



19 August 2020

ASX ANNOUNCEMENT

Head of Europe Appointed

Medical Developments International (ASX: MVP) is pleased to announce the appointment of Mr Stefaan Schatteman as Head of its European business effective immediately. Stefaan will lead the Company's direct push into the 27 member states in the EU and Switzerland.

Stefaan is a 15-year veteran of the Mundipharma network in Europe, having established its operations in Belgium before moving to France as General Manager and member of the EU management team. Through those roles he knows Pentrox® and the Pentrox® market entry plans.

Stefaan said "I am both delighted and excited at being able to join MVP to work on the Pentrox® business having been involved in the market planning phase for Europe and been responsible for launching it in France. Seeing this work with the Green Whistle come to life and creating the same iconic status in Europe that it enjoys in Australia with the Australian owner is an exciting challenge."

Prior to this role, Stefaan had senior management roles at Merck Sharp & Dohme, Pfizer and Johnson & Johnson. Most recently he has been consulting to CSL Behring as head of business development in the Benelux countries.

As part of the transition arrangements, Mundipharma has agreed to give MVP access to the experience and expertise of key European staff who worked on the Pentrox business. Stefaan will build a team around him using these resources and supplement it in some countries.

The Acting CEO of MVP, Max Johnston, said that "Mundipharma has built a beachhead for our product in France, the Nordic countries and Switzerland and have recently launched in Italy. MVP's strategy is to immediately secure and develop those markets to replicate our Australian penetration rates whilst accelerating our entry into new approved markets in the EU."

The Chairman of MVP, David Williams said "Mundipharma has done an excellent job for us in premarket preparation. However, with access to Mundipharma's European in-market experience and with a 6-month handover, we plan to drive our business without some of the usual performance risks of a start-up. The challenge for us and for Stefaan is to capitalise on this foundation and quickly put the Green Whistle into the hands of as many EU patients and healthcare professionals as we have in Australia."



Mr. Johnston went on to say, “There is a company making opportunity for MVP in translating the \$8m turnover in Australia to the 25 million population, to the combined EU and Switzerland population. We currently have 568 customers buying Pentrox® in Europe, 386 of which are in France. The Company believes that number will grow strongly under Stefaan’s leadership and our own direct and focussed team.”

Authorised for release by MVP Company Secretary, Mark Edwards.

Further information:

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About Pentrox®

Penthrox is a fast onset, non-opioid analgesic indicated for pain relief by self-administration in patients with trauma and those requiring analgesia for surgical procedures. Pentrox is now approved for sale in more than 40 countries and has been used safely and effectively for more than 40 years in Australia with more than 7 million units sold. There is growing interest in Pentrox being used in patients undergoing investigatory procedures, as well as operational procedures such as colonoscopy.

About Medical Developments International Ltd

MVP is an Australian company delivering emergency medical solutions dedicated to improving patient outcomes. MVP is a leader in emergency pain relief and respiratory products. The Company manufactures Pentrox®, a fast-acting trauma and emergency pain relief product. It is used in Australian Hospitals including Emergency Departments, Australian Ambulance Services, the Australian Defence Forces, Sports Medicine and for analgesia during short surgical procedures such as Dental and Cosmetic surgery as well as in other medical applications. MVP is expanding internationally and also manufactures a range of world-leading Asthma respiratory devices.