



## **CollPlant Names Shomrat Shurtz Senior Director of Business Development**

**Ness Ziona, Israel, July 28, 2015** – CollPlant Ltd. (TASE:CLPT; OTC:CQPTY), a regenerative medicine company utilizing its proprietary plant-based rhCollagen technology for tissue repair products, today announced that Shomrat Shurtz has been appointed Senior Director of Business Development, effective September 20, 2015.

Ms. Shurtz brings over 25 years of experience in marketing, regulatory and business strategy. Prior to joining Collplant, Shomrat served as a Senior Director at Protalix Biotherapeutics Inc. (NYSE: PLX), a biopharmaceutical company focused on the development and production of recombinant therapeutic proteins from plant cell cultures. At Protalix, Shomrat oversaw Protalix's lead product through its clinical development. Following its approval and commercialization, Shomrat worked with Tier 1 pharmaceutical companies as a marketing partner, and served as a liaison with international key players, including patient advocacies.

"We are pleased to welcome Shomrat, as she brings significant commercial, marketing and advocacy affairs experience to CollPlant," says Yehiel Tal, CEO of CollPlant. "Shomrats' joining CollPlant is a key initiative towards executing our near-term plan to commence sales of Vergenix™STR & Vergenix™FG in Europe, upon receiving CE mark approval for each of these products. Her experience and achievements in launching newly marketed products is a great asset to the company."

### **About CollPlant**

CollPlant is a clinical-stage regenerative medicine company leveraging its proprietary, plant-based rhCollagen technology for the development and commercialization of tissue repair products, initially for the orthobiologics and advanced wound care markets. The Company's cutting-edge technology is designed to generate and process proprietary recombinant human collagen (rhCollagen), among other patent-protected recombinant proteins. Given that CollPlant's rhCollagen is identical to the type I collagen produced by the human body, it offers significant advantages compared to currently marketed tissue-derived collagen, including improved biofunctionality, superior homogeneity and reduced risk of immune response. The Company's broad development pipeline includes biomaterials indicated for orthopedics and advanced wound healing. Lead products include: Vergenix™STR (Soft Tissue

Repair Matrix), for the treatment of tendinopathy; Vergenix™ FG (Flowable Gel) wound filler, for treatment of acute and chronic wounds, and; Vergenix™ BVF (Bone Void Filler), for use in spinal fusion procedures and trauma. CollPlant's business strategy includes proprietary development and manufacturing of tissue repair products and their commercialization and distribution, together with leading third parties, alongside alliances with leading companies for joint development, manufacturing and marketing of additional products.

For more information about CollPlant, visit <http://www.collplant.com>

**Contact at CollPlant:**

Eran Rotem  
Chief Financial Officer  
Tel: + 972-73-2325600/612  
Email: [Eran@collplant.com](mailto:Eran@collplant.com)

**Contact at Rx Communications Group, LLC**

Paula Schwartz (for US Investors)  
Senior Vice President  
Tel: 917-322-2216  
Email: [pschwartz@RxIR.com](mailto:pschwartz@RxIR.com)

###