



MEDICREA APPOINTS NEW VICE PRESIDENT OF US SALES

New York and Lyon, September 15, 2015 – The MEDICREA group (Alternext Paris: FR0004178572 - ALMED), which specializes in the development and manufacturing of innovative surgical technologies for the treatment of spinal pathologies, today announced that Gregory Rhinehart has joined the company's US-based subsidiary, MEDICREA USA Corp., as Vice President of Sales.

Mr. Rhinehart will report to Pierre Olivier, CEO of MEDICREA USA, while Colby McMillan, who previously served as the Vice President of Sales for the US, has been promoted to the position of Vice President of Product Development US. These changes went into effect on September 1, 2015.

"Greg brings more than 15 years of spine expertise and an excellent track-record of execution to the company," said Denys Sournac, Chairman and CEO of MEDICREA. *"His leadership will be instrumental in taking our US subsidiary into its next phase of growth. As we lead the transformation into personalized spine treatment through our current portfolio of differentiated product and services, such as 3D printing and our UNiD patient specific rods, it is essential to take our sales organization to the next level. Greg's leadership will help us continue to deliver superior services to surgeons and their teams and re-accelerate our growth and value creation in the US market."*

"I am very excited to join such a passionate team dedicated to personalized medicine in the spine," said Mr. Rhinehart. *"MEDICREA's personalized spine focus, along with its differentiated portfolio, uniquely positions the company to benefit from the rapidly changing spine market in the United States, where the value proposition for the patients, surgeons and hospitals are being reinvented. The company has already laid the core foundations required to execute this ambitious vision and I look forward to helping further this mission."*

About Greg Rhinehart

Mr. Rhinehart was formerly the Vice President of Sales for Central U.S. at Globus Medical (NYSE, GMED), in charge of a revenue of \$105m. During his tenure at Globus, he led a team of 77 salespeople, including area directors and sales representatives. From 2006 to 2015, Mr. Rhinehart implemented and executed a hybrid model using both direct sales people and distributors to deliver high growth and hit profitability targets.

Before joining Globus, Mr. Rhinehart worked for DePuy Synthes Spine and Medtronic, both in sales and surgeon education positions.



About MEDICREA (www.medicrea.com)

The MEDICREA Group specializes in the design, manufacture, and distribution of innovative proprietary technologies devoted exclusively to spinal surgery. Operating in a \$10 billion market, MEDICREA is a small to medium-sized business with 140 employees, including 40 at its MEDICREA USA Corp. subsidiary based in New York City.

The Company enjoys an excellent and ever-improving reputation, and develops unique scientific partnerships with some of the most visionary and creative spine surgeons in France, the UK, and the USA. The products developed and patented by MEDICREA provide neurosurgeons and orthopedic surgeons specializing in the spine with new and less-invasive surgical solutions that are faster and easier to implement than traditional techniques.

MEDICREA has also become **a pioneer and global leader** in the manufacturing of customized implants for personalized spinal surgery with the development of a comprehensive process incorporating the software analysis of each patient, the pre-surgical planning of the surgical strategy, and the production of customized spinal osteosynthesis rods (UNiD™ rod) and lumbar interbody osteosynthesis cages (UNiD™ ALIF cage) that are made to measure by a 3D printer.

The Group's headquarters are based near Lyon, France. It also has an implant and surgical instrument manufacturing facility located in La Rochelle, France, as well as four distribution subsidiaries in the USA, the UK, France and Germany.

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