



5 January 2015

**Tristel plc**  
**("Tristel" or "the Company")**

**Transition of German branch to subsidiary status**  
***Expansion into Central Europe***

Tristel plc (AIM: TSTL), the manufacturer of infection prevention, contamination control and hygiene products, announces that it is to build upon the success of its German operation by upgrading its branch to subsidiary status (GmbH).

The branch, established in 2010 and based in Berlin, has made significant progress in penetrating the German hospital market in the areas of ear, nose and throat; cardiology; urology and ultrasound. From a single employee start up with sales of £50,000 in 2010-11, the branch recorded sales of £1.4 million in Tristel's last financial year ended 30 June 2015, and now has an eight strong sales team. The branch sells the Company's wipes and foams to the same hospital departments that Tristel targets worldwide and counts 80% of Germany's university hospitals amongst its customers.

During the past two years the branch has taken responsibility for developing the Swiss and Austrian markets and has done so successfully.

**Paul Swinney, CEO, comments:** *"We are very pleased with the platform that we have built in Germany. The progress that we have made in Europe's largest hospital market is evident in the fact that Germany's contribution to Group worldwide sales is now approaching 10%. However, there is still enormous potential to exploit if the level of our German sales is to match the United Kingdom's."*

*"It is, therefore, an appropriate moment for us to upgrade the status of the branch and also extend its sphere of responsibility. Whilst we have some limited activity in Poland we have no representation or sales in Hungary, Slovakia, Czech Republic, Slovenia or the Ukraine. The Berlin team will now use their linguistic and cultural ties, and physical proximity, to develop the wider Central European market whilst continuing to grow domestic German sales."*

*"This latest initiative is another step toward our objective of establishing Tristel as a leading player in the global infection control market."*

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