

ART MEDICAL Announces the Departure of Founder and CEO Liron Elia

Natanya, Israel — ART MEDICAL, today announces that on October 15, 2024 Liron Elia, Founder and Chief Executive Officer, will be stepping down from his role as CEO and transitioning to the role of Executive Director of Technology. Liron Elia founded ART MEDICAL in 2008 and designed the company's innovative sensor-based solution to achieving optimal feeding efficiency for critical care patients. Under his leadership, the company registered more than 170 patent and published 3 clinical studies, including a comparative study with groundbreaking clinical data showing the smART+ platform reduces ICU length of stay and length of ventilation by more than 3 days. Earlier this year, ART MEDICAL forged a strategic partnership with AVANOS Medical, a U.S.-based medical technology company, to launch the smART+ platform in the United Kingdom.

"It has been an extraordinary journey leading ART MEDICAL," said Elia. "I am incredibly proud of what we have built, and I am confident that the company is well-positioned for continued growth and success. While it is difficult to step away, I believe this is the right time for me to explore new challenges and opportunities."

"We are immensely grateful to Liron for his vision and dedication in founding and guiding ART MEDICAL to where it stands today," said Brina Milikowsky, Chairperson of the Board. "His entrepreneurial vision, resilience, and commitment to excellence have been central to the company's rise as in its mission to significantly reduce hospital-acquired complications in ICU through automated, real-time nutrition management. We wish him all the best in his future endeavors and have no doubt that he will continue to achieve great things."

Ori Braun, the company's Senior Vice President, Business Development, will step in as CEO. A serial entrepreneur and seasoned executive, Braun has a proven track record of success as a CEO, technology pioneer, and product inventor. Known for driving business growth through strategic execution, M&A support, and new product rollouts, Braun has successfully grown and sold two high-tech companies to Microsoft and Cadence, and he played a key role in the sale of Given Imaging to Covidien for ~ \$1B. Braun brings to the role his strong expertise in medical devices and software and a track record of collaborating across teams to deliver innovative solutions.

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Nirit Barnea, currently serving as Vice President of Human Resources, will also assume the role of Israeli Site Manager. In this expanded capacity, Nirit will be responsible for overseeing the daily operations of the site, ensuring smooth and efficient conduct across all departments. Nirit will play a pivotal role in facilitating internal decision-making processes, fostering collaboration, and supporting strategic initiatives to enhance overall site performance.

Liron Elia leaves a lasting legacy at ART MEDICAL, and his leadership has set the company on a strong path for future success. The entire team extends their heartfelt thanks to his contributions and unwavering commitment over the years.

For more information, please contact: ori@artmedical.com

Ori Braun

CEO

ART MEDICAL LTD.