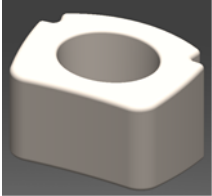


ASX Media Release



## **Allegra Announces new Head of Technology and Innovation**

SYDNEY 19<sup>th</sup> April 2021– Allegra Orthopaedics Limited (Allegra) (ASX: AMT) is pleased to announce it has engaged Robert Bell to lead the Technology and Innovation Division.

Based in the USA, Robert’s primary responsibility will be overall management of Allegra’s flagship innovation project, the Sr–HT–Gahnite Spinal Cage Device (Spinal Cage). Robert’s responsibilities will extend to coordinating activities relating not only to the Spinal Cage project, but all future innovation ventures undertaken by Allegra. Robert will play a pivotal role as Allegra moves closer to obtaining FDA 510k clearance as it plans is to enter the North American spinal implant market, which accounts for a 40% revenue share of the global market, approximately \$7.4 billion USD.

Prior to Allegra, Robert outperformed in leadership positions across both public blue chip and private SME organisations within Orthopaedics. He spent the past 6 years as Head of Global Market Development and most recently VP Marketing & Strategy at the German based Waldemar LINK GmbH & Co (‘LINK’), and their US subsidiary LinkBio Corp. In addition to successfully growing Link’s Global business, Robert was instrumental in establishing the partnership between Allegra and Link, enabling Allegra to exclusively distribute Link’s complete range of complex revision and oncology implants throughout Australia and New Zealand. Robert brings extensive experience to the role with a strong background in commercialization of medical devices.

Jenny Swain, CEO of Allegra commented that *“I am very pleased to be making this announcement as we take this project to a fully regulated and commercialized product for release to the World. Robert Bell’s medical device experience will be a great advantage to Allegra. He is a dynamic leader with a consistent track record of bringing products to market and establishing double digit growth sales channels.”*

Authorised by Jenny Swan CEO

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## **ABOUT ALLEGRA ORTHOPAEDICS:**

We aim to help bring the freedom and happiness of pain-free movement to people's lives. We achieve this through providing the best possible solutions for patients, from world-wide industry leading orthopaedic products through to Australian innovations. Allegra's principal product, the Active Total Knee, has significantly improved the quality of life for many people and remains a focused product line. Allegra is also the exclusive distributors of Waldemar Link GmbH & Co. KG products in Australia. Link consists of a range of complex lower limb, hip and knee replacements, including oncology solutions. The Link products add to Allegra's well-developed range of products for distribution from international suppliers covering all specialties from foot and ankle to upper limb. The company is pleased to continue to build upon its extensive portfolio of patents. It has strong research relationships with universities, companies and surgeon inventors.

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