

FOR IMMEDIATE RELEASE

Australian-Made Innovation Reaches French Shores - Milestone Achievement in Global Expansion with New Language Adoption

Sydney, 4 April 2025 – In a landmark moment for Australian Innovation, Rapid Response Revival® proudly announces the export of its number one selling personal defibrillator, CellaAED, to France. This milestone not only signifies the company’s expanding global footprint but also highlights the global demand for affordable, portable, and easy-to-use automated external defibrillators (AEDs), now available in French for the first time.

Designed and manufactured in Australia, CellaAED is set to revolutionise response to sudden cardiac arrest, empowering witnesses to take immediate action in an emergency. With its unique Snap Peel Stick™ activation process, it is easy to use for those with minimal training, making it a practical solution for personal AED ownership. Unlike other defibrillators that can be expensive and complex, CellaAED is an ultra-compact and portable design, weighing only 450 g — making it small enough to carry in a handbag or backpack — ensuring it is on hand when it is needed the most. Its arrival in France represents a major step forward in meeting international demand for high-quality, Australian-made products.

“Our vision has always been to share the excellence of Australian ingenuity with the world,” said Donovan Casey, CEO and Founder, Rapid Response Revival. “Launching in France is a proud milestone for our team. Adapting the CellaAED in-built audio voice prompts and labelling to French not only ensures accessibility for a broader audience but also reflects our commitment to serving diverse global markets.”

France is known for its emphasis on quality and its strong global position in innovation – values that align perfectly with CellaAED. By introducing this Australian innovation to French consumers and businesses, the company strengthens the reputation of Australian-made products on the world stage.

“France is our first non-English language market expansion” Casey says, “and we anticipate further expansion across other languages, furthering our mission to save lives globally, by increasing widespread accessibility of CellaAED.

We are delighted to support Rapid Response Revival in the facilitation of international business relationships. This underscores Austrade’s commitment to fostering growth and prosperity of Australian businesses”, said Jennifer Mackinlay, General Manager Europe and Senior Trade and Investment Commissioner (Austrade).

In France, only 5% of cardiac arrest patients survive, equating to 40,000 to 50,000 deaths per year. Cardiac arrests are the second leading cause of death in the country and the leading cause of death among women.

Despite public access AEDs being available in many locations in France, they are often not easily accessible in emergencies. To add to this, more than a third of France's 500,000 automated external defibrillators (AEDs) are *out of service*, and only 6,021 were inspected between 2021 and 2023.

Quick access to a rescue ready defibrillator in the first few critical minutes after collapse from sudden cardiac arrest can make all the difference.

Rapid Response Revival has carefully selected TaTonDef (TTD) as its Authorised Reseller to distribute CellaAED across France. Driven by the real-life impact of sudden cardiac arrest TTD brings a unique skill set to the partnership, combining expertise in first aid training with a deep understanding of the needs of the French market.

"Improving the management of cardiac arrest is at the heart of our commitment. We know that every second counts in an emergency and that CellaAED, the ultra-portable personal defibrillator, can truly save lives. That's why we have set ourselves an ambitious goal: to equip homes, businesses and communities in France with this life-saving device," said Alban Vialla, Co-founder of TaTonDef'.

This collaboration signifies an important step toward a future where life-saving technology is within reach for everyone.

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About RAPID RESPONSE REVIVAL and CellaAED

Rapid Response Revival is a pioneering Australian company that has developed CellaAED, an ultraportable personal defibrillator that is affordable, accessible, effective, and easy-to-use in the event of an out-of-hospital cardiac arrest (OHCA). Dedicated to innovation and excellence, the company is committed to saving lives from sudden cardiac arrest worldwide.

SCA is a medical emergency that occurs when the heart suddenly stops beating effectively, preventing blood from being pumped around the body. It can happen to anyone, anywhere, at any time. A person in cardiac distress can quite quickly deteriorate into a cardiac arrest. Within seconds, a person in SCA will collapse, become unresponsive, and stop breathing

normally. The time critical steps in the treatment of SCA include calling emergency services, starting CPR, and retrieving a defibrillator. For each minute CPR and defibrillation are delayed, the chances of survival decrease by 10%. Every minute counts.

CellAED is designed to empower someone to be prepared to help save the life of someone they care about in the event of witnessing a sudden cardiac arrest.

About TATONDEF

TaTonDef' was born from the story of three friends who are passionate about first aid, having accumulated more than 15 years of experience as first aiders and trainers. Working together in the field, they were confronted with a stark reality: quick access to a defibrillator can make all the difference in the event of a cardiac arrest.

This realisation pushed them to embark on an entrepreneurial adventure. Their objective? Making defibrillators accessible to everyone, everywhere. After a lot of research and testing, they were successful in their bid to become the Authorised Reseller of CellAED in France.

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