



## **ANNOUNCEMENT SUMMARY**

- HELICON SECURES ITS FIRST UNRESTRICTED REGULATORY APPROVAL IN CHINA

### **KEY POINTS**

- Chinese State Food and Drug Administration grants unrestricted approval for skin regeneration medical technology: ReCell®
  - Product sales to commence immediately following statutory pricing approval and hospital listings
  - Proven product effectiveness in treatment of burns and small wounds
  - Significant market demand for the product in China
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**PERTH, 17<sup>th</sup> August 2009.** HELICON GROUP LIMITED (ASX: HCG) today announced that the Chinese State Food and Drug Administration (SFDA) has granted unrestricted marketing approval for the skin harvesting device, ReCell®.

Following an exhaustive approval process, due in part to the complexity of components within the kit, launch of this innovative Australian medical technology can now commence.

The technology utilises a patient's own skin cells thereby achieving improved matching of the skin's texture and colour in the treatment area and eliminating the likelihood of tissue rejection.

"The approval of our first licensed product in China's challenging regulatory environment is evidence that Helicon is able to successfully execute its business plan," commented Helicon CEO Peter Abrahamson.

ReCell<sup>®</sup> was developed by Avita Medical Limited's (formerly Clinical Cell Culture) Professor Fiona Wood who used it to treat victims of the 2002 Bali bombings.

Dr William Dolphin, CEO of Avita Medical, said, "China is a key market for the company. ReCell addresses the growing demand for cosmetic surgery, scar revision and burns treatment from China's burgeoning middle class, a rapidly growing segment of the country's 1.3 billion people."

"Helicon has done an excellent job of shepherding the ReCell application through the highly complex SFDA approval and registration process," said Dr Dolphin. "We are highly confident that Helicon will be equally successful in bringing our products to this crucial market."

The product has proved highly effective in the treatment of burns, small wounds, encouraging scar free healing and re-pigmentation.

The target market for ReCell<sup>®</sup> includes plastic reconstruction surgeons, dermatologists, burn specialists and cosmetic specialists in high end and military hospitals, as well as in the larger private hospitals in major metropolitan centres of China.

The technology has significant sales potential in China where the cosmetics and plastics markets are growing exponentially, due to an emerging middle class with disposable income.

Estimates put the amount spent in this market annually in the order of US\$2.4 billion. There are more than 100,000 cosmetic surgery clinics in China.

Helicon will immediately implement its market launch strategy and train Chinese surgeons to adopt this product for their patients in China. Product sales will commence immediately following statutory pricing approval and hospital formulary listings.

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## **About the Helicon Group**

Helicon is listed on the Australian Securities Exchange. The Company's business is to identify and exploit niche market opportunities in the biomedical markets of North Asia, specifically China and to participate in the significant growth that has been projected for these markets over the next 25 years.

Helicon looks for "Special Situations" for advanced Western biopharmaceutical products that are not available in China or other North Asian Markets or where there are market needs that are not being adequately provided for.

Helicon's product partners are likely to be innovative small to medium sized pharmaceutical and healthcare enterprises focused largely on western markets. Helicon seeks exclusive licenses for the designated markets and utilises a low cost operating overhead base in combination with established channel partners for product registration, distribution, marketing, and sales.

## **About Avita Medical Limited**

**Avita Medical Limited** (ASX: AVH) is an ASX listed medical device company formed through the merger of Clinical Cell Culture Ltd and Visiomed Group Ltd in February 2008.

Following the merger Avita Medical is now active in the regenerative medicine and respiratory sectors and has three products in the market:

**ReCell®** is a stand-alone, rapid cell harvesting device that enables surgeons to treat skin defects using the patient's own cells that are collected during surgery. ReCell® has been designed for use in a wide variety of plastic, reconstructive and cosmetic procedures.

**Funhaler®** is an incentive asthma spacer designed specifically for the paediatric market, incorporating auditory and visual incentives to encourage children to comply with their medication plan. The Funhaler® is patented, CE marked for the EU, FDA cleared for the US and TGA registered in Australia.

**Breath-A-Tech** is the leading spacer for adolescents and adults in Australia. The product is effective, compact, easy to use and competitively priced. The Breath-A-Tech hospital-grade spacer can also be autoclaved in the hospital or clinical setting.

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