



Company Management

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Kevin McGuinness, CEO

Kevin McGuinness assumed the role of Group Chief Executive Officer in June 2008. Mr. McGuinness first joined Ellex in October 2002 as Chief Financial Officer and Company Secretary, and was promoted to Chief Operating Officer in May 2006. Mr. McGuinness has over 18 years of senior financial and operational management experience in public and private companies. He was formerly Chief Financial Officer of Nautilus Australia Limited, an ASX listed company with annual turnover of \$90 million, and prior to this was Director of Finance and Operations of Urban Pacific Limited where he managed commercial and financial elements of complex development projects. Mr. McGuinness holds a Bachelor of Arts in Accounting and is a Chartered Accountant, having worked for 7 years with Deloitte in Australia and the United Kingdom.

Tony Mitchell, CFO

In March of 2008, Tony Mitchell was appointed Chief Financial Officer and Company Secretary of Ellex. Mr. Mitchell has over 20 years of senior financial and operational management experience in both large and small manufacturing companies. Formerly, Mr. Mitchell was CFO of GroPep Limited, an ASX-listed biotechnology company that was acquired by Novozymes A/S of Denmark for \$100 million. Prior to this, he held various senior roles within Coca-Cola Amatil, FH Faulding and Mayne Group, including VP Finance of Mayne's pharmaceutical division. Mr. Mitchell holds a Bachelor of Economics and an MBA, and is a certified public 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.

Levi Hall, VP Corporate Communications

Levi Hall is Vice President of Corporate Communications, including global responsibility for managing all facets of the company's corporate and marketing communications strategy. Her primary areas of focus include creating, maintaining and evolving the Ellex brand, corporate public relations, investor relations, marketing communications programs, and all internal and external communications.

When Ms. Hall joined Ellex in 2005, she brought with her extensive knowledge of the medical laser industry, where she managed the marketing communications departments for Cutera and Lumenis. Prior to that, she spent eight years in the agency world, specializing in visual communications, corporate identity and comprehensive branding programs. Ms. Hall holds a Bachelor of Science in Communications, with additional studies in Business Administration, Marketing Strategy and Fine Arts.

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.

Simon Luscombe, VP Sales, Australia (Managing Director Ellex Australia)

Simon Luscombe 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 Managing Director, Ellex Australia, to manage the subsidiary business in Australia and New Zealand.

With 15 years' experience in ophthalmology, Mr. Luscombe has held sales and product management positions with Advanced Medical Optics and Alcon Australia. He began his career in the ophthalmic industry on the customer side, as a surgical assistant and practice manager for an ophthalmic practice.

Malcolm Plunkett, VP Advanced Research

Malcolm Plunkett has spent nearly four decades designing and manufacturing industrial and scientific electronic devices in the medical industries. Mr. Plunkett was appointed VP Advanced Research in late June 2005 to help identify new product development opportunities, and plays a significant role in directing the company's growth into new markets during the coming years.

Mr. Plunkett has worked with Ellex for 12 years in various engineering roles, during which time he directed the development of the Selective Laser Trabeculoplasty (SLT) laser technology platform, with which Ellex has since assumed 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.

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 18 years of experience in systems engineering, product development and engineering management within the defense, 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 from the University of Cape Town.

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.

Katrin Teigeler, VP Marketing

Katrin Teigeler joined Ellex in February 2007 as Vice President of Marketing, focusing on product management and the development of new products and applications, as well as targeted marketing strategies for those products. In her role, she interacts closely with the engineering group, as well as with ophthalmic opinion leaders around the world.

Ms. Teigeler brings over 12 years of laser industry experience to Ellex. As the former Director of Global Marketing for WaveLight, she was responsible for the U.S. introduction of the WaveLight brand. At the end of her tenure, WaveLight's U.S. business had grown to US\$30 million, making it the world's second-largest refractive laser company. Prior to WaveLight, Ms. Teigeler worked at Lumenis and Coherent Medical. She holds a Bachelor's Degree in marketing.

Christine Warren, VP Greater Europe

Christine Warren joined Ellex in June 2004 as a Market Development Manager based in Europe. In June 2005, she was appointed Vice President of Greater Europe, an area encompassing Europe, Africa and the Middle East. 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.

Ms. Warren also manages Ellex Services Europe, a wholly owned Ellex subsidiary that provides marketing and service support to the company's network of distributors within Greater Europe. Prior to joining Ellex, she held positions as Director of International Sales and Marketing with companies such as Biophysic Medical, Biovision and Quantel Medical Company Management.

Don Watton, VP Service

Don Watton was appointed the Vice President of Global Service in June 2006. An Ellex employee for 13 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.

Mr. Watton has nearly 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 involvement in the development of the Ellex photodisruptor and photocoagulator lines.