



Contura expands its commercial efforts to the US and appoints new US Leadership Team

February 2020: Following the FDA approval of Bulkamid® for the treatment of stress urinary incontinence (“SUI”) due to intrinsic sphincter deficiency in adult women who have SUI or stress predominant mixed incontinence, Contura is pleased to announce that it has appointed a US Leadership Team to spearhead Bulkamid’s commercial launch.

Casey Kanel has been appointed Vice President of US Sales for Contura Inc. Having spent 29 years in the urology/urogynecology device sales arena in various companies including Medtronic Pelvic Health and AMS, Casey has developed an impressive and extensive network in women’s health. With experience in sales, sales management, distribution networks and strategic corporate initiatives, Casey is well placed to spearhead Bulkamid’s US campaign.

Tim Kelp has been appointed Director of Sales and Operations. Tim has 35 years medical device experience, 15 years of which have been in women’s health. Tim’s previous companies include J&J, Abbott and Medtronic. With experience in sales, sales management, business development and starting up new companies, Tim brings an important set of skills and experience to this team.

Angelo Mastro has been appointed Director of Sales and Distribution. Angelo has 16 years medical device experience, 7 years of which have been in women’s health. Angelo’s previous companies include Stryker, Poseidon Medical, Orion Orthopedics, AMS and Boston Scientific. Angelo has a rich experience in sales, sales management, field training, product development, product launches, and customer support programs. In addition, he also has extensive experience in setting up distribution networks.

Omar Mojica has been appointed Director of Sales and Sales Strategy. With 16 years of medical sales experience, 12 of which have been in urology and urogynecology at Medtronic Pelvic Health. Omar brings valuable experience in field training, product launches and customer engagement initiatives. Omar’s significant successes at Medtronic led to him winning the President’s Club Award for 9 consecutive years.

Rakesh Tailor, Director of Contura said ***“We are proud to have assembled this experienced and well-connected team. Their drive and professionalism will underpin Bulkamid’s launch and ensure it gains a proper, prominent place at the forefront of treatment for women suffering from SUI.”***

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Casey Kanel also commented: *"I am truly excited at the opportunity of bringing Bulkamid into the US market. The data are strong, and the delivery system is precise. Women with SUI, and physicians treating women with SUI, need something that is effective, minimally invasive and safe. The alternative treatments have their well-publicised safety issues, so the timing could not be better."*

About Bulkamid

Bulkamid is Contura's proprietary medical device and its approved indication in the US is for the treatment of stress urinary incontinence ("SUI") due to intrinsic sphincter deficiency in adult women who have SUI or stress predominant mixed incontinence. Bulkamid is a soft hydrogel that consists of 2.5% polyacrylamide and 97.5% water. Once injected, Bulkamid provides additional volume to the urethra and acts as a scaffold for cells to grow through, helping to provide long lasting relief of SUI symptoms.

About Female Stress Urinary Incontinence

SUI is very common among women of all ages and increases with age. Other contributing factors include childbirth, obesity or some form of a pelvic floor disorder. SUI is caused by a weakness in the pelvic floor, preventing the urethra (the tube that urine comes out of) from closing fully when sudden pressure is put on the bladder. This can allow urine to leak out during normal daily activities for example when coughing, laughing, walking or exercising.

About Contura

Contura is headquartered in London and has its manufacturing facility in Copenhagen, Denmark. It specialises in the distribution and sale of healthcare products, both pharmaceuticals and medical devices, focused primarily in women's health. Its lead products are Bulkamid®, Aquamid®, Regurin® XL and Cystistat®. It also has a number of ongoing development programs focused upon additional uses of its proprietary hydrogel technology, such as Arthrosamid® for the treatment of osteoarthritis in the knee. Contura has an established sales and marketing infrastructure in the leading European and worldwide markets, either through its own sales force or through distribution partners. It has its own offices in the UK, Denmark, Germany, France and Italy, currently employing around 50 staff worldwide.

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