



ELLEX MEDIA RELEASE

Ellex Expands Global Reach with Establishment of Ellex France

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Ellex Medical Lasers Limited, a manufacturer and distributor of ophthalmic technology for use in the fight against blindness, today announced that it will establish a direct sales channel in France.

To be formally launched at the 118th Societe Francaise d'Ophthalmologie (French Society of Ophthalmology) Congress in Paris from 27-30 April, Ellex France will focus on the sales and marketing of Ellex branded laser and ultrasound products, in addition to a range of complementary third-party ophthalmic products.

In order to streamline this transition, and to solidify its leading position in the French market, Ellex will continue its sales and service partnership of more than ten years with Alcon France, the Company's current distributor in France.

The establishment of Ellex France follows the Company's successful transition to a direct sales and distribution model in the key markets of Japan, USA, Germany and Australia.

"Over the years we have progressively expanded our global presence by adding sales offices around the world. This expansion has enabled us to provide local sales and service support in the key markets of North America, Europe, Japan and Australia – and has afforded improved access to customers in these markets," commented Ellex CEO Tom Spurling.

With over 5,600 ophthalmologists, France is one of the largest ophthalmic markets in the world.

According to Ellex France General Manager, Philippe Maury; "The French medical device market is estimated to be the second largest in Europe, and the fifth largest worldwide – offering substantial growth opportunities for the Ellex brand."



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“We have wanted to strengthen our presence in France for some time as the market potential is significant.”

“The timing is now right to leverage our European-based sales and service personnel and brand recognition for greater growth throughout the region,” added Mr. Maury.

Ellex France will occupy new premises near the growing biotech cluster in Lyon, France. As part of the initiative, Ellex will also transfer its European distributor training center and support office, currently located in Clermont-Ferrand, to the new premises in Lyon.

ABOUT ELLEX

Ellex (Ellex Medical Lasers Limited) is a global leader in the design and manufacture of ophthalmic laser and ultrasound systems used by ophthalmologists to diagnose and treat eye disease. With more than 16,000 systems delivered to the market, Ellex has evolved since 1985 from a manufacturing company of primarily OEM products, to direct marketing of its own branded products through subsidiaries in the United States, Japan, Germany and Australia, and a network of distribution partners in more than 100 countries.

For more information about Ellex and its products, please visit www.ellex.com

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