

## Prof. Massimo Simion Appointed to Orthocell Advisory Board

- Distinguished Professor and globally recognised expert in oral medicine, Dr. Massimo Simion, appointed to Orthocell's Medical and Scientific Advisory Board
- This is a key milestone in CelGro®'s pathway to market and discussions are currently underway for additional appointments to assist in the establishment of CelGro® as the best in class scaffold for bone and soft tissue repair
- Orthocell is also well advanced in implementing a product distribution strategy in Europe

**Perth, Australia; 19 March 2018:** Regenerative medicine company Orthocell Limited (ASX:OCC, "Orthocell" or the "Company") is pleased to announce the appointment of Dr. Massimo Simion to its Medical and Scientific Advisory Board (MSAB). Dr. Simion will assist in driving CelGro® into the European market to establish the scaffold as the highest quality, best in class medical device for oral bone and soft tissue regeneration procedures.

**Orthocell Managing Director Paul Anderson said:** "We are delighted to have Dr. Simion, an esteemed oral surgeon, join our MSAB. His expertise in oral medicine and ongoing role as a leading international speaker and educator is a perfect fit for the Company as we implement our strategic market entry plans for CelGro® in Europe. There has been very little innovation in this space for over 15 years, presenting Orthocell with an exciting opportunity to deliver a best in class scaffold to the lucrative oral bone and soft tissue regeneration market."

Dr. Simion is a widely published and respected expert in oral medicine, specialising in periodontics and dental implant surgery. He has published over 100 articles in scientific journals and is an internationally recognised speaker in periodontology, osseointegration and bone regeneration. Dr. Simion is a Professor and the Chairman of the Department of Periodontology and Implant Restoration at the Dental School of the University of Milan and a member of the Board of the European Association for Osseointegration (EAO), having served as President of the EAO from 2001 to 2003. He is also the founder and an active partner of the Italian Society of Osseointegration.

**Dr. Simion said:** "I am thrilled to be joining Orthocell's MSAB and look forward to contributing to the Company's strategic plans. I am particularly excited by the innovative characteristics of CelGro®, it is very easy to handle with the potential for a high quality tissue repair. I look forward to using CelGro® in my private practice."

The appointment of Dr. Simion to Orthocell's MSAB follows the recent regulatory approval in Europe (CE Mark) and represents the achievement of another milestone in CelGro®'s pathway to market. Orthocell is currently in discussions with other leading experts and will look to make further appointments to the MSAB to support driving CelGro® in Europe.



Further, the Company is implementing a number of product distribution channels that will optimise shareholder value. This includes direct ordering mechanisms and external distributor arrangements in key European target markets, which forms part of Orthocell's strategic market entry plans into Europe.

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## 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 TGA-licensed cell therapies Autologous Tenocyte Implantation (Ortho-ATI®) and Autologous Chondrocyte Implantation (Ortho-ACI®), which aim to regenerate damaged tendon and cartilage tissue. The Company's other major product is CelGro®, a collagen medical device which facilitates tissue repair and healing in a variety of orthopaedic, reconstructive and surgical applications. Orthocell recently received European regulatory approval (CE Mark) for CelGro®. The collagen medical device can now be marketed and sold within the European Union for a range of dental bone and soft tissue regeneration procedures and is being readied for first approval in the US.

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

