

**Alcester, Warwickshire, 4<sup>th</sup> April 2011**

### **Haemodialysis Professional joins the Quanta Team**

We are pleased to announce the appointment of Peter Hoyer to the position of Sales and marketing director. Peter will be responsible for the development and implementation of Quanta targeted sales and market development plans, building and extending partnerships with dialysis clinicians and overseeing all facets of Quanta's sales & marketing activities.

Peter says "I am delighted to join the Quanta team and I can't wait to start helping improve the life of ESRD patients around the world. I am impressed by the unique product design and performance as well as the sophistication of the Quanta development & management team. SelfCare+ features a truly revolutionary treatment platform that is going to change the way the world looks at haemodialysis therapy."

Peter has more than 20 years of experience in the medical device industry and started his professional career with Fresenius AG in Germany and later at Fresenius Medical Care (FMC) in Asia Pacific as regional Marketing director for the dialysis product business. He moved on to work as the Marketing Manager for Amgen GmbH in Munich, Germany where he was in charge of the launch of Aranesp® (Erythropoietin; darbepoetin alfa). The last 6 years Peter established and managed the DJO/Aircast regional offices in Hong Kong.

Originally trained as a RN and Teacher for Health Care, Peter holds an MBA in Strategic Marketing from the University of Hull as well as an EMBA in International Marketing from the KS Graduate Business School St. Gallen, Switzerland. Peter is fluent in German and English and conversational in Chinese.