Bioventus
Coöperatief U.A.
Taurusavenue 31
2123 LS Hoofddorp
Netherlands

NEWS

Bioventus Launches Company in Australia and Poland

HOOFDDORP, THE NETHERLANDS – (July 1, 2013) – Bioventus, a global leader in active orthopaedic healing, has expanded its operations by launching its business in Australia and Poland.

Bioventus, which delivers clinically proven, cost-effective solutions that help people recover and heal quickly and safely, was formed last year as a strategic partnership between the company's owners – Smith & Nephew, the global medical technology business, and an Essex Woodlands-led investor syndicate. Since that time, the company has launched in several countries where it has transitioned the existing Smith & Nephew biologics and clinical therapies business – the employees and the products – to Bioventus.

"The launch of Bioventus should be fairly transparent for our customers in Poland and Australia," said Mark Augusti, CEO of Bioventus. "Their contacts within our company remain the same, as does our product set. However, they will receive an added level of support and product expertise through our European and Australian dedicated customer support teams."

Augusti explained that Poland customers will have access to Bioventus' International customer care center, the multi-lingual facility that opened late last year in the Netherlands. Australian customers will be supported by a new customer care team located in Bioventus' Australian office.

Bioventus will also rebrand its products from the previous Smith & Nephew packaging to Bioventus. (Exact timing varies by market and product.) The products themselves will not change and will remain the same clinically proven, safe, effective solutions that physicians and patients know and trust. This includes:

- EXOGEN® Ultrasound Bone Healing System – a product indicated in Europe and Australia to accelerate the healing of recent fractures and to heal bones that have either delayed healing (delayed unions) or stopped healing completely (non-unions). EXOGEN has been shown to heal 86 percent of non-unions fractures* and accelerate the healing of fresh fractures up to 38 percent faster**. EXOGEN is developed and marketed by Bioventus in countries around the world. (*See the EU and Australian indications statement below*.)

- DUROLANE® – a single-injection, 3ml, joint-fluid treatment to relieve mild to moderate osteoarthritis (OA) pain of all sizes of synovial joints. A 1ml version of the product, DUROLANE SJ, is also available in Europe and indicated for treatment of OA pain in small joints. DUROLANE is developed/manufactured by Q-Med AB and marketed by Bioventus in many countries outside the U.S. (*See the EU and Australian indications statement below*.)

About Bioventus

Bioventus is a biologics company that delivers clinically proven, cost-effective products that help people heal quickly and safely. The company's innovative products include market-leading devices, therapies and diagnostics that make it a global leader in active orthopaedic healing. Built on a commitment to high quality standards, evidence-based medicine and strong ethical behavior, Bioventus is a trusted partner for physicians worldwide.

For more information, visit www.BioventusGlobal.com or follow the company on Facebook (www.facebook.com/bioventus) or Twitter (@BioventusGlobal / www.twitter.com/BioventusGlobal).

Media Contact:

Mike Truell
Bioventus
Durham, NC, USA
919-474-6755
michael.truell@BioventusGlobal.com

* **Nolte et al (2001)** Low Intensity Pulsed Ultrasound in the Treatment of Nonunions, J. Trauma 51 (4) 693-703
** **Kristiansen et al (1997)** J. Bone Joint Surg. 79A 961-973 Accelerated Healing of Distal Radial Fractures with the Use of Specific, Low-Intensity Ultrasound A Multicenter, Prospective, Randomized, Double-Blind, Placebo-Controlled Study; **Heckman JD, Ryaby JP, McCabe J et al. (1994)** Acceleration of tibial fracture-healing by non-invasive, low-intensity pulsed ultrasound. Journal of Bone & Joint Surgery - American Volume 76:26-34.

EXOGEN summary of indications for use in the EU and Australia:

EXOGEN Ultrasound Bone Healing System is indicated for the non-invasive treatment of osseous defects (excluding vertebra and skull) that includes: Treatment of delayed union and non-unions, accelerating the time to heal of fresh fractures, treatment of stress fractures, accelerating repair following osteotomy, accelerating repair in bone transport procedures, accelerating repair in distraction osteogenesis procedures, treatment of joint fusion. There are no known contraindications for the EXOGEN device. Safety and effectiveness has not been established for individuals lacking skeletal maturity; pregnant or nursing women; patients with cardiac pacemakers; on fractures due to bone cancer; or on patients with poor blood circulation or clotting problems. Some patients may be sensitive to the ultrasound gel. Full prescribing information can be found at www.healmybone.com.

DUROLANE summary of indications for use in the EU:

DUROLANE (3ml): Symptomatic treatment of mild to moderate knee or hip osteoarthritis. In addition, DUROLANE has been approved for the symptomatic treatment associated with mild to moderate osteoarthritis pain in the ankle, shoulder, elbow, wrist, fingers and toes.

DUROLANE SJ (1ml): Symptomatic treatment associated with mild to moderate osteoarthritis pain in the ankle, elbow, wrist, fingers and toes.

Both DUROLANE and DUROLANE SJ are also indicated for pain following joint arthroscopy either in the presence of osteoarthritis or subsequent to general surgical repair within 3 months of the procedure.

There are no known contraindications. You should not use DUROLANE if you have infections or skin disease at the injection site. DUROLANE has not been tested in pregnant or lactating women, or children. Risks can include transient pain, swelling and/or stiffness at the injection site. Full prescribing information can be found at www.durolane.com.

DUROLANE summary of indications for use in Australia:

For the symptomatic treatment of mild to moderate osteoarthritis of the knee.

DUROLANE (3ml): Symptomatic treatment of mild to moderate knee osteoarthritis.

There are no known contraindications. You should not use DUROLANE if you have infections or skin disease at the injection site. DUROLANE has not been tested in pregnant or lactating women, or children. Risks can include transient pain, swelling and/or stiffness at the injection site. Clinical effectiveness has been demonstrated out to 6 months but results may vary depending on various patient factors.

For full prescribing information, please refer to the Instructions for Use.

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