

# 2023 AGN Update

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





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# Executive Update

CARDIEX DIGITAL VASCULAR BIOMARKERS

# Introduction Craig Cooper



### Sales & Go-to-Market

Josh Stevens

# **Strategic & New Market Initiatives**

Catherine Liao







## Introduction

CARDIEX DIGITAL VASCULAR BIOMARKERS







## Product



### **CONNEQT Digital Platform**



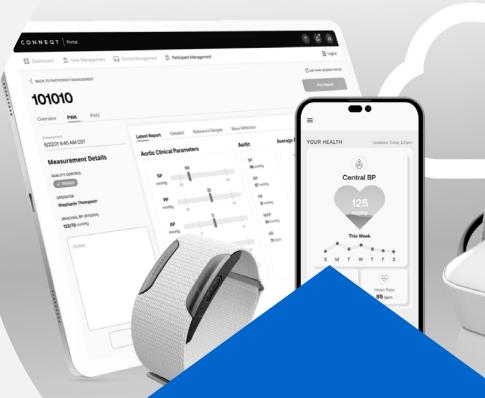


Cloud-connected suite of devices and applications for connecting healthconscious individuals and their healthcare providers.

### **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** 



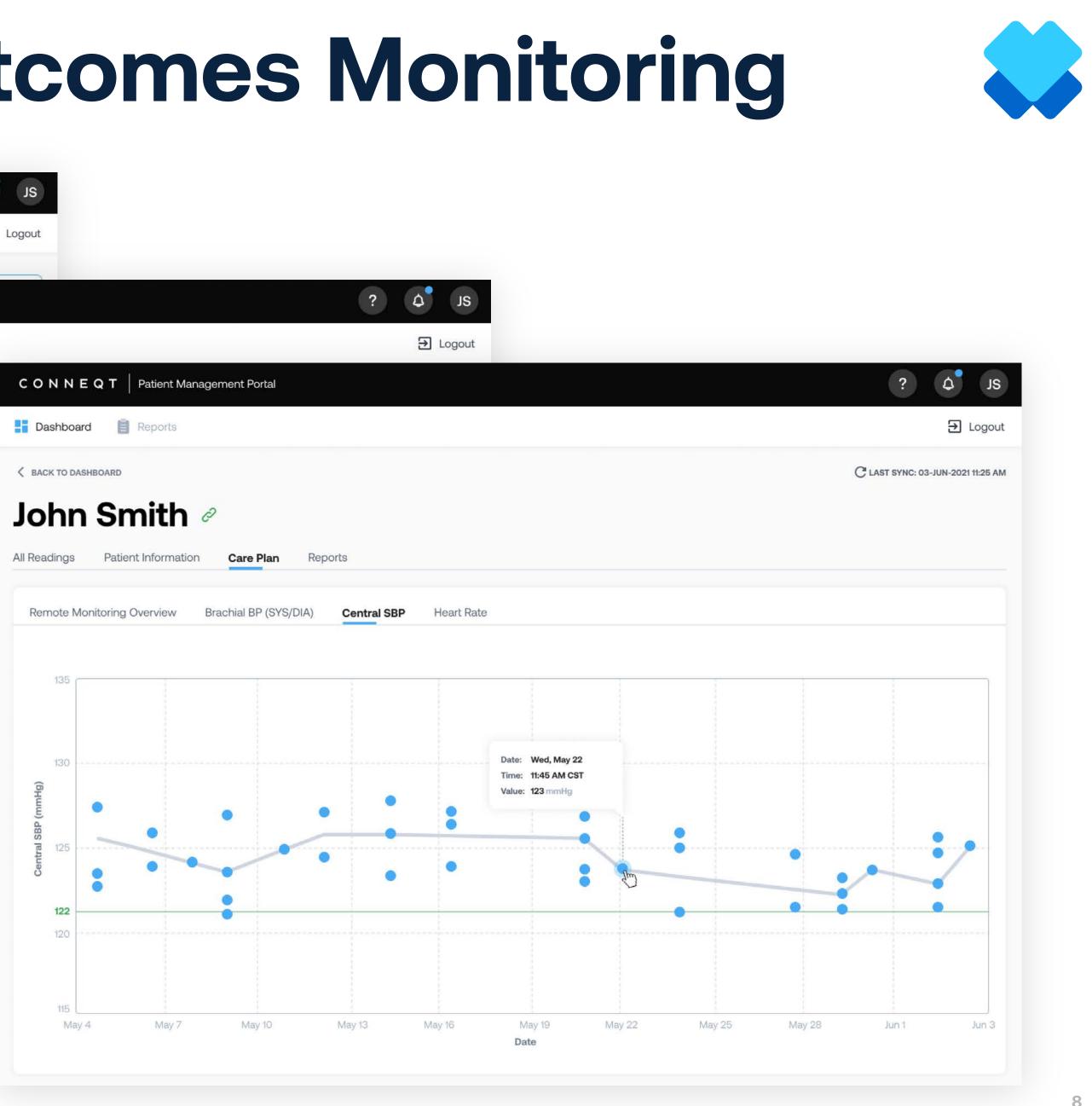


### Remote monitoring of arterial health for wellness, chronic disease management, and decentralized clinical trials.

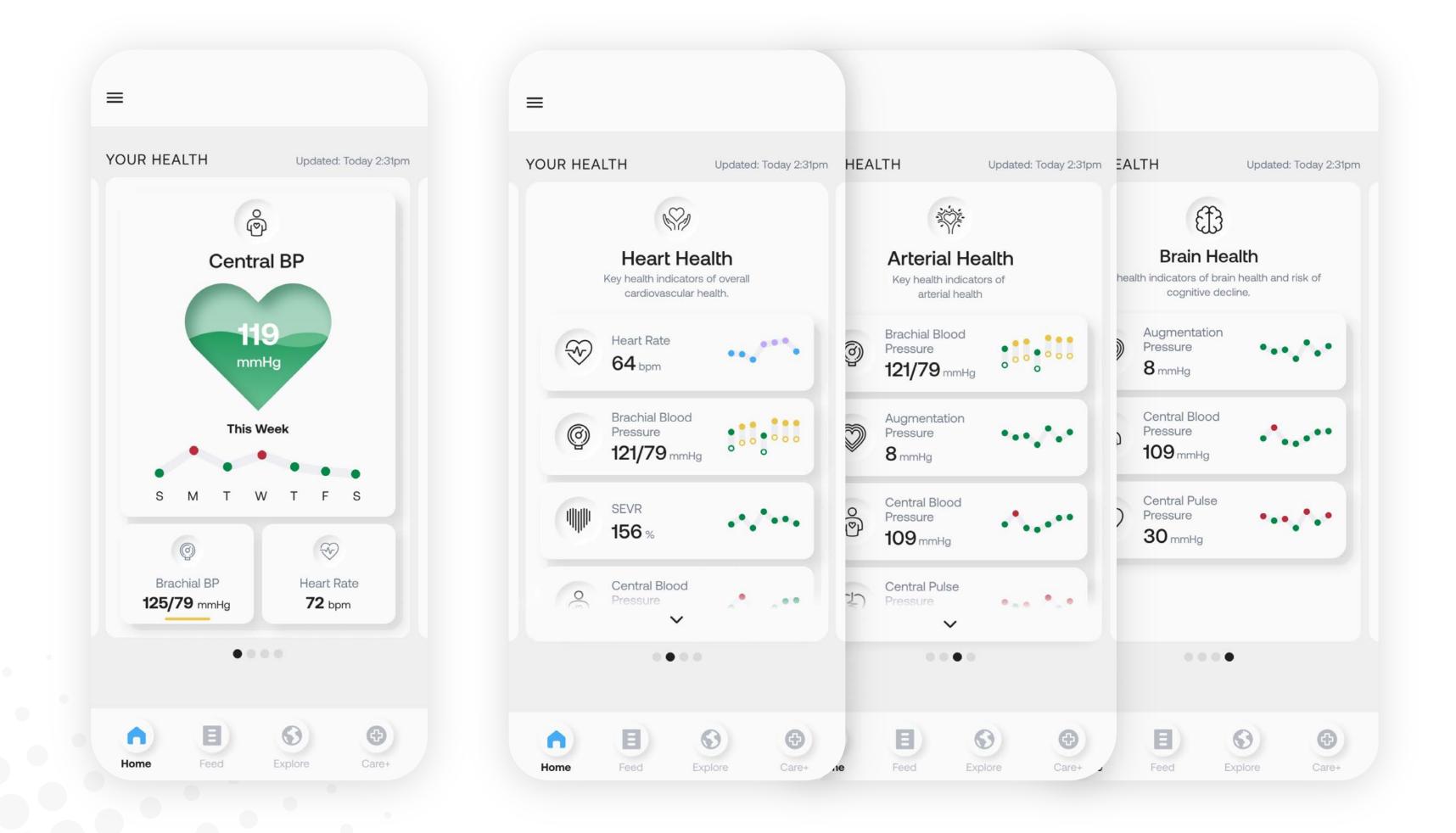
At Home

### For Professionals: Outcomes Monitoring

ashboard			CONNEQT Patient M	lanagement Portal		
Patients All Patients My	Care Plan Patients		Dashboard 📋 Reports			
Search	Custon	nize View	SACK TO DASHBOARD		23-Jan-2	021 8:4
Patient Details 🍦	Last Reading 🌲	<b>Brachia</b> (Sys/Dia, m	John Smith	2	In Office - Av	0000 - 1000 - 1000 - 1000 - 1000 - 1000 - 1000 - 1000 - 1000 - 1000 - 1000 - 1000 - 1000 - 1000 - 1000 - 1000 -
O Kelly Williams DOB: 03-Mar-1968; Dr. Jeff	In Office Average	• 122 /	All Readings Patient Informa	tion Care Plan	Reading Overview	CONNEQT
Benjamin Bayer DOB: 21-Nov-1972; Dr. Jeff Smith	In Office Average	• 122 /	Customize View		Patient Details	
X Tyler Jameson DOB: 05-Jan-1964; Dr. Jeff Smith	Remote	• 119 /	Reading Timestamp	Last Reading	Patient Full Name John Smith	Patient ID 295832
Janet Thompson DOB: 28-May-1975; Dr. Jeff Smith	Remote	• 121 /	23-Jan-2021 3:02 PM CST	In Office Average	Measurement De	etails
Carol Davidson DOB: 01-Dec-1981; Dr. Jeff Smith	Remote	• 120 /	22-Jan-2021 1:23 PM CST	Remote	Setting In Office	Device <b>Pulse</b>
John Smith DOB: 28-Jul-1979; Dr. Jeff Smith	Remote	• 122 /	20-Jan-2021 8:51 AM CST	Remote		
DOB: 19-Oct-1984; Dr. Jeff Smith	In Office Average	• 117 /	19-Jan-2021 11:21 AM CST	Remote	Brachial & Aortic	
Constant Sarah Townley DOB: 05-Oct-1967; Dr. Jeff Smith	Remote	• 121 /	12-Jan-2021 8:32 AM CST	Remote	(hh:mm:ss, timezone)	-,
Show 10 V			10-Jan-2021 8:51 AM CST	In Office Average	Reading 1 (Dropped) -	8:32:42 AM CST
					Reading 2 - 8:38:12 AM	



### For Individuals: Arterial Health Insights

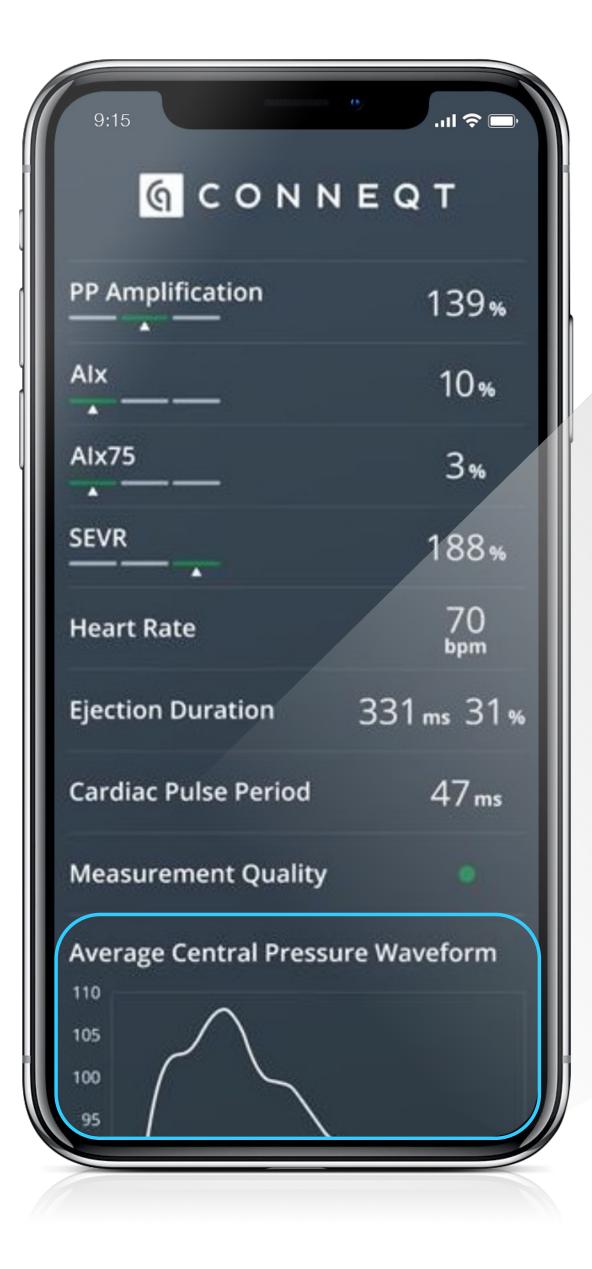


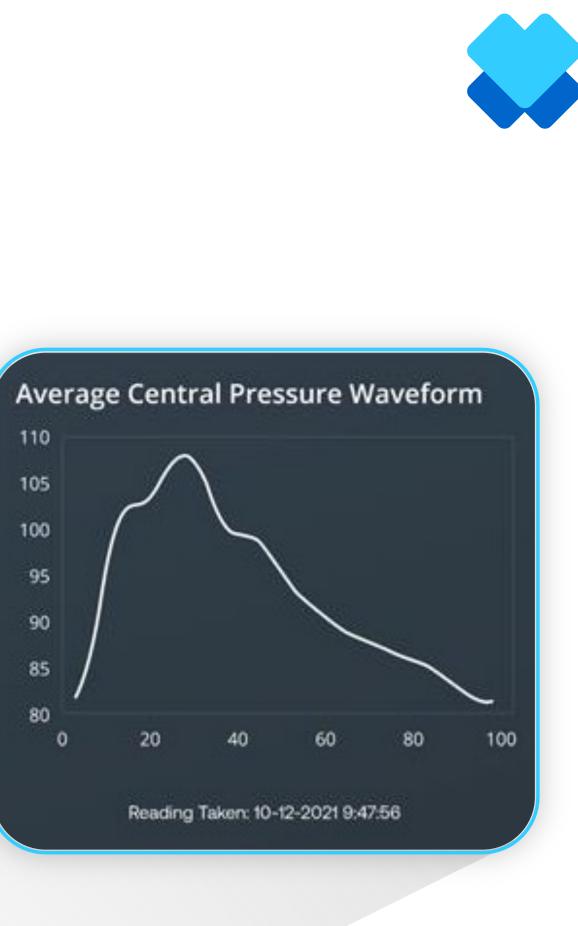


### **CONNEQT Band**



### CONNEQTBAND





### **Technology Evolution**





### **At Home**

Hourly

\$

\$



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### **Production Schedule**

		2023		2024	
Product	Solution	H1	H2	H1	H2
CONNEQT PULSE	Connected vascular biometric		e-Launch & GTM Planning	Commercial Launch	
	monitor.	Gen. 1			
CONNEQT	CONNEQT app	Design & D	Development	Commercial Launch	
CONNEQT CLOUD & PORTAL	Remote patient monitoring and clinical trial management.	Design & D	Development	Commercial Launch	
CONNEQT BAND*	Dual sensor arterial health wearable.	Design & Devel	lopment	Obtain FDA clearance	Commercial Launch
		Gen. 1			







## Sales & Go-to-Market











# GTM & Product Roadmap Aligned to Value-Based Care



High







### CONNEQT BY CARDIEX

Low

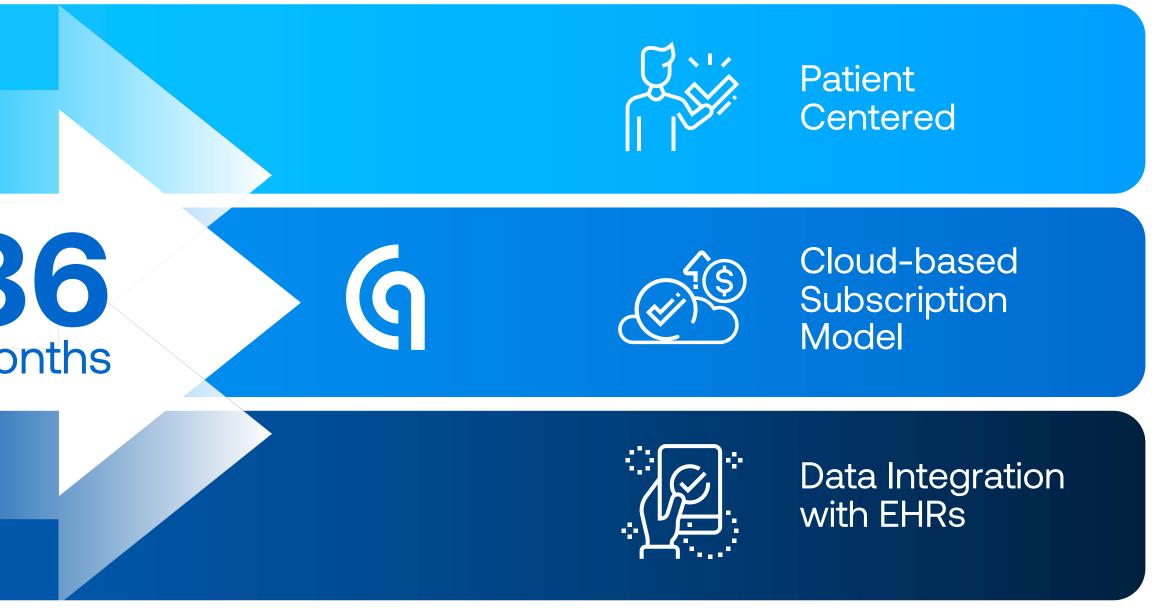
### Value-Based Care Strategy Supported by **Three Market Trends** Phase in **Pulse** as we phase out **XCEL** over 36 months

Clinic Centered	
One and Done	<b>3</b> mo
Walled Garden of Patient Data	



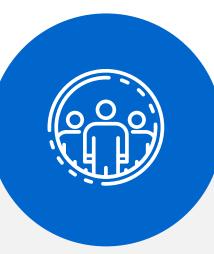








### Value-Based Care Alignment Enables Sustainable 50% CAGRs



### People Demand Gen Team

Hired the first-ever demand gen team for CARDIEX.

Support growth with costefficient & scalable pipeline creation.

**Process/CRM** 

GTM Tracking & Reporting

Single source of truth for prospect and activity tracking.

Improved visibility and forecasting with lower risk.





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





### 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.







# **Business Model**

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







# Strategic & New Markets Initiatives





### Strategic Framework

Regulators (FDA, TGA, CE)

Clinical guidelines & health technology assessment bodies Remove market entry barriers

Clinically validated insights

Build a following of KOLs

Gain 3rd part recognitions

Differentiate with thoughtleadership

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Growth via alternative revenue sources Non-dilutive grants & cash prizes

Co-development partnerships / pilots

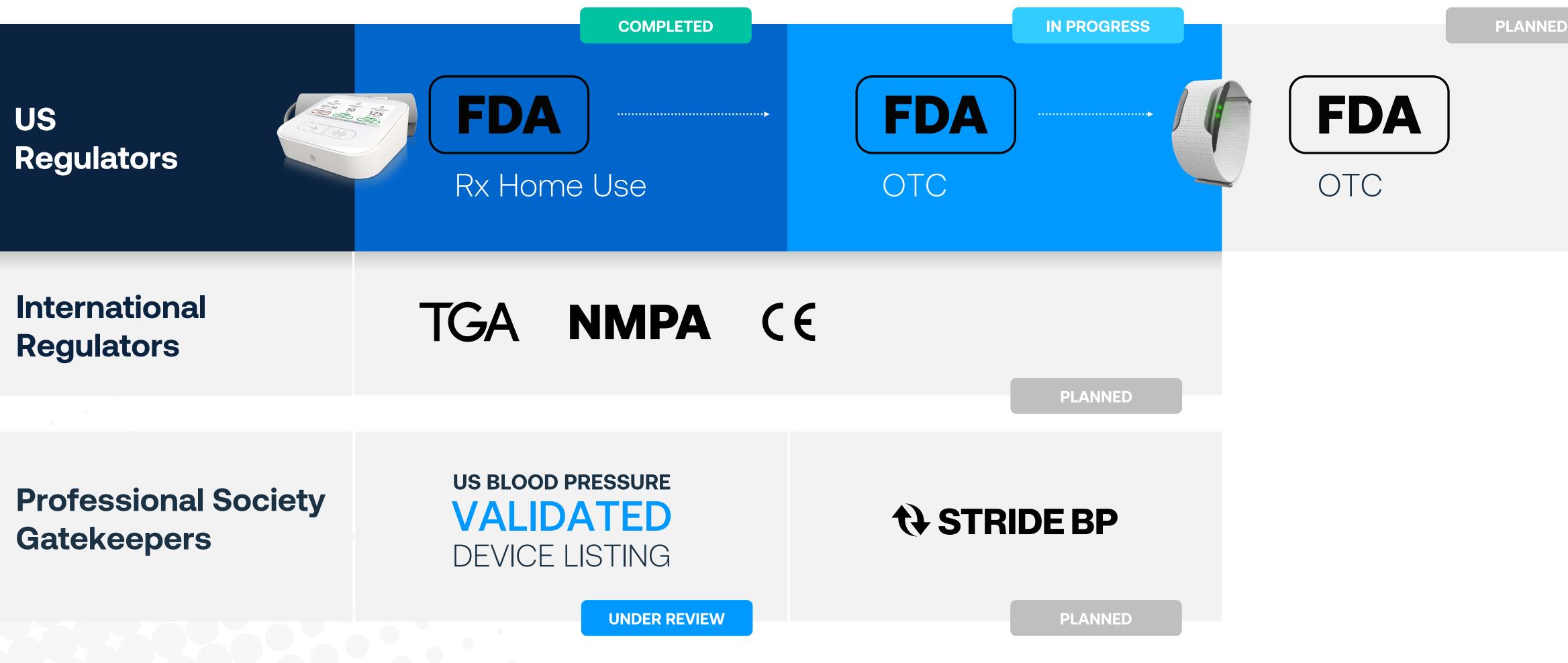
Build new markets thru novel use cases Early Vascular Aging

Pregnancy

**Renal Denervation** 



### **Remove Market Entry Barriers**







### **Differentiate through Thought Leadership**



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### Powered By **SphygmoCor**<sup>®</sup>

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.



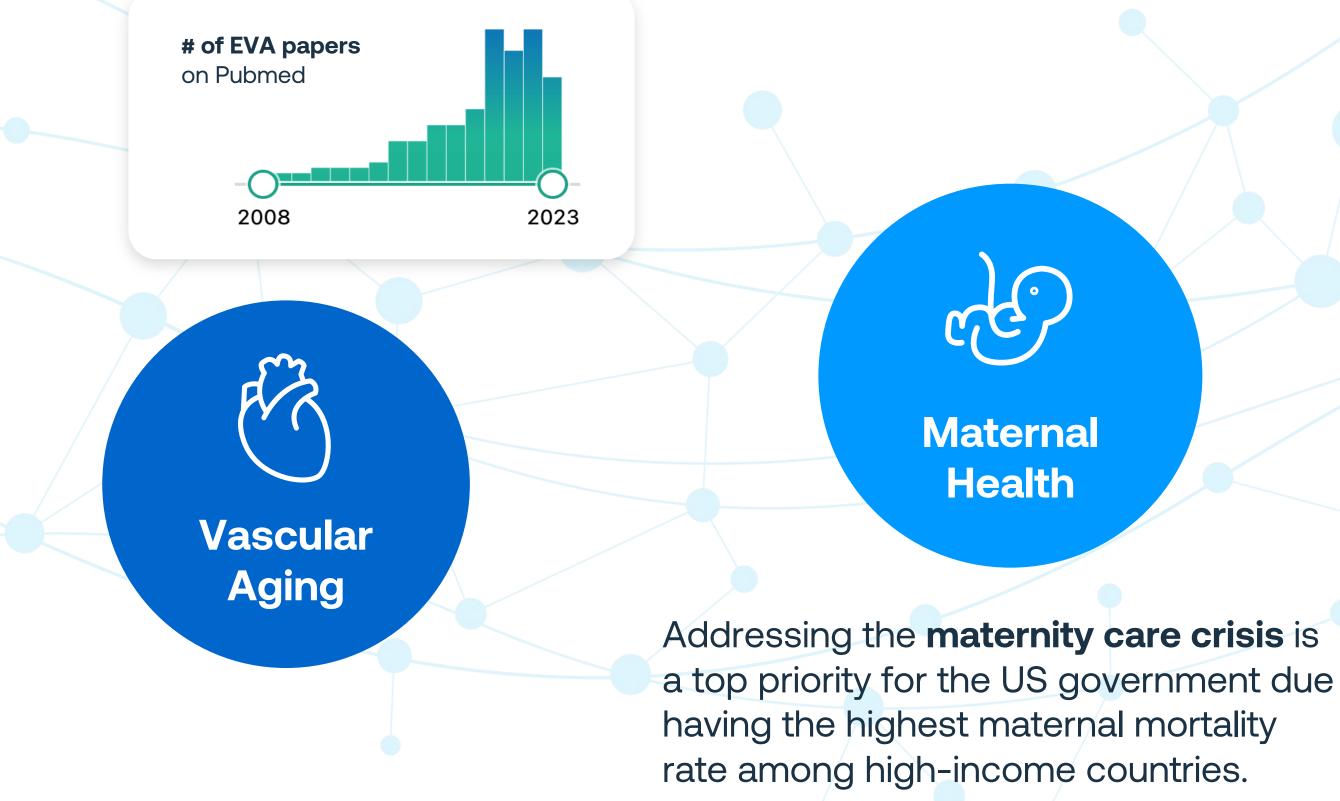
CARDIEX

Conference **Presentations** 



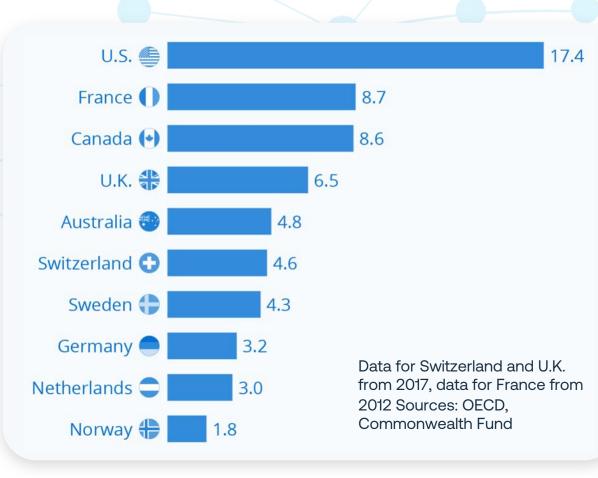
### **Identify & Build Novel Market Segments**

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



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

> **Global Renal Denervation Market** Market forecast to grow at a CAGR of 40.7%



Renal

Denervation



### Tap into Alternative Revenue Sources





### **Technology Licensing**

### **Government Grants**







### **Recognition & Traction**

National Institutes of Health

RADX® **Tech for** Health () Challenge () Final P()

MEDTECH INNOVATOR **Finalist** 

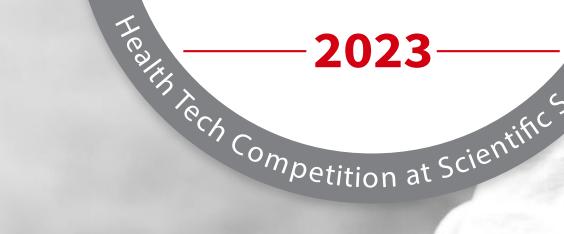
US\$415,000 collected prize

US\$25,000 collected prize

Center for Health

American Heart Association Center for Health Technology & Innovation

### American 4 est vest **Health Tech Competition** FINALIST





### **Thank You!**

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