



**ÖSSUR HF.
CAPITAL MARKETS DAY
COPENHAGEN - ADMIRAL HOTEL
NOVEMBER 30TH, 2011
AGENDA**



Life Without Limitations®

- 08:15-08:30 Registration and coffee
- 08:30-08:40 Welcome and Company Video – Sigurborg Arnarsdóttir, IR Manager
- 08:40-09:10 Strategy and Key Highlights – Jón Sigurðsson, President & CEO
- 09:10-09:35 The Mexico Manufacturing facility – William Brown, VP of M&O Americas
- 09:35-10:00 Össur France – Frederic Girard, General Manager Össur France
- 10:00-10:15 BREAK
- 10:15-10:40 Medical Office – Dr. Þorvaldur Ingvarsson, Medical Officer
- 10:40-11:00 New Products 2011 – Hilmar B. Janusson, VP of R&D
- 11:00-11:20 Team Össur and marketing – Edda Heiðrún Geirsdóttir, Director of Global Marketing
- 11:20-12:00 Oscar Pistorius – tells his story and gives insight into his fight to be able to compete against able bodied athletes
- 12:00-13:00 LUNCH

Location:

Admiral Hotel
Toldbodgade 24-28
DK-1253 Copenhagen

www.ossur.com

STRATEGY AND KEY HIGHLIGHTS

Jón Sigurðsson
President & CEO



Life Without Limitations®



Where are we now?



How did we get there?



Where are we heading?



Where are we now?

How did we get there?

Where are we heading?

ÖSSUR – WE ARE...



Life Without Limitations®

A global orthopaedics company

Growing through innovation

Positioned for future growth

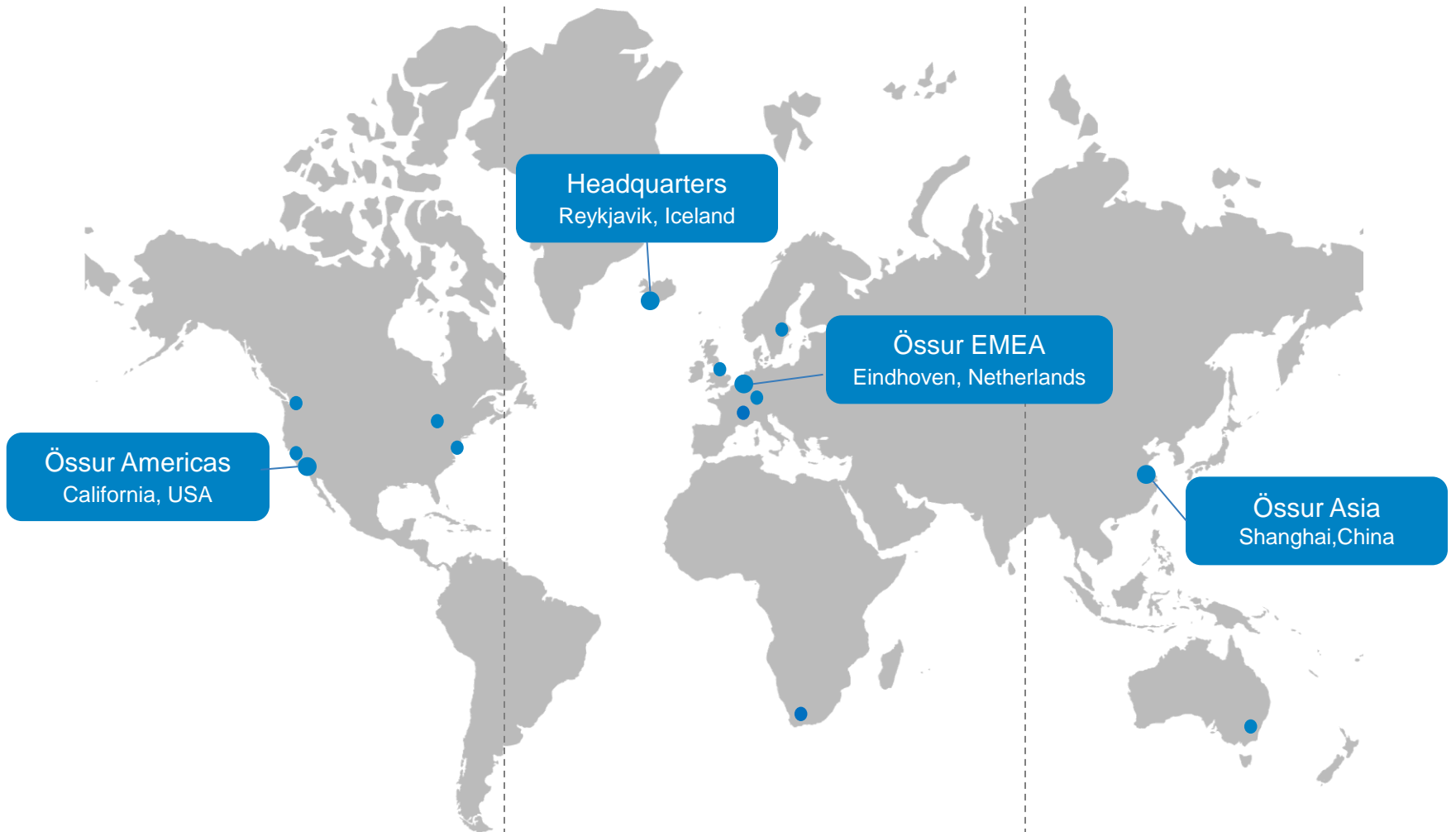


GLOBAL OPERATIONS – 1800 EMPLOYEES



Life Without Limitations®

Well diversified by segments and geography



MAIN MARKETS – TECHNICAL LEADER



Life Without Limitations®

BRACING AND SUPPORTS 52% of sales

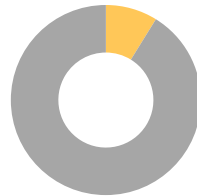
- Products for therapeutic and preventive purposes

PROSTHETICS 43% of sales

- Replacement of missing limbs

Össur market share

- Market size: USD 2,700 m
- Market growth: 3-5%
- Fragmented market



Össur market share

- Market size: USD 850 m
- Market growth: 3%
- Consolidated market



Market information based on industry analysis and management's estimates.

INVESTING IN SALES COVERAGE

- Good organic growth in all main markets

STRONG PRODUCT PIPELINE

- 17 products launched YTD
 - Bionics: comprehensive platform
 - Bracing and supports: robust pipeline

CONSOLIDATING MANUFACTURING LOCATIONS

- Increased manufacturing efficiency with Mexico platform



Life Without Limitations®



Where are we now?

How did we get there?

Where are we heading?

GROWTH STORY



Life Without Limitations®

From an O&P workshop in Iceland to a global innovative orthopaedic company

1971

1999

2011

Össur founded in Iceland by Össur Kristinsson, prosthetist, together with several organizations of the disabled in Iceland



Össur listed on the Iceland Stock Exchange



Changes from 1999 to 2010:

- Our sales have grown from USD 18 million to **USD 359 million**
- Our **EBITDA** is now **25 times higher**
- Our **employees** have grown from 100 to **1800**

PROSTHETICS - VALUE THROUGH INNOVATION



Life Without Limitations®

Wood & steel

Mechanical

Current and Future Platforms



Manufacturer sales price indicators

BRACING AND SUPPORTS PLATFORM



Life Without Limitations®

- Leveraging of prosthetic technology platform to increase value through innovation



Unloader® knee brace

Iceross® liner

Unloader One®

- Successful product launches and untapped market opportunities



Miami Lumbar® belt



Unloader One®



Rebound® Air Walker



Where are we now?

How did we get there?

Where are we heading?

HIGHLIGHTS

- Austerity measures – changes in healthcare delivery
- Financial turmoil – limited impact
- Demography – aging population
- Technical development – endless possibilities

EXTERNAL ENVIRONMENT

- Austerity measures
- Financial turmoil
- Demography
- Technical development



ÖSSUR'S STRATEGY

- Effectively prove and communicate clinical and economical outcome of our products
- Strive to increase efficiency by operational excellence and process improvement initiatives
- Bring life enhancing products to our customers
- Continue increasing value through innovation and a steady product pipeline

GOING FORWARD....



Life Without Limitations®



Generating value for individuals and healthcare systems

WE IMPROVE PEOPLE'S MOBILITY




Listed on NASDAQ OMX Copenhagen

www.ossur.com



Life Without Limitations®



MANUFACTURING & OPERATIONS

*William Brown, VP of
M&O, Ossur Americas*



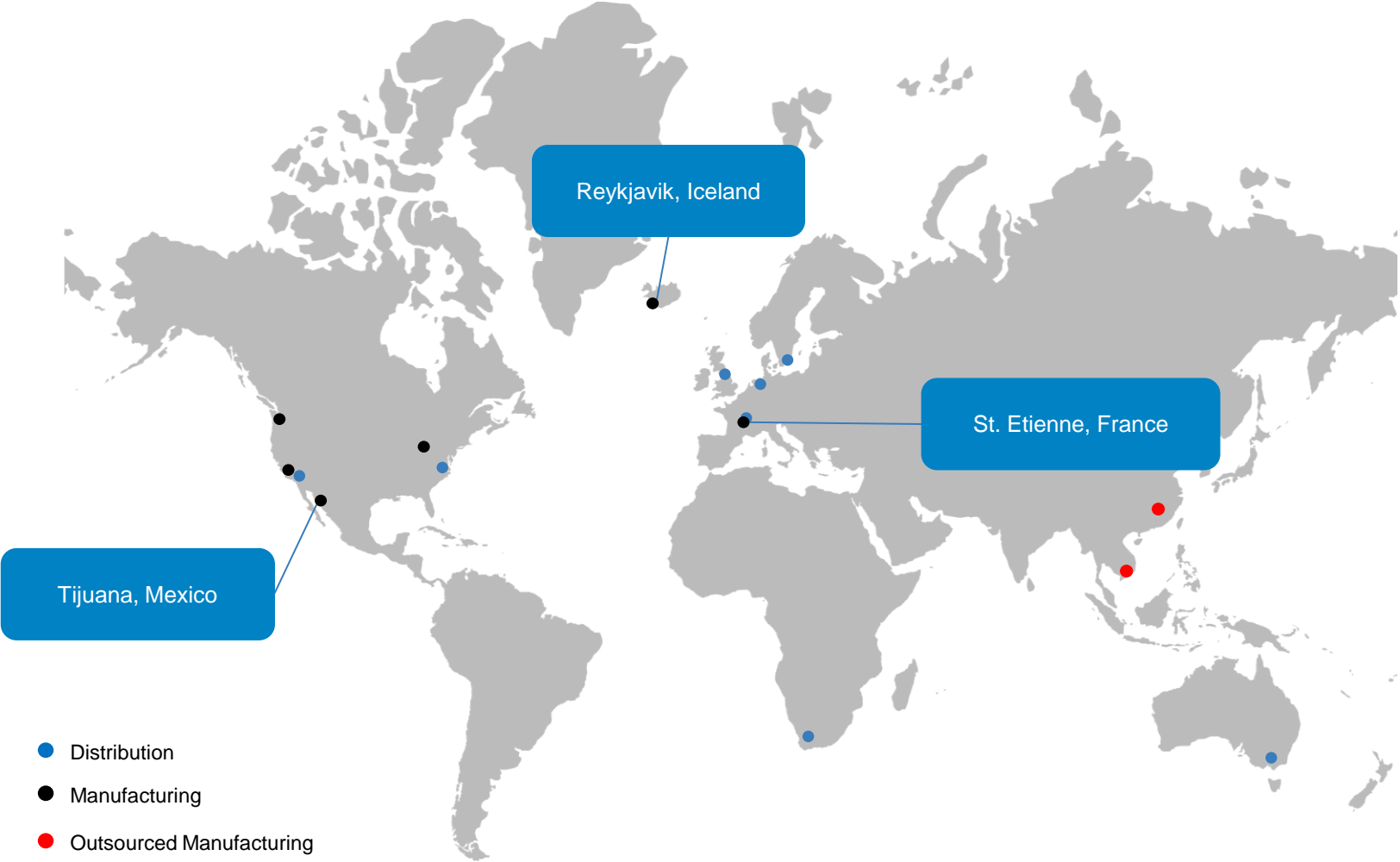
Life Without Limitations®

MANUFACTURING & DISTRIBUTION LOCATIONS



Life Without Limitations®

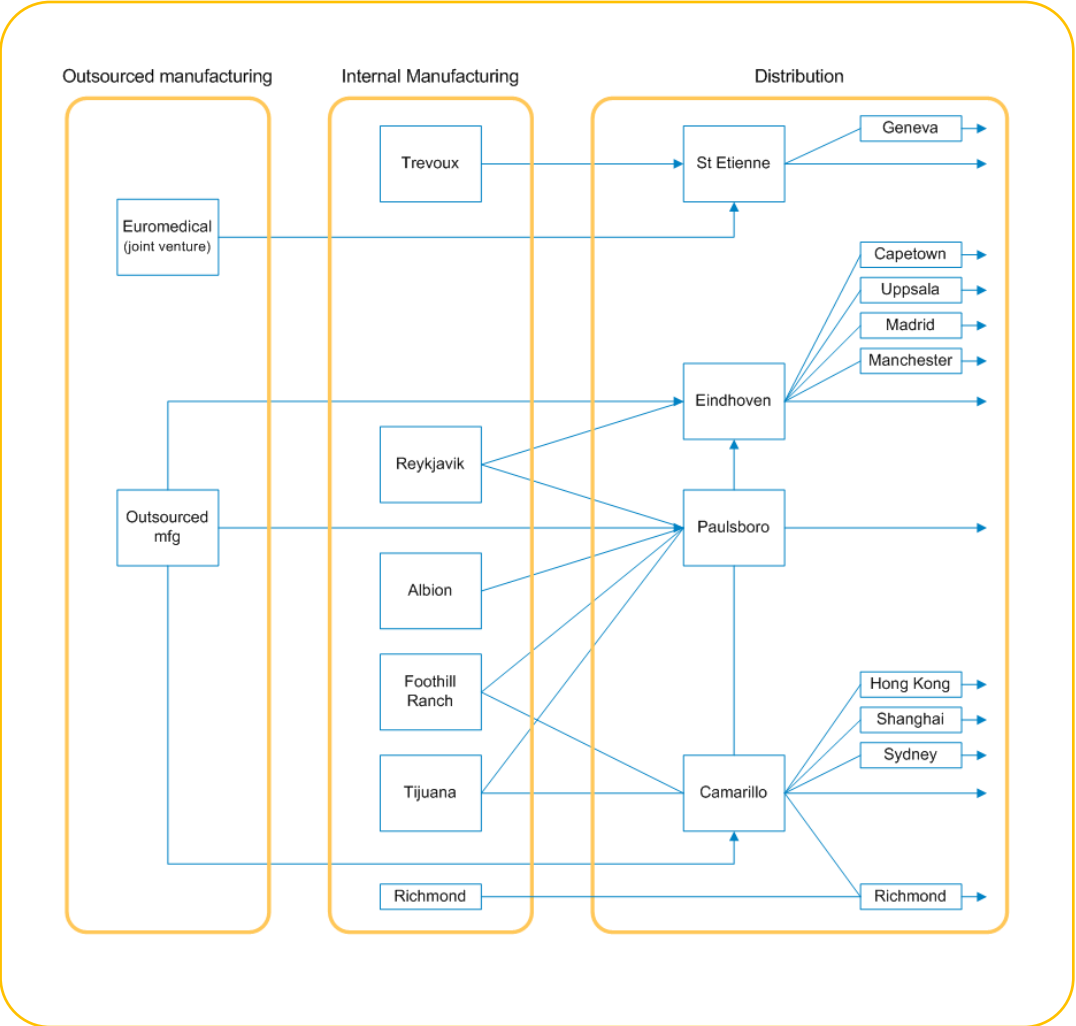
•• 14 locations - 800 employees



ÖSSUR GLOBAL DISTRIBUTION NETWORK



Life Without Limitations®



30-40 containers per month from Asia

PROSTHETICS

- MAIN MANUFACTURING ACTIVITIES



Life Without Limitations®

- *The majority of the manufacturing activities within prosthetics is located in Iceland*

Location	Products	OTS/CM	Process	Materials / function
Iceland	Liners 	OTS	Molding	Silicone
	Feet 	OTS assembled from standard components	Lay-up	Carbon fibers
	Bionics 	OTS	Assembly	Mechanics & electronics
	Adaptors & components 	OTS	Assembly	Metals
	Machined parts 	OTS	CNC machining	Metals
Michigan	Knees 	OTS	Assembly	Mechanical

Note: OTS means "off-the-shelf" and CM means "custom made"





BRACING AND SUPPORTS

- MAIN MANUFACTURING ACTIVITIES



Life Without Limitations®

- *Products within the dotted line will have been transferred to Mexico by year-end 2011.*

Location	Products	OTS/CM	Process	Materials/ Function
New Jersey	Collars 	OTS	Injection molding Thermoforming Soft goods	Plastics Textile Soft materials
California	Braces IS & GII 	CM	Custom manufacturing	Plastics Reinforced plastics Carbon fibers Textile
Asian suppliers	Bracing & Support 	OTS	Cut & sew Injection molding Assembly	Plastics Textile Metals Carbon fiber
France	Bracing & Support Compression therapy 	OTS	Cut & sew Knitting	Textile

Note: OTS means "off-the-shelf" and CM means "custom made"

FOCUS AREAS

- Safety – employees and assets
- Product quality
- Service – reliable delivery to customers
- Cost leadership
 - Consolidation projects
 - Lean Manufacturing
 - Continuous improvement culture
 - Product design with low cost manufacturing

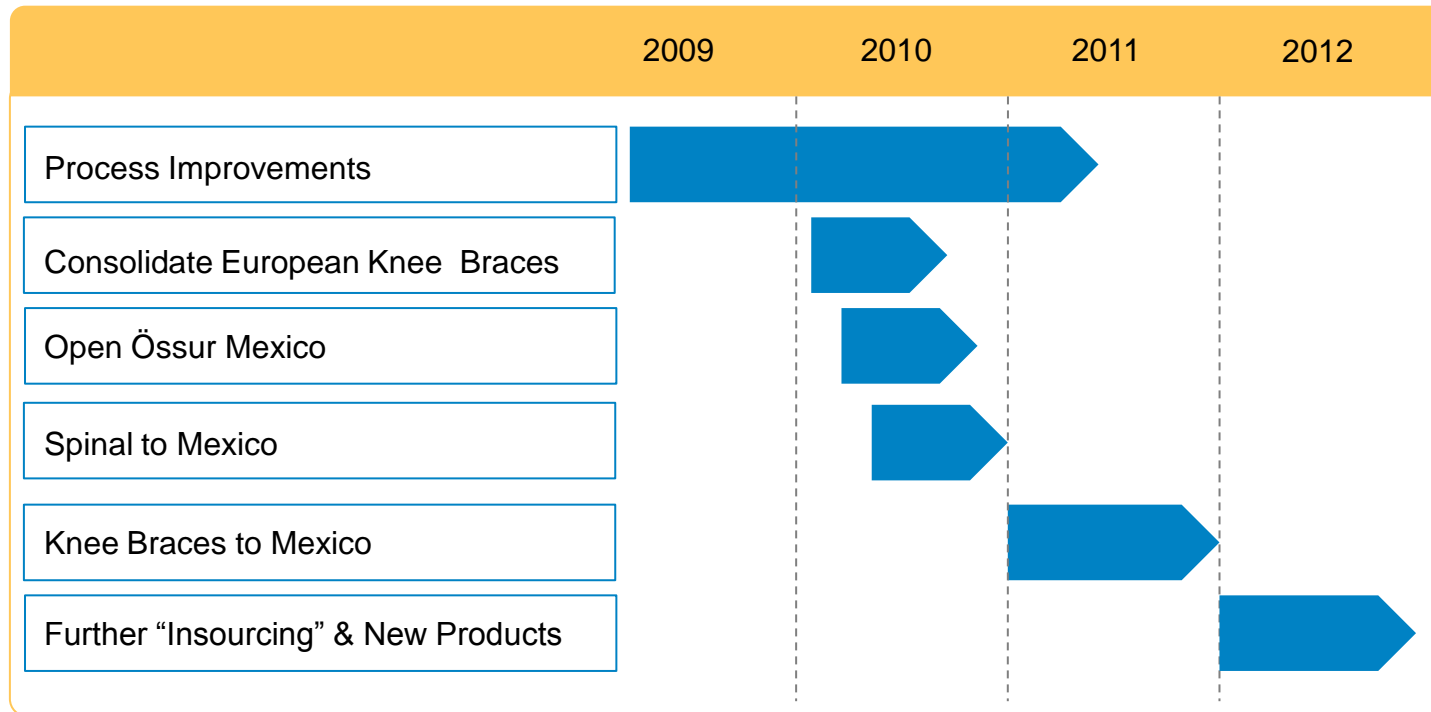


MAIN INITIATIVES & PROJECTS



Life Without Limitations®

- Consolidation of manufacturing units
- Increased efficiency, via consolidation and lean manufacturing
- Reykjavík and Mexico will become the main manufacturing facilities



MEXICO OPERATION



Life Without Limitations®

- 125 employees currently
- 160 employees at year-end



MEXICO OPERATION - MAJOR MILESTONES



Life Without Limitations®

2010

- First employees hired August
- Spinal products transfer completed December
- 45 employees at year-end

2011

- Official inauguration event September
- Foot Covers and Knee Braces transferred from US
- 160 employees at year-end

2012

- More products transferred; site consolidation continues
- New R&D projects introduced for manufacture

Focus on:
safety, quality, cost,
productivity - driving to
world-class performance by
2015

MEXICO OPERATION – OFFICIAL OPENING IN SEPTEMBER



Life Without Limitations®

- Grand Opening attended by Mexican governor and 200 guests
- The transfer has been efficient and manufacturing quality excellent
- State of the art equipment
- Highly qualified employees
- Savings as of 2012 USD 4 million



WHY MEXICO?



Life Without Limitations®

Close to Össur location in California

- Favorable for custom manufacturing – Asia is hardly an option
- Favorable for efficient new product launches in B&S as R&D is in Foothill

- **Costs**

Employee cost in Mexico 25% of labor cost in US and Europe

- **Logistics**

Mexican goods cross the US border smoothly on daily basis

More favorable than Asia for the US market as well as Europe

- **Risk**

Mexico is less risky than China in terms of IP protection, quality assurance, travel costs, and communication

- **Skills**

Governments and schools in several states collaborate with the industry to ensure high-skilled manpower for high-tech and other important sectors

- **Trade**

NAFTA and similar free-trade deals with Japan, Europe, and most of Latin America, give Mexico duty-free access to more markets than any other country

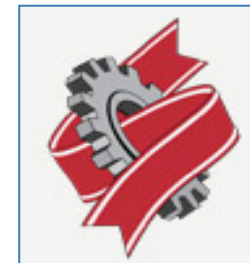
M&O PATHWAY TO OPERATIONAL EXCELLENCE



Life Without Limitations®

An integrated effort to eliminate waste and drive efficiencies into key manufacturing and distribution sites, while leveraging improvements to all Össur facilities, with the goal of becoming “World-Class” by 2015

- Lean Manufacturing
- Execute excellence initiatives in manufacturing and distribution
- Culture of continuous improvement
- Employee engagement
- Goal of becoming “World-Class” by 2015



ÖSSUR FRANCE

*Dr. Frédéric Girard
Managing Director*



Life Without Limitations®

Gibaud, a well-known brand in France

70% awareness



- 357 employees
- Two locations

Saint Etienne



Trévoux



HISTORY – OVER 120 YEAR OLD BRAND



Life Without Limitations®

Gibaud: 120 years of **technical textiles**, 80 years of **medical know-how**

1890

Foundation of
"Pichon Frères"



1935

Dr.Gibaud is
pioneering
modern media
communication



Launch of the 1st
lumbar belt
The company is
renamed
"Dr.Gibaud"



1950

Dr.Gibaud is
launching the
first line of
reimbursed
products
(Gibortho)



1980

The Pichon
family is selling
the company
(private equity +
management)



2005

Gibaud is
diversifying to
non-medical /
non-prescription
products to
pharmacies



2005

Össur is
acquiring
Gibaud. Refocus
on medical
products



2007

Gibaud is
strengthening its
focus on medical
communication



2011

THE MARKET FUNDAMENTALS



Life Without Limitations®

Bracing & Support
Compression therapy

same market fundamentals, **complete synergy**

	Market access	Decision making	Distribution channels
Bracing and supports, Compression therapy	Reimbursement	85-90% Prescribed	90% Pharmacies 23,000 Pharmacies
Prosthetics	Reimbursement Insurances	100% Prescribed	100% O&P Workshops 220 workshops

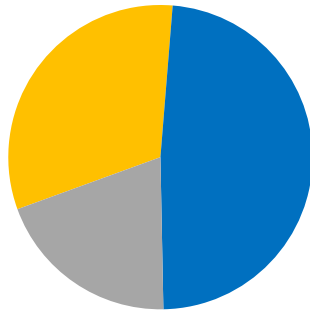
PRODUCT SEGMENTS AND MARKETS



Life Without Limitations®

BALANCED PORTFOLIO

Compression therapy



Prosthetics

Bracing & supports

Bracing and Supports

Prosthetics

Compression therapy

SIGNIFICANT MARKET

Market size: 725 m USD
Market growth: +6%

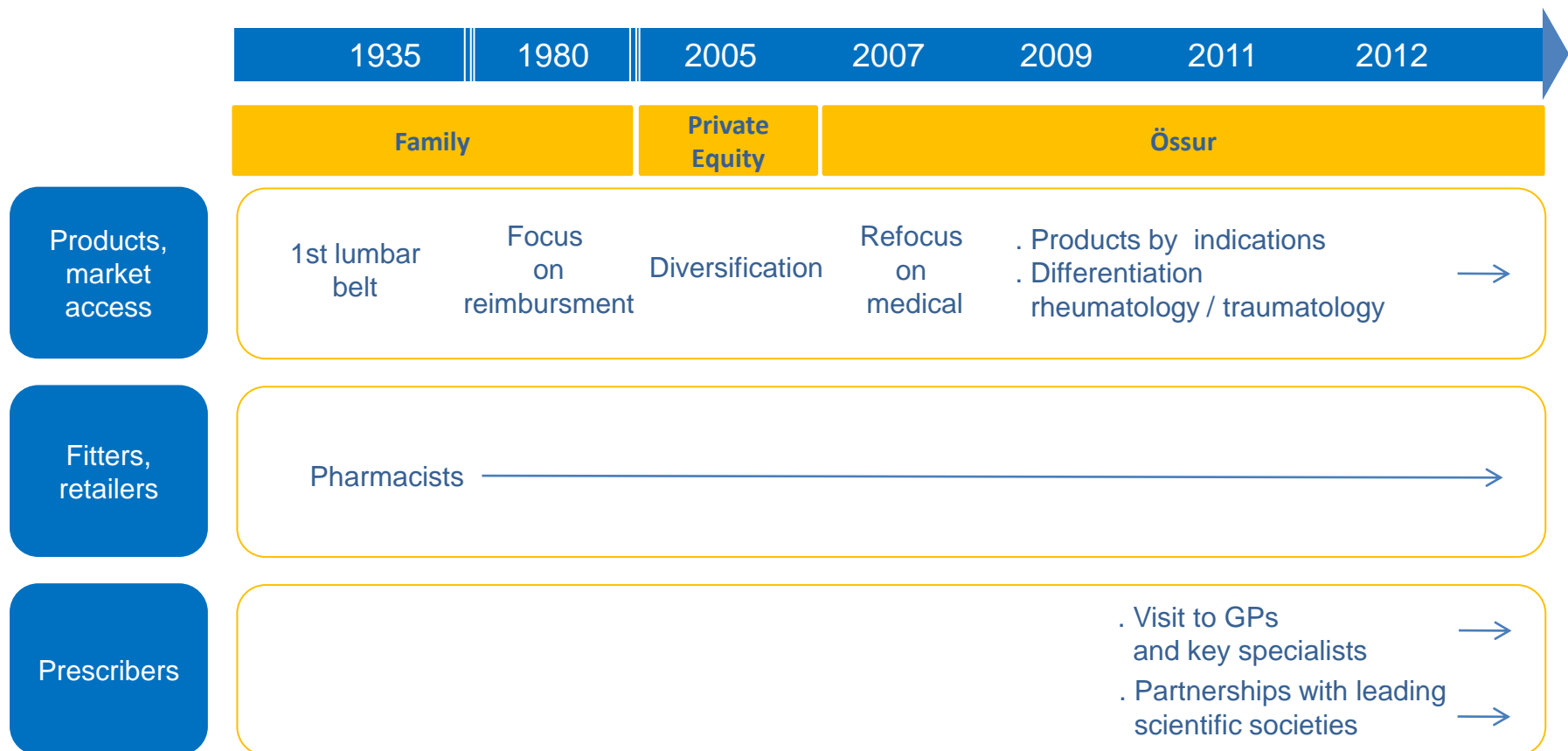
B&S, CT, Prosthetics

BRACING & SUPPORT – A MEDICAL JOURNEY



Life Without Limitations®

Major refocus on medical - products, prescribers and influencers

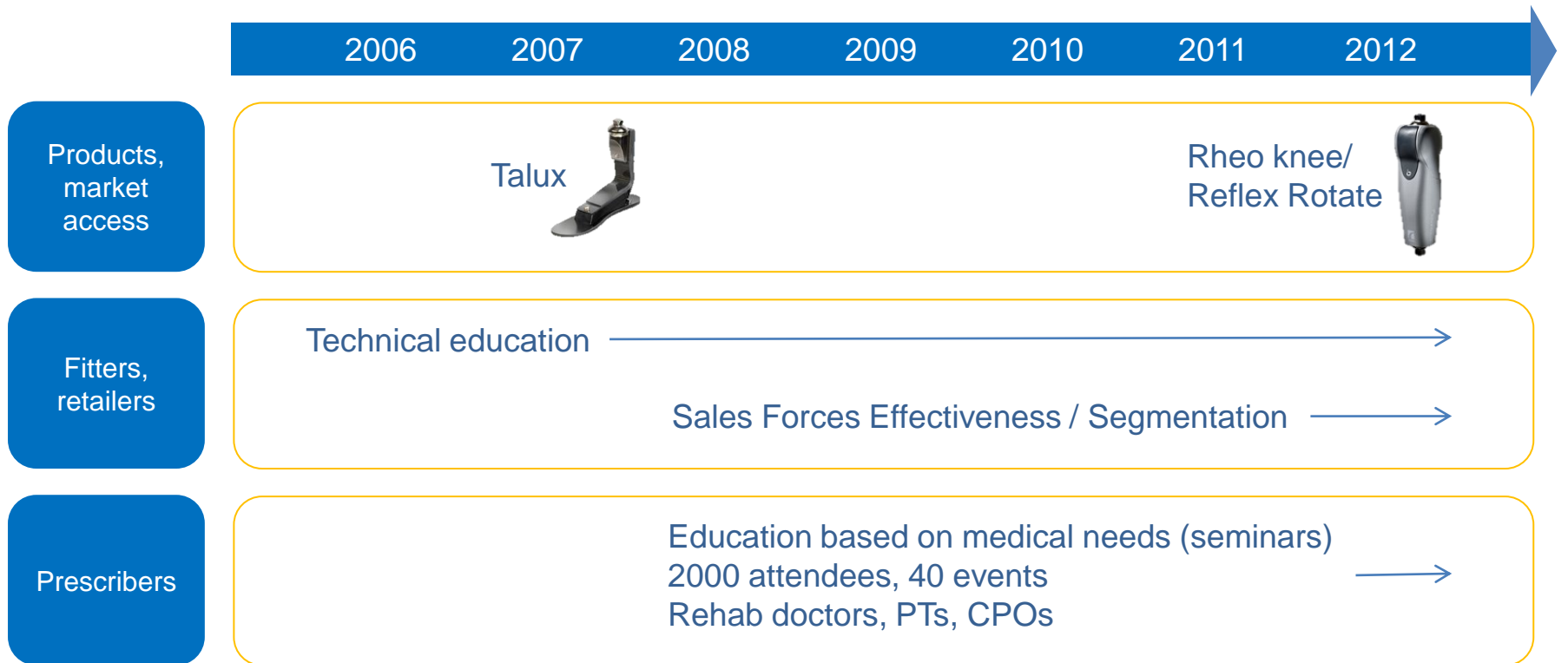


PROSTHETICS – SALES INCREASED BY 66% SINCE 2006



Life Without Limitations®

Synergies from the Gibaud acquisition – **cross selling opportunities**



Compression therapy is addressing another segment of **vascular diseases**

Elastic compression: the reference treatment for the veins diseases

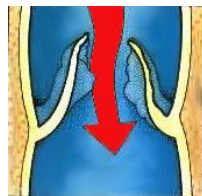
Chronic venous insufficiency: treatment of symptoms, prevention of complications

Deep venous thrombosis: prevention

Vein circulation:
fighting against
gravitation



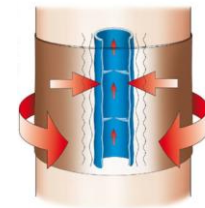
Chronic venous
disease:
insufficiency of
valvules



Chronic venous
disease:
a serious medico-
economic burden



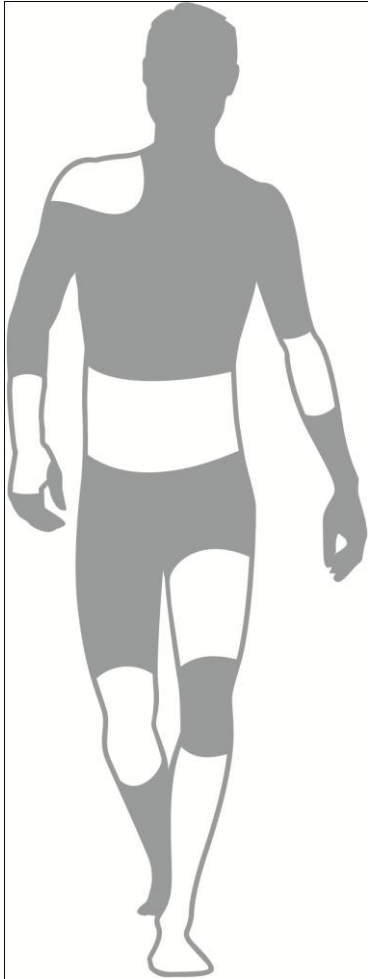
Compression
therapy: to
restore the
blood flow



KEY DRIVERS FOR GROWTH



Life Without Limitations®



- Products offering
- Medical image
- Access to decision makers
- Professional sales forces

PRODUCT OFFERING BRACING & SUPPORTS



Life Without Limitations®

A **premium portfolio** driven by **medical indications / needs**, easy to understand for the **prescribers**, the **fitter** and the **patient**

Back pains: a major medical burden

- 30% of the population*
- 12,5% of all sick days**
- 185 m days restricted activity
- 83 m days confined in bed***

* USA ** UK *** USA chronic back pain

Gibaud lumbar belts:

A revamped offer to answer each patients' profile



LOMBOGIB®
UNDERWEAR
HOMME & FEMME



LOMBOGIB®
WORKWEAR & JEANSWEAR



LOMBOGIB®
DOUBLE ACTION



LOMBOGIB®
ARTHROSE



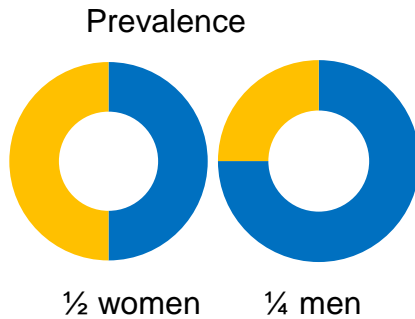
PRODUCT OFFERING COMPRESSION THERAPY



Life Without Limitations®

A **premium portfolio** driven by **medical indications / needs**, easy to understand for the **prescribers**, the **fitter** and the **patient**

Chronic Venous Insufficiency
Major unsatisfied needs



2% of patients are equipped

Gibaud compression: therapy
A revamped offer to answer each patients' profile

	Men	Women transparent	Women opaque
<p>PREMIUM line Exclusive design and materials Aesthetism and comfort for an improved compliance</p>			
<p>STANDARD line Optimal quality / price ratio</p>			

A **solid medical positioning** to support the image of the products



Attentes, éducation thérapeutique et satisfaction des personnes au port d'une compression élastique en pharmacie d'officine
Expectations, therapeutic education and satisfaction of users of elastic compression in pharmacies

5,000 patients

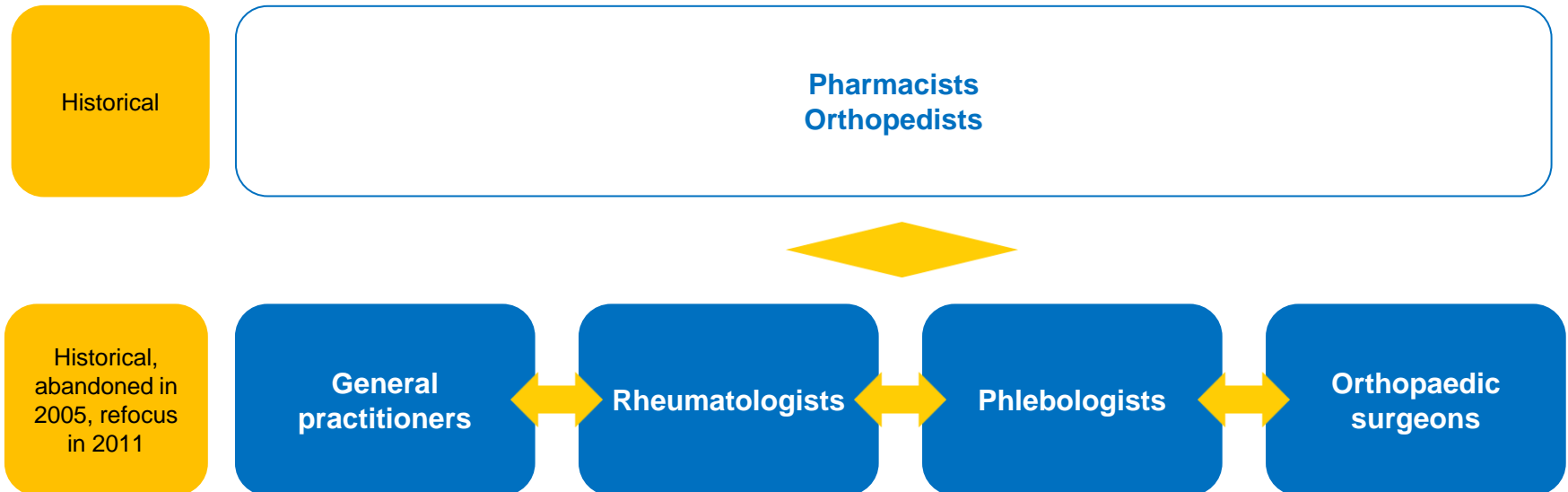
Dr JL Gillet, President ,French Society of Phlebology
Pr FA Allaert, Vice President ,French Society of Phlebology

ACCESS TO DECISION MAKERS



Life Without Limitations®

Refocusing on **decision maker's education**



A comprehensive
sales forces effectiveness
plan focused on
medical marketing
to strengthen the position of
Gibaud as **the technical**
reference in its markets

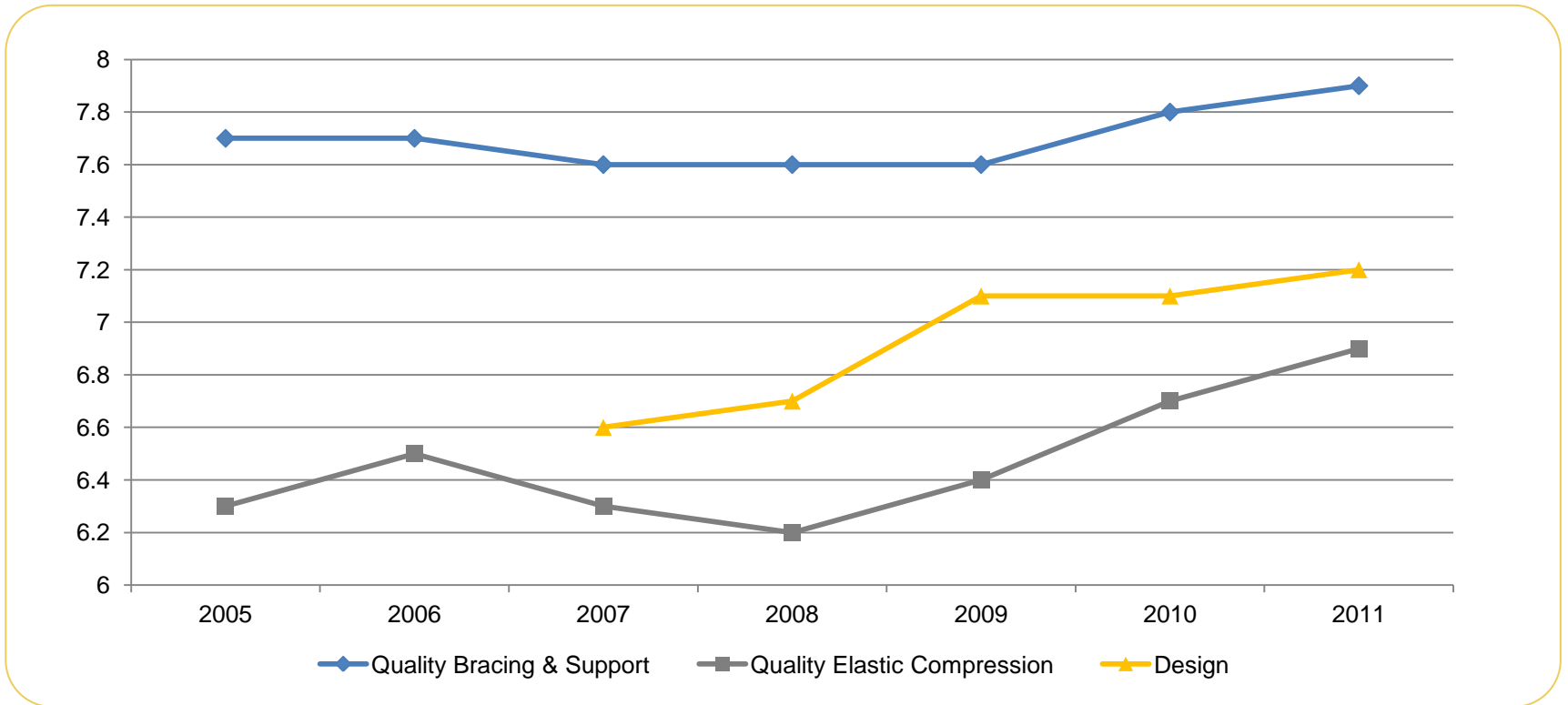


A CUSTOMER CENTRIC ORGANIZATION



Life Without Limitations®

A sustained improvement of the **customers' perception**



Source: IPSOS

Further focus on medical value added

- One century of expertise in technical/medical textiles
- Leverage on technology know how from prosthetics
- Bring innovations with true medico-economic value
- Focusing on genuine medical needs and expectations



MEDICAL OFFICE

Dr. Þorvaldur Ingvarsson
Medical Officer



Life Without Limitations®

HOW DO WE IMPROVE PEOPLE'S MOBILITY?



Life Without Limitations®



MEDICAL OFFICE – PROVIDING PROVEN CLINICAL BENEFITS

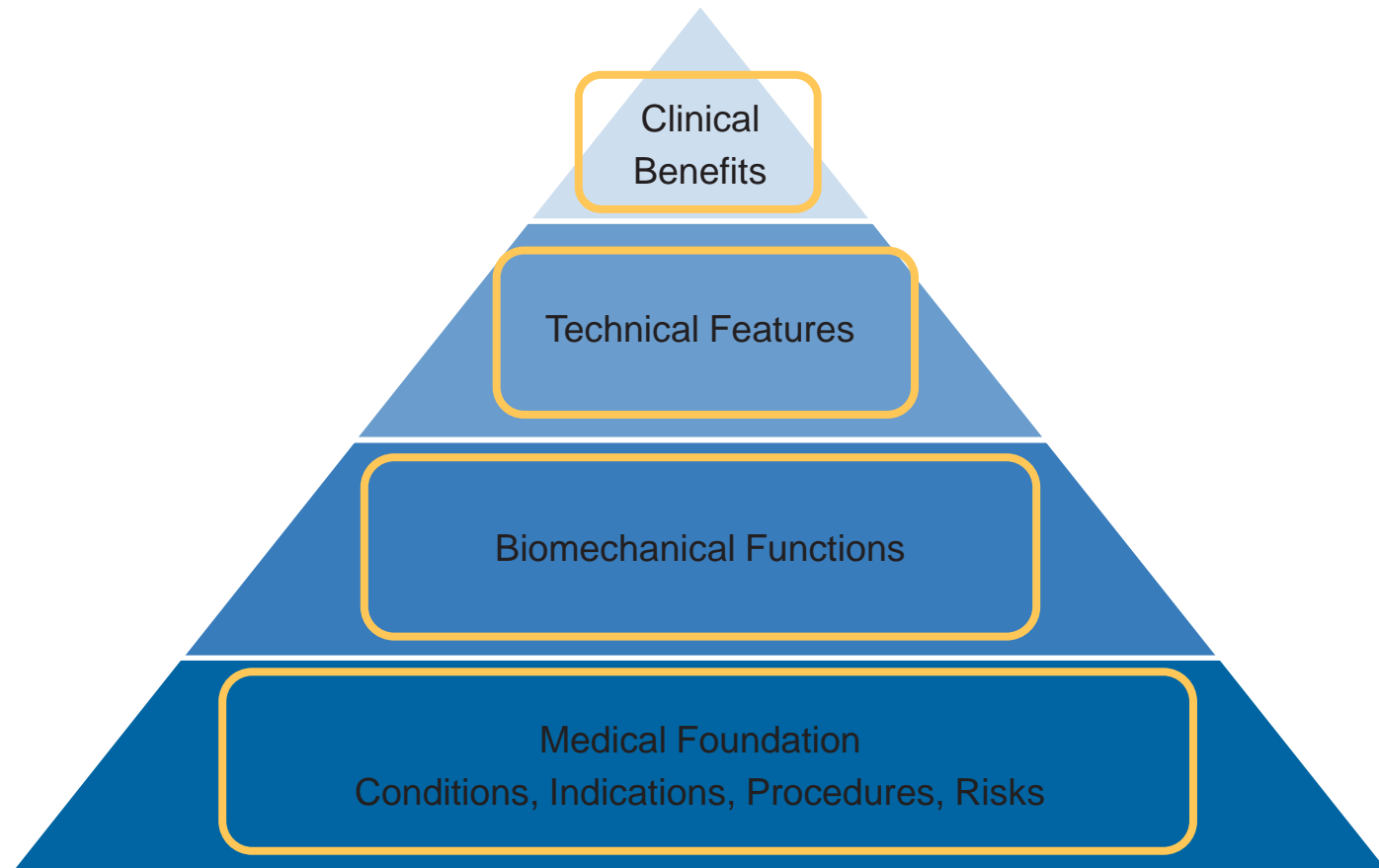


Life Without Limitations®

- Documentation of clinical benefits
- Clinical studies
- Development of protocols
- Design of new products
- Educational material
- Reimbursement justification



Build into a coordinated system; medical foundation biomechanical understanding, technical features and clinical benefits

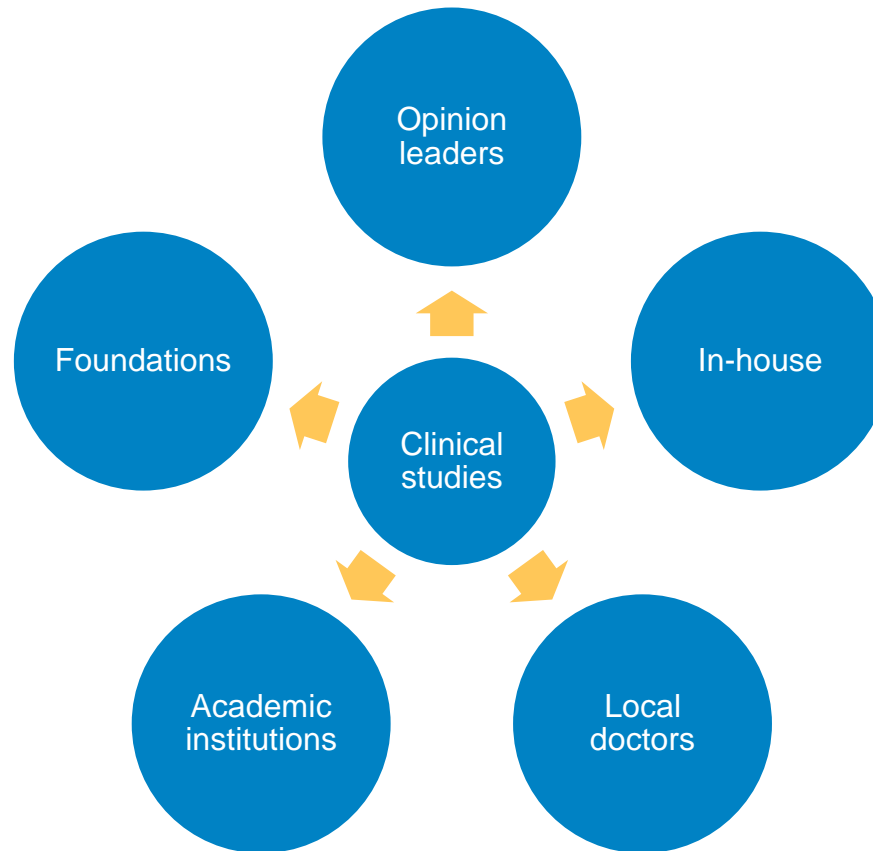


CLINICAL STUDIES WITH DIFFERENT STAKEHOLDERS

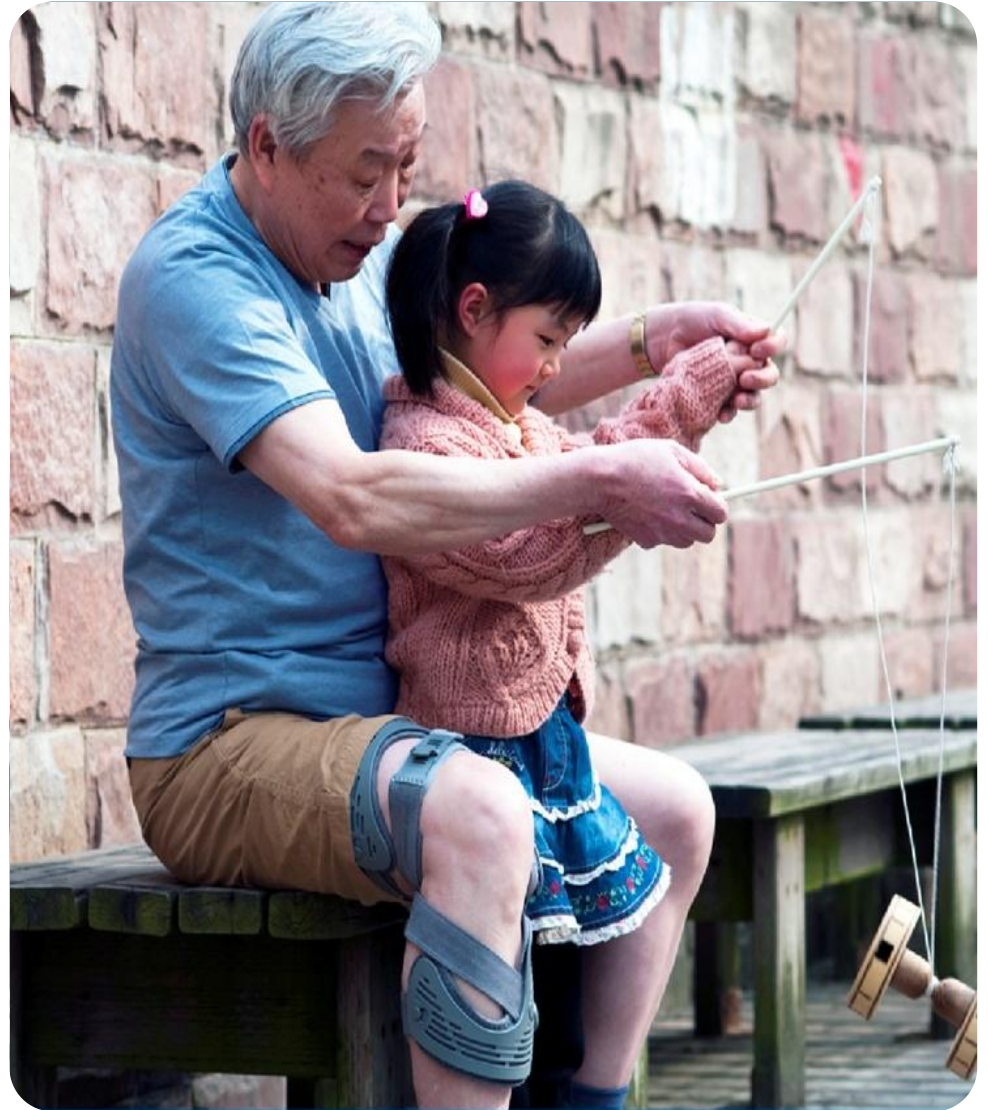


Life Without Limitations®

Several studies published in 2011 and many ongoing studies



STUDIES THAT PROVE CLINAL BENEFITS



FOOT & ANKLE WALKERS – TESTING OF FUNCTION



Life Without Limitations®

The Rebound Air Walker - latest addition to the Össur line of walkers



Indications:

- Soft tissue injuries
- Sprains
- Stable fractures
- Post-operative use
- Trauma and rehab

WALKERS VS. CAST

- Do walkers immobilize as well as a cast?



Life Without Limitations®

Cast seen as the golden standard in Europe whereas walkers more frequently used in the US



Össur Walker



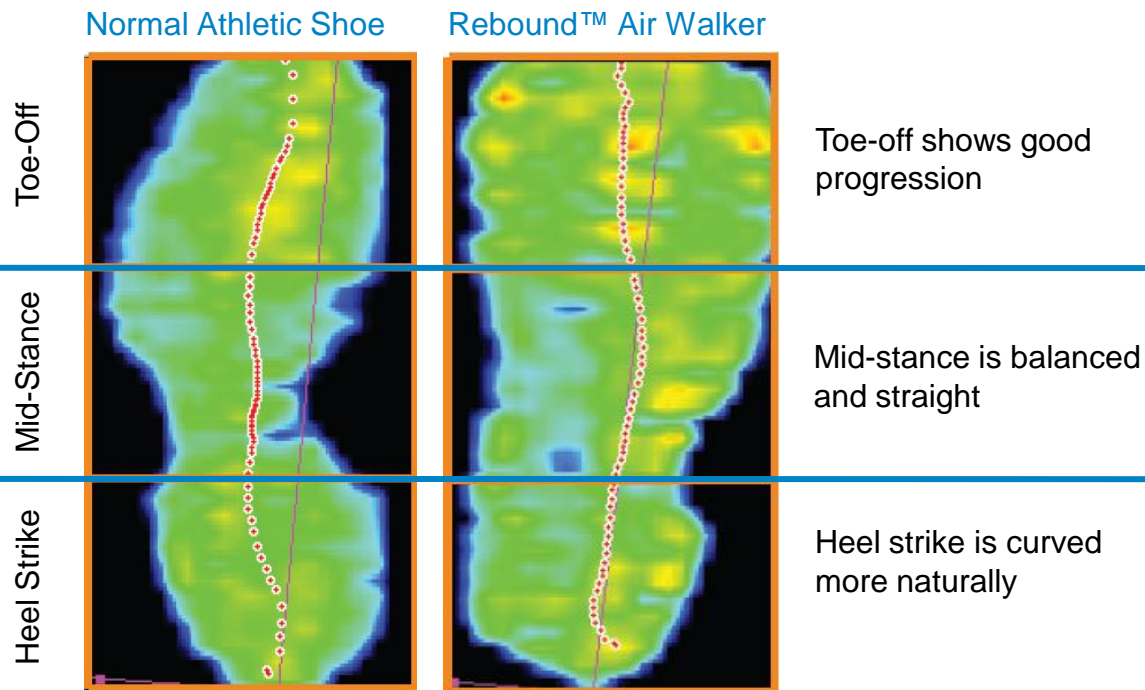
Traditional cast

GAIT DYNAMICS COMPARISON



Life Without Limitations®

- Foot scans were performed on the Rebound Air Walker to objectively measure the pressure patterns and analyze the gait dynamics
- The red dots represent Center of Pressure plotted in time



WALKERS – PROVEN CLINICAL BENEFITS



Life Without Limitations®

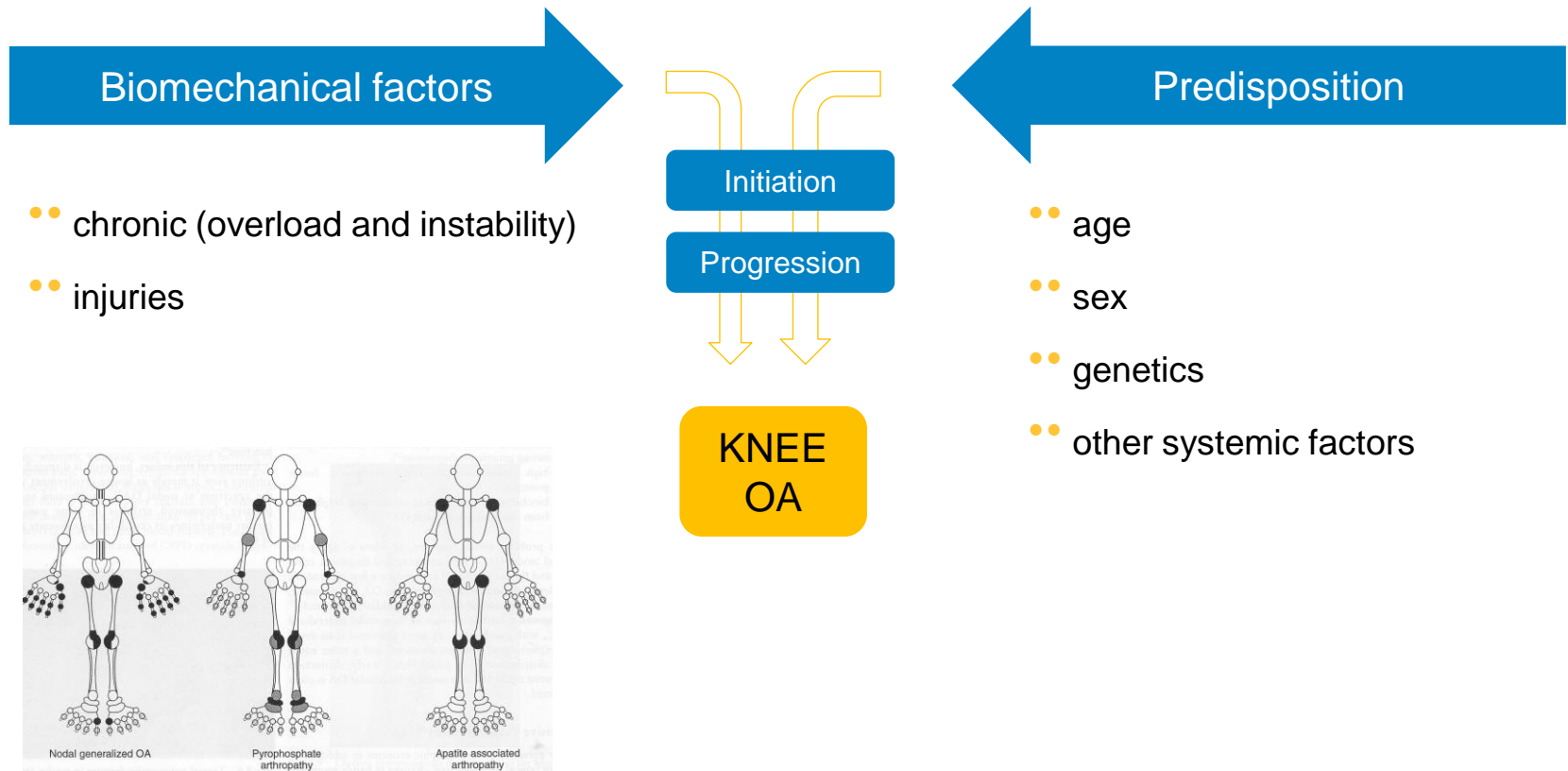
The Össur walkers are as good as cast and superior to other walkers



- Better pressure distribution than in a plastic cast
- Restrict flexion and extension as well as plastic cast
- Shorter rehab time
- Better quality of live

WHAT CAUSES OSTEOARTHRITIS (OA)

OA is a leading cause of disability in the “western” world, accounting for half of all chronic conditions in persons aged 65+



THE DOMINO EFFECT



Life Without Limitations®

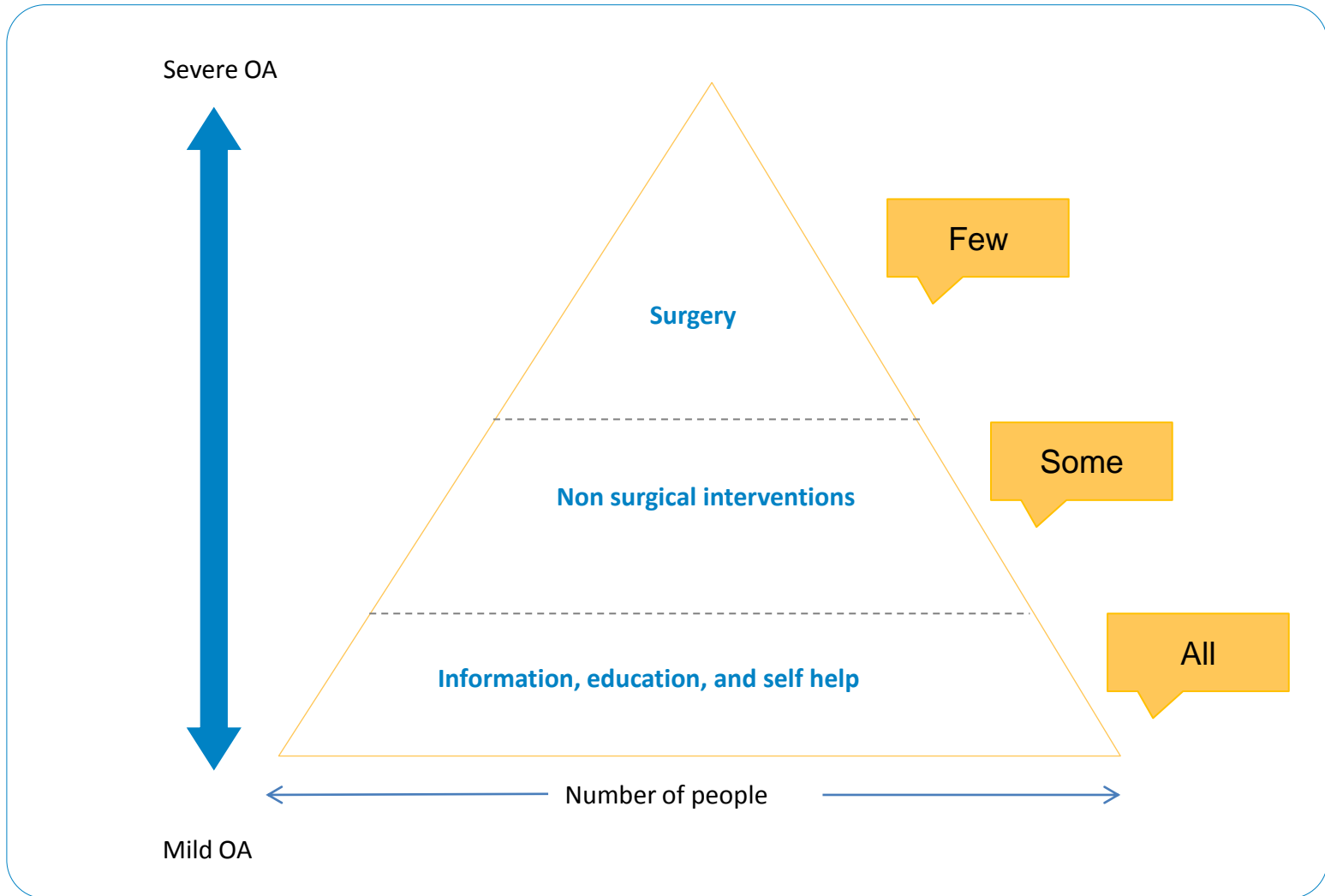


- High Blood Pressure, Heart Disease, Diabetes
 - Obesity
 - Hypertension, Sleep Apnea, Depression
 - More Weight Gain
 - Greater Stress on Knee
 - Food As Habit
 - Opposing Knee, Hip & Back Pain
 - Weight Gain
 - Lack of Exercise
 - Loss of Activity
 - Inconvenience
- Knee Pain

HOW DO WE TREAT KNEE OA



Life Without Limitations®



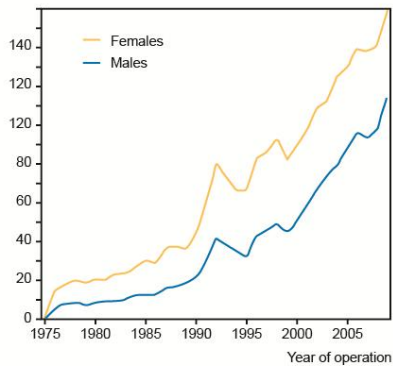
INCREASE IN DEMAND FOR TOTAL KNEE REPLACEMENTS



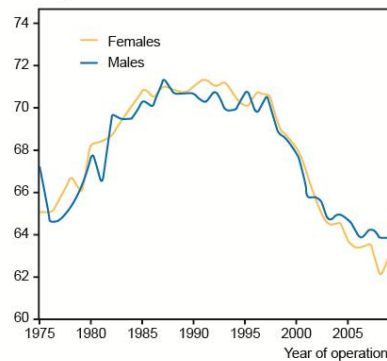
Life Without Limitations®

Each operation is estimated to cost up to USD15,000

Yearly incidence of knee arthroplasty / 100,000



Mean age



- Population is aging
- Number of people older than 65 expected to double between 1999- and 2020
- Dramatic increase in number of surgeries since 1975

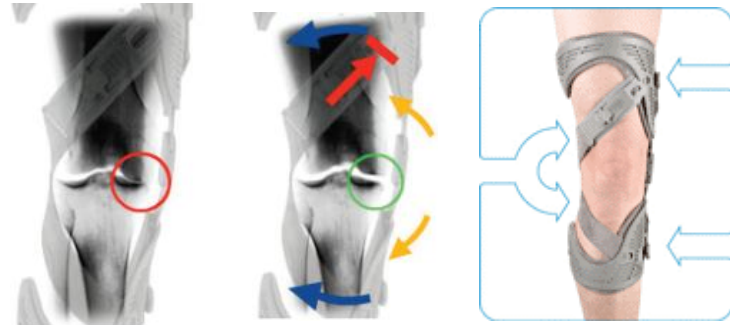
UNLOADER ONE – HOW DOES IT WORK



Life Without Limitations®

The Unloader One - clinically proven to reduce joint pain

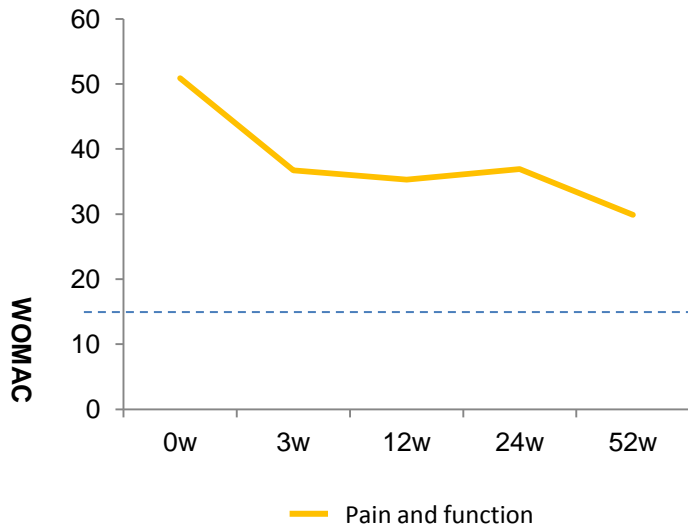
- Reduction of compartments loads
- Reduction of adduction movements
 - Less pain
 - Increased function
- Slows down the disease



UNLOADER ONE – PROVEN CLINICAL BENEFITS



Life Without Limitations®



- Major pain relief with less medication
- Increased mobility
- Delays operations
- Clinically proven benefits supported by number of studies
- Major ongoing studies

Ingvarsson T, Franklin J, Hardardottir E: Patients with moderate and severe OA do benefit from using a valgus knee brace. AAOS, March 2010.

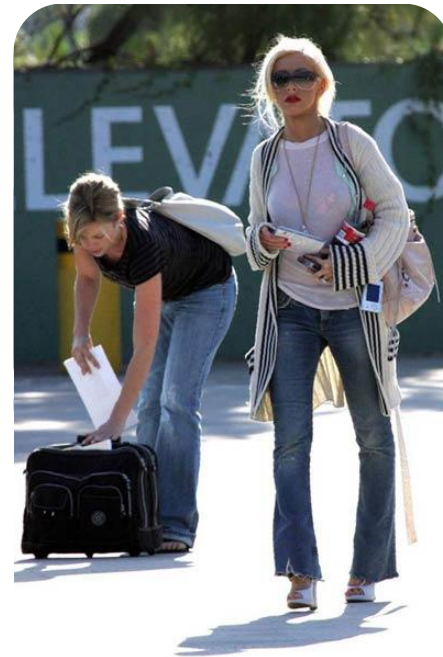
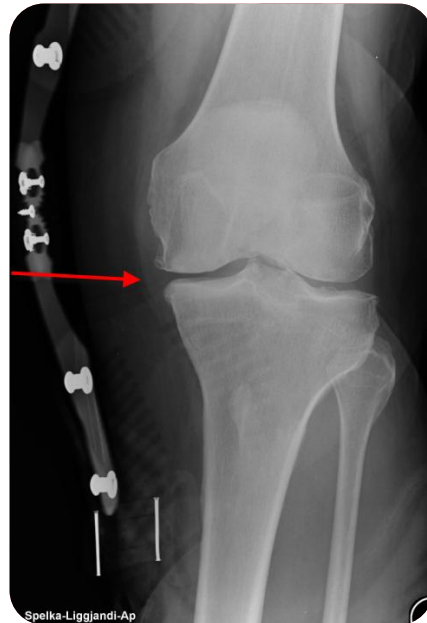
Briggs KK, Matheny LM, Steadman JR, Aultman H: Use of an Unloader Brace for medial or lateral compartment Osteoarthritis of the Knee. Steadman Phillippon Research Institute, Vail, CO. AAOS, March 2010.

THE KEY TO THE TREATMENT OF KNEE OSTEOARTHRITIS

- Unload it



Life Without Limitations®



Waller C, Hayes D, Block JE, London NJ.
Knee Surg Sports Traumatol Arthrosc. 2011 Nov;19(11):1823-9. Epub 2011 Feb 5.
PMID: 21298256 [PubMed - in process]

Medical based product development

- User driven innovation
- Medical indications and necessity key drivers
- Increased level of clinical evidence
- Effectively prove and communicate clinical outcome



R&D – NEW PRODUCTS

Hilmar B. Janusson
VP of R&D



Life Without Limitations®

•• Flagship Products



- Rebound®
- F&A Soft Knee & UX



- CTi®
- Ligament



- Unloader One®
- OA



- Miami Lumbar®
- Spine



- Miami J®
- Cervical

•• Mainstream Products



- Form Fit®
- UX, Knee & Ankle



- Equalizer®
- Walkers



- Philadelphia®
- Spine



- MVP®
- Ligament



- Innovator®
- Post Op

PROSTHETIC FOCUS BRANDS



Life Without Limitations®

•• Mechanical Products



- Flex-Foot®
- Feet



- Iceross®
- Liners



- Total Knee®
- Knees



- Mauch® Knee
- Knees



- Icelock®
- Locks

•• Bionic Products



RHEO KNEE



PROPRIO FOOT



POWER KNEE

•• Mobility Products

•• Balance



- Feet
- Knees

HIGHLIGHTS

- 17 products launched YTD
- IP status: 113 new patents, 76 applications filed
- 10 clinical studies in 2011
- 9 scientific papers submitted
- Innovation is a key pillar in the strategy and the catalyst for organic growth

NEW PRODUCTS LAUNCHED 2011 - PROSTHETICS



Life Without Limitations®

Mechanical Prosthetics



Flex-Foot®
Balance



Re-Flex Rotate™



Iceross Dermo®
Conical



Balance Knee



Re-Flex Shock™



LP Rotate™

JAN 2011

NOV 2011

Bionics



Rheologic
Workbench



PROPRIO FOOT b



SYMBIONIC LEG b

NEW PRODUCTS LAUNCHED 2011 – B&S



Life Without Limitations®

Flagship



Functional Hip



MVP® Contour



Unloader One® Plus



Miami Lumbar® Slim



Miami Lumbar® Generic



Rebound® Knee Brace

JAN 2011

NOV 2011

Mainstream



Form Fit® Ankle



Form Fit® Wrist & Thumb



Form Fit® Knee Brace



Form Fit® Foot-Up



Trainer OA

RE-FLEX FOOT SERIES

- Maintaining leadership in high performance feet
- Designed for active lifestyle
- Flex-Foot characteristics with added function



• Re-Flex Shock



• Re-Flex Rotate

BIONIC TECHNOLOGY



Life Without Limitations®



Adaptive, instinctive, intelligent prosthetics



RHEO KNEE



PROPRIO FOOT



POWER KNEE

RHEOLOGIC™

Workbench

New software designed to facilitate optimal clinical outcome and customer service

WORLD'S FIRST BIONIC LEG



Life Without Limitations®



SYMBIONIC™ LEG

- Seamlessly unites the proven capabilities of RHEO KNEE® and PROPRIO FOOT®
- Introduced at AOPA trade show, September 2011
- Limited launch Q4 2011

FORM FIT



Life Without Limitations®

- Prolific product pipeline
- 4 New products in 2011
 - Form Fit Ankle
 - Form Fit Wrist & Thumb
 - Form Fit Knee Brace Range
 - Form Fit Foot-Up
- Mid-range value positioning



REBOUND



Life Without Limitations®

- Prolific product pipeline
- 2 new products
 - Rebound knee brace range
 - Functional Hip
- Innovation
- High-end value proposition



- Miami Lumbar is a new product line
- Successful launches
- First introduced in 2010, one new launch in 2011
 - Miami Lumbar Slim
- Based on know-how from Gibaud



•• Miami Lumbar



BRACING AND SUPPORTS – UNLOADER ONE



Life Without Limitations®

- Extension of patient group
- Unloading technology based on medical foundation
- One new product this year
 - Unloader One Plus
- Focus on clinical results
 - Ground breaking results



•• Unloader One Plus



GOING FORWARD WE WILL.....



Life Without Limitations®

Innovation

- Continue increasing value through innovation
- Have a steady product pipeline
- Effectively prove and communicate clinical outcome of the Company's products

Successfully commercialize our innovation and generate value for individuals and health care systems

Innovation is the profitable implementation of ideas



MARKETING AND TEAM ÖSSUR

*Edda H. Geirsdóttir,
Director of Global Marketing*



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DECENTRALIZED MARKETING ORGANIZATION



Life Without Limitations®

AMERICAS

EMEA

ASIA



Össur Americas
California, USA

Headquarters
Reykjavik, Iceland

Össur EMEA
Eindhoven, Netherlands

Össur Asia
Shanghai, China

Total Marketing Employees Worldwide = 70

Consistency:

- Consistent brand message
- Economies of scale
- Free flow of information
- Quality

Customization:

- Market differences
- Product life cycle
- Level of brand awareness
- Cultural differences

FINDING THE BALANCE



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Alignment tools:

- Corporate Identity Manual
- Marketing Collateral Database
- Global Graphic Designers Network
- Brand Audit



BUILDING A STRONG GLOBAL BRAND



Life Without Limitations®

- Implementing post-acquisition brand strategy
- Brand equity surveys
- Streamlining product line brands



ROYCE MEDICAL*

INNOVATION
SPORTS

JEROME

MEDISTOX

GTI

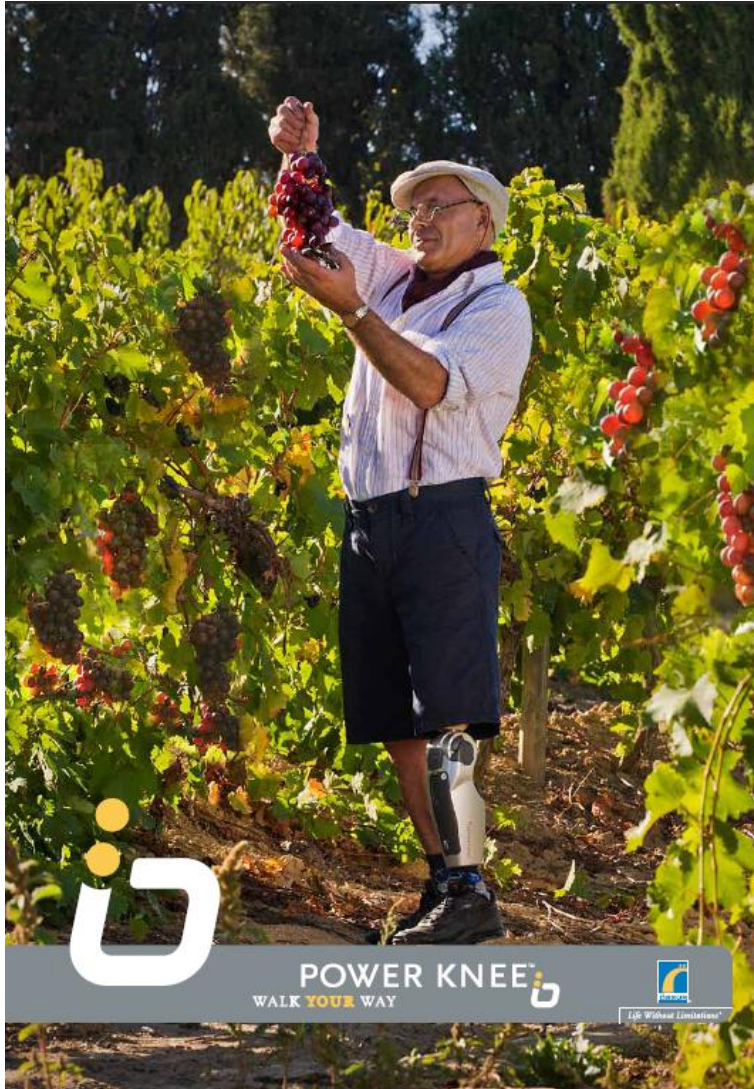


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REAL PEOPLE, REAL PRODUCTS



Life Without Limitations®



REAL PEOPLE, REAL PRODUCTS



Life Without Limitations®

UNLOADER ONE® BY ÖSSUR

Bill Blemyer was diagnosed with severe osteoarthritis in his left knee, but he wasn't ready to commit to a total knee replacement yet!

As a busy COO and exercise enthusiast, the pain and limitations from Bill's condition were affecting all aspects of his life. Having gone through two knee surgeries when he was younger, he knew what it would entail.

Bill's physician opted to prescribe an Unloader One®, Bill is now doing things he hasn't been able to do for years, like running, biking and golfing. Most importantly, he is doing them pain free.

Watch Bill's story on your smartphone.

1. <http://gettag.mobi>
2. get the free app
3. Scan the tag

Unloader One® OA braces are available in custom and off-the-shelf models. Visit www.ossur.com/unloaders to see Bill's video and learn more.

USA 888 423 9727 CANADA 800 663 5982



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CTI KNEE BRACES BY ÖSSUR

When Toby Gerhart suffered a season-ending knee injury in his sophomore year of college, he thought his career might be over.

After receiving a CTI brace, Toby went on to consecutive record-breaking seasons and won several prestigious awards. He is now living his dream of playing professionally.

Ossur works with sports medicine professionals to develop innovative orthopaedic products for athletes, from professionals to recreational participants. That's why CTI is trusted to help treat and prevent knee injuries, even for the most demanding sports.

Watch Toby's story on your smartphone.

1. <http://gettag.mobi>
2. get the free app
3. Scan the tag

CTI knee braces are available in custom and off-the-shelf models. Visit www.ossur.com/toby to see Toby's video and learn more.

USA 800 233 6263 CANADA 800 663 5982



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TEAM ÖSSUR

STRATEGIC MEDIA EVENT IN LONDON



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SUCCESSFUL MEDIA OUTCOME



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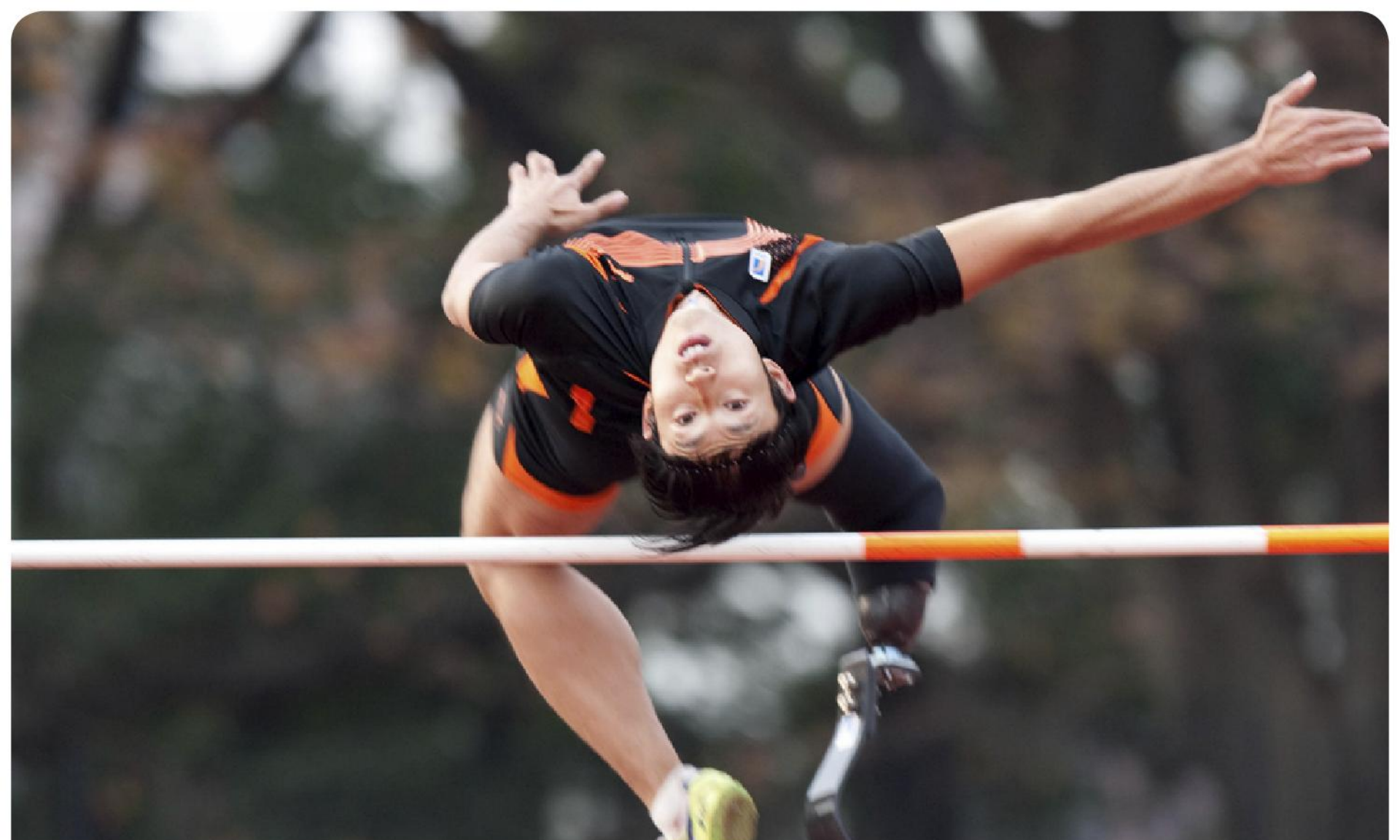


1,000 WORDS: LONDON



BEN STANSALL AP/GETTY IMAGES

Disabled athletes gather in the British capital, which in 2012 will play host to the Paralympics, along with the Summer Games. They came together a day before International Paralympic Day, marked in Trafalgar Square with activities aimed at informing the public about the sports competition.



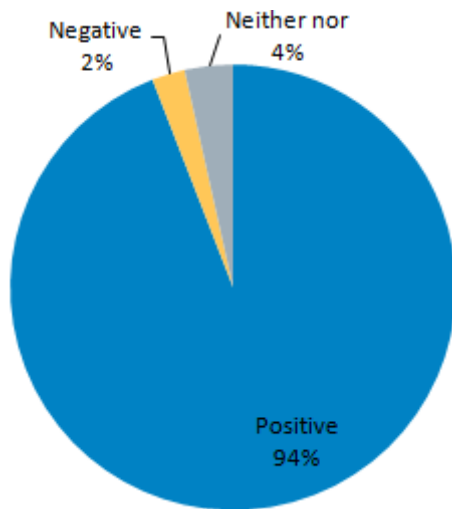
MEASURABLE RESULTS

GALLUP CUSTOMER SURVEY RESULTS

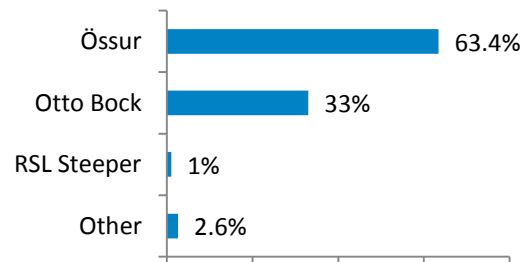


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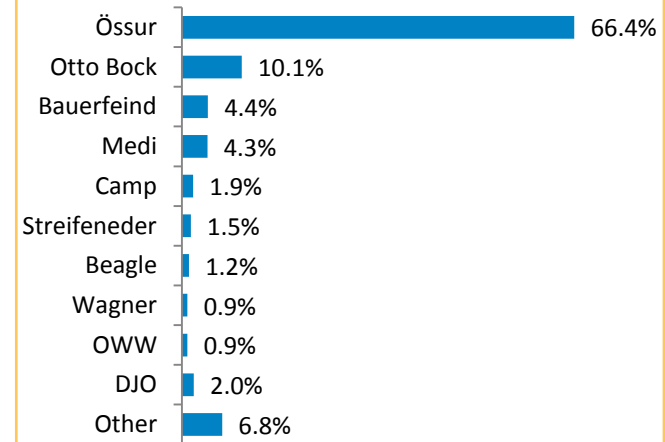
Overall, are you positive or negative towards Ossur?



Which company/supplier is the first to come to mind when you think of Bionic Technology?



Of the following companies, which provides the best on time delivery?

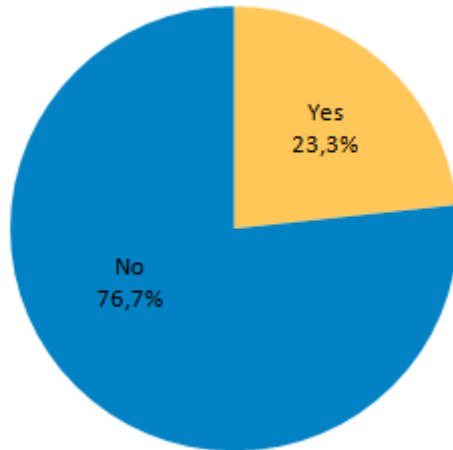


CONSISTENT SURVEY = TRENDS



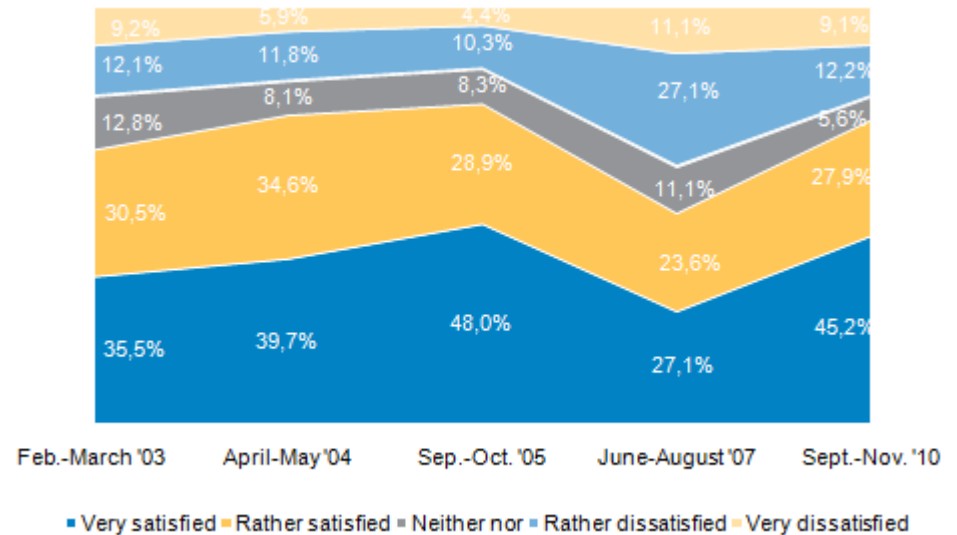
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Have you complained or expressed criticism of products or service from Össur in the last 12 months?



How satisfied or dissatisfied are you with the handling or service that your complaint received?

Trend

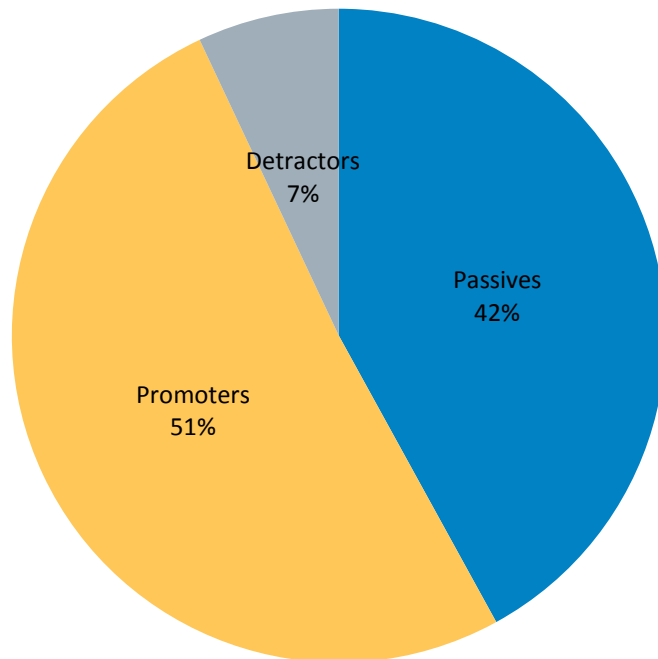


NET PROMOTER SCORE



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“Based on your experience, on a scale of 0-10, how likely are you to recommend Össur?”



Average
44%

2012 and beyond

- Indication based marketing
- End-user awareness
- Digital marketing
- Continue to measure customer satisfaction and loyalty



WE IMPROVE PEOPLE'S MOBILITY



Listed on NASDAQ OMX Copenhagen

www.ossur.com



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