



## CORPORATE PROFILE



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## OUR STORY

Trulife is an internationally-based group with eons of experience in the creation, development, manufacture and marketing of independent healthcare and aerospace products. We employ approximately 400 people in Ireland, the UK, the USA and Canada, and operate through a network of more than 300 distributors in over 100 countries.

Trulife is head-quartered in Dublin, Ireland. European manufacturing, research and development and marketing operations are conducted through wholly-owned subsidiaries in Ireland and the UK. In the USA and Canada, we trade through wholly owned subsidiary companies with three manufacturing plants and a distribution centre in Michigan.

In our early years, our primary focus was on the production of innovative breast prosthesis. Over the last twenty years, Trulife has acquired a number of businesses and has diversified product ranges to satisfy functional device requirements.

Our capabilities and product divisions were further enhanced through the establishment of Trulife Engineered Solutions. We now offer custom solutions, designing and manufacturing products to service a variety of commercial and specialised markets such as musical instruments, defence and aerospace contracting.

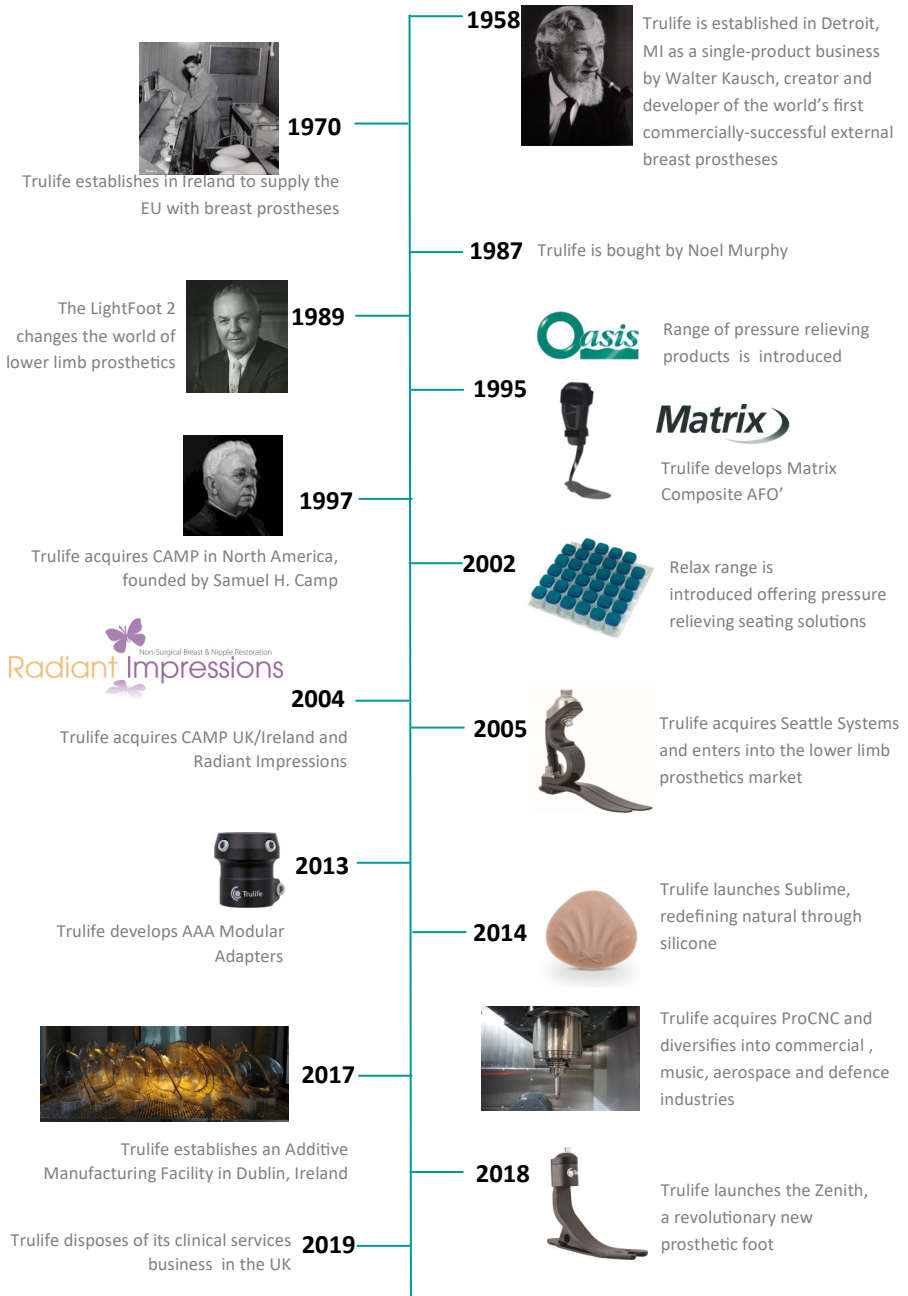
## OUR MISSION

*Trulife's core philosophy is a belief in serving customer needs through excellence in product innovation and quality in everything we do. This includes extensive education and training offerings, through committed and dedicated people.*

## OUR VALUES



## OUR JOURNEY AT A GLANCE



## **OUR ETHOS AND ETHICS**

Trulife has built its reputation over 50 years. It is recognised as an organisation with the highest ethical standards and genuine corporate governance culture.

The Group is dedicated primarily to serving its customers in a comprehensive and proper manner. This ethos is the determining factor in any decision made or action taken.

The Group is committed to treating all of its employees, customers and patients fairly and equally. The Group offers equal opportunity employment, a harassment free and substance free workplace, appropriate health, safety and environment conditions, as well as an open and enlightened atmosphere. Everyone is treated with respect.

All employees are required to act in the best interests of the Group and its customers at all times. No employee should bring the Group into disrepute.

The Board of Directors insist that all of its business be conducted in compliance, with all applicable laws and regulations.

Employees are expected to refrain from being placed in a position that could produce a conflict of interest, whether real or perceived, between the individual's self-interest and the interest of the corporation. Employees must never make or receive improper gifts or payments in any way in connection with the business.

The Group ethos emphasizes the importance of all customers and partners. Employees are expected to represent this ethos in all dealings. It is therefore vitally important that communications between peers, customers, suppliers and other providers be of the highest possible standards and be applied consistently. The use of corporate assets for personal or inappropriate use is strictly prohibited.

Trulife expects all employees to take responsibility for quality in whatever they are engaged in and to deliver the best value possible by constantly focusing on efficiency and productivity. The Group adopts a continuous improvement programme throughout its activities. In recognition of these responsibilities one can expect the Group to treat all employees fairly and equitably and to condemn unsuitable behaviour of any kind.

Trulife encourages participation and transparency in all its dealings. Employees are required to uphold the obvious best practices in their interactions with patients, clients, customers, suppliers, other third parties and amongst each other. The disclosure to management or any other appropriate authority of malpractice or inappropriate conduct is advocated and the discloser will be granted full hearing and protection from reprisal.

### **Communications**

All Trulife employees are expected to uphold good communication practices, continuously and consistently with customers, suppliers and other third parties as well as with fellow employees. The onus is on each employee to be responsible for responding to calls or emails or any form of communication in a timely manner whether that be merely to inform the caller/sender that a more detailed assessment is needed, a greater time may be required or some other person may need to be consulted on a particular matter.

Employees may only use Company information and Company property to the extent needed to perform their jobs properly. Company Information encompasses all proprietary information that is not generally available to or known by the public, and it includes any information in the formats: written, electronic, visual or oral. It may also include information that the Company develops, purchases or licenses and information the Company receives from others, including its customers.

### **Social Media**

Trulife has social media regulations advising of the correct way to use social media to prevent abuse. Social media must only be used in a corporate capacity and must not contain the personal views of employees. All employees are advised that they must abide by these regulations set down by Trulife. All corporate equipment, software and the cloud are banned for personal use.

## **OUR PRODUCTS**

### ***Breastcare***

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Beginning in 1958 Trulife developed what would become the world's first successful breast prosthesis. We continue to lead through innovation by creating the most natural and beautiful breast forms available for women who have undergone breast surgery. This spirit remains at the heart of everything we do at Trulife.

Trulife breast forms are created in a wide range of shapes and sizes to complement a woman's natural beauty. Trends in surgery type and lifestyle are addressed with such products as our new ReCover collection for reconstruction, partial forms, leisure and swim forms and the availability of Radiant Impressions, our stunning custom breast form.

All of Trulife's breast forms are lovingly hand-made in Dublin, Ireland, and as we understand every woman is different, we pride ourselves on supplying the widest selection of shapes, sizes and styles.

### ***Radiant Impressions***

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Trulife has gained vast experience in the creation and development of breast prostheses for women who have undergone a mastectomy or other breast surgery procedures. Radiant Impressions, a non-surgical solution helps women look great and feel their best, so they can get back to doing the things they love.

Radiant Impressions is a custom handmade breast prosthesis that simulates breast tissue and provides symmetry to the body and the bra fit. Made of 100% natural silicone, the custom breast prosthesis is lightweight and can be worn directly against the chest wall in a non-pocketed bra.

With the adaptation of modern technology, Trulife uses Apple iPad Structure Sensor scanning technology to capture a precise and rapid 3D scan that creates a detailed image of the surgery site. Carefully designed and hand-painted in Ireland by experienced engineers and designers that understand how to match contour, shape, and profile.

### ***Pressurecare***

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In 1995 Trulife began developing and manufacturing pressure relieving products for the operating theatre, helping to prevent developing pressure sores and nerve injury during surgery.

Trulife Pressurecare ranges were developed as a result of our commitment to provide improved levels of pressurecare products to both patients and healthcare systems. Vast amounts of in-depth research have gone into the development of each range. The Trulife Pressurecare range offers a simple and cost effective solution with a comprehensive offering to cover all surgical procedures.

## Seating Solutions

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Our expansion into the development of pressure-relieving products began over 20 years ago when we started to pursue other medical uses for silicone and related materials. Thus, we entered the wheelchair cushion market with the Relax range of special high quality effective solutions.

The Relax range offers a wide variety of pressure relieving cushions for wheelchair users and people of restricted mobility who are at increased risk of developing pressure sores. The range has been designed to redistribute weight and provide exceptional pressure relief and optimum comfort at an affordable cost, bringing a better quality of life to the user.

## Orthotics

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The Trulife range of Orthotic devices offers trusted products with proven design that meet and exceed industry standards for quality and ease of use. The range includes cervical, spinal, lower and upper extremity orthotic devices. The range consists of high-end functional products that include our successful family of carbon composite Ankle Foot Orthosis - Matrix.



## Prosthetics

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The Trulife range of Prosthetic devices offers top quality products that help the user attain the highest level of mobility and functionally possible to them to lead a healthy and active life. The ranges include prosthetic feet and knees as well as AAA modular components.



## TES - Trulife Engineered Solutions

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Trulife Engineered Solutions, is an AS9100 Rev. D, ISO 9001 certified and ITAR registered provider of contract assembly, quick-turn and production machining services, together into a defined capability in composites.

Trulife Engineered Solutions located in Bellingham WA, has technical expertise to provide engineering and manufacturing services to a variety of industries, primarily commercial, aerospace, defence and medical.

We have dedicated prototype machining and assembly divisions that routinely delivers quick-turn prototypes and pre-production quantities for many industries.



## OUR RESEARCH AND DEVELOPMENT

Trulife maintains a core group of dedicated R&D professionals who have gained vast expertise over the last 60 years from practice and experience, combined with the continual exploration of new materials and technologies

### In Ireland

Trulife has experience and expertise in silicone gels and rubbers, hydro gels, foams, elastomers, coated fabrics and films. Rapid prototyping techniques, in-house model-making and mould design enable upscaling to production at minimum cost and short lead-times. With extensive skills in CAD, SolidWorks, engineering and industrial design, we can move from concept to design and rapid prototype through to product testing and successful product launch in a timely and controlled manner.

Additive Manufacturing technology has greatly enhanced our abilities. Our Stereo Lithography Capacity (SLA) allows us to make 3 dimensional solid objects from a digital scan. This enhances our product development timelines, effectiveness and quality.

### In the United States

Trulife applies CNC computer controlled and water jet technology on a variety of materials including steel, titanium, aluminium, plastic, carbon fibre, foam, rubber and urethanes. Our composites are processed in a computer-controlled autoclave to give consistent quality of lamination, high strength and low product weight.

We have a specialised test laboratory where we validate the designs of our prosthetic feet and components to the industry standards ISO 22675 and ISO 10328 to ensure functionality and safety.

### In the UK

Trulife manufactures orthotic devices and walking aids in our modern fabrication unit in Sheffield. Skilled technicians manufacture a range of products from aluminium through to modern carbon fibre and glass composite materials.

### In Canada

Trulife utilises state-of-the art knitting equipment and an advanced system of computerised Gerber cutting to manufacture prosthetic interfaces, complex bras and orthopaedic soft goods. We continually seek innovative materials to develop new products, enhance the product quality and improve user experience.

### Engineering and Design Services

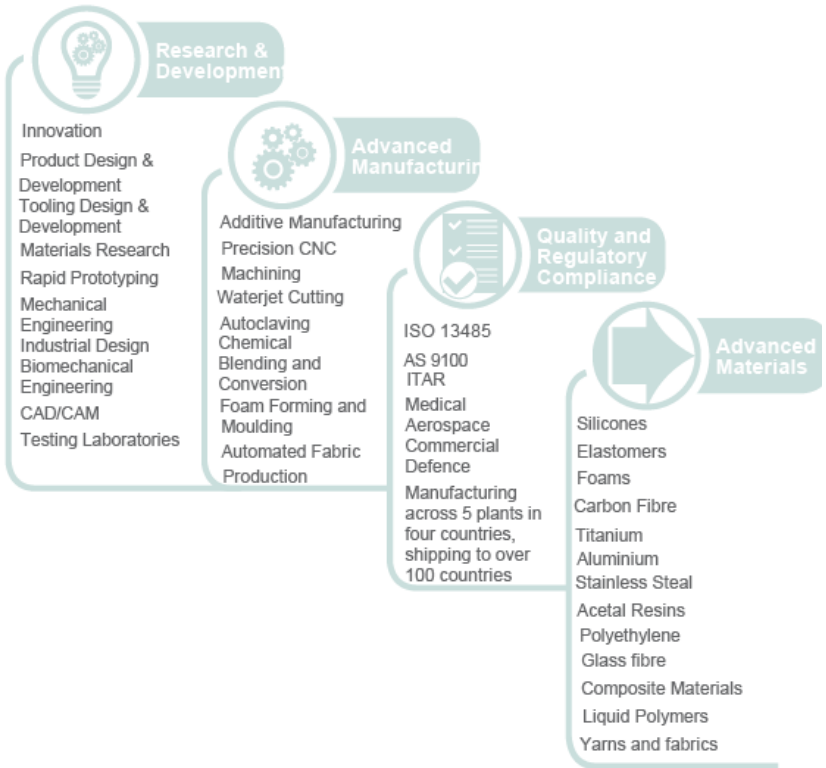
Trulife offers complete design and engineering services for customers who have a shortage of engineers or need to supplement their design and development efforts. Primarily supporting customers with tooling design, testing and product development services, our full-time design and mechanical engineers are proficient in multiple design platforms, such as SolidWorks, Pro/ Engineer, CATIA, Geomagic and Freeform.

With ongoing research and development, we continue to bring the newest materials, design and technology to all of our Trulife products and partners.

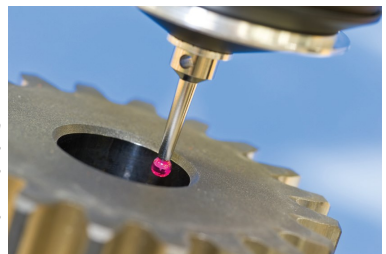


*In our Dublin, Bellingham, Sheffield and Poulso operations, product development includes tooling development. Engineering works closely with manufacturing to design tools and automate processes to enhance design for manufacturing*

## OUR CAPABILITIES



A CMM is a computerized measuring device that provides an objective quality report on a machined component. We utilize programmable CMMs to inspect the more complex parts we produce, especially high-value work that needs to be executed perfectly. Process changes are detected at an early stage and high production quality.



## OUR EDUCATION AND TRAINING

Education and training of employees and customers have always been a major focus for Trulife. Regardless of industry, our goal is to provide customers with additional expertise to make their businesses run more effectively.

### Manufacturing

Trulife offers on-site Design for Manufacturability and Assembly (DFM & DFMA) Bootcamps to companies across North America. These workshops focus on reducing the cost of machined parts by focusing on educating engineers on the choices they can make during the modelling and drawing stages and how those choices can drive costs up or down.

Through our engineering consultation, customers gain "Value through Innovation":

- Shorter product development cycles
- Unit Cost Price reductions
- Shortened lead times
- Improved product performances
- Simplified manufacturability
- Repeatable quality

### Breastcare

Trulife runs breastcare workshops across all relevant markets that are targeted at breastcare fitters, nurses and surgical appliance officers.

### Medical

Our customers walk away with improved and practical knowledge of orthopaedics, prosthetics, anatomy and awareness of indications for application of medical devices. Trulife Medical Devices offers an extensive menu of training and education designed to prepare both beginners and more experienced team members to effectively perform within their scope of practice, delivering practical techniques and strategies to enhance desirable patient outcomes.

### Customer focus

Trulife provides customers with educational product literature, video training and online product updates. With customer focus at the forefront of everything we do, we provide an online distributor portal where educational materials are readily available through a customer log-in section.



*Breastcare interactive session as part of Trulife International Distributor Forum, 2019.*

## OUR CUSTOMERS

*“Trulife’s core philosophy is a belief in serving customer needs through excellence in product innovation and quality in everything we do.” This is why we have strong long lasting partnerships with more than 300 distributors worldwide .*

Our primary markets are the USA, Canada, the UK and Ireland, where we have our own dedicated marketing organisations, servicing various industries and different distribution channels.

In the Americas, our products are sold under various brand names into medical supply facilities mainly, orthopedic & prosthetics (O&P), durable medical equipment (DME) and women’s health care specialty boutiques.

Across Europe, Asia, Africa, the Middle East and Australasia, our product ranges are marketed through specialty distributors that sell primarily into medical supply stores and hospitals.

*Trulife International Distributor Forum 2019, Ireland. Distributors were invited from two different product divisions (Breastcare and Pressurecare) to take part in the three day interactive event.*



## OUR FOCUS ON QUALITY

Trulife is committed to providing its customers , both internal and external, with products and services of the highest quality. It is committed to providing a Quality Management System in line with ISO 13485:2016 and meets the requirements of FDA 21 CFR 820.

All Trulife products are CE marked in accordance with MDR2017/745 to ensure the health and safety of the end user is not compromised

- √ Trulife Dublin: ISO 13485:2016
- √ Trulife Sheffield: ISO 13485:2016
- √ Trulife Poulso: ISO 13485:2016
- √ Trulife Bellingham: AS9100 Rev. C and ISO 9001:2008

*Additive Manufacturing allows us to make 3 dimensional solid objects where the object is created by laying down successive layers of material.*



## TRULIFE LEADERSHIP

### Noel J. Murphy

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Group CEO



Noel has been actively involved in the development of Trulife since 1997. Prior to this he was principally engaged in helping small to medium-sized Irish companies develop and grow. He set out in this occupation in 1980, having previously worked in a venture capital business, consultancy and having trained and qualified as a chartered accountant.

### Olive Gunning

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Leader in Ireland and head of R&D



Olive joined Trulife in 1989 as a graduate engineer charged with the development of Trulife breastcare and pressurecare product ranges. Olive was appointed to Trulife's Board of Directors in July 2008 and now has responsibility for Ireland and all Research and Development activities for the Group. She holds a Bachelor of Engineering degree from University College Galway.

### Larry Knudsen

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SVP S&M



Larry joined Trulife in 1993 as the Director of Sales. He has served in various management roles, with over 25 years in the hospital, post acute, long term care, O&P, and home medical equipment industries. Larry previously served in leadership roles for Becton Dickinson, Terumo Medical and Hanger Orthopedic Group.

### Mike Sumner

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Leader US Manufacturing



Mike joined Trulife through the acquisition of ProCNC in 2014. Mike holds a B.S. in Industrial Technology from Western Washington University, with a focus on Composites and Manufacturing Engineering. Mike spent several years in various industries, including commercial plastics, construction of manufacturing facilities, electronics and medical device manufacturing. Mike is responsible for all manufacturing operations in the USA.

### Helen Longden

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Leader UK



Helen joined Trulife in 2015 as Financial Controller for the UK and later Group Financial Controller. Helen was appointed as General Manager for the UK operations and to the Board of Directors in early 2017. Prior to joining Trulife, Helen has held finance roles in manufacturing companies in the medical devices and mining industries. She is a Fellow of the Institute of Chartered Accountants in England and Wales and holds a first class degree in Politics from the University of Nottingham.

**OUR LOCATIONS**



**Trulife Ireland**

Airton Road,  
Tallaght,  
Dublin 24  
Tel: +353 1 4511755  
*Eoin Redmond*

**Trulife UK**

41 Amos Road,  
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Sheffield S9 1BX  
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*Steve Jones*

**Trulife USA**

2010 East High Street,  
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MI 49203  
Tel: +1 800 788 2267  
*Debbie Radde*

26284 Twelve Trees Ln NW,  
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Tel: +1 360 697 5656 445  
*Diane Desjardins*

Sequoia Drive,  
Bellingham,  
WA 98226  
Tel: +1 866 477 6262  
*Dagan McAfee*

**Trulife Canada**

39 East Davis Street,  
Trenton,  
Ontario K8V 4K8  
Tel: +1 800 267 2812  
*Marion Donnelly*

## CONTACT DETAILS

### Trulife Group Limited and Subsidiaries

#### Directors

John Williamson (Chairman)

Noel J. Murphy - CEO

Olive Gunning - Executive

Helen Longden - Executive

Mike Sumner - Executive

Emile Burke-Murphy (Non-Executive Director)

Hugh Kelly (Non-Executive Director)

#### Bankers

Bank of Ireland (Corporate Banking)

2 Burlington Plaza

Burlington Road

Dublin 4, Ireland

Comerica Bank (International Division)

1 Detroit Centre

500 Woodward Avenue

Detroit, MI USA

#### Registered office

Airton Road Tallaght Dublin 24, Ireland

#### Lawyers

William Fry 2 Grand Canal Square, Dublin 2,

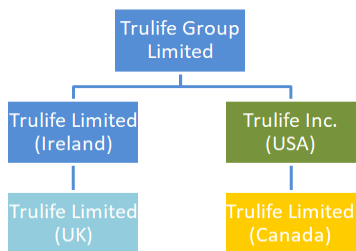
Ireland


#### Auditors


Grant Thornton 13-18 City Quay Dublin 2 Ireland


## CORPORATE STRUCTURE


*(following merger of Trulife Group, Inc. and Trulife, Inc.)*



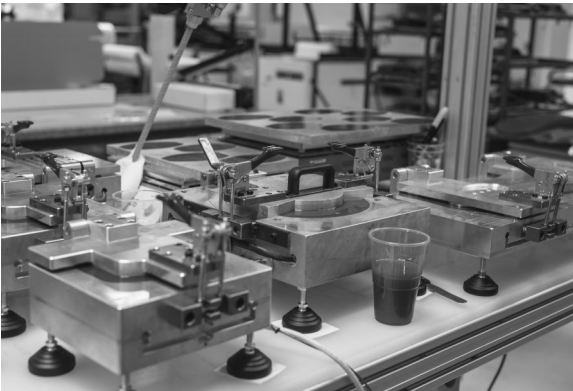
 Irish incorporated and Irish tax resident

 UK incorporated and UK tax resident

 Canada incorporated and Canadian tax resident

 US incorporated and US tax resident

**All subsidiaries are 100% owned directly or indirectly by the Group**



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