Treace Celebrates 100,000 Lapiplasty® 3D Bunion Correction® Patient Milestone

March 25, 2024

Treace Further Expands Focus on Bunion Deformity Education by Sponsoring First-Ever National Bunion Day in the U.S. on April 16, 2024

Launches New "Future You" Patient Education and Brand Awareness Campaign

PONTE VEDRA, Fla., March 25, 2024 (GLOBE NEWSWIRE) -- Treace Medical Concepts, Inc. ("Treace" or the "Company") (NasdaqGS: TMCI), a medical technology company driving a fundamental shift in the surgical treatment of bunions and related midfoot deformities through its flagship Lapiplasty® and Adductoplasty® Procedures, today announced that 100,000 patients have been treated with its patented Lapiplasty® 3D Bunion Correction® System.[1] This milestone coincides with the first-ever National Bunion Day in the United States, which is being sponsored by Treace on April 16, 2024, and the launch of its new patient education and brand awareness campaign.



"Achieving this important milestone is a testament to the tireless efforts of our team members and the trust of our surgeon customers and patients, all of whom have made our journey possible," said John T. Treace, CEO and Founder of Treace. "Since our initial surgical cases in 2015, Treace has been committed to educating people about surgical options that can provide lasting relief from bunion pain through our innovative procedures that are designed to minimize recovery time, reduce recurrence rates, and improve patient outcomes. We look forward to reaching even more people during National Bunion Day and raising awareness of the impact that effective bunion treatment can have on the quality of life for patients through our new patient outreach efforts."

A bunion is a complex bone deformity that results from an unstable joint in the midfoot.[2] While many believe they are caused by wearing high heels or narrow shoes, bunions affect both men and women of all ages and are often caused by genetic factors.[2,3] Bunion deformities are progressive and may lead to arthritis, hammertoes, bone spurs, pain, swelling and numbness that may have a significant impact on mobility and quality of life.[2,4]

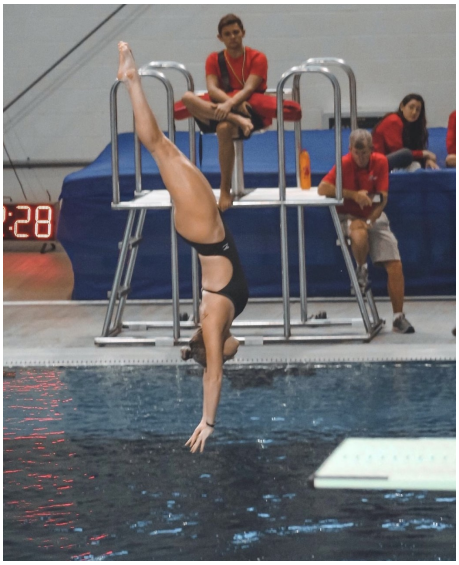
"When I started diving during my freshman year, I told my parents and coaches that I couldn't do four years of this because of the pain I was in," said Lauren, a patient who underwent the Lapiplasty® Procedure to correct bunions on both of her feet. "It was frustrating and depressing to think that there might never be a way to fix my feet. I just wanted to be able to walk and train without worrying about them. The chronic pain really took a toll on me." Since her procedures, Lauren is back to training and diving every day. When asked about how the Lapiplasty® Procedure has changed her life, Lauren remarks, "Being able to wear heels, or really any shoe,

Treace 100K+ Lapiplasty® Patients



Treace Medical Celebrates 100K+ Lapiplasty® Patients

Lauren - Lapiplasty® Patient and Collegiate Diver

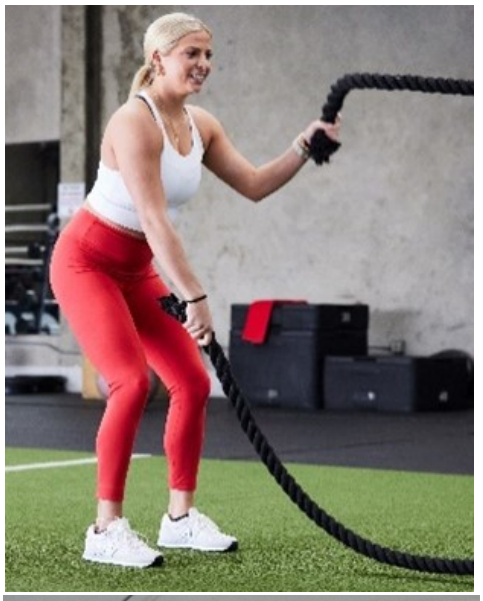


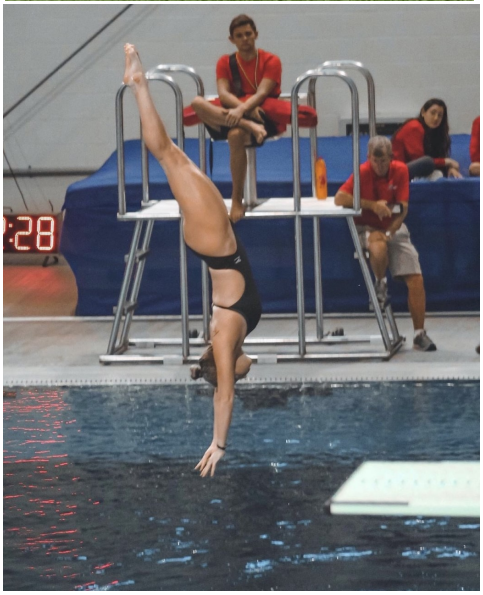
Lauren, Lapiplasty® Patient and Collegiate Diver

Lauren - Lapiplasty® Patient

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longer than for an hour, walk or run for longer periods of time, and practice without chronic foot pain has made a world of difference. I never thought I would be able to do that."[5]

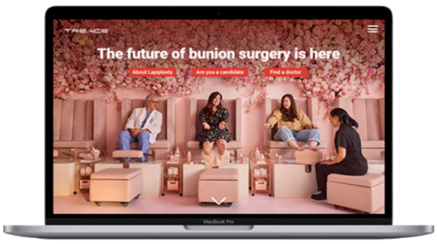






Lapiplasty® Patient Lauren Working Out

Treace Lapiplasty® Procedure



Lapiplasty® - The Future of Bunion Surgery is Here

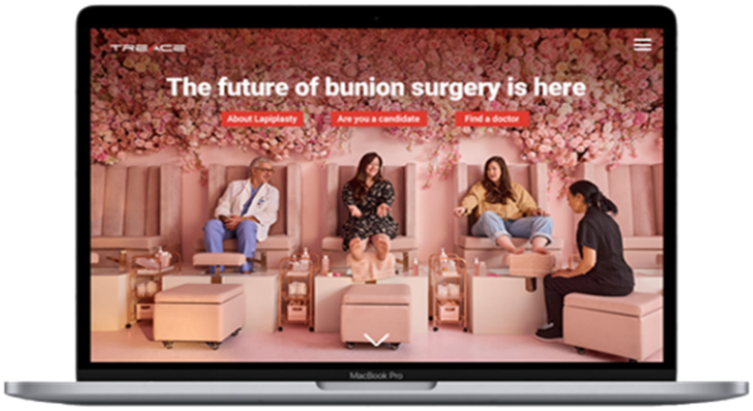
The Lapiplasty® Procedure allows surgeons to correct all three planes of the bunion deformity and address its root cause by securing the unstable joint in the middle of the foot using a patented combination of instruments, implants and surgical methods. By providing a comprehensive, 3D correction of the bunion deformity, the Lapiplasty® Procedure allows most patients to quickly return to bearing weight in a surgical boot within two weeks after surgery and get back to their active lifestyle with a low recurrence rate of only 0.9% to 3.2% as demonstrated in studies at 17- and 13-months follow-up, respectively.[6,7]

National Bunion Day – April 16, 2024

In addition to recognizing this significant company milestone, Treace will host a variety of events leading up to National Bunion Day, which will be celebrated annually on the third Tuesday in April. The Company plans to host online events, provide new educational materials and sponsor opportunities for patients to share their experiences with bunion pain and their recovery journeys.

Updates on activities planned for National Bunion Day will be available on the official National Bunion Day webpage at www.lapiplasty.com/NationalBunionDay.

Latest Patient Education and Brand Awareness Campaign



Today the Company also unveiled its latest campaign to continue to drive patient education and awareness of its Lapiplasty® Procedure. This new campaign, called “Future You,” features TV, radio, social, and digital ads designed to elevate education and engagement among patients who suffer from lifestyle-limiting bunion pain.

Treace will premiere the “Future You” commercial on the finale of “The Bachelor” TV show on March 25, 2024 at 8:00 p.m. Eastern Time on the ABC network.

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. All statements other than statements of historical fact are forward-looking statements, including, but not limited to, the Company’s expectations that it will reach even more people during National Bunion Day and raise awareness of the impact that effective bunion treatment can have on the quality of life for patients. Forward-looking statements are based on management’s current assumptions and expectations of future events and trends, which affect or may affect the Company’s business, strategy, operations or financial performance, and actual results and other events may differ materially from those expressed or implied in such statements due to numerous risks and uncertainties. Forward-looking statements are inherently subject to risks and uncertainties, some of which cannot be predicted or quantified. Factors that could cause actual results or other events to differ materially from those contemplated in this press release can be found in the Risk Factors section of Treace’s public filings with the Securities and Exchange Commission (SEC), including its Annual Report on Form 10-K for the year ended December 31, 2023, and its subsequent SEC filings. Because forward-looking statements are inherently subject to risks and uncertainties, you should not rely on these forward-looking statements as predictions of future events. These forward-looking statements speak only as of their date and, except to the extent required by law, the Company undertakes no obligation to update these statements, whether as a result of any new information, future developments or otherwise.

Internet Posting of Information

Treace routinely posts information that may be important to investors in the “Investor Relations” section of its website at www.treace.com. The Company encourages investors and potential investors to consult the Treace website regularly for important information about Treace.

About Treace Medical Concepts

Treace Medical Concepts, Inc. is a medical technology company with the goal of advancing the standard of care for the surgical management of bunion and related midfoot deformities. Bunions are complex 3-dimensional deformities that originate from an unstable joint in the middle of the foot and affect approximately 67 million Americans, of which Treace estimates 1.1 million are annual surgical candidates. Treace has pioneered and patented the Lapiplasty® 3D Bunion Correction® System – a combination of instruments, implants, and surgical methods designed to surgically correct all three planes of the bunion deformity and secure the unstable joint, addressing the root cause of the bunion and helping patients get back to their active lifestyles. To further support the needs of bunion patients, Treace has introduced its Adductoplasty® Midfoot Correction System, designed for reproducible surgical correction of the midfoot as well as its Hammertoe PEEK Fixation System designed to address hammertoe, claw toe and mallet toe deformities. The Company continues to expand its footprint in the foot and ankle market with the introduction of its SpeedPlate™ Rapid Compression Implants, an innovative fixation platform with broad versatility across Lapiplasty® and Adductoplasty® procedures, as well as other common bone fusion procedures of the foot. For more information, please visit www.treace.com.

To learn more about Treace, connect with us on LinkedIn, Twitter, Facebook and Instagram.

[1] TMC Data on File

[2] American College of Foot and Ankle Surgeons (ACFAS) Website

[3] WebMD Website

[4] American Academy of Orthopedic Surgeons (AAOS) Website

[5] Only a surgeon can tell if the Lapiplasty® Procedure is right for you. As with any medical treatment, individual results may vary. This experience is unique and specific to the patient. For information about benefits, risks, and recovery, visit www.lapiplasty.com.

[6] Dayton P, et al. J Foot Ankle Surg. 2019. 58:427-433.

[7] Ray J, et al. Foot Ankle Int. 2019 Aug;40(8):955-960.

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Photos accompanying this announcement are available at

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