



Company Management

Simon Luscombe, CEO

Simon Luscombe was appointed Group Chief Executive Officer in October 2008. Mr. Luscombe first joined Ellex in 2005 as Vice President of Sales, Asia, to help manage the company's growing Asian distributor markets. He was subsequently appointed to the position of General Manager, Ellex Australia, leading the highly successful subsidiary business, Ellex Australia, in Australia and New Zealand. Under his leadership, Ellex Australia has become a key and profitable asset of the Group. Mr. Luscombe, who started his career as an ophthalmic technician, has over 15 years' experience in ophthalmology, previously holding sales and product management positions with Advanced Medical Optics and Alcon Australia.

Melanie Young, CFO

Melanie Young was appointed to the role of Chief Financial Officer in October 2008. Ms. Young joined Ellex in January 2005 in the role of Group Accountant, and subsequently assumed the role of Group Financial Controller to manage all facets of the Company's global finance function.

Ms. Young brings more than ten years' experience in financial management and business advisory services, having previously worked for the Growth Solutions division of Deloitte, assisting and advising clients in a number of service, retail and manufacturing industries. Ms. Young holds a Bachelor of Commerce from Deakin University, Victoria, and is a Chartered Accountant.

Tom Davis, General Manager, Ellex Innovative Imaging

Tom Davis joined Ellex in October 2007. As General Manager for Ellex Innovative Imaging in Sacramento, he focuses on managing configuration, quality and regulatory systems. Mr. Davis' diverse background includes roles in manufacturing, R&D, finance, IT and field service – all of which have resulted in a broad base of knowledge in worldwide operations management. In his most recent position as Vice President of Operations at Harris and Bruno, he managed the company's growth from \$4 million to \$17 million. Mr. Davis holds a Bachelor of Science in Mechanical Engineering.

Morag Greenwood, VP Human Resources

Morag Greenwood was appointed Vice President of Human Resources in February 2006. Tertiary-qualified in Business and Human Resources, she has worked as a senior Human Resources practitioner for over 15 years. Her extensive corporate experience includes both human resources and operational roles for medium and large public companies. Throughout her career, Ms. Greenwood has specialized providing human resource leadership in changing environments, with particular focus on leadership development and workforce capability. Prior to joining Ellex, she held positions with News Limited, Ansett Australia and James Hardie Industries.

Christin Harris, VP Sales, United States

Christin Harris joined Ellex in September 2007 to lead the company's sales expansion in the United States. Ms. Harris brings to Ellex over 20 years of sales and sales management experience in the ophthalmic device industry, including 11 years at Lumenis and its predecessor, Coherent Medical. While at Lumenis, she led the top-performing medical sales team for four consecutive years, continually producing top regional sales results. Ms. Harris' prior experience also includes sales positions at Ioptex Research and Allergan Medical Optics. She holds a Bachelor of Arts degree with additional studies in Business.

Rodger Hyde, VP Sales, Asia

As VP Sales, Asia, Mr. Hyde will have principal responsibility to develop and manage Ellex's distribution network in Asia. Over the next three months Mr. Hyde will visit a number of our key Asian markets to meet distributors and discuss strategies to grow Ellex's market share. Prior to joining Ellex, Mr. Hyde worked for the Bioplasma Division of CSL Limited for 10 years. Based in Hong Kong for the past five years, he was Regional Manager, North Asia, before becoming Director, South Asia. Mr. Hyde established CSL's first Asia-based office and successfully managed the business transition in East, South and West Asia following CSL's acquisition of Aventis Behring in 2007. Educated in the paramedical, science and marketing fields, Mr. Hyde's extensive experience in Asia will build on the progress already achieved in the region to position Ellex for further consolidation and growth.

Yukitaka Isoda, VP Sales, Japan (President Ellex Japan)

Yukitaka Isoda joined Ellex in September 2003 as President of then-distributor Amphi Medical Co., Ltd (now Ellex Japan). Mr. Isoda has over 15 years of senior management experience in importing, operations, marketing and sales in the Japanese medical equipment distribution market. In 1995, he joined Coherent Japan, Inc. as Operations Director, and was appointed President in 1997. When Coherent merged with Lumenis in 2001, he became President of the Ophthalmic Division of Lumenis Japan, Inc. Mr. Isoda received his Bachelor of Arts in commerce at Kansai University in Osaka.

Malcolm Plunkett, VP Advanced Research

Malcolm Plunkett has spent nearly four decades designing and manufacturing industrial and scientific electronic devices for medical industries. Mr. Plunkett was appointed Vice President of Advanced Research in late June 2005 to help identify new product development opportunities, and today plays a significant role in directing the company's growth into new markets. Mr. Plunkett has worked at Ellex for 12 years in various engineering roles. Among his accomplishments was directing the development of the selective laser trabeculoplasty (SLT) laser technology platform, which has helped Ellex assume a leading position in the glaucoma market. He has also been instrumental in helping Ellex secure regulatory and IP approval in many major markets, including the United States and Japan. More recently, Mr. Plunkett has led the Ellex 2RT (Retina Regeneration Therapy) program, becoming heavily involved with clinical trials and ongoing laboratory experimentation.

Tony Stevens, VP Engineering

Tony Stevens joined Ellex in April 2005 as Development Engineering Manager, and was appointed to Vice President of Engineering in April 2007. In his position, Mr. Stevens draws upon 20 years of experience in systems engineering, product development and engineering management within the defence, radio communications, electronic security and medical device industries, including a variety of management roles at Motorola Australia. Mr. Stevens' strong background in project management, quality systems, software development and engineering best practices has been beneficial in taking Ellex technology through to production. In addition, his experience across diverse industry segments has proven to be particularly relevant at Ellex, where deep technical expertise is required across a broad range of engineering disciplines. Mr. Stevens holds a Bachelor of Science (Electrical Engineering) from the University of Cape Town and is a Fellow member of Engineers Australia.

Richard Stone, VP Operations

Richard Stone joined Ellex in October 2007 as Vice President Operations. Prior to Ellex, Mr. Stone held a variety of roles with Carl Zeiss Vision (formally Sola International), including R&D, manufacturing and quality, with significant experience in production and manufacturing management. Having worked throughout the Asia Pacific region, Mr. Stone brings a wealth of knowledge in operations management, quality systems, lean manufacturing and continuous improvement methodologies with a focus on best practice implementation and strategic planning. He holds a Bachelor of Engineering (Mechanical) and a Master of Business and Technology.

Bill Swaim, VP Sales, Americas (President Ellex USA)

Bill Swaim joined Ellex, Inc. in April 1995 as Vice President of Sales, and in 2001 was appointed President of Ellex USA Inc. In 2005, Mr. Swaim became responsible for sales, distribution and service in the Americas. Since then, the appointment of new distributors in Canada, Mexico and Latin America and the hiring of a new direct sales force in the United States have contributed to significant revenue for the company. In 2006, Mr. Swaim recommended the acquisition of Innovative Imaging, Inc. and led the subsequent introduction of the new ultrasound products into the U.S. market. Mr. Swaim has over 25 years of sales, marketing and sales management experience in private and public companies. He was formerly the National Laser Specialist for Alcon Surgical, a U.S.-listed ophthalmic company with annual revenues exceeding US\$4 billion. Prior to that, he was a regional sales manager for Biophysic Medical, a French ophthalmic laser and ultrasound company based in the United States.

Christine Warren, VP International Distribution

Christine Warren joined Ellex in June 2004 as Market Development Manager based in Europe. In 2005, she was appointed Vice President of Greater Europe, and in August 2008 – VP of International Distribution. Responsible for areas encompassing Greater Europe, Africa, the Middle East, Asia and Latin America, Ms. Warren will completely oversee our distribution relations. Ms. Warren has drawn on her extensive experience in the ophthalmic industry to grow the Ellex business in Greater Europe, and to successfully implement an innovative marketing strategy to promote SLT. Prior to joining Ellex, she held positions as Director of International Sales and Marketing with companies such as Biophysic Medical, Biovision and Quantel Medical.

Don Watton, VP Quality

Don Watton was appointed the Vice President of Quality in August 2008. An Ellex employee for 5 years, Mr. Watton held a number of positions in the company's early years, including production and engineering manager, and was instrumental in the establishment of many company processes. He left Ellex in 2000 to work in quality and regulatory management, and returned to the company in a Business Development role in 2003. Don held the position of Vice President of Global Service since the establishment of this department 2 years ago. Mr. Watton has more than a quarter century of experience in the medical equipment industry, including nine years in Biomedical Engineering at Flinders Medical Center, one of South Australia's largest teaching hospitals. His wealth of experience in the clinical application of ophthalmic lasers includes heavy involvement in the development of the Ellex photodisruptor and photocoagulator lines.