



Treace Medical Concepts Appoints Nathan Minnich as Senior Vice President, Marketing

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PONTE VEDRA, Fla., Aug. 21, 2023 (GLOBE NEWSWIRE) -- Treace Medical Concepts, Inc. ("Treace" or the "Company") (NasdaqGS: TMCI), a medical technology company driving a fundamental shift in the surgical treatment of hallux valgus (commonly known as bunions) through its Lapiplasty® 3D Bunion Correction™ Procedure, today announced Nathan Minnich has been appointed Sr. Vice President, Marketing, effective immediately. In this new position, Mr. Minnich will lead all aspects of Treace's marketing efforts, with a focus on expanding the Company's physician outreach, patient awareness and market penetration efforts.

"I am delighted to welcome Nathan to the Treace team," said John T. Treace, CEO, Founder and Board Member of Treace. "During his career, Nathan has led the development, implementation and execution of successful marketing and direct-to-consumer strategies and programs for several medical technology and healthcare businesses, including most recently at Align Technology. His proven track record of success in building class-leading marketing programs will be instrumental as we continue to focus on driving revenue growth, advancing our patient awareness/DTC initiatives, and launching new products, including our SpeedPlate™ Implant Fixation Platform and Micro-Lapiplasty™ System. This is an exciting time for Treace, and I'm confident that Nathan's appointment will further bolster our ability to capitalize on the growth opportunities in front of us and accelerate our market performance."

"I am thrilled to be joining Treace, and I look forward to furthering its goal of advancing the standard of care for the surgical management of bunion and related midfoot deformities," said Nathan Minnich. "Treace's patented Lapiplasty® 3D Bunion Correction™ Procedure and its Adductoplasty® Midfoot Correction System both provide disruptive technology solutions in one of the largest and most underserved markets in orthopaedics."

Mr. Minnich is an accomplished marketing leader with significant senior management experience in the healthcare and medical device sectors. He most recently served as Vice President, Americas at Align Technology, Inc. where he led a consumer marketing and business innovation team for the Invisalign® System. Prior to Align, he was Vice President of Neuromodulation at LivaNova PLC from 2014 to 2019. Earlier in his career, Mr. Minnich held several sales and marketing roles of increasing responsibility at UCB, AstraZeneca and Johnson & Johnson. Mr. Minnich received a B.S. in Health Policy & Administration from Penn State University and an M.B.A. from Centenary University.

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. All statements other than statements of historical fact are forward-looking statements, including, but not limited to the Company's ability to capitalize on the growth opportunities in front of it, accelerate its market performance and to set the standard in the treatment of hallux valgus. Forward-looking statements are based on management's current assumptions and expectations of future events and trends, which affect or may affect the Company's business, strategy, operations or financial performance, and actual results and other events may differ materially from those expressed or implied in such statements due to numerous risks and uncertainties. Forward-looking statements are inherently subject to risks and uncertainties, some of which cannot be predicted or quantified. Factors that could cause actual results or other events to differ materially from those contemplated in this press release can be found in the Risk Factors section of Treace's public filings with the Securities and Exchange Commission (SEC), including its Annual Report on Form 10-K for the year ended December 31, 2022, filed with the SEC on March 8, 2023 and its Quarterly Report on Form 10-Q for the quarter ended March 31, 2023, filed with the SEC on May 9, 2023. Because forward-looking statements are inherently subject to risks and uncertainties, you should not rely on these forward-looking statements as predictions of future events. These forward-looking statements speak only as of their date and, except to the extent required by law, the Company undertakes no obligation to update these statements, whether as a result of any new information, future developments or otherwise.

Internet Posting of Information

Treace routinely posts information that may be important to investors in the "[Investor Relations](#)" section of its website at www.treace.com. The Company encourages investors and potential investors to consult the Treace website regularly for important information about Treace.

About Treace Medical Concepts

Treace Medical Concepts, Inc. is a medical technology company with the goal of advancing the standard of care for the surgical management of bunion and related midfoot deformities. Bunions are complex 3-dimensional deformities that originate from an unstable joint in the middle of the foot and affect approximately 65 million Americans, of which Treace estimates 1.1 million are annual surgical candidates. Treace has pioneered and patented the Lapiplasty® 3D Bunion Correction™ System – a combination of instruments, implants, and surgical methods designed to surgically correct all 3 planes of the bunion deformity and secure the unstable joint, addressing the root cause of the bunion and helping patients get back to their active lifestyles. Treace expanded its offering with the Adductoplasty® Midfoot Correction System, designed for reproducible surgical correction of the midfoot to provide further support to hallux valgus patients. For more information, please visit www.treace.com.

To learn more about Treace, connect with us on [LinkedIn](#), [Twitter](#), [Facebook](#) and [Instagram](#).

Contacts:

Treace Medical Concepts

Julie Dewey, IRC
Chief Communications & IR Officer
jddewey@treace.com
(209) 613-6945

