



OCON Healthcare Recognized for

2021

Enabling Technology Leadership

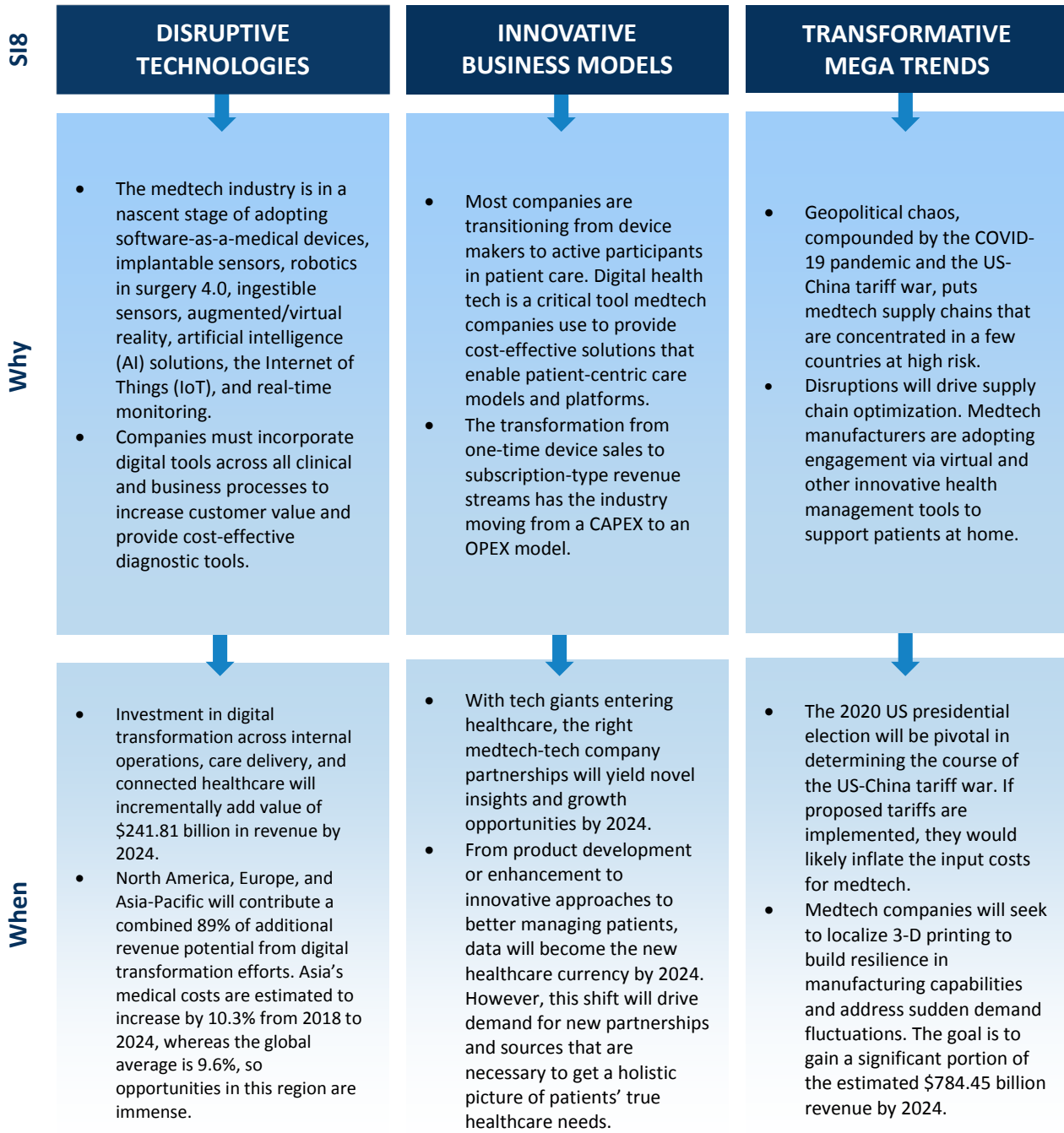
Global

Intrauterine Device Industry

Excellence in Best Practices

Strategic Imperatives

Frost & Sullivan identifies three key strategic imperatives that impact the medtech industry: disruptive technologies, innovative business models, and transformative Mega Trends. Every company that is competing in the medtech space is obligated to address these imperatives proactively; failing to do so will almost certainly lead to stagnation or decline. Successful companies overcome the challenges posed by these imperatives and leverage them to drive innovation and growth. Frost & Sullivan’s recognition of OCON Healthcare is a reflection of how well it is performing against the backdrop of these imperatives.



Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated companies. OCON Healthcare excels in many of the criteria in the intrauterine device technology space.

AWARD CRITERIA	
<i>Technology Leverage</i>	<i>Customer Impact</i>
Commitment to Innovation	Price/Performance Value
Commitment to Creativity	Customer Purchase Experience
Stage Gate Efficiency	Customer Ownership Experience
Commercialization Success	Customer Service Experience
Application Diversity	Brand Equity

Breakthrough Device with High Levels of Safety and Comfort

OCON Healthcare is an Israel-based women’s health company that created the world’s first and only three-dimensional (3D) spherical copper intrauterine device (IUD). The company’s IUDs are made from Nitinol, a super elastic alloy that can retain shape and is an ideal transporter of drugs to the uterus to

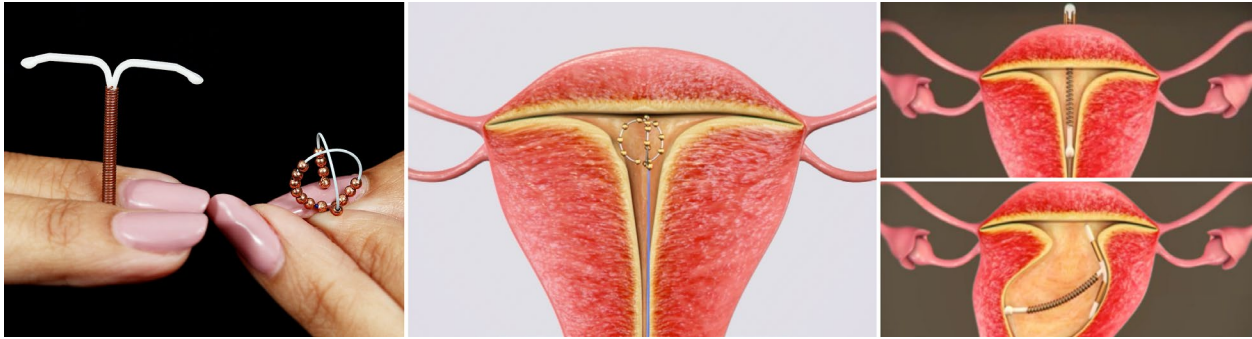
“OCON’s proprietary IUB™ platform is a novel technology that enables the development of technologically superior IUDs to address a myriad of women’s health issues. The company’s flagship product, IUB™ Ballerine®, has been successfully adopted globally in the market. OCON also has other innovations in its pipeline based on the IUB™.”

– Suchismita Das, Industry Analyst

treat various health conditions. The company develops, manufactures, and globally commercializes IUDs that are designed based on its proprietary Intra Uterine Ball (IUB™) platform, a novel technology that enables the development of technologically superior IUDs to address a myriad of women’s health issues.

OCON’s flagship product is the IUB™ Ballerine®, a hormone-free, small, 3D, and flexible birth control device that remains effective for up to five years. During clinical trials, OCON analyzed the IUB™ Ballerine® based on copper-T parameters (the current standard of care for IUDs) including pregnancy rates, perforation rates, malposition rates, expulsion rates and discontinuation rates. The IUB™ Ballerine® operates similarly

to standard T-shaped IUDs by releasing small amounts of copper ions within the uterus to kill sperm while the device interrupts any fertile egg from adhering to its lining in order to prevent pregnancy.



Standard T-shaped IUDs were created with the notion that the uterus is a flat triangle in which a T-shaped device would fit perfectly. In reality, the uterus is a cavity that undergoes constant contraction and movement. Understanding this and the myriad of issues women face with conventional T-shaped IUDs, led OCON to create the IUB™ Ballerine® to be spherical and small (only 15 mm in diameter) designed to easily adapt and position itself in line with the uterus's contractions and movements. This 'smart' personalization minimizes the typical risks of damage and irritation in the uterus associated with conventional T-shaped devices. The most distinguishing features of the IUB™ Ballerine® are its small 3D shape, which is nearly one-third to half the size of conventional IUDs, and its easy insertion, positioning, and removal. Similar to T-shaped IUDs, the IUB™ Ballerine® has an efficiency rate of over 99% in pregnancy prevention however demonstrates an improved safety profile leading to fewer perforations, malposition and ectopic pregnancies.

OCON's pipeline innovation is the IUB™ SEAD™ (Spherical Endometrial Ablation Device), a non-hormonal treatment for women suffering from heavy menstrual bleeding and/or abnormal uterine bleeding. This drug-product is currently in phase II clinical studies. Heavy menstrual bleeding is a global problem that affects one out of four to five women. With its simplicity and cost effectiveness (less than half the price of current treatments), SEAD™ will be a game changer in the female technology (femtech) space. This once-and-done, gentle ablation device is free from harmful hormones and safer than the current standard of care for global endometrial ablation, which is invasive, expensive, and could cause uterine wall adhesions and/or hysterectomies. Frost & Sullivan envisions OCON's SEAD™ to be an effective and almost pain-free solution that reduces bleeding and improves the quality of life for women.

Technology Adoption Leading to In-market Success

OCON's IUB™ Ballerine® is available in 30 countries, including Israel, South Africa, and member countries of the European Union. This market-validated and physiologically adapted device has more than 100,000 satisfied customers globally. In line with OCON's motto 'shaped for women', the state-of-the-art IUB™ Ballerine® ensures enhanced safety and comfort to women as a non-hormonal contraceptive option. The device has already received four global regulatory approvals, including Conformité Européenne's (CE) approval, and is suitable for young women (from 15 years of age) who wish to delay pregnancy as their fertility is not affected upon removing the device. OCON's products and proprietary technology platform are protected by an extensive portfolio of trademarks and patents. In December 2020, Rhia

“The state-of-the-art IUB™ Ballerine® is safe, comfortable, and has an efficiency rate of over 99% in preventing pregnancy. This small and ‘smart’ 3D device can easily adapt to the contractions and movements of the uterus, thus minimizing the typical risks of damage and irritation associated with conventional T-shaped devices.”

– Suchismita Das, Industry Analyst

Ventures (US-based fund) announced its investment in OCON that would enable OCON to bring the IUB™ Ballerine® to the United States as well as expand its phase II clinical trials of SEAD™. To date, OCON has raised a total funding of \$19.5 million in over five rounds, with investors including Rhia Ventures, Astia Angels, Merchavia, Docor International and Pontifax.

In a market saturated with T-shaped IUDs, OCON’s 3D spherically shaped IUB™ Ballerine® is the first of its kind. Members of OCON’s management team have taken it upon themselves to promote and increase

awareness about the IUB™ Ballerine® through educating gynecologists and patients. Apart from IUB™ Ballerine® and SEAD™, OCON has other innovations in its pipeline based on the IUB™ that aim to address various women’s health issues such as uterine fibroids, menopause, uterine cancer, and endometriosis. Following the successful introduction and penetration of IUB™ Ballerine® in the market, Frost & Sullivan anticipates more innovative solutions from OCON in the long term.

Happy and Satisfied Customers

OCON continuously obtains real-world data on its IUB™ Ballerine® from data collected by OCON Healthcare and OCON’s global partners. These data show that the IUB™ Ballerine® has a relatively higher safety profile than traditional IUDs, with nearly 90% lower risk for ectopic pregnancies (0.01% rate compared to 0.26% of traditional IUDs). The IUB™ Ballerine® also has 40% lower risk of perforation (0.06% rate compared to 0.13% of traditional IUDs) because its built-in safety mechanism allows the device to deploy and position itself away from the uterine walls. These post-market data obtained from more than 100,000 women also strongly demonstrate the effectiveness of IUB™ Ballerine® in preventing pregnancies. The device has shown remarkable safety and comfort advantages that protect women’s health and enhance their quality of life, creating a long-lasting impact for women, their families, and society. Based on OCON’s clinical studies conducted in Israel & Switzerland, the IUB™ Ballerine® is highly accepted by women of different age groups and that close to 80% of women will recommend the device to family and friends.

Conclusion

OCON’s innovative and effective IUB™ Ballerine® and its promising SEAD™ have positioned the company as a pioneer in conceptualizing, developing, manufacturing, and commercializing ‘smart’ 3D IUDs. The IUB™ Ballerine® has already been adopted globally due to its safety, quality and comfort advantages. The remarkably high adoption rate of the IUB™ Ballerine® and its high customer satisfaction level highlight the success of OCON’s innovation for the femtech space.

With its strong overall performance, OCON has earned Frost & Sullivan’s 2021 Enabling Technology Leadership Award.

What You Need to Know about the Enabling Technology Leadership Recognition

Frost & Sullivan's Enabling Technology Leadership Award recognizes the company that applies its technology in new ways to improve existing products and services and elevate the customer experience.

Best Practices Award Analysis

For the Enabling Technology Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Technology Leverage

Commitment to Innovation: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization Success: Company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: Company develops and/or integrates technology that serves multiple applications and multiple environments

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

About Frost & Sullivan

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The Growth Pipeline Engine™

Frost & Sullivan’s proprietary model to systematically create on-going growth opportunities and strategies for our clients is fuelled by the Innovation Generator™. [Learn more.](#)

Key Impacts:

- Growth Pipeline: Continuous flow of Growth opportunities
- Growth Strategies: Proven Best Practices
- Innovation Culture: Optimized Customer Experience
- ROI & Margin: Implementation Excellence
- Transformational Growth: Industry Leadership



The Innovation Generator™

Our six analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- Mega Trend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)

