

Orthocell appoints exclusive distributor in Australia

- **Samson Medical Technologies appointed as exclusive distributor in Australia** of Orthocell's Striate+™ (CelGro® Dental) product for bone and soft tissue repair
- **Samson Medical Technologies has established relationships with leading dental surgeons and an experienced sales team** throughout Australia
- Exclusive distributor **focused on growing network of product users** through targeted promotion and education activities
- **Striate+™ is well positioned to gain traction in Australia with Samson Medical Technologies as Orthocell expands into the US**, the largest healthcare market.

Perth, Australia; 13 July 2021: Regenerative medicine company Orthocell Limited (ASX:OCC, "Orthocell", or the "Company") is pleased to announce it has appointed Samson Medical Technologies ("SMT") as its exclusive distributor of Striate+™ (CelGro® Dental) for bone and soft tissue repair across the Australia.

Orthocell Managing Director, Paul Anderson, said: "SMT is a leading distributor of innovative medical devices with an experienced team to assist in managing the market entry, promotion and distribution of Striate+™. SMT is the ideal partner in our local market with established relationships with oral surgeons and a successful track record driving market entry of high quality products."

The distributor agreement follows inclusion of Striate+™ on the Australian Prostheses List. Inclusion on the Prostheses List enables dental practitioners to receive reimbursement from private insurers for use of Striate+™ in approved dental bone and soft tissue repair procedures, reducing costs to the patient.

SMT will distribute Striate+™ for use in bone and soft tissue repair across Australia undertaking targeted promotion activities, initiating sales, as well as expanding the network of referring periodontists and oral and maxillofacial surgeons. The exclusive distribution agreement has a term of five years and enables Orthocell access to this strategic market, with a growing uptake of Australian made high quality products.

Founder and CEO at Samson Medical Technologies, Andrew Nutman, said: "I am extremely excited to be working with Orthocell to distribute their Australian made range of dental and maxillofacial collagen membranes in Australia. At Samson Medical Technologies we believe in investing in technologies that will not only grow our business but will also add value to our customers and benefit the patients they treat on a daily basis. We look forward to working with the team at Orthocell to make Striate+™ (CelGro® Dental) the product of choice amongst the oral surgical and dental implant industry."

With a panel of experts and now a distributor in place, Orthocell is well positioned to gain market traction in Australia, as it works to expand into the US, the largest healthcare market and establish Striate+™ as the highest quality collagen membrane for oral bone and soft tissue regeneration procedures.

About Samson Medical Technologies

Samson Medical Technologies (SMT) is headquartered in Sydney, Australia and provides innovative, clinically-proven medical and cosmetic technologies to the Australian and New Zealand markets. SMT's leadership team has years of experience across the medical and cosmetic device industries, ensuring that the technologies they



invest in, add value and long-term growth for customers' practices and businesses. SMT have established relationships with leading plastic, reconstructive, oral and maxillofacial surgeons in Australia and have an experienced team of dedicated sales professionals supporting these customers whilst growing market uptake. SMT adopts a collaborative approach to growing product adoption by investing in education and training for surgeons aimed at promoting the exchange of ideas related to the ongoing development of technology and advancement of surgical techniques. SMT operates in both the hospital, private and university sectors with the aim of providing the only Australian made collagen membrane to Australian doctors and specialists. SMT - At the forefront of medical innovation.

About Striate+™ (CelGro® Dental)

Striate+™ (currently branded as CelGro® Dental. Name change with the Therapeutic Goods Administration in progress) is manufactured by Orthocell at its quality-controlled Good Manufacturing Practices (GMP) licensed facility in WA, using the Company's proprietary SMRT™ manufacturing technology, developed in conjunction with Professor Minghao Zheng and the University of Western Australia.

Striate+™ is a premium dental membrane with market uptake driven by the surgeon's preference for high quality, easy to use devices facilitating better patient outcomes. Clinical studies have shown using Striate+™ supported transition from two-stage to single-stage dental procedures, reducing the procedure time by several months. This is of significant interest to patients and clinicians due to potential improvements in efficiency and efficacy of dental procedures. See Dr Richard Vickers use CelGro Dental in a sinus lift procedure [here](#).

Release authorised by Paul Anderson, Managing Director, Orthocell Ltd.

For more information, please contact:

General & Investor enquiries

Paul Anderson

Orthocell Limited

Managing Director

P: +61 8 9360 2888

E: paul.anderson@orthocell.com.au

Media enquiries

Haley Chartres

HACK Director

P: +61 423 139 163

E: haley@hck.digital

About Orthocell Limited

Orthocell is a regenerative medicine company focused on regenerating mobility for patients by developing products for the repair of a variety of soft tissue injuries. Orthocell's portfolio of products include CelGro®, a collagen medical device which facilitates tissue repair and healing in a variety of dental, nerve and orthopaedic, reconstructive applications. Orthocell recently received FDA 510(k) approval for Striate+, the first application of the CelGro® platform for dental GBR applications. Striate+ is also approved in Australia (ARTG) and Europe (CE Mark) for the same. The Company's other major products are the cell therapies Autologous Tenocyte Implantation (Ortho-ATI®) and Autologous Chondrocyte Implantation (Ortho-ACI®), which aim to regenerate damaged tendon and cartilage tissue respectively. Orthocell is moving forward with Ortho-ATI® clinical studies designed to assist in the US (FDA) approval process and has completed its pre-IND meetings with the FDA.

For more information on Orthocell, please visit www.orthocell.com.au or follow us on Twitter [@OrthocellLtd](https://twitter.com/OrthocellLtd) and LinkedIn www.linkedin.com/company/orthocell-ltd



Forward Looking Statement

Any statements in this press release about future expectations, plans and prospects for the Company, the Company's strategy, future operations, and other statements containing the words "anticipate," "believe," "estimate," "expect," "intend," "may," "plan," "predict," "project," "target," "potential," "will," "would," "could," "should," "continue," and similar expressions, constitute forward-looking statements. Actual results may differ materially from those indicated by such forward-looking statements as a result of various important factors, including: the Company's ability to successfully develop its product candidates and timely complete its planned clinical programs and the Company's ability to obtain marketing approvals for its product candidates. In addition, the forward-looking statements included in this press release represent the Company's views as of the date hereof. The Company anticipates that subsequent events and developments will cause the Company's views to change. However, while the Company may elect to update these forward-looking statements at some point in the future, the Company specifically disclaims any obligation to do so. These forward-looking statements should not be relied upon as representing the Company's views as of any date subsequent to the date hereof

