

PhysioAssist welcomes Anne Reiser as Executive Chairman, strengthening its leadership team

Anne Reiser will support development of global strategy to accelerate business development, market coverage and penetration of company's Simeox medical device for patients living with chronic lung conditions

Aix-en-Provence, France, June 30, 2020 – PhysioAssist, a French biotech company at the crossroads of three major technological fields: the physics of materials, signal processing and life sciences, today announces the appointment of Anne Reiser as Executive Chairman. She will be instrumental in championing the huge potential of PhysioAssist's Simeox technology, bringing with her years of experience – in particular in the area of respiratory care – and a large network of contacts to further develop the business model and awareness around the technology.

Simeox is a device for patients living with chronic respiratory disorders associated with a bronchial obstruction and chest congestion, such as cystic fibrosis, bronchiectasis or Chronic Obstructive Pulmonary Disease (COPD). In the recent context of the COVID-19 crisis, patients were able to autonomously and effectively use the Simeox device whilst staying at home preventing further infections and hospitalizations; and in some countries, insurances covered the cost of this home use. During the pandemic lockdown, PhysioAssist was also able to successfully test a videocoaching platform with healthcare professionals, remotely assisting patients using Simeox at home.

For the past two years, Anne Reiser has been an independent member of the company's board, then becoming chairman of the board. Previously, she served as the President of EMEA/APAC/Japan at ResMed Inc. Her entire career has centered around the medical device market, working with companies including Medtronic, Zimmer, American Home Product and Mölnlycke, with leadership positions in France, Europe and Asia. For several years, Anne Reiser has been a board member of the French Manufacturing Association and the French Notification Body (LNE). She holds a master's degree in business from E.S.C. Clermont-Ferrand, a bachelor's degree in law and an executive master's degree from Sciences Po Paris.

"I am very happy with what we have accomplished over the past two years with Anne and I wanted to expand this collaboration into a more operational role," said Adrien Mithalal, CEO at PhysioAssist. "As we continue to grow in Europe and internationally, Anne's talent, network, experience and strong track record will be major assets for our organization. Strengthening the distribution network, accessing patients living with cystic fibrosis and bronchiectasis in the North American and Asian markets are the next steps. They require a strong structure and effective strategy. On behalf of the entire PhysioAssist team, I welcome Anne with great enthusiasm and ambition for the years to come."

"I am proud to be working with such a strong team who have proven the efficiency of the Simeox device, showing it can transform patients lives. Based on its strong clinical performance, the Simeox device – remarkably invented by Adrien Mithalal – has been enjoying increased recognition from both patients and healthcare professionals," said Anne Reiser. "The quality of our distribution network has been built around very high quality partners. We are currently working on some ambitious and promising clinical projects, both in Europe and Asia. I am looking forward to building global awareness and expanding access to the benefits of Simeox therapy for patients worldwide living with chronic lung conditions."



Whilst the device was initially developed for cystic fibrosis patients, preliminary clinical data¹ in the bronchiectasis indication have also been very positive. Simeox could help millions of patients overcome some of the challenges of this pulmonary condition, offering tremendous prospects for the company.

About Simeox

Worldwide, more than 70,000 patients are living with cystic fibrosis and around 20-30% of more than 250 million people with COPD struggle with chest congestion. For these patients, difficulty in draining mucus can lead to pulmonary infections and reduced respiratory function. Bronchial drainage is very time-consuming and few effective solutions are currently available.

Simeox applies effective intrapulmonary vibration technology that helps patients to clear their lungs by thinning and transporting mucus. It produces a specific signal that transmits a succession of negative pressure pulses into the bronchial tree. The signal can reach the outermost pulmonary zones to break down mucus, allowing mucus clearance of the distal bronchi, improving the quality of life as well as the wellbeing of patients.

The device is simple to operate and can be used in both adult and pediatric patients. It is effective from the first treatment and is well tolerated by patients. One session with Simeox lasts about 20 minutes and will not worsen the patient's fatigue. Patients can also use it independently at home after a couple of training sessions led by a healthcare professional, who will supervise the monitoring.

About PhysioAssist

PhysioAssist is a French biotech company at the crossroads of three major technological fields: the physics of materials, signal processing and life sciences. It has developed Simeox, a device for patients living with chronic respiratory disorders associated with a bronchial obstruction and chest congestion, such as cystic fibrosis, bronchiectasis or Chronic Obstructive Pulmonary Disease (COPD).

Those patients need to clear their airways regularly, quickly and easily to improve their breathing and maintain lung function. Simeox drains lungs effectively by thinning and transporting mucus without any fatigue, thus improving the patient's quality of life. The device uses unique intrapulmonary technology, which generates a vibrating signal that acts directly on the viscosity of bronchial mucus.

Founded in 2012 and based in Aix-en-Provence, France, PhysioAssist is ISO-13485 certified and comprises a team of senior professionals from the respiratory care industry. The company co-operated with the French National Centre for Scientific Research (CNRS), Inserm and Hôpital Nord AP-HM of Marseille to develop Simeox, which obtained CE marking in 2015 and is currently available in 15 countries.

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