



## **Q&A Post 90 Integration Milestone July 2021**

### **Q: Why did Bioventus make these changes to the Bioness business?**

A: These developments are standard after merger and acquisition activities. As two companies come together, it is important to maximize value capture and eliminate duplication of work throughout departments. These changes are the conclusion of a detailed, thoughtful exercise to optimize our newly merged companies and are part of the larger Full Potential Plan for Bioventus.

### **Q: When is this happening?**

A: The process occurred on July 12/13 and we have communicated to all affected individuals.

### **Q: How many positions are being eliminated?**

A: 47 in the US and seven OUS by Q2 2022.

### **Q: Is this an indication of future reductions of personnel.**

A: No, this is a one-time event and all affected individuals have been notified.

### **Q: Are we taking care of these colleagues as they leave Bioness/Bioventus?**

A: They are receiving market competitive separation packages and we are doing all we can to help them as they leave the company.

### **Q: Were these changes made to save money?**

A: These changes were part of capturing value and realizing natural synergies at the individual and departmental levels. We expect to continue to make appropriate investments in our business to make it strong and sustainable.

**Q: What does this mean for the future of the Valencia and the Zwijndrecht, Netherlands offices?**

A: We remain committed to having a presence in California but we expect to close the Zwijndrecht office in due time.

**Q: What about the manufacturing site in Hod HaSharon, Israel?**

A: It will remain in operation and continue to manufacture products marketed and sold by Bioventus.

**Q: Who will lead the International commercial business for Bioness?**

A: That team will now report to Anthony Doyle, Managing Director of International.

**Q: Why couldn't we find jobs for those whose roles were eliminated?**

A: Every effort was made to secure jobs for affected people and for those for whom we could not find jobs, we wish them well and will do all we can to help them as they leave the company including providing post-employment transition services.

**Q: How will the former Bioness employees that are staying be integrated into their teams?**

A: Reporting lines are reflected in the organization chart within workday that should be updated in a few business days.

**Q: How do I handle anyone calling for a specific employee?**

A: You can advise the caller they are no longer with the company and offer to help them or direct their call to someone who can help. Speak with your manager about any specific questions you may have related to this matter.

**Q: Can we speak with our colleagues who have left Bioness/Bioventus?**

A: Yes. It is okay to contact them to say goodbye if you have a personal relationship with them.

**Q: Are some legacy employees expected to transition out later this year?**

A: Yes. Those employees are aware they are in this group. There are still tasks related to the integration that require help from various individuals and once completed some additional employees will leave the organization.

**Q: How will the Implantables/StimRouter and Rehabilitation groups be integrated into Bioventus?**

A: The Implantables/StimRouter Sales team now reports into Phil Stead and the Implantable/StimRouter Marketing team led by Mark Geiger reports into Vivek Munshi. Both are part of the Bioventus Commercial organization led by John Nosenzo. The Rehabilitation team continues to report into Joel Behnke also part of the Bioventus Commercial organization led by John Nosenzo.

**Q: Will Bioness R&D remain in Valencia?**

A: Yes, R&D is a core function and pipeline engine for Bioventus.

**Q: What are we doing with customer service for Bioness?**

A: It will be integrated with Bioventus in the Memphis for the US. The OUS customer Services will be integrated with the International Operations in Hoofddorp

**Q: What are we doing with Order-to-Cash for Bioness?**

A: The Order to Cash function will be transitioning to the Order to Cash Memphis-based Bioventus teams (Order Management, Reimbursement Services, & Patient Financial Services). Any OUS Order Management duties will be integrated with the International Operations in Hoofddorp

**Q: What will Rusty Page be doing?**

A: Rusty Page has elected to resign and we will work with him to transition his responsibilities to other colleagues. We thank Rusty for his tireless work during the integration and wish him well in his future endeavors.

**Q: What will Keith McBride be doing?**

A: Keith Mc Bride will continue to work closely with the Product Development function as a technical advisor to all key R&D programs but will broaden his outreach in the combined organization by serving in the Medical Affairs department as the primary resource for training, HCP engagement and publication planning, under the direction of Peter Shaw, Chief Medical Officer of Bioventus.

**Q: What is Joel Behnke's role?**

A: Joel will remain as the Vice President of Sales and Marketing leader for the Rehabilitation business.

**Q: What is Mark Geiger's role?**

A: Mark remains in place as VP of Marketing for the Implantables/StimRouter business.

**Q: Will Bioness reps and Bioventus reps start to sell everything in both product portfolios?**

A: Not today, but much like the StimRouter pilot underway with Bioventus reps and podiatrists, we will continue to review new commercial opportunities and synergies for the company.

**Q: Will our territories be merged?**

A: No changes to territories for our commercial teams are expected, however we do expect some changes to our commercial approach and strategy related to our Full Potential Plan developed with our partners at McKinsey. These will be communicated in due course.

**Q: Will Bioventus Medical Science Liaisons support the legacy Bioness products?**

A: Keith Mc Bride will be the primary resource for in field support and training of HCP's on the legacy Bioness pipelines (neurostimulation and rehabilitation pipelines). As part of his expanded role in Medical Affairs, Keith will also ensure that adequate training and education efforts are directed to the broader Bioventus MSL team as they come up to speed with the new technologies and become qualified and trained to support the full Bioventus product offering in the future.

**Q: Will Bioventus discontinue any Bioness products or exit any of its current markets?**

A: No.

**Q: Will we continue to work with distributors who sell Bioness products OUS?**

A: Yes.

**Q: If a customer wants to renegotiate on the basis that Bioness and Bioventus are now one business, what should I do?**

A: Discuss with your manager, who will review the opportunity with leadership and help make a decision to benefit both Bioventus and its customer.

**Q: Do I need a new business card?**

A: The cross-functional branding team is working on this and related items, and will be providing all employees with an update on the by the end of July.

**Q: Will there be any additional changes to processes and procedures?**

A: We are always looking to improve our business processes and effectiveness. There are a number of process changes being discussed on a global level and these will be communicated accordingly during the next phase of the integration.

**Q: Did we make these changes to satisfy Wall Street?**

A: No. We need to make changes to grow our business and keep delivering on our commitments to external stakeholders as well as our employees.

**Q: What does the timeline for additional integration look like and can we expect to hear more communication as we hit additional milestones?**

A: We will hold regular conference calls and Town Hall meetings to share this information and as we reach milestones during the second half of 2021 right on through the completion of integration activities in early 2022.

**Q: Will we get a separation package if we don't get to stay on with the company but do stay until our job ends?**

A: Yes and all affected individuals in that fall into that category have been informed of this part of the plan.

**Q: How will we manage cultural differences?**

A: As was shared in the June Town Hall, Bioventus and Bioness employees were invited to take a survey on culture and the outcome of that activity has delivered a shared focus on Results, Caring and Learning. While at work we should all strive to make an impact, remember that every interaction counts with one another and learn through challenges and change.

There will be more to come on culture at Bioventus in the coming months.

**Q: What will happen to the Bioness company and product brand names?**

A: A cross-functional team of legacy Bioventus and former Bioness employees is working on branding and you will begin to see changes this month with the project completing by the end of 2021 if not sooner.

**Q: What steps do I, as the site manager of this Bioness site/sales director, need to take now to get the new company name on all of my signs, wearables, stationery, etc.**

A: Nothing. A cross-functional team of legacy Bioventus and former Bioness employees is working on the evolution of the Bioness corporate and product branding. If they need your assistance regarding site signage, someone will reach out.

**Q: What are the plans for integrating IT? Which changes will occur first and when?**

A: Some initial functions are integrated and additional IT integration activities will take place from now through Q4 and any changes made will be communicated.

**Q: How will our computer software systems change?**

A: Additional IT integration activities will take place from now through Q4 and any changes made will be communicated to all employees by our IT team.

**Q: When are Bioness emails going to be changed to the new company domain?**

A: This will occur in late July and a communication around this initiative is coming soon.

**Q: What about product launches from Bioness in 2021?**

A: StimRouter Plus is expected to launch in August and TalisMann, a next generation PNS therapy solution will be available in the near term and as the global category leader in rehabilitation solutions, the Bioness team continues to innovate around next generation functional electric stimulation exoskeletal devices and software for learning and recovery assessment.

**Q: Have we suspended work on any R&D programs at Bioness?**

A: Alessandra Pavesio, SVP and Chief Science Officer of Bioventus, has worked with the team to set its priorities for the balance of 2021 and into 2022. Our key RD 2021 product development objectives have been captured in the Company scorecard and include StimRouter Plus, Talismann and Talismann Trial Lead projects. As the RD and marketing teams of the combined organization continue to work together, they will further refine and prioritize our medium and long term new product development pipeline, serving both the neurostimulation and the rehabilitation businesses

**Q: What Compliance training and policies will come into effect?**

A: A formal Compliance training and integration program will be initiated by the Bioventus Compliance team starting in August. These training activities will be rolled-out on an ongoing basis so we do not overwhelm former Bioness employees, but have a goal to have formal compliance training completed as soon as possible

**Q: What should I do if an outside party such as the media ask about these changes at Bioness?**

A: Send them to Tom Hill, Director of Corporate Communications, [thomas.hill@bioventus.com](mailto:thomas.hill@bioventus.com), 919.474.6715.

**Q: What synergies have been identified?**

A: A sampling of early wins for the integration is as follows:

Commercial Team

- Improved communication channels, frequency and messaging throughout the sale force – improved alignment and engagement
- StimRouter Pilot program rolled out and in month two with select BVS reps focusing in the podiatry call-point
- FES L360 Rehab Pilot program in planning mode and will go live in Florida in July
- Realignment of FES rehab sales force – dedicated Vector SWAT team formed to focus on institutional sell/close of vector installations
- International – Ottobock relationship in good standing and looking to expand/renew, H200 approval in JP, evaluation of other new markets
- Marketing – Branding integration and harmonization ongoing – cost synergies through vendor consolidation ongoing, looking to leverage digital marketing and medical education platforms

Manufacturing and Operations

- FedEx Shipping synergies and cost savings, leveraging core capabilities from both teams
- Order to cash evaluating Bioventus processes and automated systems to help streamline insurance evaluations and payment methods for patients

General

- HR has successfully aligned new org structure, benefits package rollout (improved package with significant cost-savings), Workday, Bionet, BVS University education and learning access and completed compensation benchmarking
- Compliance evaluation complete, Sunshine Act reporting aligned and compliance program rollout planned for summer

- IT – initial integration of foundational IT systems completed, email integration occurring shortly, mid-term systems integration of QAD into SAP slated for the remainder of the year