



**2 December 2020**

**Surgical Innovations Group plc**  
(“Surgical Innovations”, “SI” or the “Company”)

**Product launch for Cellis Breast**

Surgical Innovations Group plc (AIM: SUN), the designer, manufacturer and distributor of innovative medical technology for minimally invasive surgery, announces that its wholly owned subsidiary, Elemental Healthcare Ltd (“Elemental”), has successfully launched the new biological matrix range for Breast Reconstruction, manufactured by Meccellis.

Cellis Breast is a comprehensive range of biological matrices for Breast Reconstruction which received their CE mark in April 2020. Trials were delayed as a consequence of the NHS response to Covid-19; however with the resumption in some hospitals of breast reconstruction, evaluations have been successfully carried out which has meant the Company has met its Q4 target for UK market launch of the product.

Elemental’s Project Management team worked with key surgeons at selected hospitals to understand optimal practice and techniques. This product knowledge has been shared with the wider sales team and Elemental now has a number of accounts at the later stages of evaluation and purchasing.

The UK market for biological matrices for breast reconstruction is worth approximately £16 million and Cellis Breast is well placed to gain market share as reconstructive surgery resumes following deferrals due to Covid-19.

**Adam Power, Elemental MD and Group Development Director at SI, said:** *“Elemental have worked closely with Meccellis over the last three years during the development of Cellis Breast and we are excited that we now have a range of products that are well designed and competitively priced which will enable us to compete well in this market.”*

**Anthony Peres, CEO of Meccellis, commented:** *“The UK is one of the largest markets in the world for the use of biological matrix products in immediate breast reconstruction following cancer surgery. Meccellis now has a full range of products for this procedure that are both innovative and cost effective. Following the successful evaluations, we are now looking forward to the further success of our partner, Elemental Healthcare, in growing UK sales.”*

**For further information please contact:**

**Surgical Innovations Group plc**

David Marsh, CEO

Charmaine Day, Co Sec & GFC

[www.sigroupplc.com](http://www.sigroupplc.com)

Tel: 0113 230 7597

**N+1 Singer (Nominated Adviser & Broker)**

Aubrey Powell (Corporate Finance)

Rachel Hayes (Corporate Broking)

Tel: 020 7496 3000

**Walbrook PR (Financial PR & Investor Relations)**

Paul McManus / Lianne Cawthorne

Tel: 020 7933 8780 or [si@walbrookpr.com](mailto:si@walbrookpr.com)

Mob: 07980 541 893 / 07584 391 303