

EBR appoints Erik Strandberg as Chief Commercial Officer

Sunnyvale, California; 18 April 2024: EBR Systems, Inc. (ASX: “EBR”, “EBR Systems”, or the “Company”), developer of the world’s only wireless cardiac pacing device for heart failure, is pleased to announce the appointment of Mr Erik Strandberg as Chief Commercial Officer (“CCO”) of the Company, effective as of 29 April 2024. Mr Strandberg will lead the Company’s US commercialisation strategy and will immediately focus on preparing the Company for product launch and commercialisation in early 2025.

Mr Strandberg has over two decades of medical device industry sales experience and has developed relationships across a broad spectrum of physicians, C-suite hospital executives and medical professionals. He has demonstrated exceptional strategic sales planning, contract negotiation, operational oversight, and leadership expertise.

Prior to joining EBR, Mr Strandberg was the Senior Vice President of the Hybrid Therapies Division at AtriCure (NASDAQ:ATRC), where he led the promotion and sales initiatives for a prestigious product portfolio targeting the treatment of Atrial Fibrillation and related conditions. Before that, Mr Strandberg was at Boston Scientific (NYSE:BSX) where he helped execute the commercial launch strategy of the Watchman Left Atrial Appendage Closure device. He previously held leadership roles at St Jude Medical and Guidant Corporation.

Mr Strandberg holds a Bachelor of Science in Finance from Florida State University and has completed Executive Education Programs at the University of Texas McCombs School of Business and the Wharton School of Business at the University of Pennsylvania. Mr Strandberg is also a Certified Healthcare Financial Professional and has specialised knowledge in Cardiac Pacing & Implantable Cardioverter Defibrillators from the Arrhythmia Technologies Institute.

John McCutcheon, EBR Systems’ President & Chief Executive Officer said:

“We’re excited to have someone of Erik’s vast experience and calibre leading EBR’s commercial strategies as we approach final regulatory approval and seek to commercialise in early 2025. Erik’s track record in successfully driving growth within the medical device sales industry is welcomed and his strategic insight to lead high-performing teams makes him perfectly suited to take on this role.”

Erik Strandberg, EBR Systems’ Chief Commercial Officer said:

“I am thrilled to be joining the EBR team and leading what is a significant unmet market opportunity. With the innovative WiSE product and the committed team we have, I look forward to leveraging my commercial experience and relationships in the industry to drive new opportunities and deliver growth to shareholders.”

This announcement has been authorised for release by General Disclosure Committee, a Committee of the Board.

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About EBR Systems (ASX: EBR)

Silicon Valley-based EBR Systems (ASX: EBR) is dedicated to superior treatment of cardiac rhythm disease by providing more physiologically effective stimulation through wireless cardiac pacing. The patented proprietary Wireless Stimulation Endocardially (WiSE) technology was developed to eliminate the need for cardiac pacing leads, historically the major source of complications, effectiveness, and reliability issues in cardiac rhythm disease management. The initial product is designed to eliminate the need for coronary sinus leads to stimulate the left ventricle in heart failure patients requiring Cardiac Resynchronisation Therapy (CRT). Future products potentially address wireless endocardial stimulation for bradycardia and other non-cardiac indications.

EBR Systems' WiSE Technology

EBR Systems' WiSE technology is the world's only wireless, endocardial (inside the heart) pacing system in clinical use for stimulating the heart's left ventricle. This has long been a goal of cardiac pacing companies since internal stimulation of the left ventricle is thought to be a potentially superior, more anatomically correct pacing location. WiSE technology enables cardiac pacing of the left ventricle with a novel cardiac implant that is roughly the size of a large grain of rice. The need for a pacing wire on the outside of the heart's left ventricle – and the attendant problems – are potentially eliminated. WiSE is an investigational device and is not currently available for sale in the US.

Forward-Looking Statements

This announcement contains or may contain forward-looking statements that are based on management's beliefs, assumptions, and expectations and on information currently available to management. Forward-looking statements involve known and unknown risks, uncertainties, contingencies, and other factors, many of which are beyond the Company's control, subject to change without notice and may involve significant elements of subjective judgment and assumptions as to future events which may or may not be correct.

All statements that address operating performance, events or developments that we expect or anticipate will occur in the future are forward-looking statements, including without limitation our expectations with respect to our ability to commercialize our products including our estimates of potential revenues, costs, profitability and financial performance; our ability to develop and commercialize new products including our ability to obtain reimbursement for our products; our expectations with respect to our clinical trials, including enrolment in or completion of our clinical trials and our associated regulatory submissions and approvals; our expectations with respect to the integrity or capabilities of our intellectual property position.

Management believes that these forward-looking statements are reasonable as and when made. You should not place undue reliance on forward-looking statements because they speak only as of the date when made. EBR does not assume any obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. EBR may not actually achieve the plans, projections or expectations disclosed in forward-looking statements, and actual results, developments or events could differ materially from those disclosed in the forward-looking statements.

Foreign Ownership Restriction

EBR's CHES Depositary Interests (CDIs) are issued in reliance on the exemption from registration contained in Regulation S of the US Securities Act of 1933 (Securities Act) for offers or sales which are made outside the US. Accordingly, the CDIs have not been, and will not be, registered under the Securities Act or the laws of any state or other jurisdiction in the US. The holders of EBR's CDIs are unable to sell the CDIs into the US or to a US person unless the re-sale of the CDIs is registered under the Securities Act or an exemption is available. Hedging transactions with regard to the CDIs may only be conducted in accordance with the Securities Act.