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## **Passionate and Proven Team:**

### **Luc Vangerven – CEO**

Entrepreneurial leader, formerly President J&J Orthopaedics. Proven Board and Investor leadership.

### **Jiri Pavlicek – COO**

Strong commercial track record at J&J in senior roles. Global health industry knowledge and network.

### **Denis Pichon/Benjamin Cottineau CTO**

Technology leaders; founder of orthopaedic product developer. Expansive sourcing network.

**Industry:** First pure play orthopaedic generic business

**Number of Employees:** 15

### **Structure:**

Orthimo AG – HQ/holding (Zug-CH)  
Orthimo SAS – Engineering (Rennes-F)  
Orthimo Ltd – UK Sales (Manchester-UK)  
Shared Services – (Prague-CZ)

**Current Investors:** Private individuals

### **Secondary Series A + Series B:**

Secondary Series A in Oct '16:  
CHF 2m (@ preferential price of CHF 5.00 per share)

Series B tranche 1 in Apr '17: CHF 4m  
(@ price of CHF 8.57 per share)

Series B tranche 2 in Jan '18: CHF 2m  
(@ price of CHF 8.57 per share)

For 44% of total shareholdings

### **Use of Proceeds:**

- Geographic expansion (CHF 4m)
- Product development (CHF 3m)
- Clinical and Regulatory (CHF 1m)

### **Competition:**

Zimmer, J&J, Stryker, Smith & Nephew  
Generic first to market advantage

### **Value creation steps:**

- Proven business strategy
- Geographic expansion and scale up (in progress)
- Attractive acquisition target

## **Company:**

Orthimo® is rooted on solid ethical and scientific principles. It raised a Series A in 2013 and has successfully managed the risks in product design and manufacture, regulatory and market introduction. The company has achieved major market recognition with strong support of key opinion leaders. Optimised Equivalent® implants are now accepted as a new category in the UK market.

## **Growth financing investment opportunity:**

The company is seeking funding for geographic expansion and product development. You have the opportunity to invest in a generic orthopaedic growth business that is creating a platform to participate in the medical devices sector valued at CHF 450Bn, translating healthcare cost pressures into a compelling business opportunity.

## **Market:**

The global hip market is valued at CHF 6Bn and dominated by four players with constant market shares. The global orthopaedic market is valued at CHF 30Bn and with a CAGR of 4.7%.

## **Market Opportunity:**

Economic pressures on healthcare systems worldwide keep rising. The aging population is driving joint replacement market growth. Consolidation of players has formed a high margin oligopoly. Innovation in hip and knee replacement has been low and the IP (Intellectual Property) landscape is opening up with patent protection expiring.

## **Products/Services:**

To achieve this vision, Orthimo® has identified the best performing branded reference hip implants based on a global analysis of patient registry data. The hip stems and cups, used in high volumes and with the lowest revision rates were selected. The patents on these branded equivalent implants have expired. Orthimo® has reverse engineered these branded implants and instruments so that its implants and instruments are Optimised Equivalent® in all aspects: implant design, raw materials, manufacturing and sterilization. Orthimo® has innovated the traditional orthopaedic business model and provides customers with a simple, transparent and easy to choose pricing model. Orthimo® offers these best performing implants at significant savings to healthcare systems (~25-30% below market prices).

## **Technologies/Special Know-how:**

IP (Intellectual Property) Freedom to Operate (FTO) is established. The company successfully designed and manufactured Optimised Equivalent® cemented and uncemented hip stems and cups. CE marking has been obtained for its Class III hip implants from the most renowned notified body – BSI (British Standards Institute). UK introduction is following the Beyond Compliance process and rated at the lowest risk levels.

## **Clinical Acceptance:**

Well known surgeons and hospitals in the UK are actively implanting (e.g., Cambridge clinical study). Orthimo® has been included on the NHS Supply Chain Framework accompanied by a large initial order of 1000 hips, setting a strong precedent for other government authorities. 200 procedures were successfully performed.