

ATCOR MEDICAL HOLDINGS - ASX:ACG



# CardieX

A Global Health Technology Company

[ASX:CDX - Proposed]

INVESTOR PRESENTATION

MARCH 2018

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# ATCOR MEDICAL HOLDINGS IS NOW CARDIEX LIMITED\*

New Team | New Vision | New Future

## **SUMMARY OF KEY RECENT CHANGES AND PROPOSALS (Post December, 2017)**

- Appointment of new CEO & Managing Director - Craig R. Cooper.
- Board restructure (2 retiring Directors, 1 new appointment - Niall Cairns).
- Appointment of new CFO.
- Proposed change of name to CardieX Limited\*.
- Name change to CardieX reserved with ASX. New ASX code = "CDX"\*.
- Restructured sales and operating teams into 3 new divisions (USA + Australia).
- New strategic, sales, and revenue plan. Addressable market increased by 30X.
- Proposed investment/partnership in Silicon Valley wearable and radio frequency sensor company (backed by Peter Thiel).
- "Collaboration and Development Agreement" signed for wearable sensor applications and co-development of health technology applications using CardieX IP.
- Seeking to raise AUD\$5m of new capital.

\*Subject to shareholder approval

CardieX

CardieX

Our new name and brand preserves our legacy in **cardio**vascular health while promoting **eX**cellence and **eX**pertize in global health solutions”

# INTRODUCTION

Craig Cooper - CEO

CardieX



# AUSTRALIA



- **Co-Founder** - NRG Asia– Pacific – Australia’s largest independent energy producer
- **Senior Associate Lawyer** – Blake Dawson Waldron (counsel to United Airlines, The Disney Corporation, DHL International (External General Legal Counsel))
- **Founder** – Private Energy Partners (PEP) 
- **CEO** - E-world Technologies Limited (Australia’s largest PDA retail and enterprise software company)
- **Partner** – M-Mobile (largest independent mobile retail distribution company in Australia)



# USA



- **Co-Founder** - Boost Mobile USA 
- **Managing Partner** – The Action Fund
- **Head of Fitness & Wellness Group** - Lionsgate Entertainment
- **Global Ambassador** - Movember, Advisory Board - Men’s Health Magazine, Prostate Cancer Institute, NYU Oncology, Stanford Prostate Cancer Institute
- **Investor** - The Huffington Post (acquired by AOL), BuzzFeed (USD\$3B), Buddy Media (acquired by Salesforce), Associated Content (acquired by Yahoo), xAD (\$USD1B) 
- **Founder** – CooperativeHealth, Board Member – IQ Medical Corporation, LLC, Advisory Board – The Cognitive Health Institute

- **TV Host and Investor** – CNBC’s “Adventure Capitalists”
- **Head of Venture Capital and Digital Media** – Saban Capital (\$700M)
- **Founding Partner** – Softbank Capital (\$500M)
- **Venture Partner** – VantagePoint Capital Partners (\$3B)
- **Co-Founder** - EBT Mobile (China) LTD 

“Craig has built and transformed some of the leading businesses in consumer Internet and digital media. He has a vision for big market opportunities and a passion for living life to the fullest.”

**Anthony Robbins**

*Entrepreneur, Author and Peak Performance Strategist*

# BOARD OF DIRECTORS

## CHAIRMAN

**Donal O'Dwyer** *BEng, MBA*

**Director** - Fisher & Paykel (NZE: FPH)

**Director** - Cochlear Ltd (ASX: COH)

**Director** - Mesoblast Ltd (NASDAQ: MESO)

**Director** - NIB Holdings Limited (ASX: NHF)

Cordis Cardiology

Baxter Healthcare

## DIRECTOR & CEO

**Craig R. Cooper** *BEC, LLB (Hons)*

## NON-EXECUTIVE DIRECTOR

**Dr. David Brookes**

*MBBS, FACRRM, FAICD, DipRACOG*

**Non-Executive Chairman** - RHS Ltd (ASX:RHS)

**Non-Executive Chairman** - Better Medical Group

## NON-EXECUTIVE DIRECTOR

**Niall Cairns** *BEC, ACA, FAICD*

**Managing Partner** - Kestrel Capital Pty Limited

**Director** - Tru-Test Corporation Limited

**Chairman** - ComOps Limited (ASX: COM)

**Director** - Chant West Holdings Limited (ASX: CWL)

**Managing Partner** - Kestrel Growth Funds

**Managing Partner** - Carnethy Evergreen Fund

## NON-EXECUTIVE DIRECTOR

**R. King Nelson**

**President and CEO** - Uptake Medical Corporation

**President and CEO** - Kerberos Solution

**President and CEO** - VenPro Medical

Baxter International, American Hospital Supply

# OVERVIEW

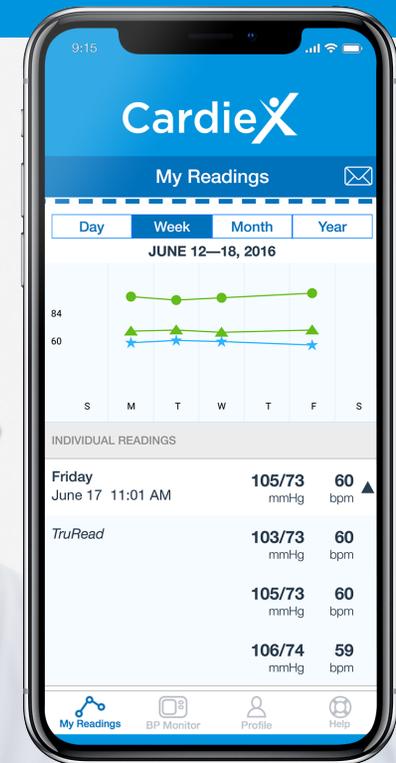


CardieX

# OVERVIEW

- We provide technology solutions for large scale population health disorders with significant market scale.
- Current focus is on cardiovascular disease (CVD) and heart health - the #1 cause of premature death globally.
- Our long term future lies in developing large scale health technologies in other significant wellness markets (e.g. obesity, orthopedic health, diabetes management, urology).

Our health solutions and IP have the potential to disrupt a multi-billion dollar market in preventative diagnostics, patient management, wearables, and consumer/digital health.



# THE PROBLEM - A GLOBAL HEALTH EPIDEMIC.

Cardiovascular disease is the #1 killer of humans by non-natural causes.

- Over **1 billion** hypertensives globally.
- **20M** deaths a year from CVD related disorders (31% of all global deaths).
- New American Heart Association (AHA) guidelines - **45%** of American adults are now considered at risk for CVD.
- Current embedded technologies (brachial blood pressure cuff) are failing to properly detect, prevent, and manage heart disease - leading to significant “under” and “over” treatment.
- We need a better way to detect CVD and manage patient health outcomes.

# OUR CURRENT SOLUTION

The XCEL SphygmoCor<sup>®</sup> System (XCEL)

The XCEL allows specialist practitioners, Pharmaceutical companies, and research institutions to non-invasively measure central arterial pressure in patients.

Measuring central arterial pressure is the only way to accurately determine and predict pre-hypertension and “arterial stiffness” - the main precursors to key organ damage and cardiovascular disease.

The XCEL detects key parameters associated with CVD that are usually only detected with an invasive catheter.

- Over **1,000** peer reviewed studies.
- **4,400** XCEL systems deployed globally.
- The only **FDA 501(K) cleared** device for sale in the USA deemed to be substantially equivalent to an invasive catheter for all central measurements.
- **CPT 1** reimbursement code.
- Significant IP and patent portfolio.



# HOW WE MAKE MONEY

We sell/lease the XCEL and related products to:



NOVARTIS



AstraZeneca

Research and Pharmaceutical companies for clinical trial services related to CVD and hypertension.

\$3.35M\*

\$1.1M\*

Specialist practices (principally Cardiologists, Nephrologists, and Endocrinologists) for measurement of “pulse wave” and cBP (central blood pressure).



Cleveland Clinic



EMORY UNIVERSITY



NYU

IDN/health care service providers in the USA for sale to their affiliate hospital and caregiver networks.

\$225K\*

\$98K\*

Licensing agreement with SunTech Medical for Ambulatory (24 hour) Blood Pressure Measurement (ABPM) with our Oscar 2 SphygmoCor® device.



SunTech Medical®



\*2018 \$AUD Forecast

# OUR 2018 PLAN

Three new growth, product, and  
revenue platforms

CardieX



## CardieXMED

Clinical, Pharmaceutical, and Research.

- Existing business segment focused on research and Pharma markets + specialist M.D's (Cardiologists and Nephrologists) utilizing existing XCEL device for CVD and hypertension.
- Reinstatement of reimbursement development efforts to increase addressable market with specialists.



## CardieXHEALTH

Consumer Health and “Direct to Practitioner” Marketing.

- Sales focus on M.D, N.D, nursing care, alternate, and broader health practitioner markets. ~1M+ US licensed physicians.
- Business model based on “reflexive testing” – turning a “non-billable” event (brachial cuff BP test) into a “billable event”.
- New consumer “Arterial Health” product, team leadership, and marketing strategy with industry evangelists and influencers + “direct to patient” marketing campaigns to drive awareness.



## CardieXLABS

Wearables, Mobile, A.I, and New Technology Initiatives.

- Sensor and wearable devices/ partnerships/JV's.
- Acquisition, IP licensing, and development of new technologies, products, and services.
- Mobile app and digital “behavioral/lifestyle strategies” for heart health (CardieX App).

**\$5B** Total Addressable Market Opportunity

# DIRECT TO PRACTITIONER

- New rebranded and “customizable” XCEL SphygmoCor® (V.2) allows sales to multiple markets (consumer/health practitioner/specialist) with a single product at variable price points.
- Expanding our core technology and products to a broader health practitioner market (over 1M+ licensed M.D’s in the USA/30K naturopathic professionals) - a 30x increase in our current addressable market.
- Enabling health practitioners to create new significant revenue streams (turning a “non-billable” event into a “billable event” by using our CPT 1 reimbursement code).
- Direct to practitioner marketing and training using Internet and direct sales channels.
- Sales focus built around a multi-platform health management + lifestyle program w/ CardieX App.
- Expand CPT reimbursement program from (current) 46% USA coverage.



**30,000**

Specialists

(Cardiologists, Nephrologists)

**1M+**

M.D's/Licensed Health Practitioners



**30X**

in our addressable sales market



# USD\$8B+

Market Opportunity

## WEARABLES AND DEVICES

- Co-developing a sensor based consumer blood pressure wearable incorporating artificial intelligence (A.I) and CardieX intellectual property - a USD\$7.5B market opportunity.
- Developing a suite of A.I based consumer data applications for licensing to device manufacturers/OEM's/Apple ("cardiac load"/"exercise intensity").
- Co-developing a wearable ambulatory (24 hour) blood pressure device (ABPM), that measures BP and cBP (a USD\$8B market opportunity).



CardieX



# 1B Hypertensives Globally



## CONSUMER & DIGITAL HEALTH

- Enabling consumers to directly manage their health through “direct to consumer” digital products (the “CardieX App” + blood pressure monitor), patient health coaching, and technologies that drive “behavioural change” (target market - over 1 billion hypertensive humans globally).
- Expanding our pilot branded programs for “concierge health” (“PhysioAge”).
- OEM of branded consumer health blood pressure monitoring devices.



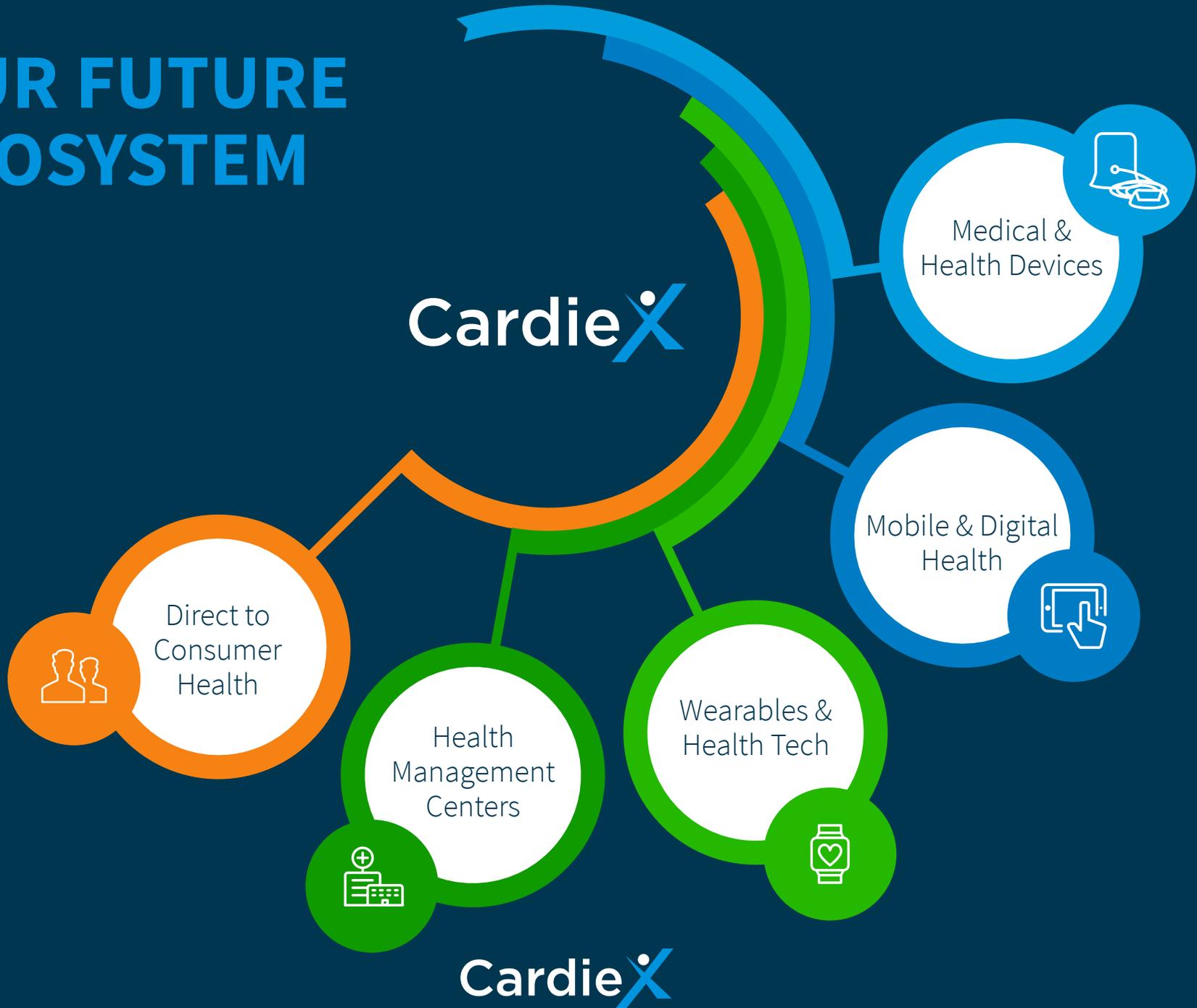
At home blood pressure monitoring expected to reach

**USD\$ 1.6B**

by 2023 (IEEE)

CardieX

# OUR FUTURE ECOSYSTEM



# KEY HIGHLIGHT

Wearable and A.I



CardieX

# OUR WEARABLE AND A.I PARTNERSHIP

The Opportunity

**7<sup>in</sup>10**

US adults track a health indicator for themselves or a loved one

(PEW)

**88%**

Of physicians want patients to monitor their health parameters at home

(IDC)

**87%**

Reduction in readmissions with remote patient monitoring

# GROWING DEMAND FOR NON-INVASIVE CONTINUOUS PHYSIOLOGICAL SENSORS

MARKET OPPORTUNITY

USD\$8.5B+



**Arrhythmia**

(ZIO)

USD\$1.5B Mkt Cap

MARKET OPPORTUNITY

USD\$12B+



**Continuous Blood  
Glucose Monitoring**

(Dexcom)

USD\$5.2B Mkt Cap

MARKET OPPORTUNITY

USD\$8B+



**Blood Pressure and  
Heart Diagnostics**

(CardieX)

\$??B Mkt Cap

CardieX

# SIGNIFICANT USE CASES FOR SENSOR BASED CARDIAC MONITORING

- Home and ambulatory BP monitoring - 1B hypertensives globally.
- Peripheral artery disease management - 20% of humans over 60 years old.
- Continuous blood pressure monitoring - 592,000 patients in US hospitals every day.
- Wrist wearables - 58 million units annually.

Smart “wristbands” volume expected to reach

# 52M

by 2021 (IDC)



# OUR WEARABLE SOLUTION

1

Financial & strategic partnership with Blumio, Inc. to co-develop wearables to detect hypertension, CVD, and other health disorders.

2

Expand our artificial intelligence (A.I) analytics to sensor based wearables.

3

Incorporate CardieX IP & trademarks into proprietary consumer applications for health & fitness applications.

CardieX

# blümio

- Silicon Valley based development + engineering team - ex/ Apple, Intel, Cisco, IBM.
- Backed by Peter Thiel (Facebook, PayPal).
- Developer of specialist radar frequency (RF) sensor that provides greater accuracy potential than optical BP devices.
- Applicable to wide use cases in CVD, hypertension, and health monitoring.

**Blood  
Pressure  
Data/Analytics**  
(CardieX)



**Accurate  
Sensor**  
(Blumio)



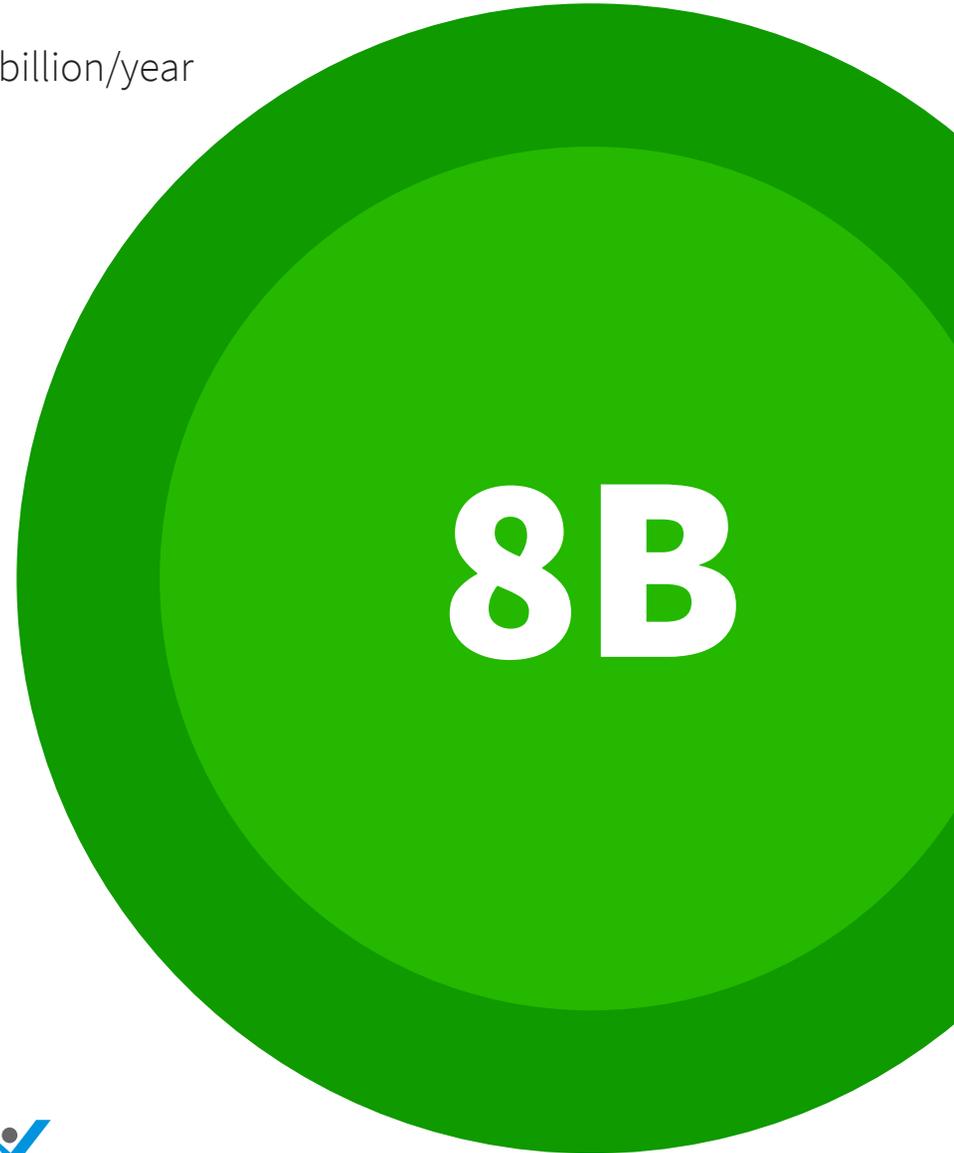
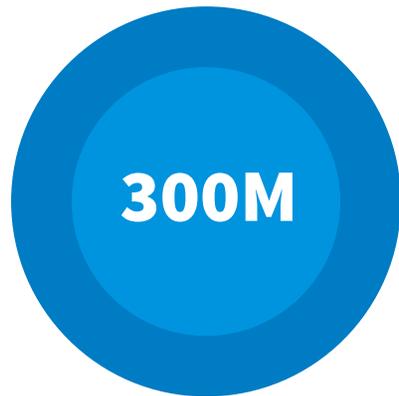
**Game  
Changer**  
for Continuous  
Health Monitoring

- Agreement to invest up to USD\$600K in Blumio for 7.5% (subject to due diligence and other conditions) plus “Development and Collaboration Agreement” for engineering and technical support.
- Develop Blumio sensor around CardieX IP and/or license or OEM a CardieX wearable.
- Funding provides pathway towards FDA approval 2020.

**Integration of CardieX IP and data analytics into Blumio sensor technology has the potential to solve the “holy grail” of remote/cuffless BP monitoring - central blood pressure (cBP) and “arterial stiffness” measurement.**

# SENSOR/WEARABLE REVENUE POTENTIAL

- Ambulatory blood pressure monitoring (ABPM) - USD\$8 billion/year
- Hardware OEM - 540M /year
- IP Licensing - 300M/year

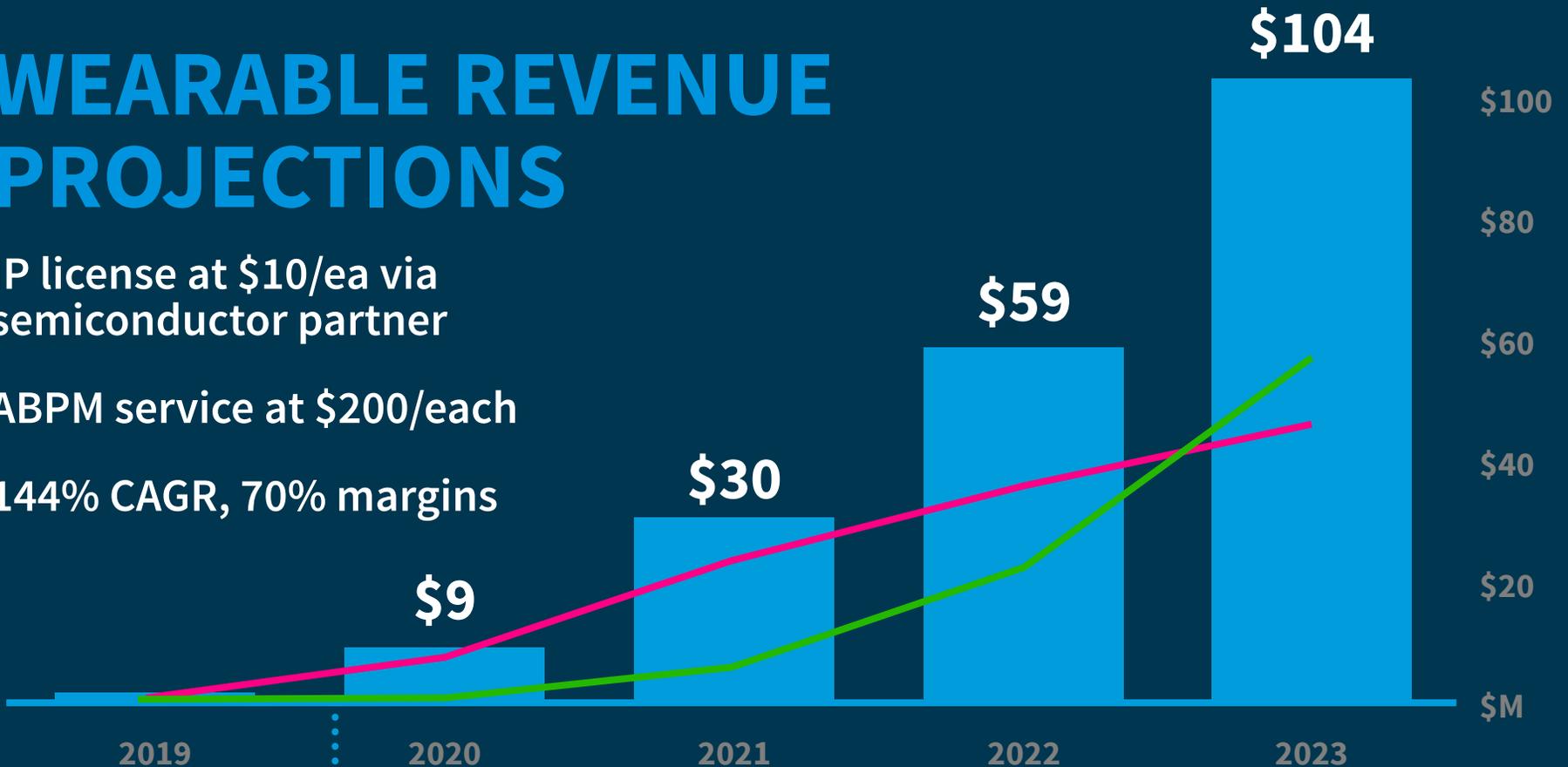


# WEARABLE REVENUE PROJECTIONS

IP license at \$10/ea via semiconductor partner

ABPM service at \$200/each

144% CAGR, 70% margins





New Fast Track FDA  
Certification Process  
for Digital Health Apps

# CARDIEX CONSUMER WEARABLE APPLICATIONS

- CardieX has significant proprietary IP and data in a number of unique consumer health applications - “cardiac risk”/”cardiac load”/”exercise capacity”.
- IP licensing as part of the sale of a “sensor stack” w/ Blumio.
- Third party IP licensing to Apple, Fitbit, OEM’s.

Our consumer IP and wearable applications have the potential to significantly increase human performance and personal data analytics



# ACG TODAY

**\$0.044**

2017 VWAP

**281,023,494**

Shares on Issue



**\$9M**

Market Cap

**\$.032**



Current Price

**2018**

(Projected)

**\$4.519M**

**2017**

(Actual)

**\$4.322M**

Revenues (\$AUD)

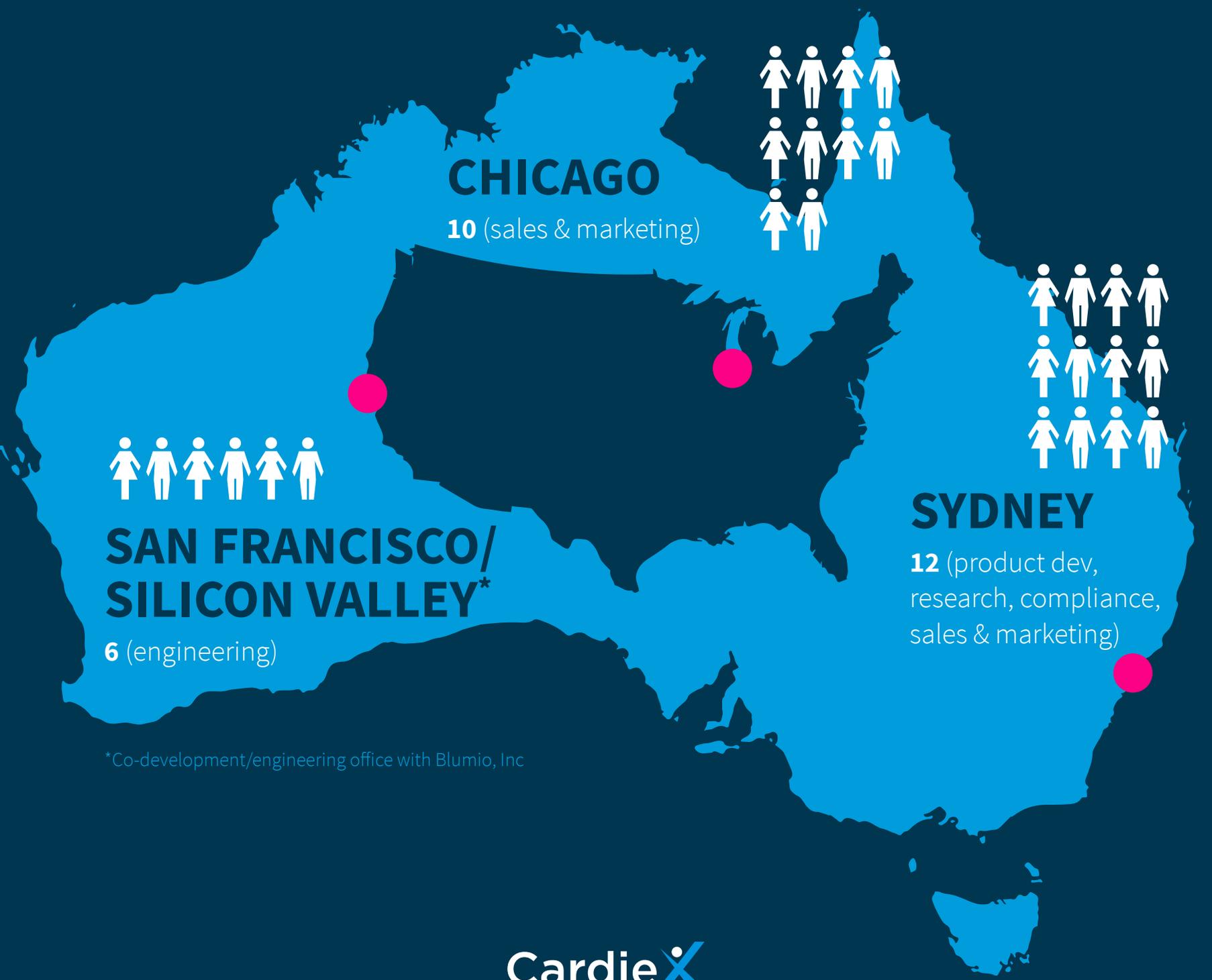


Free Float



**34.96%**

Top 20 Shareholders



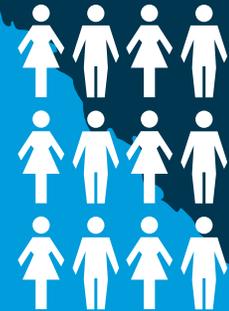
## CHICAGO

10 (sales & marketing)



## SAN FRANCISCO/ SILICON VALLEY\*

6 (engineering)



## SYDNEY

12 (product dev,  
research, compliance,  
sales & marketing)

\*Co-development/engineering office with Blumio, Inc

# FUNDING

We're raising AUD\$5M to fund the following:

- Strategic investment in Blumio, Inc.
- Development costs associated with our wearable, A.I, and mobile strategy.
- New XCEL V.2 product development.
- Expansion of our CPT code reimbursement program.
- Japan and China sales expansion.
- Staff restructuring costs.
- Digital media and practitioner marketing recruitment.
- CardieX App and business/corporate development.
- Patient and practitioner marketing.
- Pilot “heart health” franchise programs.
- Direct to consumer marketing.
- General & admin.



**\$5M**  
AUD

# CONTACT

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