



*Innovative back microsurgery*

**Press release**

## **VEXIM Appoints National Sales Director for U.S. Market**

### ***Follows on Recent Opening of U.S. Sales & Marketing Subsidiary***

**Toulouse, November 12, 2014 - VEXIM (FR0011072602 - ALVXM / PEA-PME eligible)**, a medical device company specializing in the minimally invasive treatment of vertebral fractures, today announced it has named Christopher M. Staubly (40), to the newly created post of Director of U.S. National Sales, reporting to Chief Executive Officer Vincent Gardès.

Mr. Staubly has more than 15 years specializing in consultative sales of medical products, particularly related to spinal surgery. Over the course of his career, he has delivered strong and consistent revenue growth and has shown effective leadership and team building skills.

Previously, Mr. Staubly was Principal, Intervent Surgical, LLC where he built a distributorship from the ground up focused on marketing products for spinal fusion surgery. In this role, he partnered with industry manufacturers to bring innovative spinal hardware and biologic products to orthopedic spine surgeons and neurosurgeons in key territories. During this time, he developed and strategically executed an aggressive sales and marketing plan that resulted in strong first year sales performance. Other duties included supporting hospital and physician proper payor coding for new technologies and partnering with other independent spine distributors for co-marketing opportunities.

Prior to this, he was Vice President Specialty Spine Division, Amendia, Inc. where he was responsible for the overall performance of the Specialty Spine division and delivered 80% sales growth in less than two years. M. Staubly also developed a strategic business plan and a training program for employees and independent sales representatives. Other posts have included: National Sales Manager for Atlas Spine, Inc.; Spine Consultant/Area Field Trainer for Medtronic Spine & Biologics/Kyphon, Inc.; and Orthopedic Trauma Consultant/Area Field Trainer for Synthes USA; and Pharmaceutical Territory Specialist for Wyeth Pharmaceuticals.

Mr. Staubly was named to the Medtronic Olympus Club for delivering three years of consistent quota achievement and was recognized by Medtronic for delivering the top percentage of quota. Mr. Staubly has a Bachelor of Arts degree in Business Administration from University of Florida, Gainesville.

**Vincent Gardès, CEO of VEXIM, commented:** *"I am pleased to commence U.S. sales and marketing operations with such a strong talent as Chris. His track record of consistent revenue growth, effective leadership and significant ability to analyze sales and market data to effectively target opportunities, is exactly what we need to help ensure our successful expansion and support our planned commercial launch in early 2015 of vertebroplasty and kyphoplasty solutions into the largest vertebral augmentation market in the world. Chris's appointment marks the beginning of our development of U.S.-based business and related marketing & scientific teams whose mission will be to advance the understanding of how to best introduce our technology for treating vertebral compression fractures to the U.S. spine surgeons."*

## About VEXIM, the innovative back microsurgery specialist

Based in Balma, near Toulouse (France), VEXIM is a medical device company created in 2006. The Company has specialized in the creation and marketing of mini-invasive solutions for treating traumatic spinal pathologies. Benefitting from the financial support of its longstanding shareholders, Truffle Capital and Banexi Venture, and from Bpifrance public subsidies, VEXIM has designed and developed the SpineJack<sup>®</sup>, a unique implant capable of repairing a fractured vertebra and restoring the balance of the spinal column. The Company currently has 58 staff. It has its own sales teams in France, Germany, Italy, Spain, Switzerland and the United Kingdom, as well as distributors notably in Argentina, India, Taiwan, Belgium, South Africa, Colombia, Panama, Venezuela, Chile, and Ecuador and in the following countries where the product is currently being registered: Mexico, Brazil and Peru. VEXIM has been listed on Alternext Paris since May 2012.

For further information, please go to [www.vexim.com](http://www.vexim.com)

### SpineJack<sup>®1</sup> implant for treating Vertebral Compression Fractures

An important advantage of SpineJack<sup>®</sup> lies in its ability to restore a fractured vertebra to its original shape, restore the spinal column's optimal anatomy and thus remove pain and enable the patient to recover their functional capabilities. Specialized instruments and guided by X-ray allow the implants into the vertebra to be carried out by mini-invasive surgery in approximately 30 minutes enabling the patient to be discharged shortly after surgery. The SpineJack<sup>®</sup> range consists of three titanium implants with three different diameters, thus covering 95% of vertebral compression fractures and all patient morphologies. SpineJack<sup>®</sup> technology benefits from the support of international scientific experts in the field of spine surgery and worldwide patent protection until 2029. SpineJack<sup>®</sup> is an investigational device in the United States and is not available for U.S. sale.

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59

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- **Name:** VEXIM
- **ISIN code:** FR0011072602
- **Ticker:** ALVXM



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<sup>1</sup> This medical device is a regulated health product that, with regard to these regulations, bears the CE mark. Please refer to the Instructions for Use.