



26 November 2014

ASX Announcement

3D Medical appoints CEO

The Directors of Safety Medical Products (ASX:SFP) are pleased to announce that 3D Medical Ltd ("3DM") have appointed former Siemens executive Mr Max Ghobrial as Chief Executive Officer.

Max joins 3DM after 8 years at Siemens, where he had account responsibility for some of Australia's leading health care institutions. He previously held senior roles at Tyco Healthcare and Singtel Optus. Max is a graduate of La Trobe University, where he completed a Bachelor of Science Degree (Genetics and Biochemistry).

Chairman Matthew Morgan commented:

"We are delighted that Max has joined 3DM. His experience and relationships throughout healthcare will be valuable as 3DM deploys its suite of advanced medical technologies to the market."

"Max brings a passion for leading edge healthcare technology. He has demonstrated an ability to understand market forces and the needs of businesses and their customers. He is able to build lasting collaborative relationships underpinned by a dedication to exceptional client care."

About 3D Medical Ltd

Safety Medical Products Limited has entered into a Share Sale and Purchase Agreement to acquire 3D Medical Limited (see ASX Announcement dated 6 October 2014).

3D Medical (3DM) is a seller and marketer of advanced medical technologies including 3D models, software and hardware to Australasian medical professionals. These new and innovative products leverage imagery already captured by conventional imaging modalities and apply it in more meaningful ways to deliver improved economic and patient outcomes



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