

## **Israeli FemTech startup OCON Healthcare boosts sales expectations by 13 million dollars: Signs distribution agreements with South America's DKT and Consilient Healthcare in the UK and Ireland – where the product will be fully reimbursed by the NHS**

**The new agreements bring the Ballerine®'s number of commercially available countries to 30, with distribution agreements financial value of more than 35 million dollars to date. OCON's sales so far exceed 7 million dollars.**

**The company, which recently raised 2 million dollars from Docor fund and Pontifax VC, developed an innovative, spherical intrauterine platform for contraception and other medical applications, aimed at treating a variety of conditions in women's health without harmful hormones or invasive procedures**

**Modiin, Israel, July 8, 2020 – OCON Healthcare, a privately held company develops, manufactures and commercializes innovative spherical intrauterine devices based on the company's patented IUB™ (Intra-Uterine Ball) platform, enabling a variety of uterine-dedicated applications in the field of women's health, announced the recent signing of two exclusive distribution agreements to market and sell its proprietary IUB Ballerine, long-acting, reversible, hormone-free contraception in 9 countries in South America as well as England and Ireland, with a total cumulative value of at least 13 million dollars.**

As part of the deal terms, the distributors are responsible to obtain regulatory approvals for marketing in each country. OCON's management expects sales from these agreements to begin during the fourth quarter of 2020 and slowly roll out in the various territories.

The value of the 10-year distribution agreement in the UK and Ireland is 8 million dollars, and it was signed with Consilient Health, a leading distributor of women's health products in the territory. Under the terms of the agreement, the distributor will begin marketing the product as soon as it receives a reimbursement approval from the NHS.

The 5-year distribution agreement in South America was signed with DKT International, corresponding to a 5 million dollar value, and it includes Brazil, Argentina, Bolivia, Chile, Colombia, Ecuador, Paraguay, Peru and Uruguay. DKT is the most prominent and largest distributor of contraception options in South America, North Africa and Asia, with 4 million intrauterine devices (IUDs) sold in these territories last year. As far as the company is aware, the contraceptive market in South America is expected to exceed 1 billion dollars by 2024, while the hormone-based contraceptive market in this region is expected to decline by about 10% during this period.

"We are proud of our partnership with DKT & Consilient Health in these exclusive distribution agreements to enter eleven strategic territories, where the contraceptive market is showing a strong year-on-year growth," said **Keren Leshem, CEO of OCON Healthcare**. "Our data shows a global increase in demand for innovative long-term hormone-free reversible solutions, designed to fit the female anatomy, thus improving women's quality of life. With our innovative and premium-class IUB Ballerine®, we expect that our collaboration with DKT and Consilient Health's vast experience, will allow us to effectively promote its entry into South America, England and Ireland, benefiting women all around this region.

"These new agreements bring the number of the countries selling OCON's IUB Ballerine to a total of 30, while we keep working with DKT on further collaborations to reach additional territories, and continue our entry strategy into the US and Chinese markets, including the trials required to submit the IUB Ballerine® and The SEAD™ products for FDA approvals. We expect our efforts to expand existing markets, combined with our activity to develop new applications aimed at additional markets, will result in significant value creation for our shareholders", Leshem concluded.

**Daniel Marun, CEO at DKT South America:** "We are excited about our collaboration with OCON Healthcare. As leaders in the contraception field, we believe that building a strong business collaboration with this ground-breaking technology can take women's health innovation to the next level, disrupting the market and providing safer, higher quality-of-life options for women all over South America."

OCON's IUB Ballerine product is an innovative, hormone-free, intrauterine spherical contraceptive, installed in a short, painless doctor's office setting, and is effective for 5 years. The product is CE, NHS and AMAR approved, and is based on OCON's IUB™ platform, which fits this

tiny ball to the shape of the uterus. The action of the 3D Ballerine® is performed by using tiny copper balls threaded on an elastic memory-shape nitinol wire.

The innovative IUB™ excels compared to traditional 2D contraception devices, where a copper wire is wrapped on a stiff T-shaped plastic frame, causing increased pain and bleeding for its users. The IUB Ballerine® product addresses the global contraception devices market, which as far as the company is aware, is estimated to reach \$32 billion by 2025.