

# ENABLING INNOVATION

**Morgan Bone, Age 19:** I would get a little tired of sitting. It would just kind of be like a sore feeling. I was devastated when I found out that I would have to have surgery.

**McKenzie Bone, Age 17:** The pain definitely progressed over time. It got worse closer and closer to surgery. There were nights where I just couldn't sleep.

**Dennis Devito, Children's Orthopaedics of Atlanta:** Both girls had a fairly similar curve and likely to get worse if it wasn't treated.

**Michele Bone, Mother:** You think about all the "what ifs." So, I felt shocked and fearful.

**Dr. Devito:** It's very stressful putting in these screws, because they surround where your spinal cord is, and so there is some risk that if the screw is misplaced you could either have vascular or neurologic damage.

**Ori Hadomi, CEO, Mazor Robotics:** Mazor developed the Renaissance System. And the Renaissance System is a miniature robotic device that guides surgical tools and implantable devices based on a preoperative plan where to place it in the spine during the surgery.

**Anthony Moro, Head of EMEA, Depositary Receipts, BNY Mellon:** We, at BNY Mellon, first learned about Mazor a couple of years ago. We are constantly on the lookout for the world's most innovative companies, and determined that they would be a great fit for the international markets.

**Ori Hadomi:** We were exploring ways to enter into the U.S. investment community. Through the relationship with BNY Mellon, it opened a lot of doors and a lot of opportunities for us.

**Anthony Moro:** They had a need for start-up cash, and we began to talk to them about that. What they chose to do was raise it on the NASDAQ in depositary receipt form. It allows U.S. investors to invest in non-U.S. companies during U.S. the time zones in U.S. dollars.

**Ori Hadomi:** It was critical, because this was actually the platform that allowed the U.S. investor community to be engaged and to participate and to support an Israeli company.



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**Anthony Moro:** We, at BNY Mellon, via our depositary receipt product, helped Mazor Robotics. When they raised capital on the NASDAQ, they raised permanent capital that they then reinvested back in their business.

**Dr. Devito:** It allowed me to visualize and plan my surgery, so I can focus my attention on the part that is non-robotic, which is correcting the curve.

**Michele Bone:** My girls are very fortunate to be able to benefit from such a wonderful surgeon and such a wonderful surgical device.

**Ori Hadomi:** As a result of the IPO of Mazor in the U.S., we were able to open new projects to further develop this technology, to bring onboard sales people to market the technology and develop awareness around the world to what we're doing. So, that's a great thing for us.

**Anthony Moro:** In financial services, it's often difficult to see the results of your work. However, in this case with Mazor, it was very easy.

Mazor is a world-class innovative company, and the products and services that they deliver to patients really make a difference in the patients' lives, and it's great to be able to see that.

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