



## BrainsWay Appoints Eric Hirt as Vice President of U.S. Sales

May 9, 2022

### Veteran Medical Device Industry Sales and Marketing Executive Has Over 20 Years of Experience

BURLINGTON, Mass. and JERUSALEM, May 09, 2022 (GLOBE NEWSWIRE) -- BrainsWay Ltd. (NASDAQ & TASE: BWAY) ("BrainsWay" or the "Company"), a global leader in advanced noninvasive neurostimulation treatments for mental health disorders, today announced the appointment of Eric Hirt as Vice President of U.S. Sales. Mr. Hirt has more than 20 years of experience in the medical device industry. He will be responsible for all U.S. sales and marketing activities for the Company's Deep Transcranial Magnetic Stimulation (Deep TMS™) system.

"Eric brings more than 20 years of experience in medical device sales and marketing to BrainsWay. He has successfully created and implemented sales and marketing strategies for a variety of innovative medical technology products," said Christopher von Jako, Ph.D., President and Chief Executive Officer of BrainsWay. "Eric's appointment reflects our continued commitment to driving increased demand for our proprietary Deep TMS system across a growing number of FDA-cleared indications in the U.S."

"I am excited by the significant growth opportunities that lie ahead for BrainsWay," said Mr. Hirt. "I look forward to leveraging my sales and marketing experience in the medical device industry to increase visibility for BrainsWay and its market leading Deep TMS therapy."

Mr. Hirt previously led the U.S. sales team at Aerogen, a global leader in aerosol drug delivery for patients in the acute care setting. Prior to Aerogen, he held sales leadership roles at Teleflex and Integra LifeSciences, in addition to sales and marketing leadership positions at Covidien (now part of Medtronic). Throughout his career, Mr. Hirt has worked in a cross-functional capacity with clinical and administrative staffs to drive excellence within health systems and a positive customer experience. Prior to his management roles, Mr. Hirt was a successful territory sales professional for Covidien and Phenomenex. He earned an M.B.A. from Pepperdine Graziadio Business School and a B.S. degree in Allied Health from The Ohio State University.

### About BrainsWay

BrainsWay is a global leader in advanced noninvasive neurostimulation treatments for mental health disorders. The Company is boldly advancing neuroscience with its proprietary Deep Transcranial Magnetic Stimulation (Deep TMS™) platform technology to improve health and transform lives. BrainsWay is the first and only TMS company to obtain three FDA-cleared indications backed by pivotal studies demonstrating clinically proven efficacy. Current indications include major depressive disorder (including reduction of anxiety symptoms, commonly referred to as anxious depression), obsessive-compulsive disorder, and smoking addiction. The Company is dedicated to leading through superior science and building on its unparalleled body of clinical evidence. Additional clinical trials of Deep TMS in various psychiatric, neurological, and addiction disorders are underway. Founded in 2003, with offices in Burlington, MA and Jerusalem, Israel, BrainsWay is committed to increasing global awareness of and broad access to Deep TMS. For the latest news and information about BrainsWay, please visit [www.brainsway.com](http://www.brainsway.com).

### Forward-Looking Statement

This press release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements may be preceded by the words "intends," "may," "will," "plans," "expects," "anticipates," "projects," "predicts," "estimates," "aims," "believes," "hopes," "potential" or similar words. These forward-looking statements and their implications are based on the current expectations of the management of the Company only and are subject to a number of factors and uncertainties that could cause actual results to differ materially from those described in the forward-looking statements. In addition, historical results or conclusions from scientific research and clinical studies do not guarantee that future results would suggest similar conclusions or that historical results referred to herein would be interpreted similarly in light of additional research or otherwise. The following factors, among others, could cause actual results to differ materially from those described in the forward-looking statements: inadequacy of financial resources to meet future capital requirements; changes in technology and market requirements; delays or obstacles in launching and/or successfully completing planned studies and clinical trials; failure to obtain approvals by regulatory agencies on the Company's anticipated timeframe, or at all; inability to retain or attract key employees whose knowledge is essential to the development of Deep TMS products; unforeseen difficulties with Deep TMS products and processes, and/or inability to develop necessary enhancements; unexpected costs related to Deep TMS products; failure to obtain and maintain adequate protection of the Company's intellectual property, including intellectual property licensed to the Company; the potential for product liability; changes in legislation and applicable rules and regulations; unfavorable market perception and acceptance of Deep TMS technology; inadequate or delays in reimbursement from third-party payers, including insurance companies and Medicare; inability to commercialize Deep TMS, including internationally, by the Company or through third-party distributors; product development by competitors; inability to timely develop and introduce new technologies, products and applications, which could cause the actual results or performance of the Company to differ materially from those contemplated in such forward-looking statements.

Any forward-looking statement in this press release speaks only as of the date of this press release. The Company undertakes no obligation to publicly update or review any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by any applicable securities laws. More detailed information about the risks and uncertainties affecting the Company is contained under the heading "Risk Factors" in the Company's filings with the U.S. Securities and Exchange Commission.

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