

ASX RELEASE

Ellex Medical Lasers Limited (ASX:ELX)

Adelaide, Australia

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**Adelaide, Australia, 17 November 2017** – Ellex Medical Lasers Limited (ASX:ELX), a global leader in medical devices for the diagnosis and treatment of eye disease, today announced an expanded presence at the American Academy of Ophthalmology (AAO) in New Orleans held between 11-14 November

Ellex successfully demonstrated its technology and product portfolio at the AAO which is the USA's preeminent ophthalmic convention, attracting more than 13,000 ophthalmologists from across the globe.

"Not only is the AAO annual meeting the major event on the global ophthalmic industry calendar, but has only traditionally resulted in new sales orders for our laser and ultrasound products. On average, between 9-12% of Ellex's annual US laser and ultrasound sales are made at the Ellex exhibit during the AAO. The orders received this year exceed orders received last year. For Ellex iTrack, because of the nature of the sale process sales are not made at the exhibit, but it is fair to say that sales lead generation for Ellex iTrack has never been stronger. These are pleasing outcomes," commented Ellex CEO, Tom Spurling.

The increased presence at the AAO was part of Ellex's enhanced sales and marketing efforts, which it has now started to implement as part of the use of funds from its recent capital raising.

Highlights of Ellex's participation at AAO 2017 included:

- Interactive "wet lab" stations on the Ellex exhibit that allowed physicians to receive surgical training with the Ellex iTrack™ microcatheter on eye models. Attendance at the wet lab stations was strong and resulted in a significant number of highly qualified new sales leads for immediate follow up.
- An educational symposium addressing the adjunctive roles of SLT and minimally invasive glaucoma surgery (MIGS), Ellex iTrack™, in the treatment of glaucoma. This symposium featured a panel of leading glaucoma physicians, including; Dr. Ike Ahmed (Canada), Dr. Mahmoud A. Khaimi (USA), Dr. Mark J. Gallardo (USA), Dr Paul I. Singh (USA), Dr. Savak Teymoorian (USA) and Dr Mark A. Latina (USA) and was attended by approximately 100 ophthalmic physicians. Ellex is the only company in the world to offer both SLT and MIGS (Ellex iTrack™) treatment portfolios. The symposium generated strong leads for both our Ellex iTrack™ and our SLT portfolios.
- A number of educational marketing initiatives, including "Meet the Expert" sessions, for the Company's proprietary, patented Reflex Technology™ for the treatment of vitreous opacities, commonly referred to as floaters. Reflex Technology™ provides doctors with an option to treat patients with clinically significant eye floaters that has hitherto not existed.

Ellex's mission is to replace the global installed base of YAG lasers (estimated by Marketscope at 28,000) with the Ellex YAG lasers fitted with the Reflex Technology™.

## **ABOUT ELLEX KEY OPINION LEADERS**

Mahmoud A. Khaimi, MD

Dr. Khaimi is a Clinical Associate Professor at the Dean McGee Eye Institute, University of Oklahoma in Oklahoma City, USA. His special interests include minimally invasive glaucoma surgery (MIGS), filtration and glaucoma drainage surgery for glaucoma, complex cataracts. Dr. Khaimi was one of the first adopters of traditional ab externo Canaloplasty, having performed more than 1000 procedures. More recently, he has pioneered ab interno canaloplasty, known as ABiC. Dr. Khaimi was previously the primary investigator for the "Primary Trabeculectomy versus Tube" study, InnFocus study and several pharmaceutical research studies. He has been co-investigator for the Express mini shunt versus Trabeculectomy (XVT) study, the COMPASS study, and the Ologen versus Mitomycin C study.

Ike G. Ahmed, MD

Dr. Ahmed has become world renowned for his skills and groundbreaking work in the diagnosis and surgical treatment of highly complex eye diseases including glaucoma and surgical complications. He has been at the leading edge of novel treatments for glaucoma, cataract and lens implant surgery. Dr. Ahmed has a keen interest in the development of advanced microsurgical devices and techniques in glaucoma surgery and complicated cataract extraction, and is actively involved in research and medical education at a national and international level. He has received research grants to study glaucoma medications, glaucoma laser and surgical devices/techniques, angle closure glaucoma, anterior segment and retinal/optic nerve imaging in glaucoma, cataract surgical techniques and devices, and intraocular lens designs.

Mark A. Latina, MD

Dr. Mark A. Latina is an Associate Clinical Professor at the New England Medical Center, Tufts University School of Medicine. He is a member of the Staff at the New England Medical Center and holds appointments at the Massachusetts Eye and Ear Infirmary and the Massachusetts General Hospital, Harvard Medical School, Boston, Massachusetts. Dr. Latina is an internationally renowned glaucoma specialist and laser expert. He is a practicing ophthalmologist and an active researcher with a focus on the laser applications and development. Over the past 10 years Dr. Latina has pioneered several new laser procedures for the treatment of glaucoma and holds numerous patents, which include the development of "Dye-Enhanced Gonioscopic Laser Sclerostomy" and "Selective Laser Trabeculoplasty."

Mark J. Gallardo, MD

Dr. Gallardo is in private practice at El Paso Eye Surgeons, Texas, USA. His glaucoma expertise extends across the entire MIGS treatment armamentarium. In addition to his pioneering work for ABiC, he is currently a primary investigator for iStent. Dr. Gallardo recently completed a 12-month review of ABiC in POAG patients. He performs ABiC across the whole glaucoma diseases process, including cases of severe glaucoma, and as both a stand-alone and combined procedure

with cataract surgery.

Paul I. Singh, MD

Dr. Singh is in private practice at The Eye Centers of Racine & Kenosha in Wisconsin, USA. Dr. Singh performs LFR for the treatment of symptomatic floater patients, glaucoma trabeculectomy surgery, small incision cataract surgery with multifocal lens implant options, as well as refractive surgery procedures (LASIK and PRK). Throughout his ophthalmology career, Dr. Singh has been involved in clinical research and development: he was the first ophthalmologist in Wisconsin and Illinois to implant the iStent glaucoma drainage device. More recently he has helped pioneer the development of new lenses and laser technologies for use in Laser Floater Removal (LFR).

Savak "Sev" Teymoorian, MD, MBA

Dr. Teymoorian is a cataract and glaucoma specialist at Harvard Eye Associates, Laguna Hills, USA and is a leading proponent for the role of SLT as a primary therapy. He publishes a popular blog on the OSN (Ocular Surgery News) website which addresses the latest glaucoma treatment strategies and surgical advances and figures prominently in the various industry publications, addressing his experience with glaucoma treatments and technologies.

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## ABOUT ELLEX

Ellex designs, develops, manufactures and sells innovative products that help eye surgeons around the world to effectively and efficiently treat eye disease. Ellex is a world leader in this field. Headquartered in Adelaide, Australia, Ellex has ophthalmic lasers and devices that treat glaucoma, retinal disease primarily caused by diabetes, secondary cataract and vitreous opacities, as well as age-related macular degeneration. Manufacturing is carried out in Adelaide, Australia and Fremont, California. Sales and service directly to eye surgeons is conducted via subsidiary offices in Minneapolis, Lyon, Berlin and Tokyo. A network of more than 50 distribution partners around the world services other markets.

**For additional information about Ellex and its products, please visit [www.ellex.com](http://www.ellex.com)**

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