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BIOTRONIK Opens New Asia Pacific Headquarters in Singapore

Centrally located office is set to be the launching pad for significant BIOTRONIK business development in the Asia Pacific region

BERLIN, Germany, January 13, 2012—[BIOTRONIK](#), a leading manufacturer of high quality products for vascular intervention, implantable cardiac pacemakers and defibrillators, and the pioneer of wireless remote monitoring technology, announced today the opening of a new regional headquarters location based in Singapore—a move that emphasizes the strategic commitment of the company to build a powerful leadership position in the Asia Pacific region.

BIOTRONIK is a global enterprise that has achieved consistent double-digit growth in revenue during the last seven years, as well having doubled its job opportunities for employees. In Asia Pacific alone, BIOTRONIK has tripled its revenue over the last five years and now employs more than 250 representatives. Further short-term growth is expected to be driven by a broadly expanded service network, as well as new and innovative product introductions such as the [Orsiro](#), the company's unique hybrid drug-eluting stent technology for [coronary vascular intervention](#), and [Lumax 740](#), the first [ProMRI](#)[®] ICD in the market, for patients with tachycardia heart rhythm disorder.

"BIOTRONIK will fully leverage the accelerated development of the Asia Pacific countries to further propel the industry-leading growth trajectory that the company has maintained during previous years despite the global economic downturn," commented Dr. Werner Braun, Global Managing Director, BIOTRONIK. "The economic independence of BIOTRONIK has allowed us to deliver a uniquely sustainable value proposition to our customers—one that includes investment in activities, such as our landmark clinical research program and best-in-class clinical education—in an environment where we have seen our competitors de-investing."

Braun continued, "Our further plans for full-scale business development in Asia Pacific, which will be coordinated by a highly professional team based out of the new headquarters in Asia, are the latest milestone of many more to come for BIOTRONIK and our customers in this region."

"BIOTRONIK is one of the leading cardiovascular companies in the world, and we are proud BIOTRONIK has chosen Singapore to be its Asia Pacific headquarters. Singapore, with its strong regional connectivity and talent base, is well positioned as the strategic base to help companies access, manage and grow the diverse Asia Pacific market," said Mr. Kevin Lai, Deputy Director, Biomedical Sciences, Singapore Economic Development Board.

About BIOTRONIK SE & Co. KG

As one of the world's leading manufacturers of cardiovascular medical devices, with several million devices implanted, BIOTRONIK is represented in over 100 countries by its global workforce of more than 5,600 employees. Known for having its finger on the pulse of the medical community, BIOTRONIK assesses the challenges physicians face and provides the best solutions for all phases of patient care, ranging from diagnosis to treatment to patient management. Quality, innovation and reliability define BIOTRONIK and its growing success—and deliver confidence and peace of mind to physicians and their patients worldwide.

More information: www.biotronik.com

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