

## Press Release

Medicon Valley, Scandinavia  
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### New management team lays a strong foundation for the future

The Danish medical device company Vivostat A/S today announced the formation of a new management team to support the aggressive growth plans for the company's Vivostat product lines.

During the last year the Alleroed-based company has completed a range of cross-organisational projects in order to prepare the company for the future. The outsourcing of the disposable production to a low-cost country, the re-branding of the Vivostat product lines and the establishment of direct sales organisations in major European markets, just to mention a few of the projects.

"The formation of the new management team is an important step in the process of preparing our company for the exciting challenges that lie ahead", explains Tom Bjerg Lauritzen, CEO at Vivostat.

Tom Bjerg Lauritzen continues: "During the last five years Vivostat has expanded from being a R&D focussed company into a significant commercial player in the surgical sealant and wound care markets. The establishment of the new management team reflects this change and lays a strong foundation for the company's aggressive growth plans in the future".

Together the new management team represents many years of medical device experience within sales, marketing and regulatory/medical affairs. Besides Tom Bjerg Lauritzen, the group consists of Anne Klitgård, VP of Regulatory and Medical Affairs, Henrik Vester-Andersen, VP of Sales, and Martin Poulsen, VP of Marketing.

Vivostat is already a well-established player in the European surgical sealant and wound care markets with sales of its products in 19 countries. To continue the expansion the company recently initiated the US approval process for the newest member of the Vivostat product family, Vivostat PRF - a second generation growth factor product used for the treatment of chronic wounds. Chronic wounds are a serious problem for many diabetic patients and there is currently very little success with conventional treatment methods.

**About the new management team**

*Anne Klitgård* holds a degree in Chemical Engineering and has more than 15 years of experience within the Medical Device Industry. She joined Vivostat A/S in November 2008, coming from a position as General Manager for global RA/QA in the Danish medical device company Unomedical - now merged with Convatec. At Unomedical Anne Klitgård was responsible for regulatory affairs, quality and environmental management as well as the transfer of production to low-cost countries from a RA/QA/E perspective. Earlier in her career Anne Klitgård was Director for the Danish Notified Body for approval of medical devices (DGM), and since 2007 she has been Vice President of the Board of Medicoindustrien.

*Henrik Vester-Andersen* joined Vivostat A/S in November 2008 coming from a position as Export Sales Manager in the European division of US based Invacare Corporation. The responsibilities included managing and developing the overseas export sales through own sales subsidiaries and external partners with base in Germany, and a previous focus on the Asia-Pacific region brought along a relocation period in Australia. Besides a total of 13 years of experience from management positions within sales/marketing towards the international healthcare sector, Henrik Vester-Andersen has previously filled positions as Regional Director in System B8 A/S and Export Manager in BAC Bergsoe A/S.

*Martin Poulsen* joined Vivostat A/S in January 2002 in a marketing trainee position. After completion of his Masters Degree in Economics and Marketing from the Copenhagen Business School, he gained substantial sales experience as Area Sales Manager responsible for the development of Vivostat's distribution network in Northern Europe. In 2005 Martin Poulsen continued the career as European Product Manager at the Danish medical device company Unomedical - now merged with Convatec - with focus on marketing and branding strategies, medical marketing campaigns and development projects. Martin Poulsen returned to Vivostat early 2007 to assist in the European roll-out of the company's second-generation product for the treatment of chronic wounds.

**About Vivostat A/S**

Vivostat A/S is a privately owned company based in the Medicon Valley of Scandinavia. Our products, Vivostat® Fibrin Sealant and Vivostat® PRF® (Platelet Rich Fibrin), utilizes the patient's own blood to derive either a surgical sealant to prevent and stop bleedings, or a gel with a high concentration of growth factors (PRF®) that stimulates the healing of chronic wounds.

By using the patient's own blood there is no risk of allergic reactions or transfer of viral diseases. This is an increasingly important factor as more and new viruses, such as Avian bird flu etc., develop.

Our products are sold through direct sales organisations and distributors throughout Europe and Asia - mainly to surgical departments and wound care centres. More than 98% of our sale is export.

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