



2023 AGM Update

Product,
Sales & Go-to-Market,
Strategic & New Market Initiatives





Executive Update

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Craig Cooper

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Mark Gorelick

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Josh Stevens

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Catherine Liao

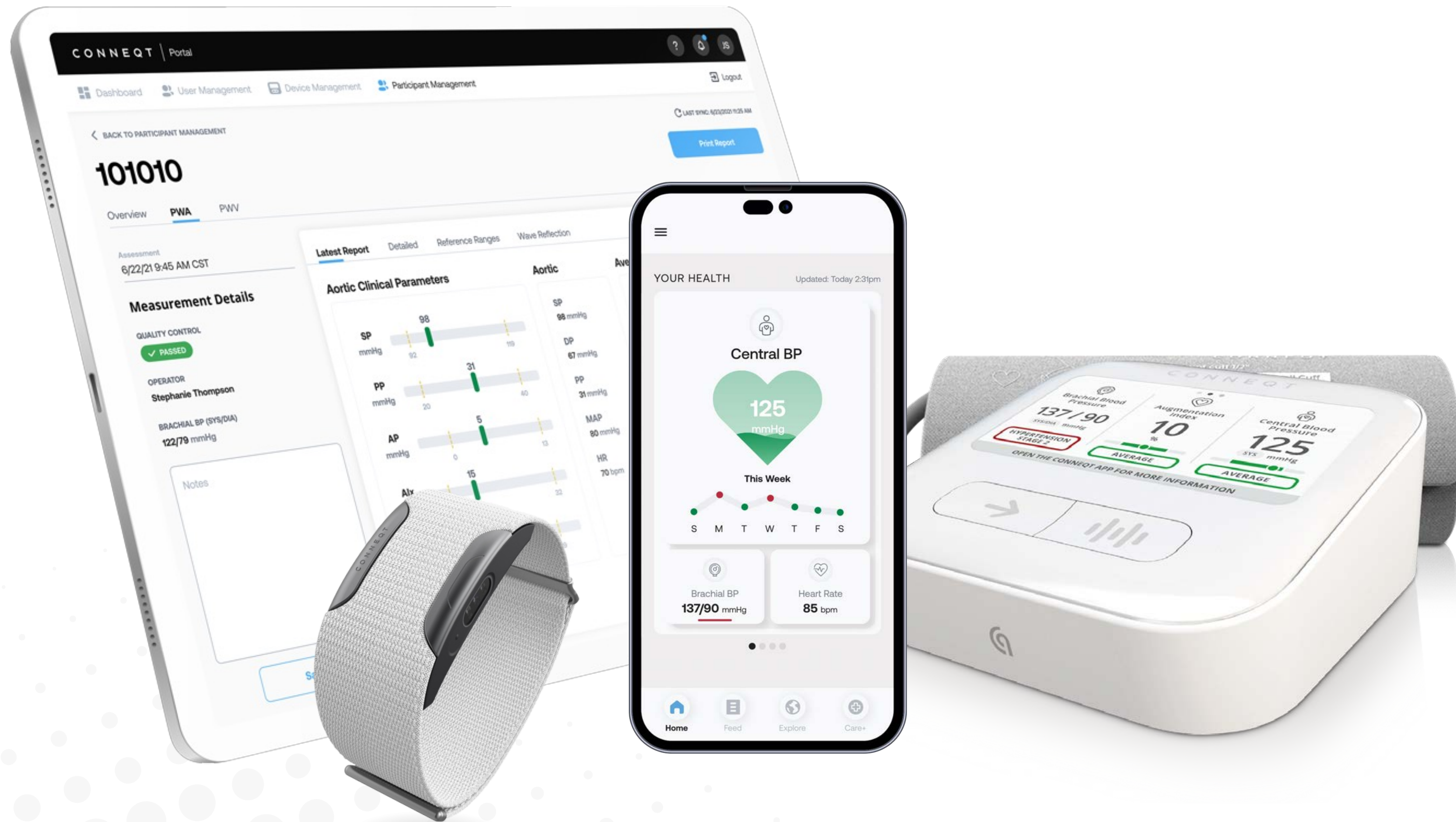


Introduction



Product

CONNEXT Digital Platform



Cloud-connected suite of devices and applications for connecting health-conscious individuals and their healthcare providers.

CARDIEX Cloud-based Arterial Health Ecosystem



CLINICAL
Physician Facing
Decentralized
Clinical Trials



PRODUCT SUITE
Pulse
Mobile App
HCP/DCT Portal
Cloud
API
Band



CONSUMER
General Consumer
Patient Facing
Research Participant

Target Use Cases



Arterial health assessment
and **risk stratification**

In-Clinic



At Home

Remote monitoring of arterial health for
wellness, chronic disease management,
and decentralized clinical trials.



For Professionals: Outcomes Monitoring

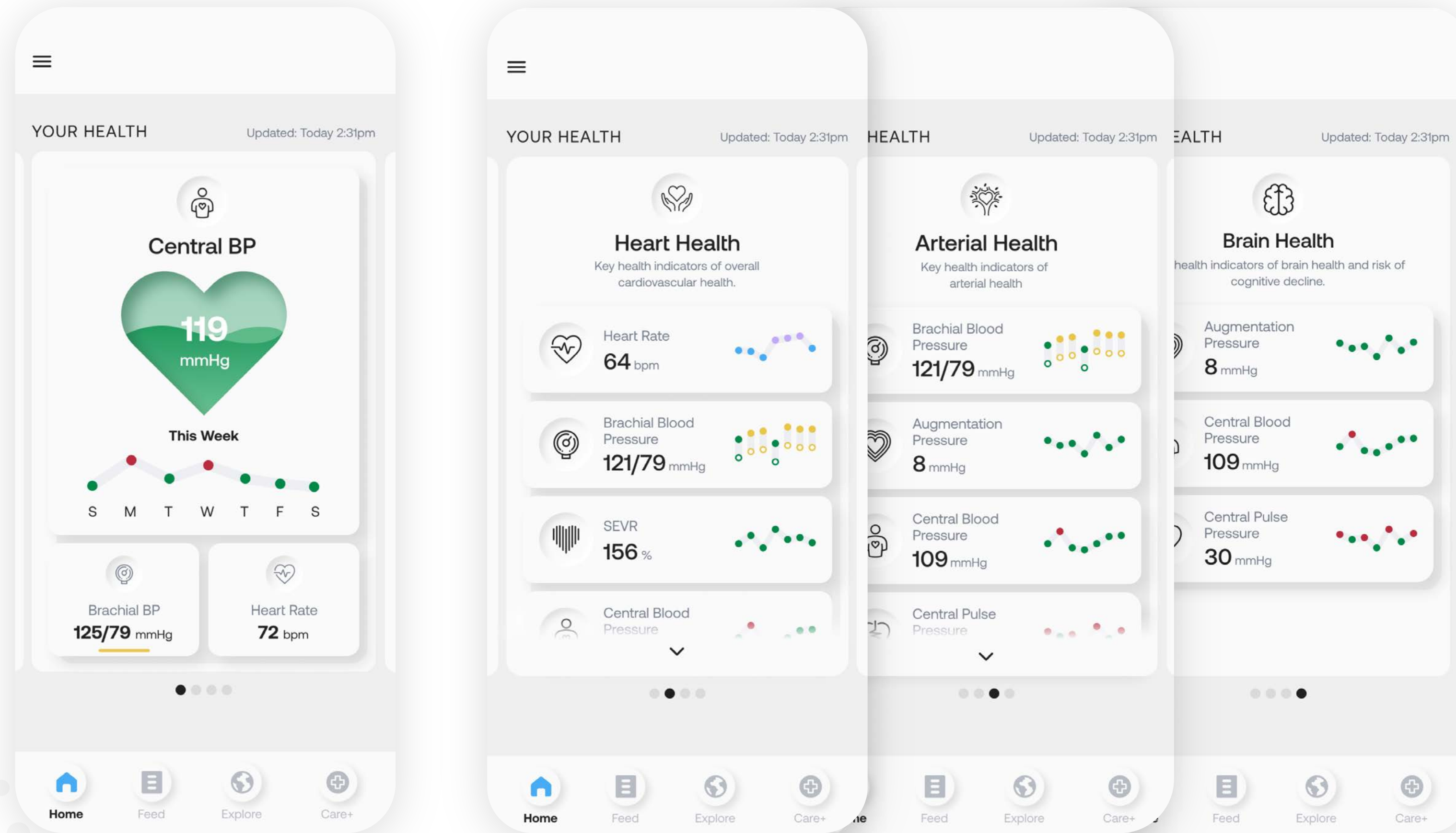


The screenshot displays the CONNEQT Patient Management Portal interface. It is divided into three main sections:

- Dashboard:** Shows a list of patients with columns for Patient Details, Last Reading, and Brachial BP. The patient John Smith is highlighted.
- Patient Details (John Smith):** Shows a reading overview for 23-Jan-2021 8:45 In Office - Average. It includes patient information (John Smith, ID 295832), measurement details (In Office, Pulse), and a list of three reading details.
- Care Plan:** Shows a line graph for Central SBP (mmHg) from May 4 to Jun 3. A tooltip highlights a reading on May 22 at 11:45 AM CST with a value of 123 mmHg.

Date	Time	Value (mmHg)
May 4		123
May 7		124
May 10		125
May 13		126
May 16		127
May 19		128
May 22	11:45 AM CST	123
May 25		124
May 28		125
Jun 1		126
Jun 3		127

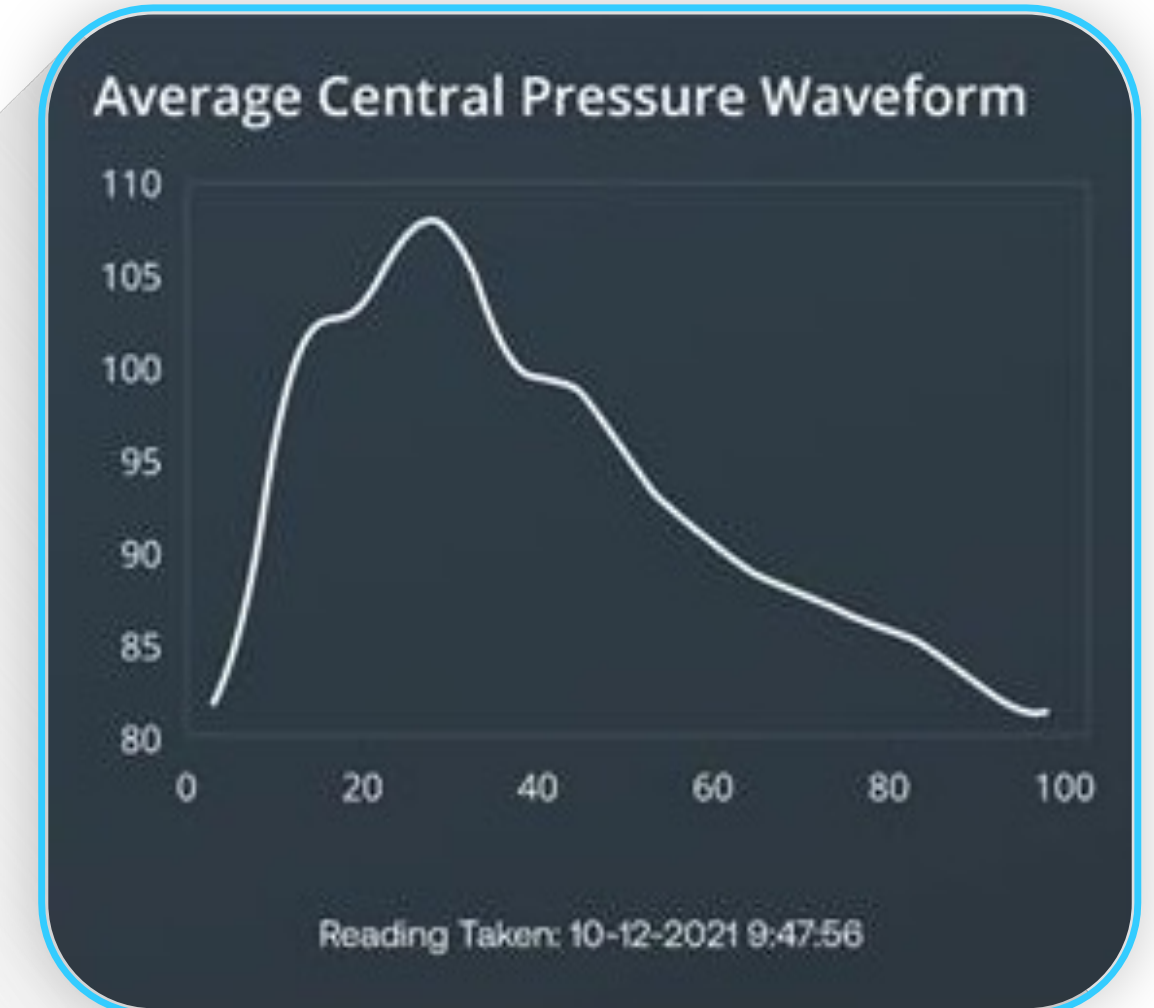
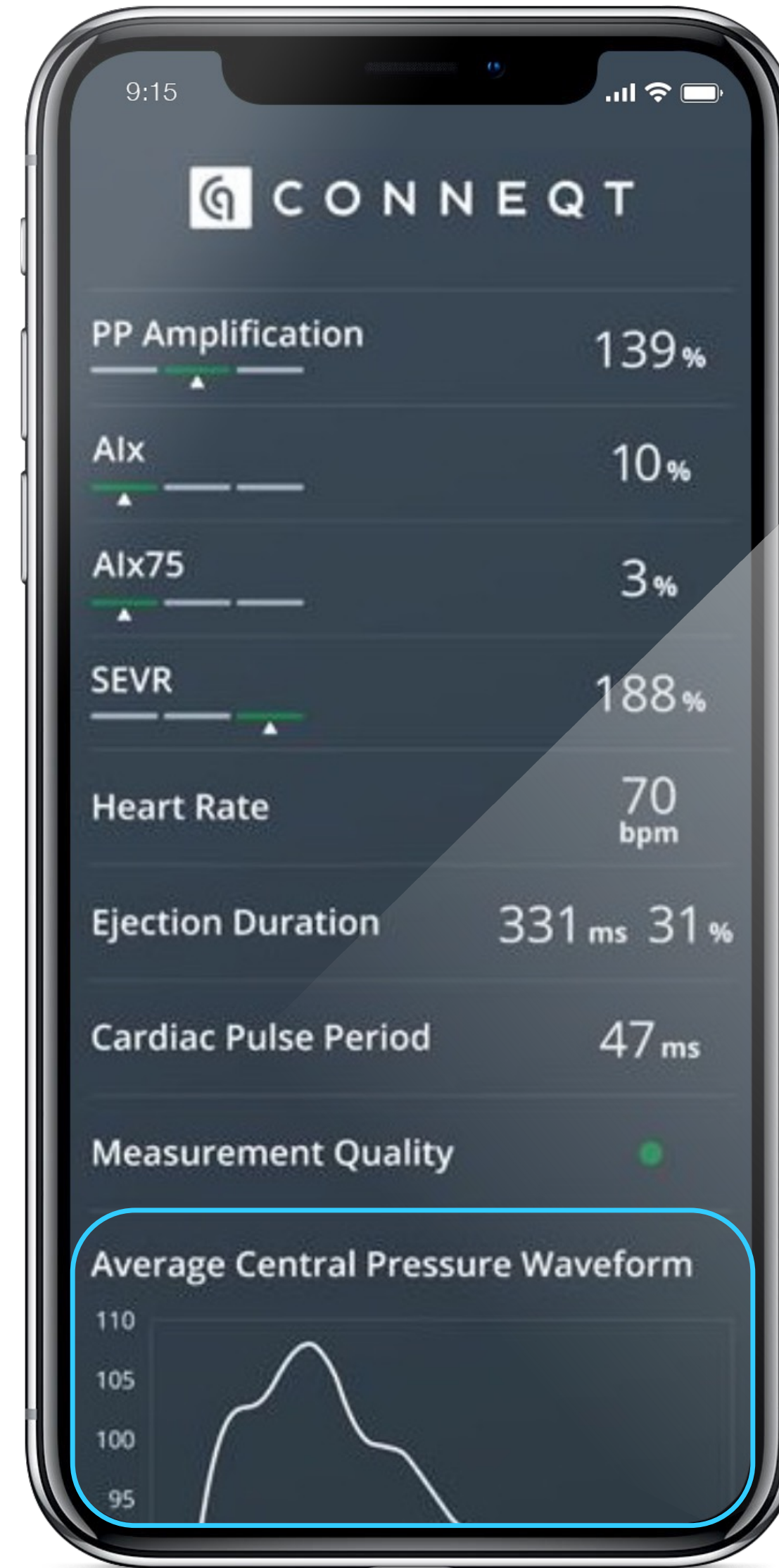
For Individuals: Arterial Health Insights



CONNQ T Band



CONNQ T BAND



Technology Evolution



In Clinic

Annually

\$\$\$

At Home

Daily

\$

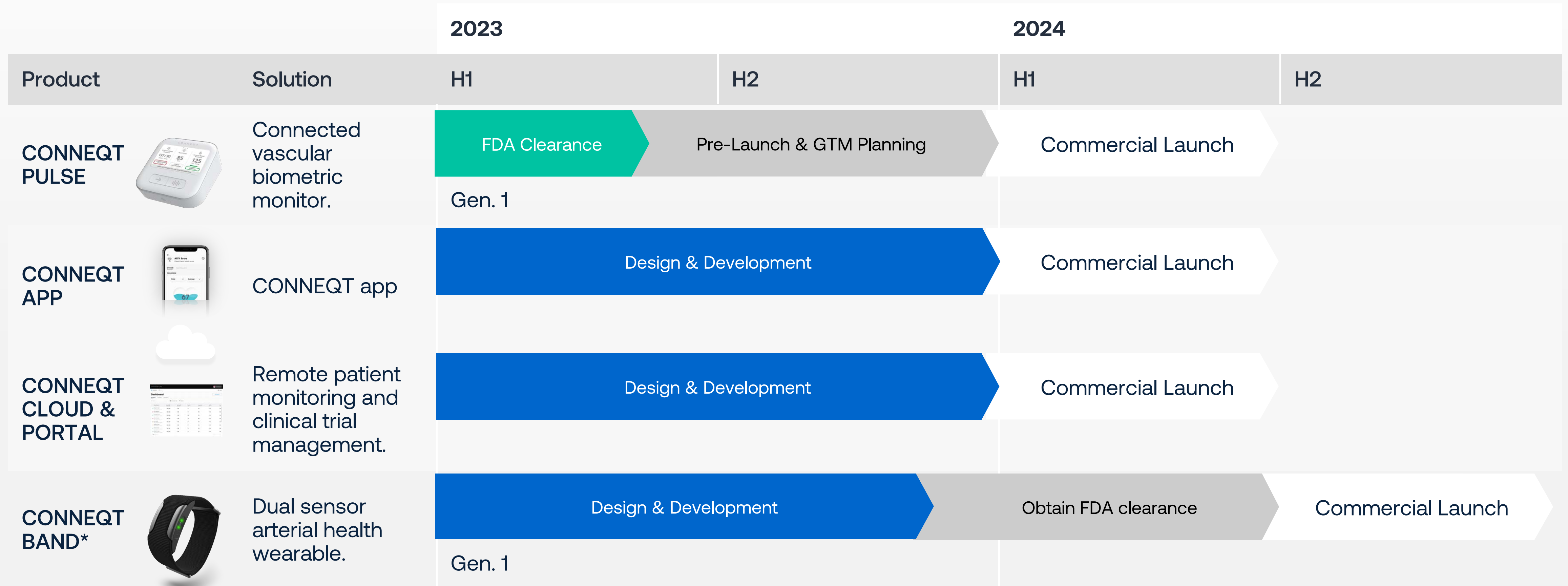
On-the-Go

Hourly

\$



Production Schedule





Sales & Go-to-Market

Our Growth Strategy

From specialist research to mass market healthcare.



GTM & Product Roadmap Aligned to Value-Based Care



Value-Based Care Strategy Supported by Three Market Trends



Phase in **Pulse** as we phase out **XCEL** over 36 months



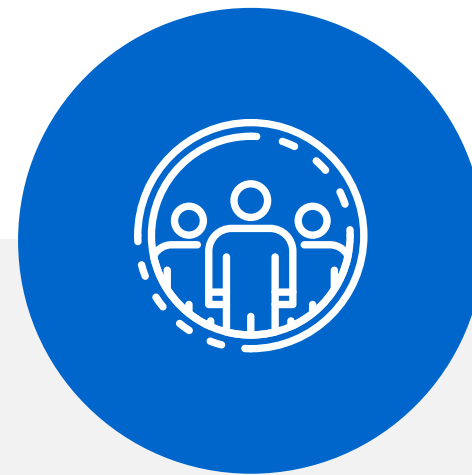
ATCOR 
BY CARDIEX

CONNQ T
BY CARDIEX

Value-Based Care Alignment Enables Sustainable 50% CAGRs



To execute our GTM strategy, investment is required in People, Process, & Provisioning



People

Demand Gen Team

Hired the first-ever demand gen team for CARDIEX.

Support growth with cost-efficient & scalable pipeline creation.



Process/CRM

GTM Tracking & Reporting

Single source of truth for prospect and activity tracking.

Improved visibility and forecasting with lower risk.



Provisioning

Customer Success Team

Hired the first-ever Customer Success team to systematize provisioning and training of XCEL & Pulse devices to maximize cross & upselling and references.





CONNEQT Business Model

Monthly Subscription

- Targeting providers and IDNs
- \$50/device sold in packs of five
- Decision-support, charting, and reporting
- API-access for EHR integration

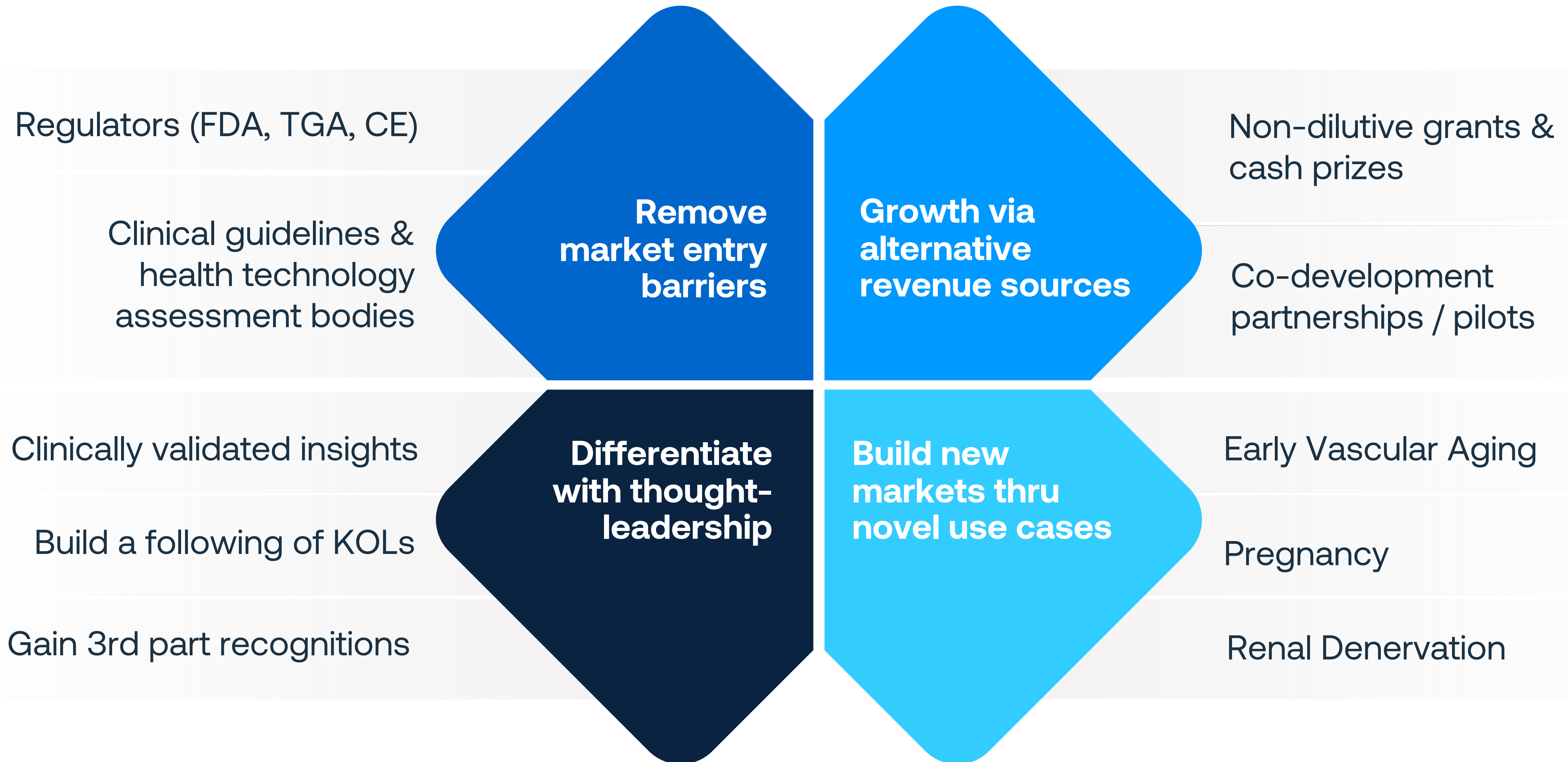


85%
margins

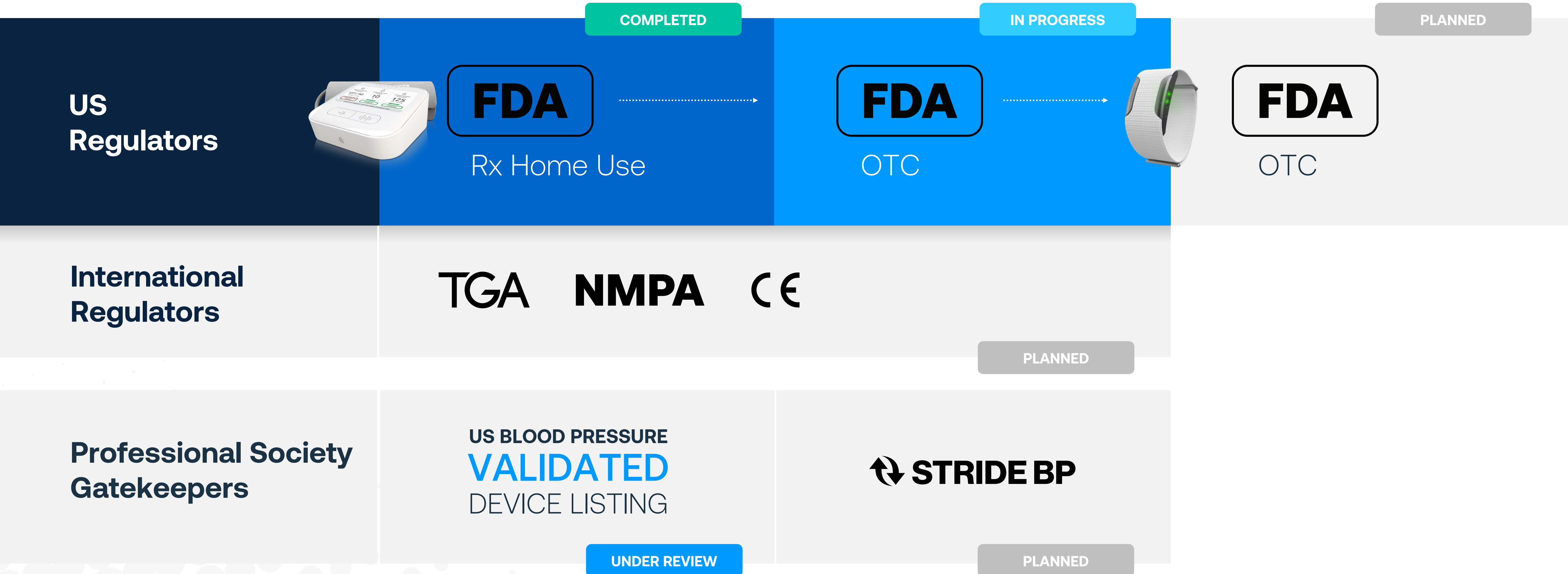


Strategic & New Markets Initiatives

Strategic Framework



Remove Market Entry Barriers



Differentiate through Thought Leadership



Powered By
SphygmoCor®



Central hemodynamics and arterial research insights

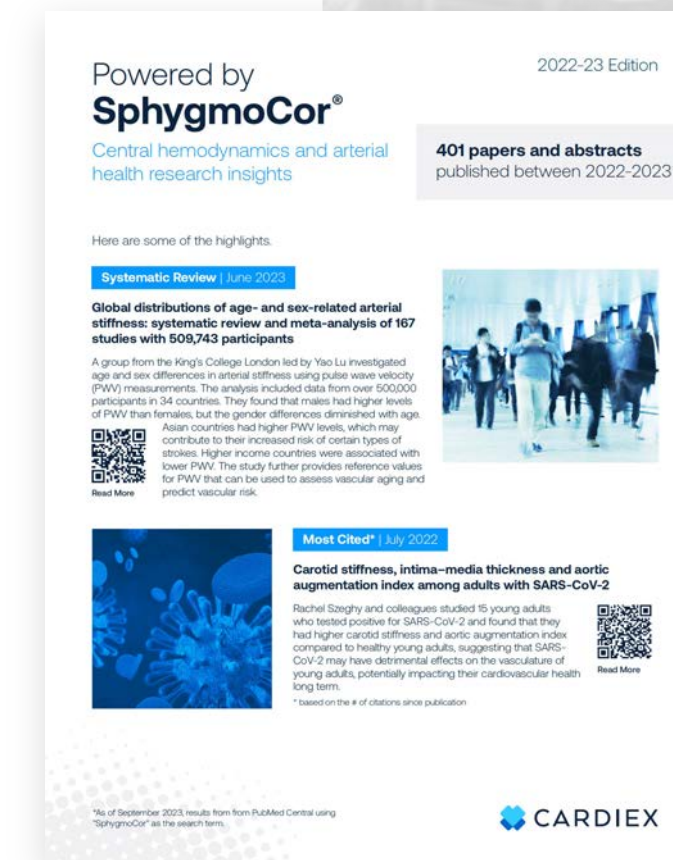
2022-23 Edition
401 papers and abstracts
Published between 2022-2023*

Neuroscience Edition
46 papers and abstracts
Published between 2019-2023*

Longevity Edition
103 papers and abstracts
Published between 2006-2023*

Women's Health Edition
58 papers and abstracts
Published between 2008-2023*

Heart Failure (HF) Edition
394 papers and abstracts
Published between 2000-2023*

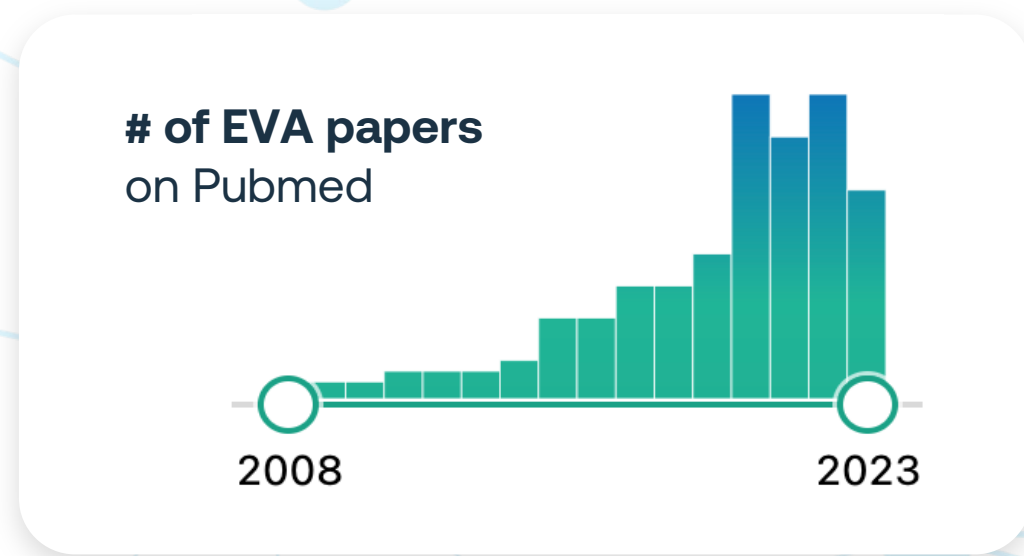


*As of September 2023, results from from PubMed Central using "SphygmoCor" as the search term.

Identify & Build Novel Market Segments



Increasing research and recognition that **Early Vascular Aging** plays a crucial role in disease onset and progression.



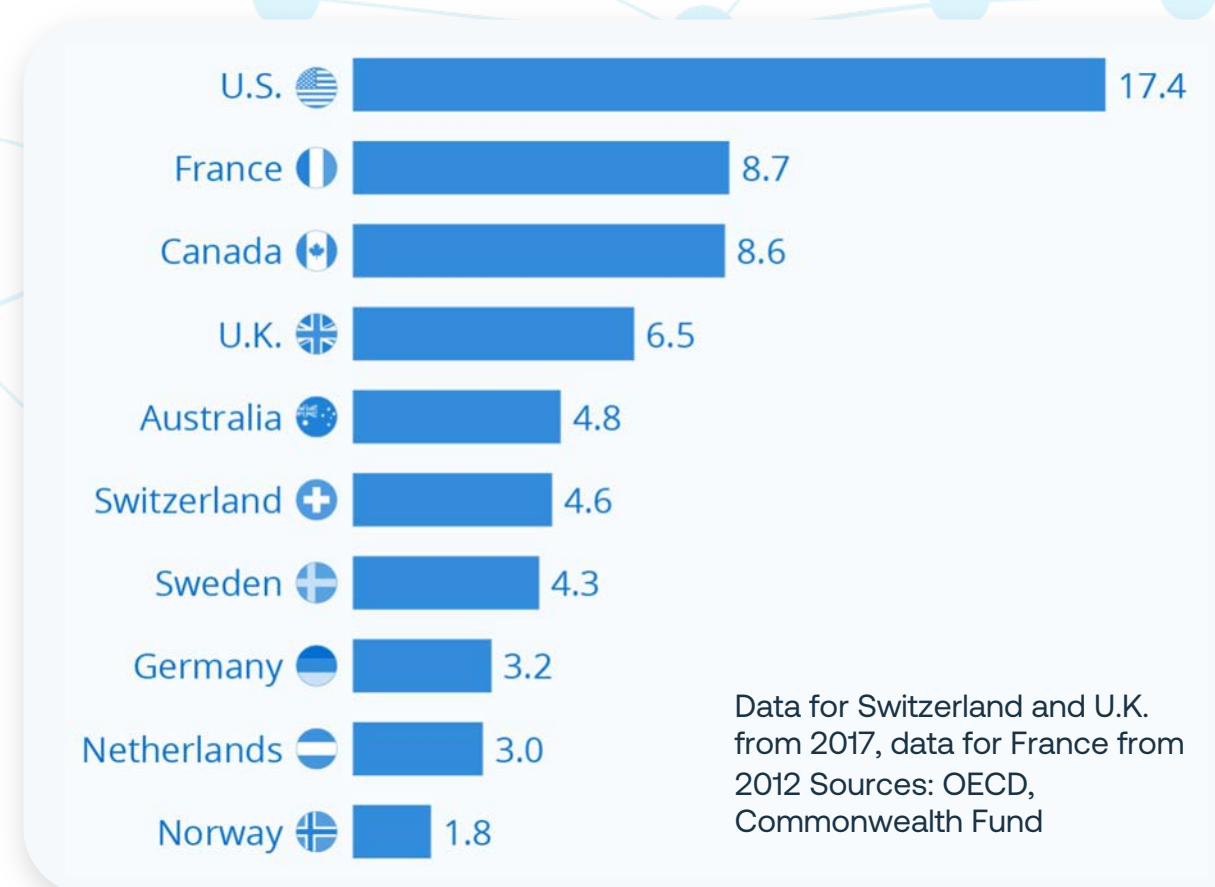
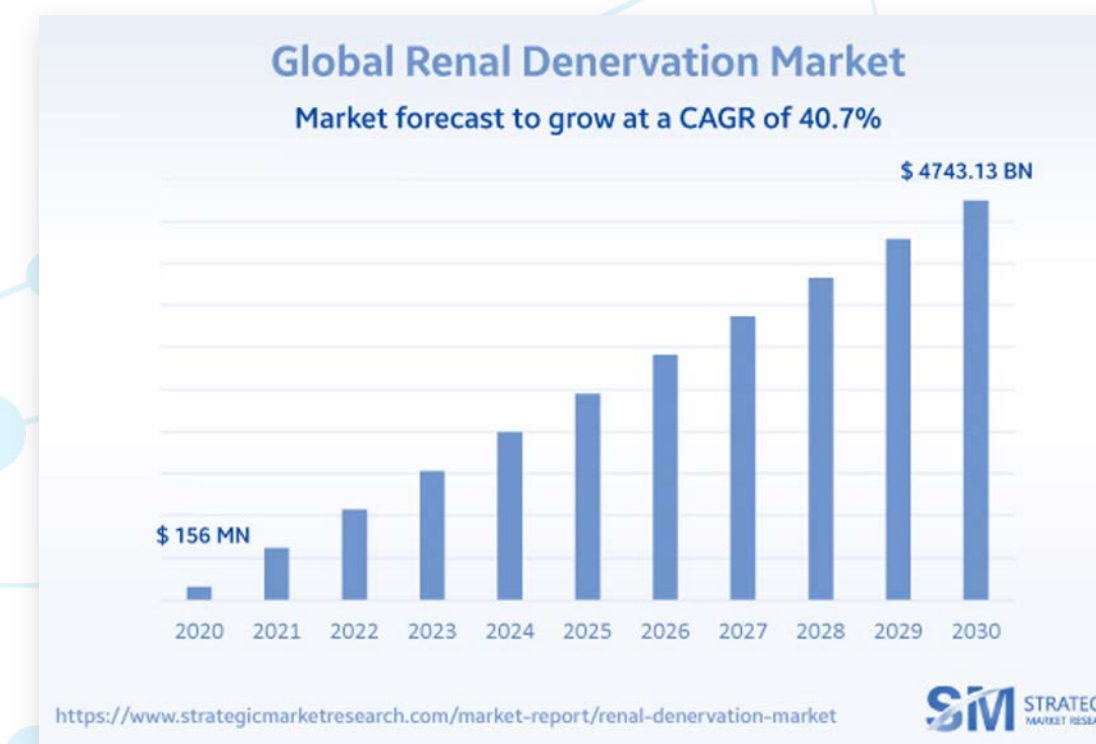
Vascular Aging

Maternal Health

Addressing the **maternity care crisis** is a top priority for the US government due to having the highest maternal mortality rate among high-income countries.

Renal Denervation

Renal denervation is growing at 40% CAGR, yet **one-third of patients do not respond** to the \$15,000 procedure.



Tap into Alternative Revenue Sources



SphygmoCor
INSIDE

Technology Licensing

Government Grants

Competitions

Recognition & Traction



US\$415,000
collected prize



US\$25,000
collected prize





Thank You!

