

MEDIA RELEASE

Ellex Medical

Adelaide, Australia



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TOPIC: Ellex 2RT[®] Sales & Marketing Initiatives at AAO

Highlights:

- **AAO provides forum for first 2RT[®] sales presentations targeting doctors attending from countries where 2RT[®] is approved for intermediate Age Related Macular Degeneration (iAMD) therapy**
- **2RT[®] for treatment of clinically significant macula edema on display at booth**
- **Important discussion symposium to help advance understanding of 2RT[®] with potential customers**

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 physicians¹. 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>

ⁱⁱ "Global prevalence of age-related macular degeneration and disease burden projection for 2020 and 2040: a systematic review and meta-analysis". Wan Ling Wong, Xinyi Su, Xiang Li, Chui Ming G Cheung, Ronald Klein, Ching-Yu Chen, Tien Yin Wong. The Lancet. Volume 2, No. 2, e106–e116, February 2014.



2RT[®]

Ellex Presentation to
International Doctors
at American Academy
of Ophthalmology 2018

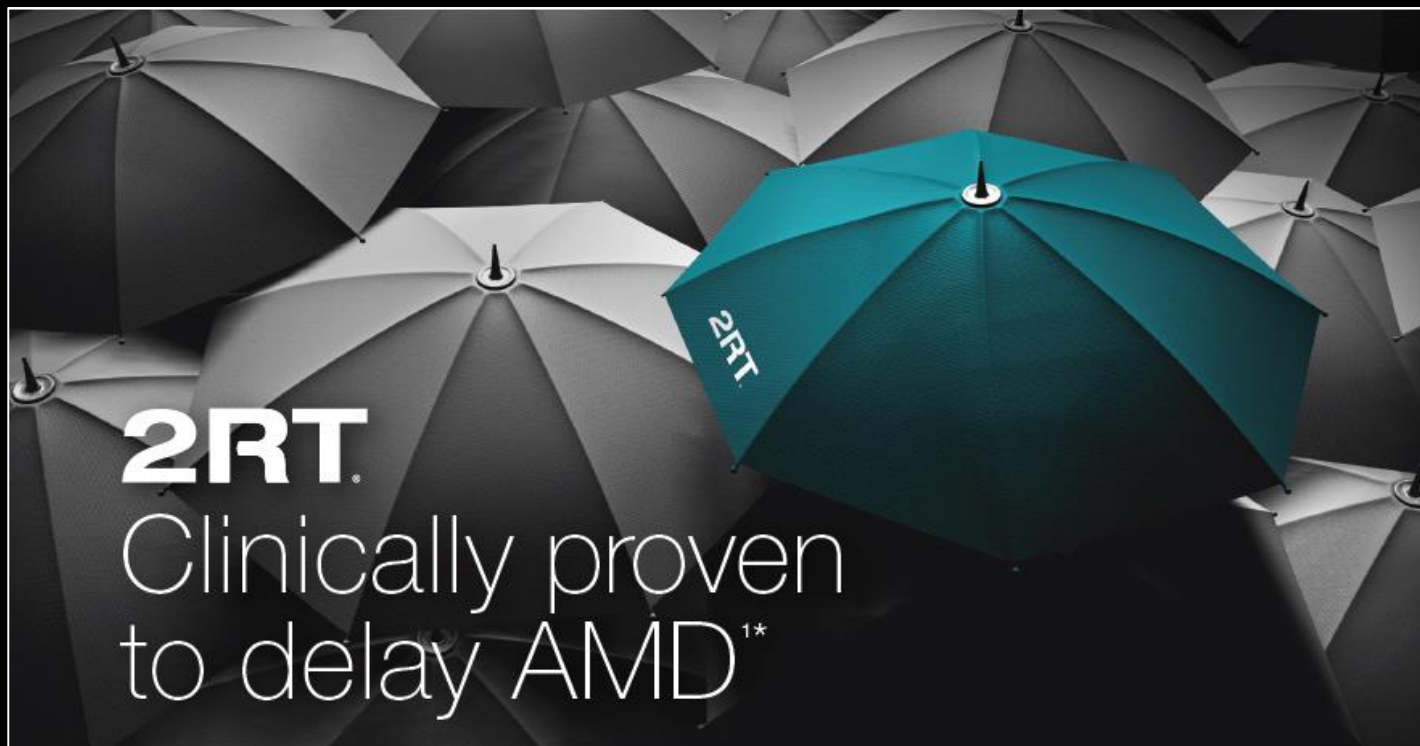
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Physician marketing

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.



According to the results of a multi-center trial¹ 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.¹

LEARN MORE AT AAO 2018

MAIN EXHIBIT #1044 | RSD EXHIBIT HALL B#41





ellex 2RT.

Clinically proven
to delay AMD¹

**The first and only clinically proven
laser treatment to delay
progression to late-stage AMD.***

An extensive multi-center trial¹ has shown that
2RT[®] Retinal Rejuvenation achieves a 77%
reduction in the rate of progression to late stage
AMD for over three quarters of early stage AMD
patients.*

1. Guymer RH, Wu Z, Hodgson LAB, et al. Sub-Threshold Nanosecond Laser Intervention in Age-Related Macular Degeneration: The LEAD Randomized Controlled Clinical Trial. *Ophthalmology*. 2016.

*Post hoc analysis in patients without consistent reticular pseudodrusen (RPD).

2RT[®] has a CE Mark (Conformité Européenne) for treatment in patients with early AMD where it can produce bilateral improvements in macular appearance and function. 2RT[®] has a CE Mark (Conformité Européenne) and US Food and Drug Administration (FDA) (510k) Market release for the treatment of Clinically Significant Macular Edema (CSME).

2RT[®] is not approved for sale in the USA for the indication of early AMD.

77%
REDUCTION

77% reduction in the
rate of progression to
Dry AMD or Wet AMD.*

*Post hoc analysis in patients
without consistent RPD.

76%
OF PATIENTS

Effective in over
three-quarters of
suitable patients.*

*Post hoc analysis in patients
without consistent RPD.

With around 100 million
early stage sufferers around
the world, AMD is the most
common cause of blindness
in industrialized countries.

Until now, there's been little
advance in treating the disease
before it progresses to the
vision-threatening complications
associated with Dry AMD or
Wet AMD.

That's why 2RT[®] Retinal
Rejuvenation from Ellex is such
an important breakthrough.

2RT[®] is a nanosecond laser
intervention that's been
developed to slow the
progression of early stage AMD.

Unique to Ellex, 2RT[®] works by
stimulating the rejuvenation
of the retinal pigment epithelium
—initiating healing response
that targets the underlying
causes of AMD.

The multi-center LEAD
trial¹, recently published in
Ophthalmology, indicates that
2RT[®] achieves a 77% reduction
in the rate of progression
to late-stage AMD for over
three quarters of early-stage
patients*.

**2RT[®] — It's the first and
only clinically proven
laser treatment that
delays AMD progression.***

1. Guymer RH, Wu Z, Hodgson LAB, et al. (in press) Sub-Threshold Nanosecond Laser Intervention in Age-Related Macular Degeneration: The LEAD Randomized Controlled Clinical Trial. *Ophthalmology*. 2016.

* 76% of intermediate AMD patients without co-existent reticular pseudodrusen (RPD) and no signs of atrophy.

2RT[®] has a CE Mark (Conformité Européenne) for treatment in patients with early AMD where it can produce bilateral improvements in macular appearance and function. 2RT[®] has a CE Mark (Conformité Européenne) and US Food and Drug Administration (FDA) (510k) Market release for the treatment of Clinically Significant Macular Edema (CSME).

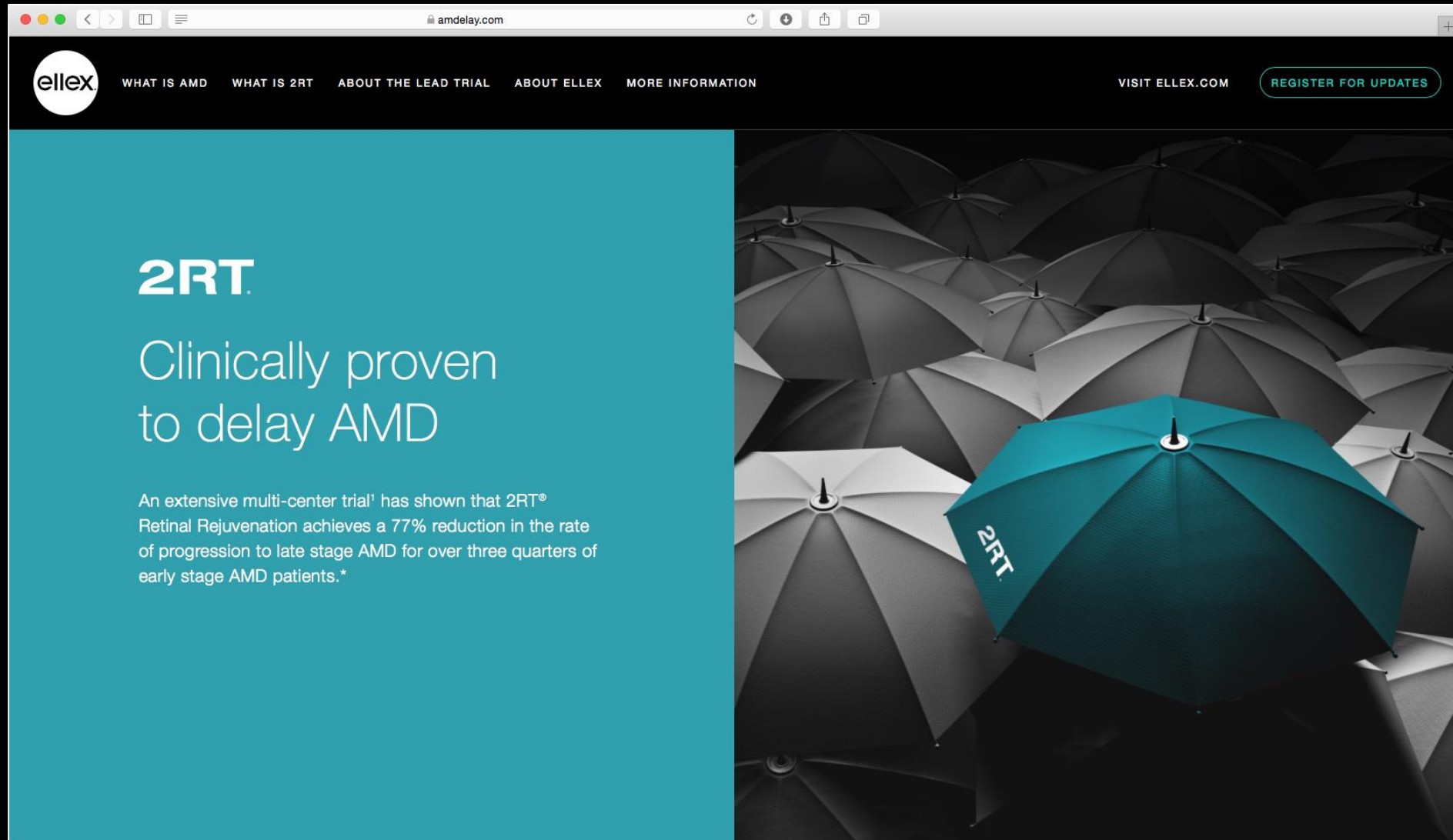
2RT[®] is not approved for sale in the USA for the indication of early AMD.

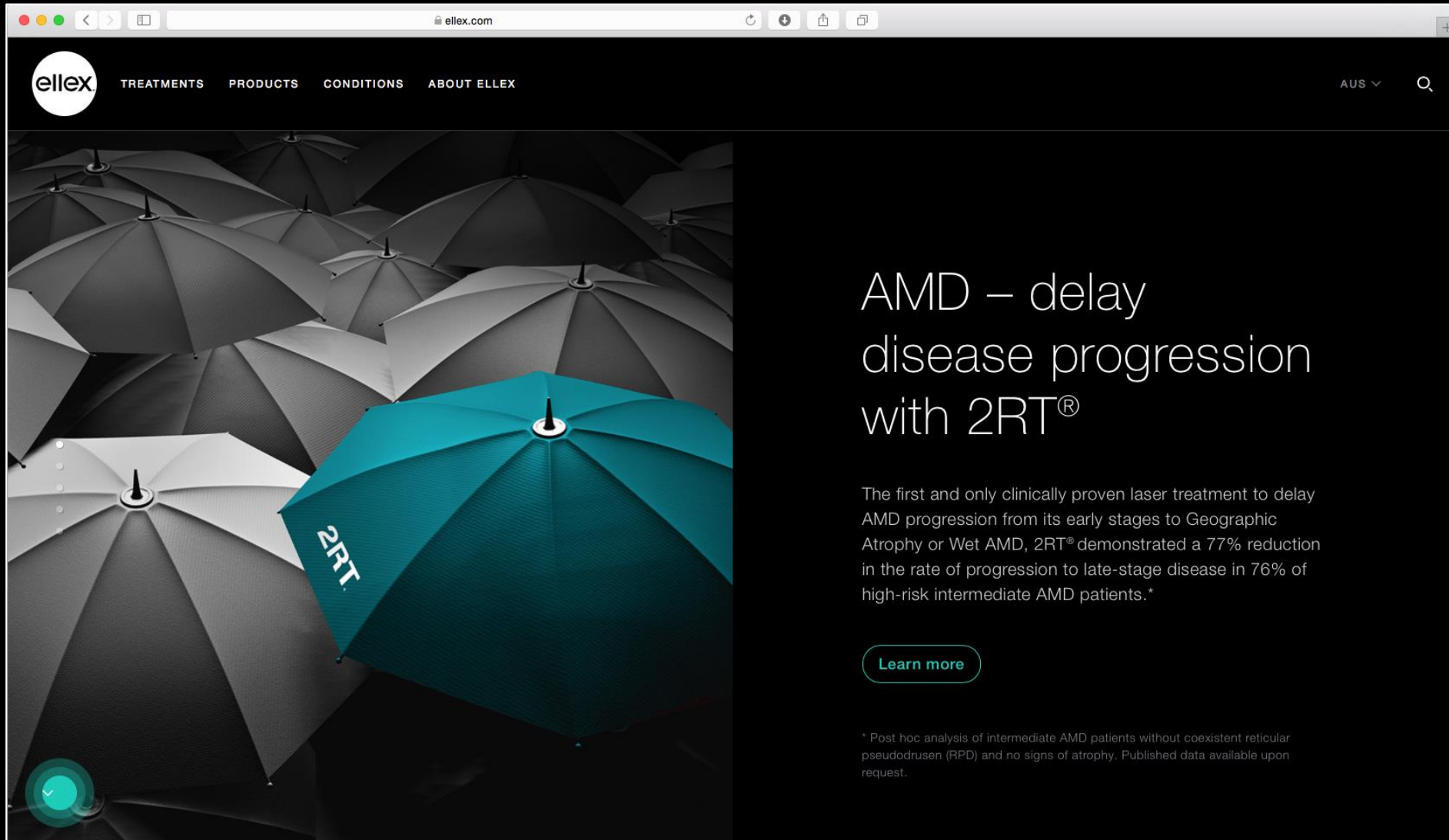
Clinically
proven to
delay AMD^{1*}



www.AMDelay.com

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Call +61 8 7074 8200 | ellex.com





The screenshot shows the Ellex website homepage. The browser's address bar displays "ellex.com". The navigation menu at the top includes the Ellex logo, "TREATMENTS", "PRODUCTS", "CONDITIONS", and "ABOUT ELLEX". On the right side of the navigation bar, there is a language selector set to "AUS" and a search icon. The main visual is a large image of numerous umbrellas, with one prominent teal umbrella in the foreground featuring the "2RT" logo. To the right of the image, the headline reads "AMD – delay disease progression with 2RT®". Below this, a paragraph states: "The first and only clinically proven laser treatment to delay AMD progression from its early stages to Geographic Atrophy or Wet AMD, 2RT® demonstrated a 77% reduction in the rate of progression to late-stage disease in 76% of high-risk intermediate AMD patients.*". A teal "Learn more" button is positioned below the text. At the bottom right, a small footnote reads: "* Post hoc analysis of intermediate AMD patients without coexistent reticular pseudodrusen (RPD) and no signs of atrophy. Published data available upon request."

ellex

TREATMENTS PRODUCTS CONDITIONS ABOUT ELLEX

AUS

AMD – delay disease progression with 2RT®

The first and only clinically proven laser treatment to delay AMD progression from its early stages to Geographic Atrophy or Wet AMD, 2RT® demonstrated a 77% reduction in the rate of progression to late-stage disease in 76% of high-risk intermediate AMD patients.*

[Learn more](#)

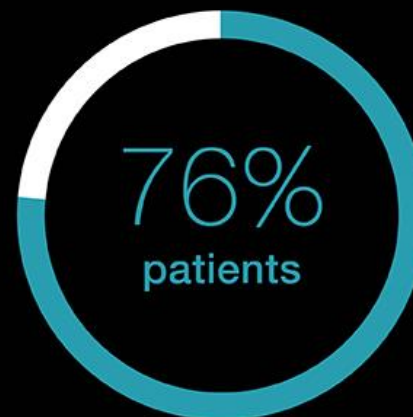
* Post hoc analysis of intermediate AMD patients without coexistent reticular pseudodrusen (RPD) and no signs of atrophy. Published data available upon request.



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®?

Also 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).⁹ 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 whilst 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, end-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 macula. 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

Normal Vision



What is AMD?

Age-Related Macular Degeneration (AMD) is the leading cause of blindness in industrialized countries.¹ A chronic eye disease, over time AMD can result in irreversible loss of central vision. Early signs of the disease include waste deposits under the macula – a small region at the back of your eye responsible for detail vision – known as drusen, and pigmentary abnormalities such as light or dark spots in the macula.²

AMD can be diagnosed with a simple eye examination. Detecting changes early through regular check-ups with your optometrist or ophthalmologist can identify the disease before sight-threatening complications occur.^{3,4}

Who is at risk?

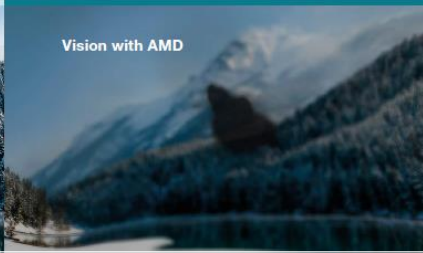
Age is a major risk factor for AMD. The disease incidence increases with age and is most prevalent in those over the age of 65.^{1,3,6} Other significant risk factors for AMD include:

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



Discover 2RT® Treat AMD – earlier.

Treat AMD before vision loss occurs.

2RT® Retinal Rejuvenation

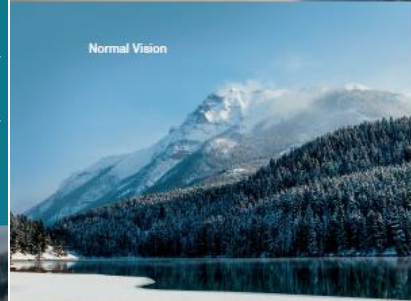
Over time Age-related Macular Degeneration (AMD) can result in irreversible loss of central vision. Detecting changes early through regular check-ups can identify the disease before sight-threatening complications occur.

Also known as Retinal Rejuvenation Therapy, 2RT® is a minimally-invasive, painless procedure that uses laser light to stimulate a natural, biological healing response in your eye to slow the degenerative processes that cause AMD. It is performed in your ophthalmologist's clinic and typically takes no more than 10 minutes.

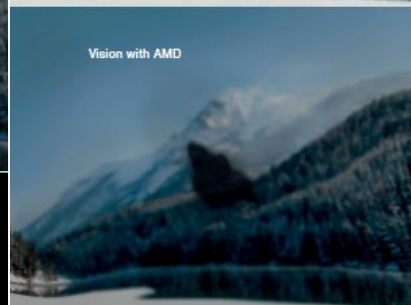
If you or someone close to you has AMD be sure you've explored all of your treatment options.

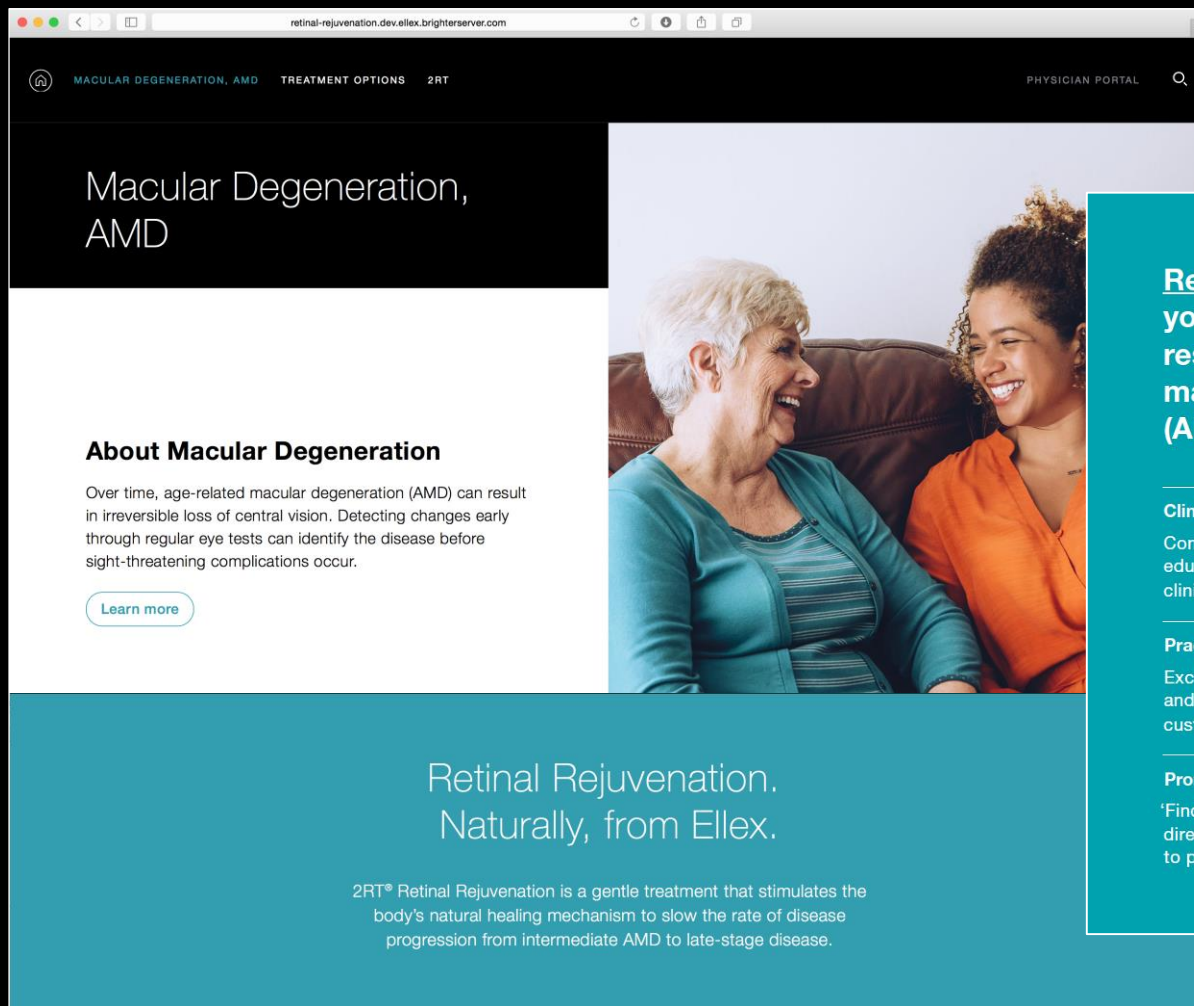
[Ask us about 2RT for AMD](#)

Normal Vision



Vision with AMD





retinal-rejuvenation.dev.ellex.brightserver.com

MACULAR DEGENERATION, AMD TREATMENT OPTIONS 2RT PHYSICIAN PORTAL

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.

[Learn more](#)

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.

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.

'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](http://www.Retinal-Rejuvenation.com)