



## ASX ANNOUNCEMENT

28 January 2020

### HEALTHIA EXPANDS TO NORTH AMERICA WITH LAUNCH OF IORTHOTICS USA LABORATORY

Healthia Limited (ASX: HLA) (Healthia or the Company) is pleased to announce the expansion of iOrthotics to North America with the launch of a 3D printed orthotics manufacturing laboratory in New York.

Located in Astoria, New York, the facility has been secured on a 5-year lease agreement and operational immediately with one HP Fusion Jet 3D printer which has the capacity to manufacture up to 30,000 pairs of orthotics annually. Once printed from the new facility, orthotics will then be supplied directly to other orthotic manufacturing laboratories in North America, prior to reaching end patients.

The facility will be operated by iOrthotics USA LLC, which Healthia owns a 58% stake in, with the remaining 42% being owned by Hersco Orthotics Labs of Long Island City New York.

Potential annualised revenue from one printer, operating at full capacity, is circa USD \$1,000,000, with capacity to install a further 2 printers at the New York facility.

“Since being established in 2009, iOrthotics has grown to become Australia’s leading manufacturer of 3D printed orthotic devices so this new facility in New York gives us an opportunity to bring our innovation to one of the world’s largest healthcare markets,” said CEO Wesley Coote.

“Our Chief Technology Officer, Dean Hartley, has done a terrific job setting up the new facility and we look forward to replicating iOrthotics industry-leading technology on a much larger scale.”

iOrthotics Australia, a wholly owned subsidiary of Healthia, will receive an intellectual property licence fee for each orthotic printed by iOrthotics USA.

In 2017, it was estimated that the foot orthotics insoles market in the United States was valued at USD \$1.289bn annually\*, or approximately 40% of the global foot orthotic insole market of USD\$3.176bn\*.

Orthotics have traditionally been custom made by hand but using computer aided design (CAD), they can be produced at greater scale with 3D printing. Using this technology, iOrthotics is focused on reducing the environmental impact of plastic and rubber-based materials traditionally used in the manufacturing process. iOrthotics 3D printed orthotics reduce manufacturing waste by >95% (2kg per pair) compared to milled polypropylene orthotic devices.

Healthia’s capital expenses attributed to setting up the new facility have been funded from existing cash reserves.

### CONTACT

Investors are encouraged to keep up to date with Healthia news and research by subscribing at:  
<https://www.healthia.com.au/subscribe>

If you have any further questions, please contact:

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\*Source: <https://www.transparencymarketresearch.com/pressrelease/foot-orthotic-insoles-market.htm>



Figure 1: Chief Technology Officer Dean Hartley and Lab Manager Brad Lester at the new iOrthotics USA manufacturing facility in Astoria, New York

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### **About Healthia**

Healthia Limited is an integrated group of health-based companies whose mission is to enrich the lives of people through world-class health services. The group operates an integrated portfolio of allied health businesses which include My FootDr, Allsports Physiotherapy, Extend Rehabilitation, iOrthotics and D.B.S. Medical Supplies.

**My FootDr** is Australia's leading podiatry group with 80 podiatry clinics, with clinics equipped with innovative equipment and highly qualified podiatrists which provide world-class podiatry services that include biomechanical assessment, laser fungal nail treatment, diabetic screening, sports injury management and general foot care.

**Allsports Physiotherapy and Sports Medicine** has 40 clinics in Queensland, New South Wales and Victoria and has been providing high standards of physiotherapy since 1992, offering a range of services at each clinic, including podiatry, Pilates, massage therapy, occupational therapy and nutrition advice.

**Specialist Hand Therapy** is dedicated to caring for the hand and upper arm, including injuries to the hand, wrist, elbow and shoulder and neck. Services also include general musculoskeletal physiotherapy. Healthia has 9 clinics throughout Brisbane, with 3 of those clinics co-located inside an Allsports Physiotherapy and Sports Medicine clinics, and 4 clinics throughout Sydney.

**iOrthotics** is a world-leader in 3D printing, delivering custom-made foam rubber and 3D-printed orthotic devices to more than 100 podiatry clinics throughout Australia from its Queensland facility, and in January 2020 opened a manufacturing facility in New York.

**D.B.S. Medical Supplies** is a podiatry supplies business based in Byron Bay, New South Wales which provides a wide range of podiatry equipment and foot care products to allied health professionals throughout Australia, New Zealand, the South Pacific, Singapore and Hong Kong.