



URGO Medical and SteadMed are merging their North American activities to become a leading player in the advanced wound care market

Paris/Fort Worth, Texas – September 26th, 2018 – French family-owned international healthcare group URGO and US Texas-based company SteadMed announce the merging of their North American medical activities, with Urgo Medical taking a majority stake in this strategic partnership, whose activities will focus on acute and chronic wounds.

The newly formed entity created today, September 26th, takes the name Urgo Medical North America. Its headquarters will remain in Fort Worth, Texas, under the leadership of the former management team. With a yearly turnover of approximately \$20M, Urgo Medical North America will operate in the USA and Canada with ambitions to become a global leading player in the world's largest advanced wound care market of North America. There is a perfect fit between the range of products of both companies that will enable the new entity to offer best in class treatments to treat acute and chronic wounds.

As a global leader in wound care (number 2 in Europe), URGO Medical is constantly looking for new opportunities to strengthen its international growth. Last year in 2017, 65% of the revenues of URGO Medical were generated abroad, and the company has now a direct presence in more than 20 countries. *"Setting foot in the USA represents both a key milestone for our development and a strategic priority. We are happy to enter this new market with our partner SteadMed, who also has a strong expertise in advanced wound care and who will help us to develop innovative solutions to assist healthcare professionals in reducing healing time. Our two companies share the same values: a history of entrepreneurship and the long term vision of a family business."* announces Pierre Moustial, URGO Group CEO.

SteadMed Medical LLC (SteadMed) is a US company based in Fort Worth, Texas, that commercializes advanced wound care products (for optimizing wound bed preparation). The company was created in 2010 by Michael Steadman who is still at the head of the company. SteadMed distributes its range of products primarily in North America and employs 41 people both locally and across the US. *"This new partnership with URGO is a great opportunity for us to enhance our growth in North America and to launch together new innovative products in advanced wound care, for patients who suffer from wounds associated with diabetes, blood circulation problems, infection and other wound healing complications"* says Michael Steadman, SteadMed Chairman, newly named CEO of URGO Medical North America.

The new entity's objectives within the next 5 years are to reach \$50M in annual turnover while doubling the workforce in Texas and throughout the United States.

URGO Medical North America will dedicate its activities to products that offer relief to patients who suffer from severe wounds, thanks to its portfolio optimized solutions and protocols for healthcare professionals:

- Specifically adapted dressings and treatment protocols for different types of acute and chronic wounds such as venous leg ulcers, diabetic foot ulcers, pressure ulcers or burns. URGO Medical North America product portfolio will be built upon SteadMed Medical products (e.g. Vashe, Drawtex) along with URGO Medical products (the Restore Triact product line). In the near future, these products will be rebranded to Urgo Medical brands.
- Medical trainings to continue improving care and treatment for patients;
- Investment strategy in medical studies to demonstrate the clinical efficiency of treatments to reduce the burden of chronic wounds.
- The company's digital solution for optimizing the care and treatment pathway, to assist healthcare professionals with diagnosis, customized treatments and care protocols, wound monitoring with alerts relative to the healing trajectory.

About SteadMed

SteadMed Medical provides medical devices and products to hospitals, nursing homes and home health agencies – and the patients they treat – with a focus on acute, chronic, and surgical wounds, and additionally skin moisturization. Our extensive portfolio of products establishes proven protocols for the care and management of wounds, skin, and skin breakdown. By listening to clinicians' concerns, SteadMed has been able to provide the highest-quality and most innovative products available, while keeping costs competitive. Its dedicated field representatives and customer service department, as well as clinical personnel on staff, are committed to supporting the needs of the clinician. These professionals enable SteadMed to bring comprehensive solutions to those with wound and skin care complications.

For more information, please visit www.steadmed.com

About URGO GROUP

French Family-owned URGO Group is an international leading company and world expert in advanced wound care and selfcare. With its two divisions Urgo Medical and Urgo Consumer Healthcare, URGO Group is engaged on day to day basis with patients, healthcare professionals and the general public. The Group develops innovative wound dressings that have proven their medical superiority through clinical studies, to address an increased need worldwide for the care of chronic wounds. It gives access to responsible healthcare solutions in the areas of first aid, nutritional supplements, sexual well-being, cold and allergies. The Group has a presence in 22 countries and a turnover of \$690M (2017). 3 100 collaborators participate in these missions, among which 9 industrial sites serve the needs of our clients. URGO developed a sound portfolio of very well-known brands such as Mercurochrome, Alvityl, Juvamine, Sonalto, Ricqlès, Urgo, all serving the Group's global ambition.

To prepare the future, UrgoTech, the group's internal start-up has the mission to explore and offer patients the benefits of connected healthcare through artificial intelligence, digital and neurotechnologies which can bring life-changing therapies.

For more information, please visit <http://www.urgo-group.com>

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