



Press release

Ambu reveals new products and a DKK 225m expansion of its sales organisation

Half-way through its three-year strategy, Ambu provides an update on its product pipeline and announces major commercial investments. “We will fulfil our aspiration to become one of the major European medical devices companies,” says CEO Juan Jose Gonzalez.

The CEO of Ambu, Juan Jose Gonzalez and his leadership team today announce that they have reviewed Ambu’s three-year strategy and decided to accelerate investments in sales and marketing across US, Europe and Asia Pacific. The total investment is DKK 225m. “We are going to more than double our global direct sales force specialized in single-use endoscopes, and with the recent partnership with Cook Medical to enter duodenoscopy in the U.S. we will be able to fulfil our aspiration to become one of the major European medical devices companies,” says Juan Jose Gonzalez.

Updated and comprehensive product pipeline

In addition to higher investments in sales and marketing, Ambu reveals an updated product pipeline which includes several new products. The products, which Ambu has not previously announced, are a new aScope™ 5, a new ureteroscope, a new monitor platform that allows full HD quality and a replacement of the SC210 colonoscope for a superior scope based on classic wheel technology.

Måns Barsne, Chief Innovation Officer, comments: “Ambu’s R&D organization operates at a high level of expertise, quality and speed to market. In October 2017, Ambu announced a roadmap of single-use endoscopes that would transform Ambu from a first-mover in airway devices to a global supplier for all the medical specialties where single-use endoscopes can play a role. Today, I’m pleased to announce that we are working on an even stronger pipeline. A pipeline of products which I believe will further enhance the effectiveness and the efficiency of single-use endoscopes. Our new products will have better image quality, mechanical performance and added functionality making a real difference to the treatment of patients and the workflow of hospitals all over the world.”

Regarding the decision to discontinue the SC210 colonoscope, Måns Barsne comments: “We have been fully aware that the joystick technology of the SC210 is a novel innovation and that it differs from the classic wheel technology on reusable colonoscopes. Our recent tests in a U.S. hospital show that the transition from wheel to joystick is a barrier for the users. Therefore, we have decided to discontinue the SC210 and prioritize the development of our aScope Colon which uses the classic wheel technology ensuring a much faster adoption.”

Juan Jose Gonzalez adds: “Our updated product pipeline will allow us to rapidly expand across new endoscopy procedures that represent a market potential of approx. 100m procedures. Our competitive advantage in R&D, low-cost manufacturing, and expanded commercial infrastructure will ensure that Ambu leads the global development of the single-use market.”

Financial outlook lowered in the short-term

Ambu lowers its financial guidance for the remaining one and a half years of the current strategy period. The growth will be lower due to the discontinuation of the SC210 colonoscope and the earnings will be lower due to the acceleration of commercial investments. Michael Højgaard, CFO, concludes: *“We consider this to be adjustments in the short term to ensure that we maximize the value of Ambu in the long run.”*

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About Ambu

Since 1937, breakthrough ideas have fuelled our work on bringing efficient healthcare solutions to life. This is what we create within our fields of excellence – Visualisation, Anaesthesia, and Patient Monitoring & Diagnostics. Millions of patients and healthcare professionals worldwide depend on the functionality and performance of our products. We are dedicated to improve patient safety and determined to advance single-use devices. The manifestations of our efforts range from early inventions like the Ambu Bag™ resuscitator and the legendary BlueSensor™ electrodes to our newest landmark solutions like the Ambu aScope™ – the world’s first single-use flexible endoscope. Our commitment to bringing new ideas and superior service to our customers has made Ambu one of the most recognized medtech companies in the world. Headquartered near Copenhagen in Denmark, Ambu employs approximately 2,700 people in Europe, North America and the Asia Pacific. For more information, please visit ambu.com or [Ambu A/S on LinkedIn](#).