



## ASX ANNOUNCEMENT

4 January 2016

### Company Re-branding Update

Brisbane, 4<sup>th</sup> January 2016. Tissue Therapies (the “Company”) wishes to announce, consistent with prior shareholder disclosure that it has re-branded itself as “Factor Therapeutics”. The Company has registered a new Business Name with the Australian Securities & Investments Commission (ASIC), and also made a trademark application to IP Australia.

There are three major components to the Company’s re-branding strategy:

- 1) Now that the Company is developing a pipeline of biologic therapeutics based around targeted growth factors, the Company wishes to visibly accentuate the core novelty and mechanism of action of its technology. This has been under-emphasised in the Company’s previous technology positioning strategy.
- 2) Consistent with global pharmaceutical industry best practice, the Company will no longer brand products prior to Phase III. Product branding is a sensitive and sophisticated matter, and given that the Company intends to develop a portfolio of products around a central technology theme, wishes to have greater flexibility in its portfolio branding options. As such the VitroGro® brand will no longer be promoted as the lead product commercial brand and the Company will revert to generically labelling its pipeline as VF-001, VF-002, VF-003, etc. The “VF” designator refers to “Vitronectin – Factor”, reflective of the Company’s core technology around using vitronectin peptides to target growth factors for wound care.
- 3) Over the coming weeks, the Company will restyle its commercial materials, templates, web-site, etc. around the exciting new corporate concept of “Factor Therapeutics”.

Shareholder approval is required for the Company to rename itself “Factor Therapeutics Limited”. The use of a Business Name (trading name) is an interim measure and it is anticipated that shareholder approval will be sought for renaming when convenient to do so at a future shareholder meeting.

“The board and management team of Tissue Therapies Limited has come to realise that the Company has a real opportunity to differentiate itself, not just in terms of technology but also the way in which the Company markets itself in the wound care space,” commented Dr Cherrell Hirst, Chair. “This re-branding exercise is part of a renewed strategy for engaging with partners and key opinion leaders in a way that reflects the fundamental technology of the Company.”

The first public presentation where the Company’s new identity will be used, is the 8<sup>th</sup> Annual Biotech Showcase partnering event in San Francisco (11-13<sup>th</sup> of January, 2016).

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**For more information**

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**About Tissue Therapies Limited**

Tissue Therapies Limited is a biomedical technology company that is developing significantly more effective treatments for acute and chronic wound healing applications, including chronic skin ulcers and burns.

Tissue Therapies Limited is commercialising VitroGro® ECM, a technology created by cell biology, tissue engineering and protein engineering experts at the Institute of Health and Biomedical Innovation at the Queensland University of Technology. The company owns various patent families related to wound healing and other therapeutic uses. Tissue Therapies Limited's shares are traded on the Australian, Berlin and Frankfurt stock exchanges. For more information, please visit [www.tissuetherapies.com](http://www.tissuetherapies.com).