



Ambu Restructuring

Since the acquisition of King Systems February 15, 2013, Ambu as planned, carried out a rapid integration of the sales organizations in Ambu USA Inc. and King Systems. Today, a major restructuring of the combined business was conducted. Two focused sales forces have been established. 50 sales representatives in Anaesthesia and 30 sales representatives in Cardiology, Neurology and Emergency.

"With the change of the organization, Ambu will be one of the most focused suppliers of single use products to hospitals and rescue services in the U.S. with approx. 80 direct sales people servicing our more than 6000 customers in the U.S. market," says Lars Marcher, President & CEO of Ambu. As a consequence of the restructuring, Ambu has given notice to approx. 30 employees in Ambu and King Systems.

At the same time Ambu has made changes to top management at Ambu and appointed Steven Block as new President, Ambu North America with immediate effect. Steven Block replaces Frank Homa who has been President of Ambu North America for more than 20 years. Steven Block brings Ambu, leadership skills, strong knowledge of the U.S. market and customer relationships from his most recent position as CEO of LMA North America.

"Steven Block will help to execute on our ambitious future plans in the U.S. market for single use products to hospitals and rescue services," says Lars Marcher.

"Ambu is a professional and ambitious supplier in the U.S. I have always recognized Ambu as a serious and strongly strategic company that has invested significantly to provide innovative solutions to hospitals, along with establishing a respected and unique direct sales force. I look forward to being a part of an established and determined company with a very strong road map for the future," says Steven Block.

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About Ambu

Since 1937, breakthrough ideas have driven our work to bring efficient healthcare solutions to life within our fields of excellence: Anaesthesia, Patient Monitoring & Diagnostics and Emergency Care. Millions of patients and healthcare professionals worldwide depend and rely on the functionality and performance of our products. We are dedicated to improving patient safety and determined to advance single-use devices. The manifestations of our efforts range from early inventions like the Ambu bag and the legendary Blue Sensor® electrodes to our latest landmark solutions such as the aScope™ – the world's first single-use videoscope. Our commitment to bringing new ideas and superior service to our customers has made Ambu one of the most recognised medical companies in the world. Our head office is situated in Ballerup near Copenhagen. Ambu has more than 2,200 employees in Europe, North America, Asia and the Pacific region. You can find more information about Ambu on our website: www.ambu.com.