commented Pierre Dumouchel, Co-Founder and Chief Executive Officer of Safe Orthopaedics. "Pascale's arrival will provide a significant boost to our marketing capabilities and training programs that we provide to surgeons to foster the take-up of our products and to give them more information about the benefits of Safe Orthopaedics' sterile single-use products for both minimally-invasive and trauma surgery."*

**Pascale Davis, Safe Orthopaedics' Head of Global Marketing, added:** *"I'm delighted to be joining Safe Orthopaedics. Their innovative technology is highly acclaimed and respected and gaining more and more traction in France and internationally. I will be applying my market knowledge together with the experience I gained in the scientific community to accelerate adoption of our products by surgeons and centers of excellence for spinal surgery — in France, Germany and also in other European and emerging markets."*

**Next report:** Full-year 2016 results on Friday, April 28, 2017

### 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](http://www.SafeOrtho.com)

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