



# MEDIA KIT

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[MEDACTA.COM](https://www.medacta.com)





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## 25 YEARS OF SUSTAINABLE INNOVATION, WORLD-CLASS SURGEON EDUCATION, AND AN UNWAVERING COMMITMENT TO IMPROVING PATIENT OUTCOMES

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### COMPANY DESCRIPTION

Medacta is a global key player specializing in the design, production, and distribution of innovative, personalized, and sustainable solutions for joint replacement, sports medicine, and spine surgery. Established in 1999 in Switzerland, Medacta is committed to improving the care and well-being of patients and maintains a strong focus on healthcare sustainability.

Through close collaboration with expert surgeons globally, continuous investments in R&D, and the adoption of cutting-edge technologies, Medacta's innovation prioritizes minimally invasive surgery and personalized solutions for every patient. Through the M.O.R.E. Institute, Medacta supports surgeons with a comprehensive and tailored program dedicated to the advancement of medical education. Medacta is headquartered in Castel San Pietro, Switzerland, and operates in almost 60 countries.

🔗 [about-us.medacta.com](https://about-us.medacta.com)

### HISTORY

Medacta's journey centers around the Siccardi family's unwavering commitment to improving patient outcomes and healthcare sustainability. This dedication spans three generations, with each bringing a unique perspective, experience, and passion. In 1999, Alberto Siccardi, our founder, chairman and former CEO, established Medacta after his own patient experience convinced him of the importance of pioneering an innovation-centered approach to joint replacement.

In 2019, we became a publicly listed company, officially entering the SIX Swiss Exchange. Adding to this significant milestone, a generational shift occurred as Francesco Siccardi assumed the role of CEO within the company. Today, Medacta is a global key player with a continuous organic growth.

🔗 [history.medacta.com](https://history.medacta.com)

### VISION

Our vision is to improve the care and well-being of orthopaedic and spine surgery patients around the world through our experience and passion. With our surgical innovations and medical education programs, we strive to enable a healthy and active lifestyle for every patient, strongly focusing on healthcare sustainability.

### MISSION

Our mission is to transform the patient experience by developing advanced surgical approaches, implants, and instruments through responsible and sustainable innovation. With this goal in mind, we focus on increasing our collaboration with surgeons and universities worldwide, constantly investing in medical education, innovative technologies, and personalized solutions.



## OUR BUSINESS UNITS AND PRODUCT PORTFOLIO

- Joint: [joint.medacta.com](http://joint.medacta.com)
- Spine: [spine.medacta.com](http://spine.medacta.com)
- Sports Med: [sportsmed.medacta.com](http://sportsmed.medacta.com)

## VALUE CREATION STRATEGY

At Medacta, our value creation strategy is basically built on three fundamental and deeply integrated assets: responsible and sustainable innovation, medical education, and healthcare sustainability.

**Innovation** is of paramount importance at Medacta, is expressed in the originality of our solutions, and is the basis of our growth strategy. We drive our innovation by providing minimally invasive surgery and personalized solutions designed for every patient, with the aim to improve their care pathway and potentially enable better outcomes. We firmly believe in responsible innovation, which is guaranteed by our M.O.R.E. Excellence Clinical Program, enabling us to responsibly introduce innovative products into the market. We are convinced that innovation requires medical education.

**Education** is an indispensable tool for transforming innovation into tangible benefits for patients, surgeons and healthcare systems. Since its founding in 2004, the M.O.R.E. Institute has provided surgeons with personalized, structured, and accessible education programs on our innovative technologies and procedures to help them accelerate the learning curve to become proficient in the use of our products and solutions. We also offer professional education to our employees thanks to the Medacta Academy, and support the education of the patients through the MyPractice Development Plan.

**Healthcare sustainability** is a key element in making our innovation and training programs as accessible as possible. It guides the design of our solutions to make them more efficient, reducing costs and complementing operative workflow efficiently.

## PRESIDENT ALBERTO SICCARDI BIO

**Qualifications:** Mr. Siccardi has a degree in Pharmacy from the University of Turin (1969) and a Master's Degree in Business Administration (MBA) from SDA Bocconi School of Management in Milan (1979, with distinction).

**Career Highlights:** Mr. Siccardi served as CEO of Medacta International since founding Medacta in 1999 until November 2018 and as Chairman of the Company since March 2019. Prior to founding Medacta, Mr. Siccardi's family owned Bieffe Medital SPA, an Italian company operating in the medical device industry. Mr. Siccardi successfully developed and expanded Bieffe Medital internationally as CEO and then subsequently sold the business to Baxter Group in 1997.

## CEO FRANCESCO SICCARDI BIO

**Qualifications:** Mr. Siccardi holds a Master of Science (MSc) in Biomedical Engineering from the Polytechnic University of Milan (2002). He also completed the Executive Program for Growing Companies (EPGC) at Stanford Business School Executive Education in Stanford, California, USA (2009).

**Career highlights:** Mr. Siccardi joined Medacta International in 2002 and served as a Member of its Board of Directors since 2003. He then served on the Board of the Company from its incorporation until March 21, 2019. Following the retirement of the Company's Chairman, Mr. Siccardi was appointed Chief Executive Officer as of November 1, 2018. Prior to becoming CEO, he served as Executive Vice President and Medical Affairs Manager (from 2013 to 2014) and as Executive Vice President (from 2014 to 2018). He further served on the Board of various Medacta Group companies internationally.



## IN-HOUSE TECHNOLOGY

By directly managing our production units we can control all processes and ensure high standards of quality, flexibility, continuity and efficiency. Thanks to in-house production we can more easily develop our know-how, which is a fundamental driver of innovation. Moreover, in-house production reduces costs and emissions due to the transport of goods, therefore favoring our sustainable approach.

## OUR LOCATIONS

👉 [locations.medacta.com](https://locations.medacta.com)

## INVESTORS

👉 [investors.medacta.com](https://investors.medacta.com)

## SUSTAINABILITY

👉 [sustainability.medacta.com](https://sustainability.medacta.com)

## MEDIA RELEASES

👉 <https://www.medacta.com/EN/press>

## MEDIA KIT

👉 <https://www.medacta.com/EN/media-kit>

## SOCIAL MEDIA CHANNELS

- Medacta TV: <https://more.medacta.tv/>
- VuMedi: <https://www.vumedi.com/channel/medacta>
- LinkedIn: <https://www.linkedin.com/company/medacta-international>
- Twitter: <https://twitter.com/medacta>
- YouTube: <https://www.youtube.com/c/MedactaInternational>

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