

WRIGHT MEDICAL GROUP INC

Form 425

October 27, 2014

Wright Announces Receipt of FDA Approvable  
Letter  
for  
Augment  
®

Bone

Graft

October 27, 2014

Filed by Wright Medical Group, Inc.

pursuant to Rule to Rule 425

Under the Securities Act of 1933

Deemed filed pursuant to Rule 14a-12

Under the Securities Exchange Act of 1934

Subject Company: Wright Medical Group, Inc.

Commission File No. 001-35823

Forward-Looking Statements

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This press release contains forward-looking statements, as defined under U.S. federal securities laws, Bone Graft, and the positive effects such final approval is anticipated to have for patients, surgeons and our business, our plans to address the FDA inspection requirements set forth in the approvable letter, our revised 2014 guidance, and the potential for future growth in our business. These statements reflect management's current knowledge, assumptions, beliefs, estimates, and expectations and express management's current view of future performance, results, and trends. Forward-looking statements may be

identified by their use of terms such as anticipate, believe, could, estimate, expect, intend, may, plan, predict, project, will, and other similar terms. Forward-looking statements are subject to a number of risks and uncertainties that could cause actual results to materially differ from those described in the forward-looking statements. The reader should not place undue reliance on forward-looking statements. Such statements are made as of the date of this press release, and we undertake no obligation to update such statements after this date. Risks and uncertainties that could cause our actual results to materially differ from those described in forward-looking statements in this press release include the risk that we are

concerning,

among

other

things,

the

approvable

status

and

anticipated

final

PMA

approval

of

Augment

®

product quality or patient safety issues have an adverse impact on our product development plans, the risk that we are unable to achieve our operations targets for the balance of fiscal 2014; and the additional risks and uncertainties are discussed in our filings with the Securities and Exchange Commission (including those described in Item 1A of our Annual Report on Form 10-K for the year ended December 31, 2013, and as may be supplemented in our Quarterly Reports on Form 10-Q).

unable

to

complete

the

requirements

for

FDA

approval

of

Augment

®

Bone

Graft,

the

risk

that,

when

approved,

market

acceptance

of

Augment

®

Bone  
Graft  
is  
less  
than  
anticipated,  
the  
risk  
that

Leverages direct sales  
force, training capabilities  
Further accelerate  
growth  
Bone repair, soft tissue  
indications

Roughly a \$300M U.S. Market Opportunity

Final approval subject to customary preapproval inspections

Assuming  
satisfactory  
completion  
of  
this  
activity  
and  
receipt  
of  
a  
final  
approval  
order  
from  
the  
FDA,  
commercial  
sale  
and  
distribution  
of  
Augment  
®  
Bone  
Graft  
can  
begin  
in  
the  
U.S.

First clinically proven cost-effective alternative to  
autograft for ankle and/or hindfoot fusion

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Breakthrough biologic  
Unique solution for  
ankle and/or hindfoot fusion  
Platform for future  
growth opportunities

Augment  
®  
Bone Graft  
A Breakthrough Product!

In the North American pivotal trial, Augment demonstrated equivalent safety & efficacy and less pain compared to autograft.



Recombinant human platelet-derived growth factor (rhPDGF) intended to provide biological stimulus for in-growth and proliferation of osteoblasts (cells responsible for bone formation)

Beta-tricalcium phosphate (TCP) provides a framework or scaffold for new bone growth to occur

Avoids unwanted bone formation in surrounding tissues observed with BMP-based products

First clinically proven, cost-effective alternative to autograft for ankle and/or hindfoot fusion indications

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Augment adds high margin, breakthrough product to  
Wright's comprehensive suite of biologic technologies  
WRIGHT  
WRIGHT  
Biologic  
Biologic  
Solutions  
Solutions

Calcium Sulfate®  
Technology  
PRO-DENSE®  
Technology  
PRO-STIM®  
Technology  
DBM/CBM Technology  
FUSIONFLEX®  
Technology  
GRAFTJACKET®  
Matrix  
Wedge Technology  
IGNITE®  
Technology  
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Augment

®

Accelerates Wright's Growth Opportunities

Demonstrated

results

Eliminates harvest

site complications

Patients avoid any

donor site pain

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Hindfoot

Fusions

Ankle

Fusions

Augment  
®  
Bone  
Graft  
rhBMP  
Stem Cells  
Demineralized  
Bone Matrix

(DBM)

FDA approvable for  
ankle and/or hindfoot  
fusion indications

YES

Level I evidence

YES

Demonstrated safety

YES

?

Reliable/consistent  
quality

YES

?

?

Available off-the-shelf

YES

Cost effective

(relative to autograft)

YES

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Compelling Value Proposition

In ankle and/or hindfoot fusion procedures, delayed union / nonunion still a major concern

Current literature suggests nonunion rates for ankle/hindfoot fusions are ~15-20%

(1)



Much higher rates (16-41%) in high risk groups

(2)

:

smokers

diabetics

revision surgery

post-traumatics

Both a mechanical and biological problem

8

1. Easley et al, JBJS 2000; Thordarson et al, Foot Ankle Int 2003; Haddad et al, JBJS 2007

2. Frey et al, Foot Ankle Int 1994; Perlman and Thordarson, Foot Ankle Int 1999; Myers et al, Foot Ankle Intl 2012

Autograft has been used to enhance fusion rates

Stimulates the biological  
healing process

Fills any joint irregularities  
(voids/gaps)

Acts as a scaffold for new  
bone formation

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Iliac Crest Autograft Harvest

But autograft comes with a price  
Harvest site  
pain

~12% of patients who received autograft in Augment pivotal  
trial had clinically significant harvest site pain at 24 weeks

~9% had clinically significant harvest site pain at 52 weeks

Increases  
Complication  
Potential  
(1-4)

Up to 49% complication rate for iliac crest bone graft

Potential for more serious complications and infections  
Higher  
Procedure  
Costs

Direct costs to harvest autograft include additional  
surgeon/anesthesia/clinician time and instruments

Indirect cost of complications can further increase cost  
Variable Quality

Variable quality across donor sites

Especially  
problematic  
for  
compromised  
patients

diabetics,  
smokers, osteoporotics, elderly, etc.; these represent a  
significant portion of foot & ankle patient population  
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1. Arrington ED, et al, Clin Orthop. 1996
3. Springfield DS, Orthopaedics 1992
2. Kurz LT, et al, Spine 1989
4. Fowler BL, et al, Am J Orthop. 1995

Augment

®

Bone Graft: A Proven Therapeutic Option

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Effective

When used as bone graft substitute in  
ankle and/or hindfoot fusion procedures,

Augment

®

Bone Graft was shown to  
achieve comparable:

Clinical and functional improvements  
in outcomes

Safe

Augment

®

Bone Graft offers:

Comparable safety profile to  
autograft

Comparable clinical healing to  
autograft

Augment offers a synthetic alternative to autograft that:

-

Eliminates  
complications  
and

morbidity  
associated

with  
autograft

harvest

-

Patients avoid any donor site pain associated with autograft harvest

IN SUMMARY

A Breakthrough Biologic that Accelerates Wright's Growth

Opportunities

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Unique solution for  
ankle and/or hindfoot  
fusion

Breakthrough



biologic  
Platform for future  
growth opportunities

For additional information, please contact:

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

NASDAQ: WMGI

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