

medartis®

For more information, visit Medartis at www.medartis.com or contact us directly:

Medartis AG
Hochbergerstrasse 60 E
CH-4057 Basel
P +41 61 633 34 34
F +41 61 633 34 00

www.medartis.com

Precision
in fixation

CORP-0000001 / © 11.2009, Medartis AG, Switzerland. All technical data subject to alteration.



Precision in fixation

Medartis AG, headquartered in Basel, Switzerland, specializes in technical high-precision implants for surgical fixation of bone fractures and osteotomies.

Medartis develops, manufactures and sells titanium screws and plates, surgical instruments and system solutions for fracture fixation. These implants allow for patient rehabilitation after surgical reconstruction of fractures, malunions and deformities or skeletal diseases and their adjacent soft tissues. Medartis is represented worldwide through its subsidiaries and a broad distributor network.

Our motto is "Precision in fixation." We place the highest priority on maintaining stringent quality standards, continuous further development and innovation as well as comprehensive service provision for surgeons, OR staff and patients. This enhances long-term customer relations based on partnerships and has formed the foundation for sustainable success since the company's founding in 1997. The goal of Medartis is to continually improve early functional rehabilitation through its high-quality products and exclusively developed technologies.

In order to fulfill the growing requirements of medical devices, our development teams engage in intensive knowledge exchange with our customers, partners and leading scientific institutes globally. Medartis' international locations allow us to determine the needs of surgeons and patients directly on site and to incorporate these needs into product development. This is the only way we can efficiently resolve current clinical problems and offer market-oriented products for use in the OR.

Service quality is considerably shaped by our international presence as well as local cooperation. Product quality is maintained by the fact that the entire process chain – from development to aftercare – is in the hands of our internal departments. Medartis can thus exclusively apply the newest technologies during product development for special areas such as small-bone surgery. At the same time, we have the greatest possible control over process quality and flexibility.





Willi Miesch,
CEO

Dr. h.c. Thomas Straumann,
Chairman of the Board

“We want to continue to grow with professional excellence and strategic consequence.”

Medartis has established itself as a high-tech company and a strong medical device brand within a short period of time. We are very proud of this and continue to strive to meet new goals! In our CMF (cranio-maxillofacial surgery) and Trauma business units we have amassed excellent know-how in the development and manufacturing of fixation systems for the craniofacial region as well as for the upper and lower extremities.

“Working closely with our customers and partners is important to us.”

These core competencies are used for the targeted expansion of our service offerings. To this end, we intensively focus our research on the area of small bone fragments. These technologies are especially used in intra-articular related and complex fractures. At the same time, we are successively developing new fields of treatment with innovative implants consistent with our high level of quality. As in the past, we want to continue to grow with professional excellence and strategic consequence in order to strengthen the position of Medartis internationally as a leading medical device company.

The most important growth drivers and strongest differentiating characteristics on our way to the top are our exclusive technologies. They are the result of our company's intensive research and development. A prerequisite for this are highly qualified, dedicated employees who seek out close cooperation and exchange with our customers and partners at all levels sustaining our corporate philosophy. Also required is close collaboration with specialists at

hospitals and universities. A good example of this is our exclusive cooperation with the International Bone Research Association (IBRA).

Thanks to this cooperation, we can combine the latest scientific knowledge with Medartis' high-tech engineering and manufacturing. Our common goal: scientifically substantiated treatment solutions that enable fast, complete rehabilitation and thus make a permanent contribution to a better patient quality of life.



MODUS

Versatile instruments for surgical masterpieces

The CMF business unit combines all Medartis products for cranio-maxillofacial surgery. The specially developed implants are sold worldwide under the MODUS brand. MODUS is a complete modular system for all fracture fixations in the mandibular, midface and cranial regions. In order to facilitate the processing and fixation of the implants during treatment and shorten surgery times, exclusive instruments – which are adapted to the MODUS system – are offered.

All MODUS implants are characterized by an extremely low plate profile. It produces cosmetically appealing results with optimal stability. In addition to the exclusive instruments, a clear color coding simplifies use and prevents errors. Depending on need, all elements in the modular system can be individually assembled.

Traumatology and reconstructive surgery are the primary applications. Systems for the treatment of orthognathic deformities of the skull as well as for deformities or defects of the mandible and the skull (distraction system) complete the indication spectrum. Special reconstruction plates with angular stable locking screws are offered for osteotomies and mandibular fractures.

Close cooperation with surgeons and hospitals is of great importance to our CMF area. Our state-of-the-art, low profile implants were developed together with renowned university hospitals. The “semi-rigid” plates were another notable product innovation. Clinical research also played an important role in the development of these flexible titanium plates for improved ossification. We are continuously expanding our cooperative relationships with our partners in order to optimize existing treatment solutions. To this end, we offer numerous MODUS workshops and training courses for surgeons and scientists, among other things.

APTUS

Flexibility and stability for optimal and rapid regeneration

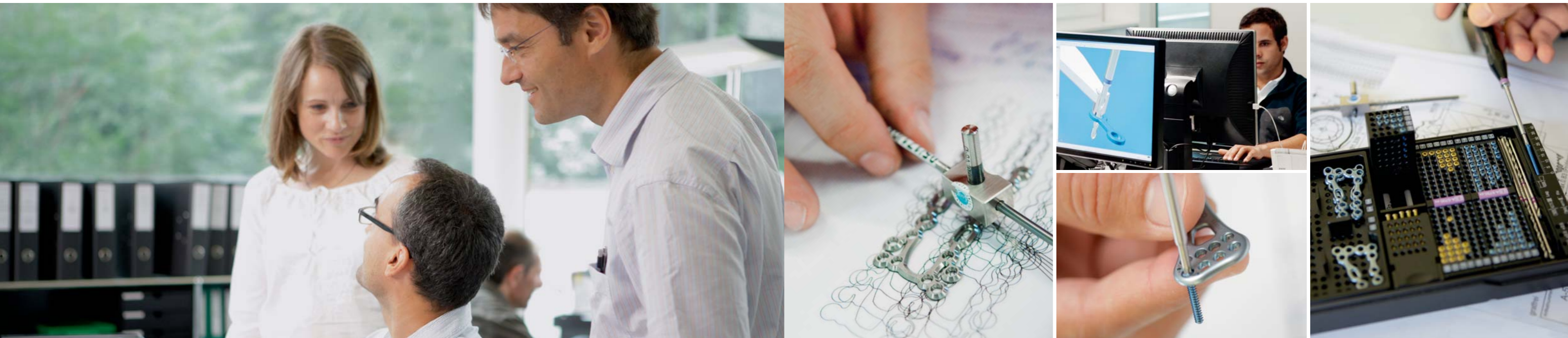
Since 2005, all implants and systems that are used for the treatment of fractures, osteotomies and degenerative diseases of the fingers, metacarpus, carpus and the distal radius have been combined in the Trauma business unit. Additional areas are in development. All products in the Trauma business unit are sold worldwide under the APTUS brand. Medartis additionally offers selected ergonomic instruments that further simplify treatment.

All APTUS implants are anatomically designed and feature a low plate profile. This minimizes tendon and ligament irritation after surgery. All APTUS products feature anatomically correct reconstruction of the bone, offer early functional stability and enhance pain-free regeneration. As with all Medartis products, the APTUS systems are also modular in design and the individual elements are characterized by a user-friendly color coding system.

The development of the TriLock technology was a milestone for the Trauma business unit. It enables the stabilization of complex, intra-articular fractures by means of an “internal fixator.” Thanks to the variable screw positioning, individual bone fragments are stabilized at a fixed angle and create an anatomic reconstruction. Intricate bone transplants for implant support are therefore largely unnecessary. Due to the stability of the entire construct, the implant size is significantly decreased and patients have considerably increased freedom of movement for their subsequent therapy.

All APTUS systems are developed in close consultation with hand and traumatology specialists as well as experienced OR teams. The TriLock technology will play an essential role in future developments, especially in the area of upper extremities. The first examples of use are angular stable implants for hand and trauma surgeons that ensure fixation allowing for immediate mobilization for intra-articular fractures.

Quality is the fundamental element of production



The demands placed on medical devices are growing all the time – not just from a regulatory approval perspective but also from surgeons and OR personnel. Quality and user-friendliness at the highest level are therefore indispensable characteristics of our products. In order to achieve this goal, the Medartis innovation process starts where the most important stimuli for new ideas arise: with our customers.

Phase 1: Research and development

Intensive contact with surgeons and OR staff initiates every product development cycle. Clinical problems regarding the indication to be treated are identified and initial solution options are discussed. Our engineers design initial sample implants (rapid prototypes) for adaptation to anatomical preparations. Suitable solutions are therefore developed through continuous exchange with the user.

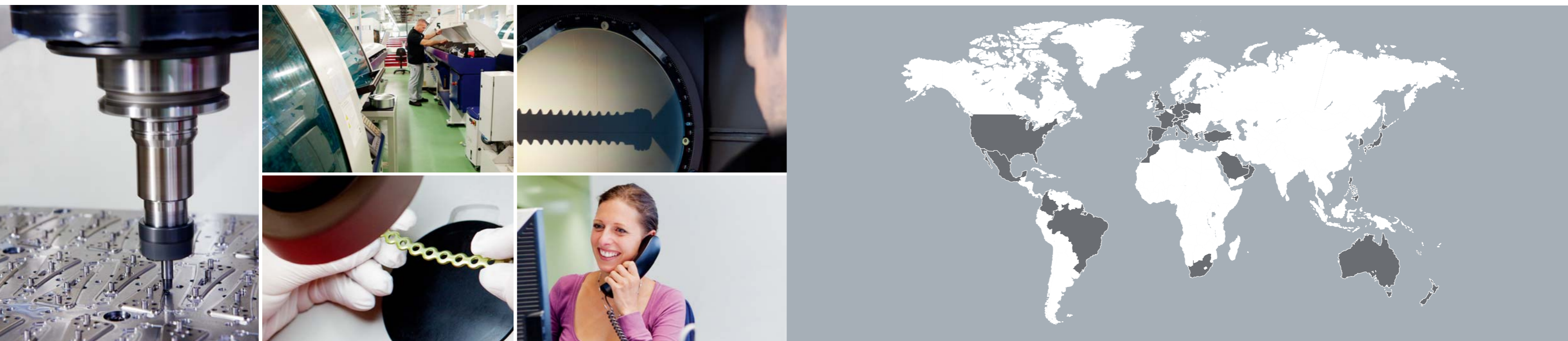
Phase 2: Creation and testing of prototypes

When the design meets customer requirements, the initial implants are manufactured and subjected to mechanical and biomechanical tests in internal and/or external laboratories. Internal application tests perfect the new developments in terms of quality and user-friendliness.

Patent research and possible new patent applications take place during this time frame.

The entire innovation process is aligned with the procedures pursuant to the EU Medical Device Directive (MDD), DIN EN ISO 13 485 as well as FDA requirements. All process steps are qualified and validated according to scientific methods.

Highest standards offer optimal service to our customers and their patients



Phase 3: High-tech manufacturing at Medartis

The design transfer is followed by release for serial production. Our production professionals work with 5-axis simultaneous mill centers, laser cutting machines for plate production and state-of-the-art manufacturing technology for screw manufacturing. From the delivery of raw materials to production to packaging of the final product, the individual manufacturing steps are continuously monitored. Our most important asset are our highly qualified and motivated employees who attend regular continuing education courses. Thanks to this high education level and the most modern equipment, we guarantee our customers consistently high product quality, flexibility, delivery readiness and short response times.

Phase 4: Worldwide sales, service and distribution

Preparations for a successful product launch on the market are made parallel to the development phase. Internal and external training courses for sales staff and customers are conducted. The required marketing materials are developed in the form of product brochures and surgical techniques. Additionally, Medartis uses national and international conventions to present new technologies and discuss treatment solutions with the expert audience.

Symposia and hands-on workshops serve as continuing education and ensure correct product use. We are supported in this process by our scientific partner IBRA, among others. As with the entire innovation process, intensive exchange with customers is also important during this phase in order to continually optimize product and service.

A perfected logistics system, a sales staff that works closely with surgeons and OR personnel as well as prompt delivery readiness are guarantees for excellent customer satisfaction.

With our subsidiaries and distribution partners we stand side by side with our customers worldwide as a partner for high-quality fixation systems.