



Medicrea Unveils New U.S. Business Development Model with Hiring of Joseph Walland as Executive Vice President of Sales and Richard Washburn as Executive Vice President UNiD™ ASI

Lyon and New York, October 25, 2017 - The Medicrea Group (Euronext Growth Paris: FR0004178572 - ALMED), pioneering the convergence of healthcare IT and next-generation, outcome-centered device design and manufacturing with UNiD™ Adaptive Spine Intelligence (“ASI”) technology, announced today that the Company has hired Joseph Walland as Executive Vice President of U.S. Sales, and Richard Washburn as Executive Vice President UNiD™ ASI, to support its new business development model in the United States, effective October 23, 2017.

Denys Sournac, President and CEO of Medicrea, stated, “I am pleased to welcome Joseph Walland and Richard Washburn to Medicrea. The addition of these profoundly experienced industry executives strengthens our global leadership position and accelerates our ability to execute on the Company’s strategic growth and business development model via Medicrea’s proprietary and disruptive UNiD™ ASI technology.”

Joseph Walland joins Medicrea as Executive Vice President of U.S. Sales with more than 15 years’ commercial experience in spine, most recently as the Western Area Vice President for Stryker Spine, responsible for more than \$120 million in annual revenue. Mr. Walland will lead the Company’s transformation of its U.S. sales organization and accelerate the utilization of UNiD™ ASI services throughout the entire U.S. Enterprise.

Richard Washburn joins Medicrea as Executive Vice President and will head the newly-formed UNiD™ ASI division with more than 20 years of experience in new product development, operations and medical device commercialization. With a background in engineering, Mr. Washburn has held prominent leadership positions in the industry, including Director of Marketing at Globus Medical, President of Core Essence Orthopaedics, Inc., and most recently Chief Technology Officer at Trice Medical. Mr. Washburn will take a key leadership role in Medicrea’s organization charged with shaping the ground-breaking integrated service solutions of the disruptive UNiD™ ASI platform.

Mr. Washburn will work hand-in-hand with the Company’s Chief Scientific Officer, Thomas Mosnier, PhD, to align the strategic and clinical research efforts of the Company’s UNiD™ ASI technology platform, including UNiD™ LAB engineers and consultants, UNiD™ HUB intelligent surgical planning software and UNiD™ TEK patient-specific implants.

In conjunction with the appointments of Joseph Walland and Richard Washburn, Medicrea is accelerating the implementation of a new business development model in the United States. Focused around the execution of strategic commercial and innovation goals for the Company, Medicrea is poised to transform its commercial efforts in the United States to fully synchronize with the Company’s ongoing integration of its proprietary UNiD™ ASI digital healthcare platform.

About Medicrea (www.Medicrea.com)

Through the lens of predictive medicine, Medicrea leads the design, integrated manufacture, and distribution of 30+ FDA approved spinal implant technologies that have been utilized in over 150,000 spinal surgeries to date. By leveraging its proprietary software analysis tools with big data and machine learning technologies and supported by an expansive collection of clinical and scientific data, Medicrea is well-placed to streamline the efficiency of spinal care, reduce procedural complications and limit time spent in the operating room.

Operating in a \$10 billion marketplace, Medicrea is a Small and Medium sized Enterprise (SME) with 175 employees worldwide, which includes 50 who are based in the U.S. The Company has an ultra-modern manufacturing facility in Lyon, France housing the development and production of 3D-printed titanium patient-specific implants.

For further information, please visit: Medicrea.com.

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Medicrea

Denys Sournac
Founder, Chairman and CEO
dsournac@Medicrea.com

Fabrice Kilfiger,
Chief Financial Officer
fkilfiger@Medicrea.com
Tel: +33 (0)4 72 01 87 87

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