

> **Press release, October 5 2015**

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## **Coloplast and Ambu launch videoscope in unique collaboration**

**Innovation:** *Coloplast and Ambu A/S have announced the launch of a new product for urinary tract intervention, the result of a historic collaboration between two of Denmark's oldest med-tech companies. Combining Ambu's technology in single-use videoscopes with Coloplast's urology expertise, the new product reduces the time needed for surgery and enhances patient safety.*

Isiris, the new product, was presented at a urology conference in London last Friday and is the fruit of several years of collaboration between Ambu and Coloplast. The new product combines Ambu's technology in single-use videoscopes with Coloplast's experience in endourology and its existing product portfolio. Isiris is a single-use sterile cystoscope that enables faster and more efficient removal of urinary stents in the bladder and the urinary system.

The two companies have jointly developed, designed and tested the new product and the development phase took place in close collaboration with a team of European specialists. Isiris will be manufactured at Ambu's sites in Malaysia, and Coloplast will be in charge of sales and marketing through the company's existing endourology market channels. Ambu and Coloplast have shared equally in financing the development project. The parties have agreed not to disclose any further financial details.

### **Year-long collaboration**

The parties began a formal product development alliance in 2013, but already in 2011 there were unofficial probes and informal collaboration between the two companies.

Lars Marcher, the CEO of Ambu, is excited about the partnership and its initial result: *"Ambu and Coloplast have many things in common. Combined, we have 136 years of experience in developing and manufacturing innovative medical equipment and products designed to help doctors and patients. We are both global companies rooted in Denmark originating from an innovative idea. That heritage is reflected in our corporate cultures, and I believe that is one of the reasons why we've had such a constructive partnership throughout the project and achieved such ground-breaking innovation."*

Steffen Hovard, SVP and head of Coloplast's global Urology Care business, said: *"It's been a pleasure to see how two such ambitious R&D teams have successfully combined and shared their know-how, ideas and enthusiasm. I'm thrilled to see how they have developed a product whose superior efficacy and enhanced safety will make a difference for surgeons and patients at hospitals and clinics the world over."*

Isiris will be available in the market from December 2015.

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