



## IceCure Medical Engages The Harel Group to Search for Distributors in the US and Europe

May 27, 2020

**IceCure Medical Ltd.** (TASE: ICCM), an Israel-based medical device company that develops and markets the next generation Liquid Nitrogen (LN2) cryoablation technology to treat malignant and benign tumors engages The Harel Group to search for distributors to commercialize ProSense™ for the treatment of breast tumors and in the field of Interventional Oncology (kidney, lung, liver & bone) in the US and Europe.

Founded in 2006, IceCure has been committed to advancing the cryoablation technology using liquid nitrogen to destroy tumors safely, quickly and painlessly without the need for surgery. The flagship product, ProSense™, enables healthcare providers to perform rapid, minimally-invasive procedure to treat breast tumors in in-office or ambulatory hospital settings delivering better quality of care cost-effectively as compared to standard of care.

ProSense™ is becoming the gold standard for the treatment of benign breast tumors for its clinically proven effectiveness. In October 2018, the American Association of Breast Surgeons adapted its guidelines, based on the interim readout of the ProSense™ ICE3 trial, supporting accelerated investigations of cryoablation technology for the treatment of malignant breast tumors.

ProSense has obtained the FDA 510(k) and CE Mark clearance for soft tissue ablation through minimally-invasive cryoablation applications in the US and Europe respectively. Given the clinical evidence and the regulatory endorsements, IceCure is actively marketing ProSense™ through direct presence and distributorship agreements in different parts of world. Most recently, a landmark exclusive distribution agreement was signed with Terumo to expand its reach to Japan and Singapore.

IceCure has engaged The Harel Group, a business development advisory firm, founded and led by Jacob Harel, to support its geographical expansion to the US and Europe. By entering into this collaboration, IceCure will leverage The Harel Group's extensive global network of hundreds of life science companies in the US, Europe, Japan, Latin America, the

### About IceCure

Israel-based IceCure Medical (TASE: ICCM), develops and markets minimally-invasive cryoablation therapies for women's health and the interventional oncology market, with the primary focus areas being breast, kidney and lung cancer.

The Company's proprietary, flagship ProSense™ liquid-nitrogen based system, has received US FDA 510k and CE Mark approvals and is safe, innovative with clinical and economic benefits compared to the current standard of care.

For more information, please visit: [www.icecure-medical.com](http://www.icecure-medical.com).

### About The Harel Group

The Harel Group is a business development advisory firm with in-depth industry knowledge and wide network of contacts in the pharmaceutical, biotechnology, diagnostics and medical devices industries. The main focus of the company is the identification and facilitation of business opportunities by

Middle East, Africa, and Asia Pacific.

“IceCure is an outstanding company progressively setting new standards in minimally-invasive tumor therapy for women’s health and interventional oncology. Its commitment to innovation and demonstrable clinical value effectively positions IceCure to address unmet medical needs of cancer care,” stated Jacob Harel, President of The Harel Group. “We look forward to collaborating with IceCure as it takes the next step towards global commercialization.”

“We are pleased to be working with The Harel Group to support our business growth for ProSense™,” said Eyal Shamir, CEO of IceCure. “They are highly experienced professionals in the life science industry, and have unique international and commercial expertise, which will serve our business purpose well.”

connecting innovative life science companies with leading local and regional healthcare companies in international markets. The Harel Group offices are located in New Jersey, Florida and Israel and it has collaborating agencies in every continent.

For more information, please visit:

[www.theharelgroup.com](http://www.theharelgroup.com).

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