Adelaide, Australia, Friday, 26 October 2018 – Ellex Medical Lasers Limited (ASX:ELX), a global leader in medical devices for the diagnosis and treatment of eye disease, today announced its sales and marketing initiatives during the American Academy of Ophthalmology (AAO) meeting in Chicago over 27 to 30 October 2018.

AAO is the world’s largest ophthalmology meeting, with approximately 23,000 attendees in 2017 comprising approximately 8,000 US physicians and 4,000 international physicians. In 2017 the retinal subspecialty day alone recorded over 3,000 attendees.

“Following on from the significant clinical benefits reported for Ellex 2RT® treatment of iAMD in the LEAD clinical trial, the AAO offers our first opportunity to leverage our well-known brand and AAO presence to bring this message to more ophthalmologists” said Tom Spurling, CEO of Ellex.

The 2RT® sales and marketing activities include:

- A discussion symposium of doctors who have been using 2RT® to help educate potential customers on the benefits of 2RT® therapy.
- The display of a 2RT® system on the Ellex booth. 2RT® is FDA-approved for sale in the US for treating clinically significant macular edema.
- Presentations to doctors from countries outside the USA in which 2RT® has a CE Mark for use as a therapy for iAMD. The presentation is attached.

Ellex has been at the forefront of efforts to develop innovative treatment technologies for AMD to enable intervention during the earlier stages of the disease. Current treatment options for AMD are limited to expensive and invasive anti-VEGF injections, which are suitable for the late stage of the disease only. In contrast, the Company’s breakthrough Retinal Rejuvenation Therapy (Ellex
2RT®) offers the potential to slow the rate of progression of macular degeneration in its early stages — providing a significant breakthrough in treatment strategy for AMD

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.

ABOUT AMD

Age-related macular degeneration (AMD) is a progressive retinal disease and is the leading cause of adult blindness in developed countries globally. It is estimated that 196 million people worldwide will have AMD by 2020ii. The primary risk factors are genetic tendencies, the degree of pigmentation, tobacco use, arterial hypertension, ultraviolet rays, consumption of a non-balanced diet, and age 50+ being the biggest risk factor.

For additional information about Ellex and its products, please visit www.ellex.com.

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i Source: https://www.aao.org/annual-meeting/meeting-attendance

Physician marketing

Ellex’s marketing effort for 2RT® at AAO will address the theme of delaying AMD progression i.e. #AMDelay. This supports the results of the LEAD multi-centre trial, which demonstrated the ability of 2RT® to significantly reduce the rate of disease progression in suitable patients.
Clinically proven to delay AMD

According to the results of a multi-center trial, 76% of ‘at risk’ intermediate AMD patients achieved a 77% reduction in the rate of progression to late-stage AMD at 36 months following treatment with 2RT Retinal Rejuvenation.

LEARN MORE AT AAO 2018
MAIN EXHIBIT #1044 | RSD EXHIBIT HALL B#41
Patient quality of life is becoming an increasingly
Patient quality of life is becoming an increasingly
Patient quality of life is becoming an increasingly
2RT®: Clinically Proven to Delay AMD Progression

Published data available upon request.

#AMDelay
Visit Ellex at AAO 2018 Exhibit #1044
AMD. Delay disease progression with 2RT®.

With 2RT® there is the potential to intervene earlier and prevent progression to late-stage Dry AMD or Wet AMD.

#AMDelay
Visit Ellex at AAO 2018
Exhibit #1044
AAO 2018 ROUNDTABLE

• DATE: Friday, 26 October
• TIME: 12:30pm – 1:30pm
• VENUE: Marriott Marquis Chicago
• FACULTY: Frank Holz, MD, Robyn Guymer, MD, Netan Choudhry, MD and David Lubec, MD (moderator)

OBJECTIVES:

1. Leverage content to drive PR campaign targeting the associated press – expand the roundtable to create a panel that focuses not just on the physicians’ perspective of the iAMD burden, but also those of AMD sufferers and support agencies
2. Generate enduring educational content
Practice development

The provision of patient education materials and referral tools to support the practice development efforts of our 2RT® customers is a key focus of Ellex’s marketing effort at AAO.
Discover 2RT®
Treat AMD – earlier.

2RT® Retinal Rejuvenation

What is 2RT?

Newly known as Retinal Rejuvenation Therapy, 2RT® is a non-invasive retinal laser procedure that stimulates a natural, biological healing response in the eye to stop or slow the degenerative processes that cause Age-Related Macular Degeneration (AMD). It is performed in your ophthalmologist’s clinic and typically takes no more than 10 minutes.

Conventional retinal laser therapy uses millisecond treatment times. In contrast, 2RT® applies nanosecond pulses of low-energy laser light to induce the desired therapeutic effect while preserving the sensitive structures of the eye from heat damage.10

Repeated ongoing eye injections (anti-vascular endothelial growth factor medications, anti-VEGF) are suitable for the wet, and stage of the disease only in contrast, 2RT® is applied much earlier in the disease process as an intervention for Intermediate AMD.

How does 2RT work?

2RT® Retinal Rejuvenation applies nanosecond pulses of low-energy laser light to small, specifically targeted areas of the outer retina. A recent trial has shown the potential of 2RT® to delay the progression in a specific group of Intermediate AMD patients to late stage disease.11

What is AMD?

Age-Related Macular Degeneration (AMD) is the leading cause of blindness in industrialised countries. A chronic eye disease, over time AMD can result in irreversible loss of central vision. Early signs of the disease include waxy deposits under the macula, a small region at the back of your eye responsible for sharp vision—known as drusen, and pigmentary abnormalities such as light or dark spots in the macula.1

AMD can be diagnosed with a simple eye examination. Detecting changes early through regular check-ups with your ophthalmologist or optometrist can identify the disease before sight-threatening complications occur.1

Who is at risk?

Age is a major risk factor for AMD. The disease incidence increases with age and is most prevalent in those over the age of 80. Other significant risk factors for AMD include:

Family History: People with a family history of AMD are at much higher risk.

Smoking: Research shows that smoking more than doubles the risk of developing AMD.

If you are over the age of 50, and particularly if you have a family history of AMD, make sure you speak with your eye care professional.

Vision with AMD

Vision before:

2RT® Retinal Rejuvenation

Once the signs of AMD are visible, 2RT® can result in an immediate loss of central vision. Detecting changes early through regular check-ups can identify the disease before sight-threatening complications occur.

After 2RT®:

Ask us about 2RT for AMD
Macular Degeneration, AMD

About Macular Degeneration
Over time, age-related macular degeneration (AMD) can result in irreversible loss of central vision. Detecting changes early through regular eye tests can identify the disease before sight-threatening complications occur.

Retinal-Rejuvenation.com
your primary online resource for age-related macular degeneration (AMD) and 2RT®

Clinical Education
Comprehensive database of clinical education tools to enhance your clinical knowledge.

Practice Development
Exclusive access to practice development and patient education tools for Ellex 2RT® customers.

Promote Your Practice
‘Find an Ophthalmologist’ online directory to promote your practice to potential patients.

Retinal Rejuvenation. Naturally, from Ellex.

2RT® Retinal Rejuvenation is a gentle treatment that stimulates the body’s natural healing mechanism to slow the rate of disease progression from Intermediate AMD to late-stage disease.

‘Find an Ophthalmologist’ Online Directory
All Ellex 2RT® customers are eligible to feature their practice details in the ‘Find an Ophthalmologist’ online directory. This is a powerful practice marketing tool and is searched by thousands of patients daily.

visit Retinal-Rejuvenation.com