

Orthocell reports first product use and sales of CelGro® in Ireland

- **First product use and sales** of CelGro® in Ireland for dental bone and soft tissue repair
- Orthocell has now achieved first sales and product use in four European regions (UK, Poland, Italy and Ireland), **demonstrating the strong demand for a superior product**
- Significant progress made in CelGro® commercialisation plans and **continuing discussions with potential product distribution partners in key EU markets**

Perth, Australia; 26th July 2018: Regenerative medicine company Orthocell Limited (ASX:OCC, “Orthocell”, or the “Company”) is pleased to announce the first product use and sales of CelGro® in Ireland for dental bone and soft tissue repair.

Orthocell Managing Director Paul Anderson said: “We are delighted by the high level of interest and rapid uptake CelGro® is receiving throughout Europe. Achieving first product use and sales in four key European regions demonstrates that Orthocell is successfully executing its market entry strategy. Orthocell is at the forefront of a significant and rapidly growing market demanding a product with better handling characteristics that produces better bone quality.”

First product use and sales in Ireland follows the appointment of Carrera Medical (“Carrera”) as exclusive distributor in the UK on 10 July 2018. Carrera is a leader in the marketing and distribution of innovative medical devices, with established relationships with dental and surgeons and some of Europe’s largest member based dental care organisations. Carrera, part of the GSH Dental Laboratory group of companies, has a successful track record driving market entry of high quality products with an experienced team of dedicated sales personnel and subcontractors to promote and distribute innovative medical devices.

Product uptake across Europe is also driven by key members of Orthocell’s Medical Scientific Advisory Board (MSAB), Dr. Massimo Simion and Dr Giuseppe Luongo, who are widely published and respected experts in maxillofacial surgery, as well as through Orthocell’s European Manager, Kevin Edwards.

Orthocell has a clear commercialisation strategy in place to drive product adoption and sales of CelGro® in the EU. With the key opinion leaders and distributors in place, Orthocell is well positioned to gain traction in key European markets and establish CelGro as the highest quality, best in class medical device for oral bone and soft tissue regeneration procedures.



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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 or follow us on Twitter [@OrthocellLtd](https://twitter.com/OrthocellLtd) and LinkedIn www.linkedin.com/company/orthocell-ltd

