



## Establishment Labs Announces Events for Pink October and Breast Cancer Awareness Month

September 30, 2021

SANTA BARBARA, Calif.--(BUSINESS WIRE)--Sep. 30, 2021-- Establishment Labs Holdings Inc. (NASDAQ: ESTA), a global medical technology company dedicated to improving women's health and wellness, principally in breast aesthetics and reconstruction, today announced the events and activities planned for the month of October in support of Pink October and Breast Cancer Awareness Month.

"One in eight women will experience breast cancer in her lifetime. While survival rates have improved, the disease can still have a devastating impact on the lives of these women," said Juan José Chacón-Quirós, Founder and Chief Executive Officer of Establishment Labs. "For those women who seek breast reconstruction surgery, the availability remains tragically low, with less than 10% of women globally receiving a reconstruction after mastectomy and the waiting times in some countries as long as eight years. At Establishment Labs, supporting efforts to improve access and providing the tools needed to improve outcomes is our mission as a women's health company."

As part of Pink October, Establishment Labs will again support its annual Pink is for Power breast reconstruction program in Brazil. This year, the company, in partnership with plastic surgeons and hospitals in more than 20 cities in the five regions of Brazil, will provide the resources needed to allow 200 women to receive breast reconstruction surgery. "The diagnosis of cancer is a very scary time in any person's life, and the journey to recovery requires a lot of strength and determination," added Mariana Bonatto, Commercial Director for Establishment Labs Brazil. "Our objective with the Pink is for Power campaign is to contribute to the recovery of these women, as we believe that reconstruction goes far beyond a surgical intervention and directly impacts the return of patients to their lives."

"While our support for breast reconstruction is present all year, we have several special events for Pink October," continued Heather Brennan, Head of US Commercial Operations. "These include our annual Rosé for Reconstruction event at the Sixth World Symposium on Ergonomic Implants in Gardone Riviera, Italy, where we will announce the funding of an annual Scott Spear Memorial Grant to support research, education, and advocacy in breast reconstruction. We are also kicking off our partnership with the International Chess Federation, where Establishment Labs is sponsoring women's chess events through 2022, including the World Women's Team Championship being held this week in Sitges, Spain. Our support of women's chess since 2017 further highlights our commitment to women in all aspects of life. We believe empowered women making smart choices is beautiful."

"October is a time to raise awareness and understanding of breast cancer; however, as a global medical device company in women's health, Establishment Labs has a unique and important responsibility to bring to market technologies that can improve clinical and aesthetic outcomes," concluded Rosalyn Cole d'Incelli, Head of Global Regulatory and Clinical Affairs. "The recent launch of our Motiva Flora<sup>®</sup> tissue expander is the first step in a program we call Aesthetic Breast Recon<sup>®</sup>, where Establishment Labs offers tools and techniques that allow women to receive reconstructive surgeries that achieve the aesthetic ideals to which they aspire. We believe that our innovations, in partnership with breast reconstruction surgeons, will create new standards in post-mastectomy outcomes and further transform breast cancer into a treatable disease from which women can fully recover."

Among the events Establishment Labs is sponsoring in October:

- All month: Pink is For Power Breast Reconstruction Support; Brazil
- October 1: Motiva Breast Health Day; Barcelona, Spain
- October 2-3: Sponsorship of International Chess Federation (FIDE) World Women's Team Championship; Sitges, Spain
- October 15: Rosé for Reconstruction; Gardone Riviera, Italy
- October 20: Breast Reconstruction Awareness Day and Patient Education Day; Virtual

### About Establishment Labs

Establishment Labs Holdings Inc. is a global medical technology company dedicated to improving women's health and wellness. The company's initial focus is breast health, principally breast aesthetics and reconstruction. Establishment Labs offers a portfolio of advanced silicone gel-filled breast implants, branded as Motiva Implants<sup>®</sup> that include a number of innovative and patented features designed to deliver improved aesthetic and clinical outcomes. Since commercial launch in 2010, more than 1.6 million Motiva Implants<sup>®</sup> have been delivered to plastic surgeons in over 80 countries. The company also offers or has under development a number of related products and technologies, including the Motiva Flora<sup>®</sup> tissue expander and Motiva MIA<sup>®</sup>, the company's minimally invasive breast enhancement procedure. In 2018, Establishment Labs received an investigational device exemption (IDE) from the FDA for the Motiva Implant<sup>®</sup> and began a clinical trial to support regulatory approval in the United States. Motiva Implants<sup>®</sup> are manufactured at the company's two facilities in Costa Rica, which are compliant with all applicable regulatory standards under ISO13485:2016 and FDA 21 CFR 820 under the MDSAP program. Please visit our website for additional information at [www.establishmentlabs.com](http://www.establishmentlabs.com).

### 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 (the "Exchange Act"). You can find many (but not all) of these statements by looking for words such as "approximates," "believes," "expects," "anticipates," "estimates," "intends," "plans," "intends to," "would," "will," "may" or other similar expressions in this press release. Factors, among others, that could cause actual results and events to differ materially from those described in any forward-looking statements include risks and uncertainties relating to: our ability to successfully, timely and cost-effectively develop, seek and obtain regulatory clearance for and commercialize our product offerings; the rate of adoption of our products by healthcare providers or other customers; the success of our marketing initiatives; the safe and effective use of our products; our ability to protect our intellectual property; our future expansion plans and capital allocation; our ability to expand upon and/or secure sources of credit or capital; our ability to develop and maintain relationships with qualified suppliers to avoid a significant interruption in our supply chains; our ability to attract and retain key personnel; our ability to scale our operations to meet market demands; the effect on our business of existing and new regulatory requirements; and other economic and competitive factors. Any statements that refer to projections of our future financial or operating performance, anticipated trends in our business, our goals, strategies, focus and plans, and other characterizations of future events or circumstances, including statements expressing general optimism about future operating results, related to the company's performance are forward-looking statements. We claim the protection of the safe harbor contained in the Private Securities Litigation Reform Act of 1995. We caution investors that any forward-looking statements presented in this report, or that we may make orally or in writing from time to time, are expressions of our beliefs and expectations based on currently available information at the time such statements are made. Such statements are based on assumptions, and the actual outcome will be affected by known and unknown risks, trends, uncertainties, and factors that are beyond our control. Although we believe that our assumptions are reasonable, we cannot guarantee future performance, and some will inevitably prove to be incorrect. As a result, our actual future results and the timing of events may differ from our expectations, and those differences may be material. Factors that could cause or contribute to these differences include, among others, those risks and uncertainties discussed in the company's annual report on Form 10-K filed on March 15, 2021, quarterly reports on Form 10-Q, and other filings made by the company with the Securities and Exchange Commission. The risks included in those documents are not exhaustive, and additional factors could adversely affect our business and financial performance. We operate in a very competitive and rapidly changing environment. New risk factors emerge from time to time, and it is not possible for us to predict all such risk factors, nor can we assess the impact of all such risk factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements. We are not undertaking any obligation to update any forward-looking statements. Accordingly, investors should use caution in relying on past forward-looking statements, which are based on known results and trends at the time they are made, to anticipate future results or trends.

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