



Ambu and Tri-anim in US distribution partnership

Ambu Inc. and Tri-anim Health Services Inc. have entered a partnership on the distribution of Ambu medical devices in North America.

The partnership begins 1 October 2015 and gives Tri-anim the rights to sell four categories of Ambu products.

Lars Marcher, CEO of Ambu sees significant potential in the partnership, *"Tri-anim is a well-respected and competent provider of medical devices and I believe there is a great match between our two companies. At Ambu we constantly strive to improve healthcare by providing doctors, nurses and paramedics with innovative products. Tri-anim puts quality first and has close contact with healthcare professionals all across the United States."*

Jeff Prestel, President & CEO of Sarnova – the parent company of Tri-anim – says about the deal, *"Tri-anim, as a leading distributor of specialty medical products, is very excited to be able to provide Ambu product solutions to our customers. These products will result in our customers' ability to better care for their patients and ultimately help them reduce costs."*

Distributor of Ambu aScope

The distribution partnership covers the following four product groups:

- Ambu® aScope™ – single-use videoscope and monitor. Exclusive distribution rights for new business.
- Ambu® ACTion™ Pain Pumps – single-use pumps for pain therapy. Non-exclusive distribution rights.
- King Vision® – single-use video laryngoscope. Non-exclusive distribution rights.
- Ambu® AuraGain – single-use laryngeal masks. Non-exclusive distribution rights.

Lars Marcher comments, *"Tri-anim operates a wide sales and distribution setup in the US, and there is no doubt that Tri-anim with Ambu's already focused sales team will be able to reach more potential aScope customers. This partnership is an important step in our long-term aScope business strategy in America."*

Ambu's existing distribution partners will continue to sell ACTion Pain Pumps, King Vision, AuraGain and other products.

The partnership with Tri-anim has no impact to Ambu's existing profit guidance for 2014/15. The combined sales of aScope in USA is expected to double in 2015/16 as a result of the partnership.

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About Ambu

Since 1937, breakthrough ideas have driven our work to bring efficient healthcare solutions to life within our fields of excellence: Anaesthesia, Patient Monitoring & Diagnostics and Emergency Care. Millions of patients and healthcare professionals worldwide depend and rely on the functionality and performance of our products. We are dedicated to improving patient safety and determined to advance single-use devices. The manifestations of our efforts range from early inventions like the Ambu bag and the legendary Blue Sensor® electrodes to our latest landmark solutions such as the aScope™ – the world's first single-use videoscope. Our commitment to bringing new ideas and superior service to our customers has made Ambu one of the most recognised medico-technical companies in the world. Our head office is situated in Ballerup near Copenhagen. Ambu has more than 2,350 employees in Europe, North America, Asia and the Pacific region. You can find more information about Ambu on our website: www.ambu.com.

About Tri-anim Health Services

Tri-anim is a North American specialty healthcare supplier that provides innovative products paired with clinical expertise for hospitals and advanced patient-care facilities. With over 30 years of experience, Tri-anim understands the business of healthcare and offers value-oriented programs designed to improve patient care and maximize operational efficiencies. Combined with a fast and reliable supply chain, nationwide Account Managers and sales support, in-service training and one-call customer care, Tri-anim specializes in healthcare excellence. Tri-anim is one of four business units in the Sarnova group. For more information, visit www.tri-anim.com.