

Syntellix sharpens focus on marketing and sales with new board member

Appointment of Oliver Marx represents strategic focus prior to IPO / After Global Footprint now "from Pioneering to Marketeering".

Hanover, 6 January 2022

The Supervisory Board of Syntellix AG has appointed Oliver Marx to the company's Executive Board with effect from 1 January 2022. The company's Chief Sales Officer succeeds Prof. Dr. Martin H. Kirschner, whose mandate expired at the end of 2021 and who will leave Syntellix on best amicable terms and remain associated with the company in an advisory function as Chief Medical Advisor. Syntellix is the global market leader for metallic bioabsorbable implants for orthopaedics and trauma surgery.

Marx has been working for the company since 2020. His previous assignments include Medartis AG in Basel, where he was Chief Sales Officer and member of the Executive Board and was jointly in charge and responsible for the successful IPO. Overall, he looks back on a successful career of more than 20 years in the med-tech industry, during which he developed, established and restructured international sales organisations in Europe, the US, Latin America, Asia and the Pacific region.

Annette Claassen, Chairwoman of the Supervisory Board of Syntellix AG, comments: "With Professor Kirschner's leave, we are restructuring the Executive Board as planned prior to the IPO. We are very pleased to have Mr Marx in our team, a proven expert in marketing and sales in the field of medical technology, to take responsibility as a member of the Executive Board immediately. We would like to thank Professor Kirschner for his great achievements and his tireless commitment and wish him all the best."

Prof. Dr. Utz Claassen, company founder and CEO, says: "Professor Kirschner is an ultra-good leaver and will continue to actively support us in the future. The medical field not only remains vital for us, its importance will increase even more with further product developments, studies and new approvals. After the successfully executed strategy of the "Global Footprint" with product approvals achieved for 71 countries worldwide, Syntellix AG is now entering the next phase in the run-up to the planned IPO, in which exponential growth will be the focus and accordingly marketing and sales are shifting more to the fore."

"We are therefore at the transition 'from Pioneering to Marketeering': Building on the successful pioneering work with which we have proven that our unique magnesium-based implants for orthopaedic surgery are safe and effective and have numerous significant advantages for patients, users and the healthcare system compared to conventional products made of titanium or steel, because they dissolve in the body after healing and are replaced by bone, thus making a second operation to remove the implant obsolete, we are now intensifying the marketing of our MAGNEZIX® implants, which have been proven to be 'clinically superior' in a direct comparison with titanium implants; this revolutionary innovation is now followed by another decisive step with the consistent exploitation and execution of the excellent market opportunities."

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Oliver Marx
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