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3-D Matrix appoints FUJIFILM Europe as their Europe-wide, exclusive distributor of PuraStat in Gastrointestinal endoscopic surgery indications

3-D Matrix, Ltd.'s affiliated company, 3-D Matrix Europe SAS has agreed with FUJIFILM Europe BV (FUJIFILM) to appoint FUJIFILM as its Europe-wide, exclusive distributor, for the promotion and sale of PuraStat in Gastrointestinal (GI) endoscopic surgery indications (*1).

3-D Matrix has been operating focused on the GI endoscopic surgery market as our number one priority and 3-D Matrix is convinced that FUJIFILM is the best partner to achieve further growth in this market.

Promoting PuraStat to FUJIFILM's vast customer base in the European market, alongside FUJIFILM, allows PuraStat to reach the maximum number of users within the shortest time frame. In addition, we believe promoting PuraStat together with FUJIFILM at the most important congresses in Europe, through lectures, live cases, workshops, websites and magazines would lead to increased awareness and interest of PuraStat within the market. Furthermore, by tapping into FUJIFILM's advisory board which consists of Key Opinion Leading Doctors in the region, 3-D Matrix expects not only the efficiency of marketing activities to improve but also the planning and progression of clinical studies to be enhanced.

At the same time, FUJIFILM sees great benefit in distributing PuraStat. It fits right in the strategy by completing its therapeutic portfolio and driving the business of being a partner in endoscopy for healthcare professionals. Fujifilm believes strongly in the added value of PuraStat in the treatment of active bleeding and the additional benefit of "Reducing Delayed Bleeding".

Based on the above highlighted benefits, both parties strongly feel that this partnership would lead to a Win-Win scenario. FUJIFILM and 3-D Matrix share a common view of how PuraStat can penetrate the market in the next five years and this made 3-D Matrix even more certain that FUJIFILM was the right partner to enable us to grow the business.

3-D Matrix is committed to accelerate the growth of our business, fully believing that this partnership will be beneficial to both parties in the European GI Endoscopic Surgery market.

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(*1) Limited to application through GI Endoscopy