



20 January 2021

## ASX Announcement

# PolyNovo enters Turkey

PolyNovo is excited to announce the Company's entry into Turkey with the appointment of Incomed Saglik Hiz and its medical sales channel LotuS<sup>®</sup>, as our distributor. This expansion in the Europe-Middle East-Africa (EMEA) region is a significant step in bringing NovoSorb BTM to a significant number of surgeons and patients in the region.

LotuS<sup>®</sup> has an established product portfolio and sales relationships within wound and burn treatment. They have over 10 years' experience launching innovative devices through their extensive customer base. LotuS<sup>®</sup> are also the distributors of Suprathel and they are familiar with the benefits of synthetic products in the treatment of complex surgical wounds. NovoSorb<sup>®</sup> BTM will complete their plastic and reconstructive surgery offering.

LotuS began operations in 2006 supplying medical devices to the Turkish market. The company concentrates on wound and burn treatments and has a number of complimentary products designed for use in burn surgery, general surgery and plastic surgery. They have a large salesforce comprised of direct sales, dealers and sub-dealers covering the whole of the Turkish region. LotuS have strong relationships with KOL's and are present in the key burn centres throughout the country and are therefore well positioned to successfully promote NovoSorb BTM. <https://www.lotusmdc.com/>

Turkey has seen significant economic growth over the past 10 years, and they are building a modern medical industry. Turkey has a population of 82 million people and a GDP of \$761B (USD) in 2019. PolyNovo sees good medium-term opportunities in Turkey.

Managing Director of PolyNovo, Paul Brennan said, *"We are excited by our partnership with LotuS mcd and our entry into Turkey. The country is an important geographical and commercial link in our European, Mediterranean and Middle East strategy. We will now be able to service surgeons who work across EMEA and expand the inter-surgeon referral of the benefits of NovoSorb<sup>®</sup> BTM".*

This announcement has been authorised by PolyNovo Company Secretary Jan-Marcel Gielen.

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### About NovoSorb®

NovoSorb® is a novel range of bio-resorbable polymers that can be produced in many formats including, film, fibre, foam, and coatings. NovoSorb's unique properties provide excellent biocompatibility, control over physical properties, and programmable bio-resorption profile. NovoSorb® BTM is a dermal scaffold for the regeneration of the dermis when lost through extensive surgery or burn.