



## **SomnoMed starts business in Spain and Portugal**

**26th May 2014**, SomnoMed Limited (ASX:SOM) announced today that it would commence marketing its SomnoDent® products from 1<sup>st</sup> July in Spain and Portugal. A search is currently underway to recruit a national sales & marketing manager for this new territory to be based in Barcelona or Madrid. Spain and Portugal fall within the recently created region Southern Europe, reporting to a regional manager responsible for France, Spain, Portugal and Italy.

To facilitate its operation in Spain, SomnoMed announced that it has entered into an agreement with Mondental, one of the leading orthodontic laboratories in Spain to provide handling and after sales service. Mondental, based outside Barcelona has also been granted agency status to sell the SomnoDent® product line to its client base of more than 1,000 dentists in Spain and Portugal.

"After concluding agreements and starting operations in Finland and UK/Ireland very recently, Spain and Portugal was the third area we were planning to start marketing our SomnoDent® products in the financial year 2014/15. Spain and Portugal, together with the other newly opened markets in Europe, should allow SomnoMed to cement its leadership position in Europe and secure growth for years to come. I am very pleased that we were able to identify a high quality fulfillment partner, and enter into agreements in time to commence operation at the beginning of the new financial year. Our preparation for the education of dentists and physicians has started and we hope to see first sales during the Northern summer," said Dr. Peter Neustadt, Executive Chairman of SomnoMed.

With the inclusion of Spain and Portugal, SomnoMed is operating in 16 countries in Central, Northern and Southern Europe. All of these European operations are managed directly by SomnoMed and its own sales operation, with the exception of Italy, which is currently represented by a third party distribution partner. Europe represents 40% of SomnoMed's global sales and is experiencing fast growth, as insurers are increasingly adopting oral appliance therapy as a more patient friendly and compliant therapy for obstructive sleep apnea than CPAP.

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### **About SomnoMed**

SomnoMed is a public company providing diagnostic and treatment solutions for Sleep-related Breathing Disorders including obstructive sleep apnea, snoring and bruxism. SomnoMed was commercialized on the basis of extensive clinical research. Supporting independent clinical research, continuous innovation and instituting medical manufacturing standards has resulted in SomnoDent® becoming the state-of-the-art and clinically proven medical oral appliance therapy for obstructive sleep apnea. SomnoDent® is the most comfortable and effective design and treatment solution for over 175,000 patients in 24 countries.

For additional information, visit SomnoMed at <http://www.somnomed.com.au>