

# CardieX

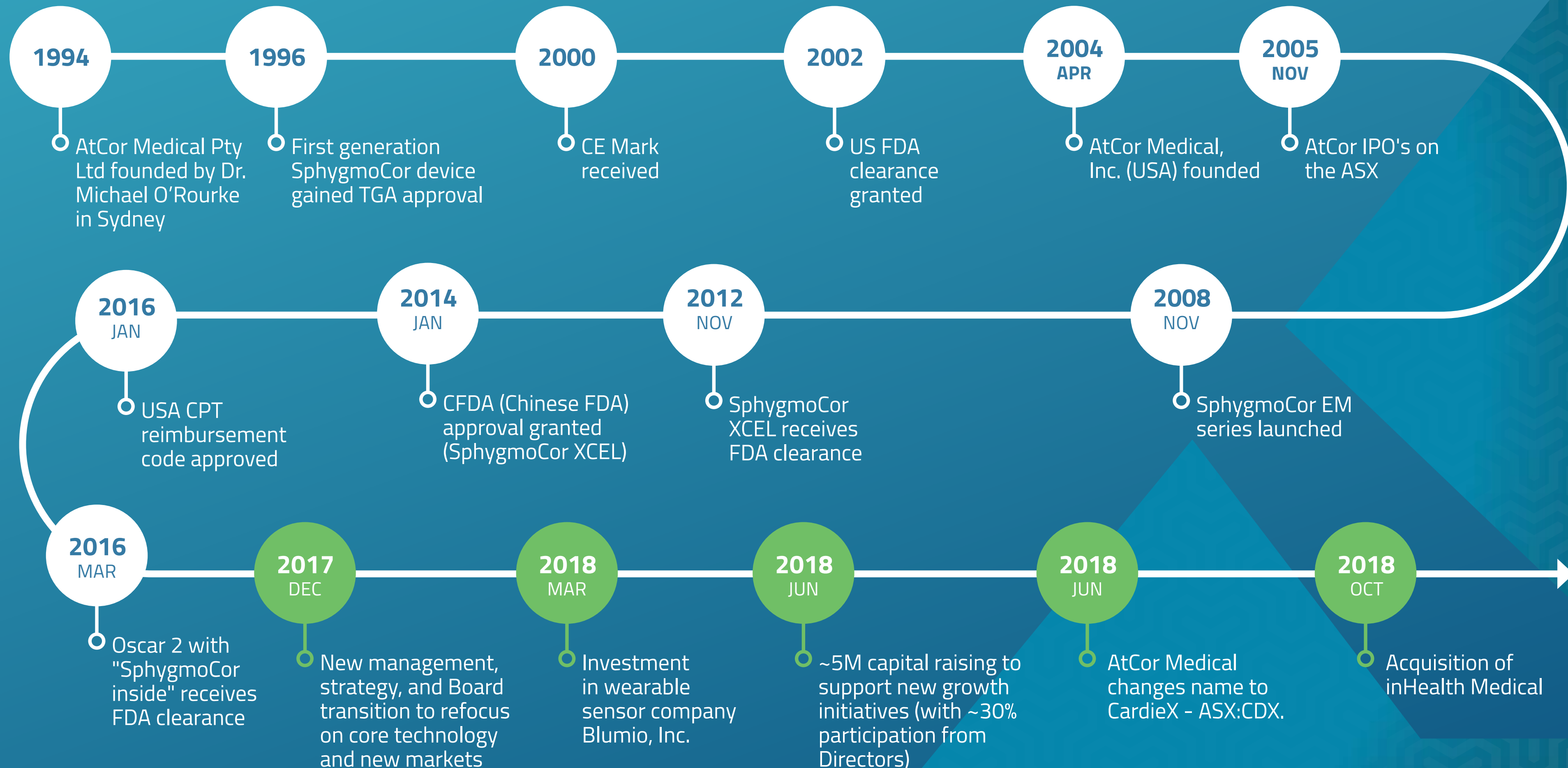
A Global Health Technology Company  
ASX:CDX

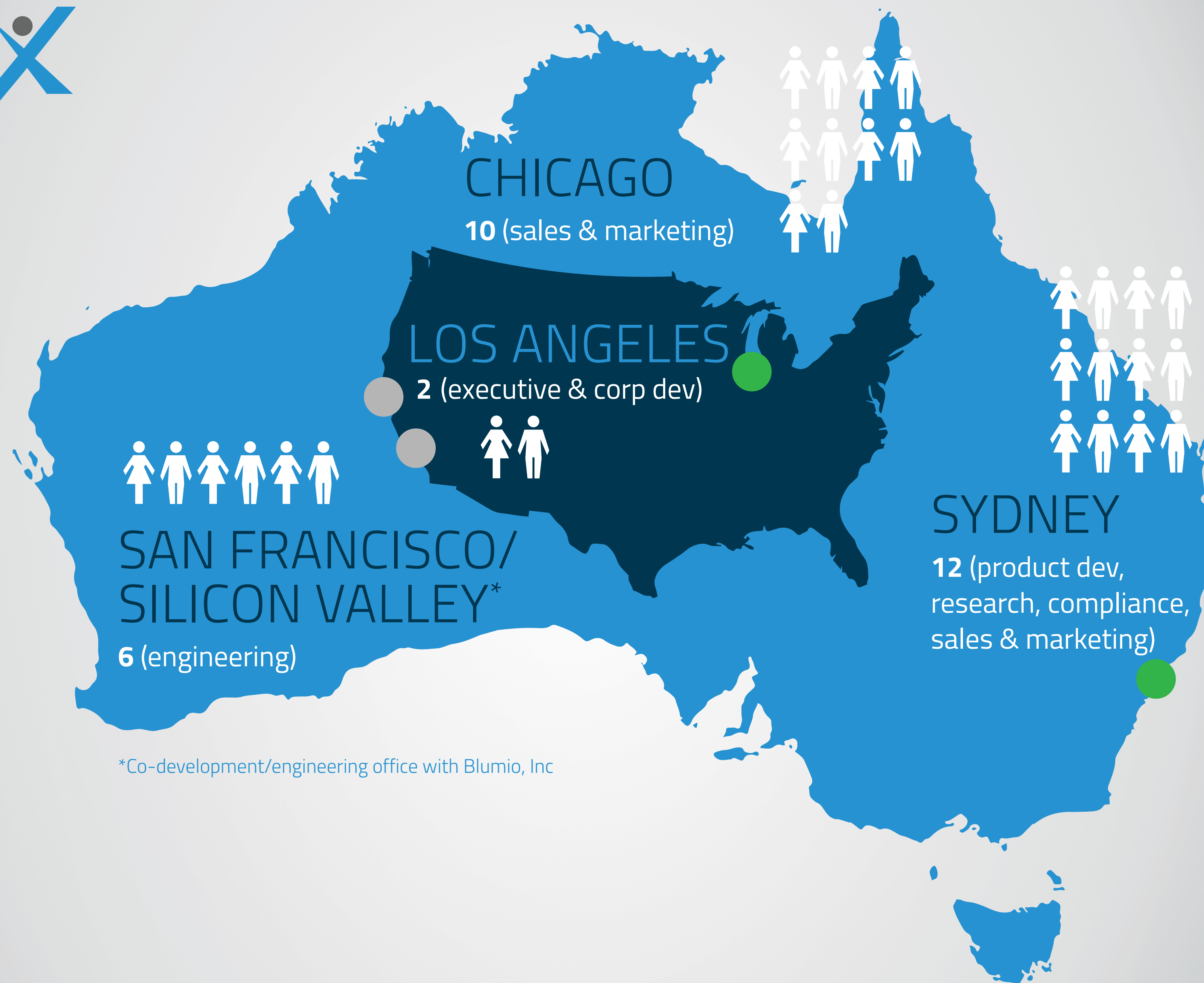
Annual General Meeting

**NOVEMBER 30, 2018**  
**CRAIG COOPER | CEO & MANAGING DIRECTOR**



# CORPORATE HISTORY





# BUSINESS OVERVIEW

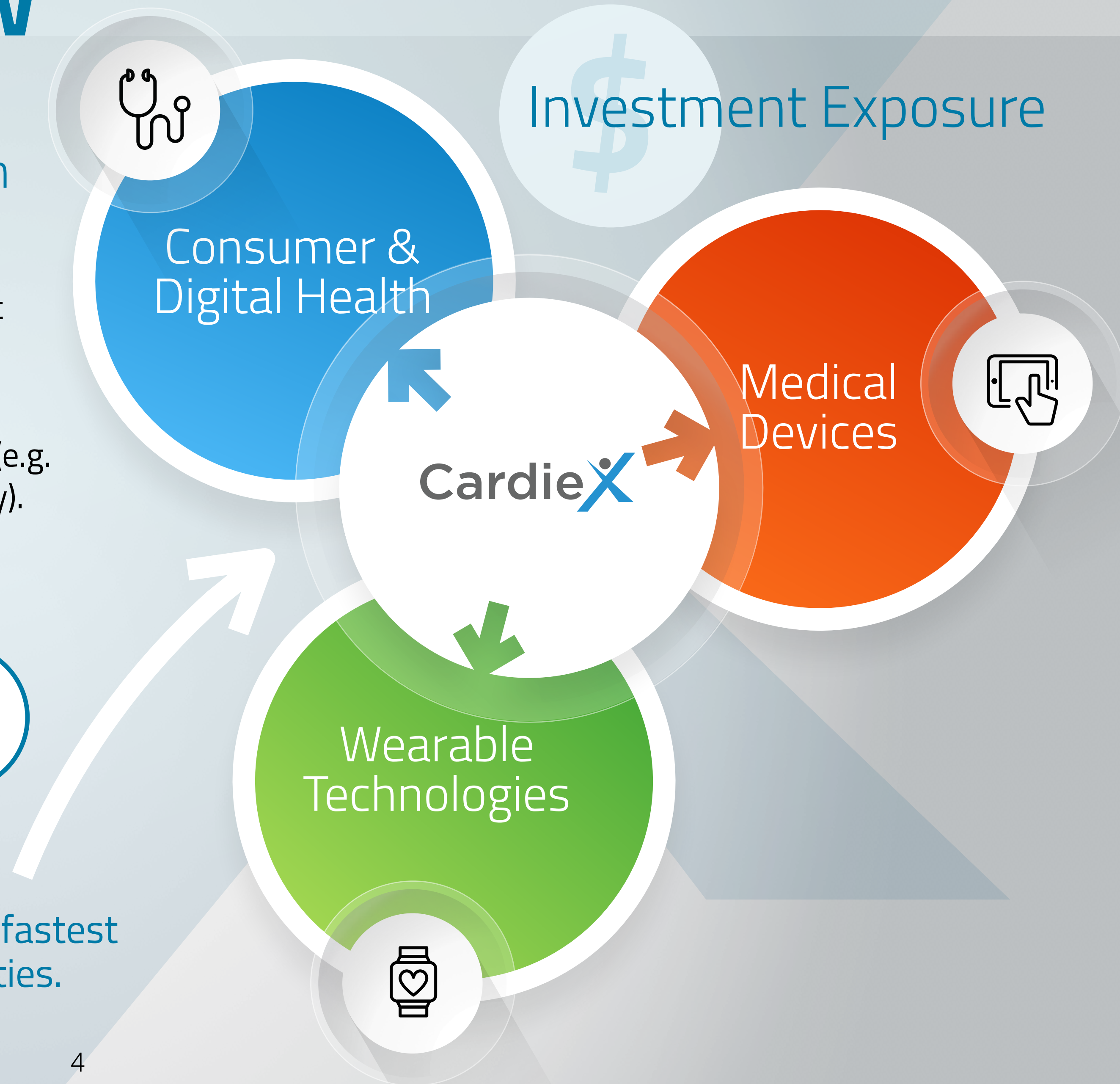
We provide digital and device based solutions for large scale population health disorders with significant market scale.

- 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 global wellness markets (e.g. obesity, orthopedic health, diabetes management, urology).

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



We provide investment exposure to 3 of the fastest growing global healthcare market opportunities.



OUR MISSION IS  
TO CREATE A  
SIGNIFICANT AND  
VALUABLE  
HEALTHCARE  
ECOSYSTEM OF  
COMPLIMENTARY  
PRODUCTS AND  
SERVICES

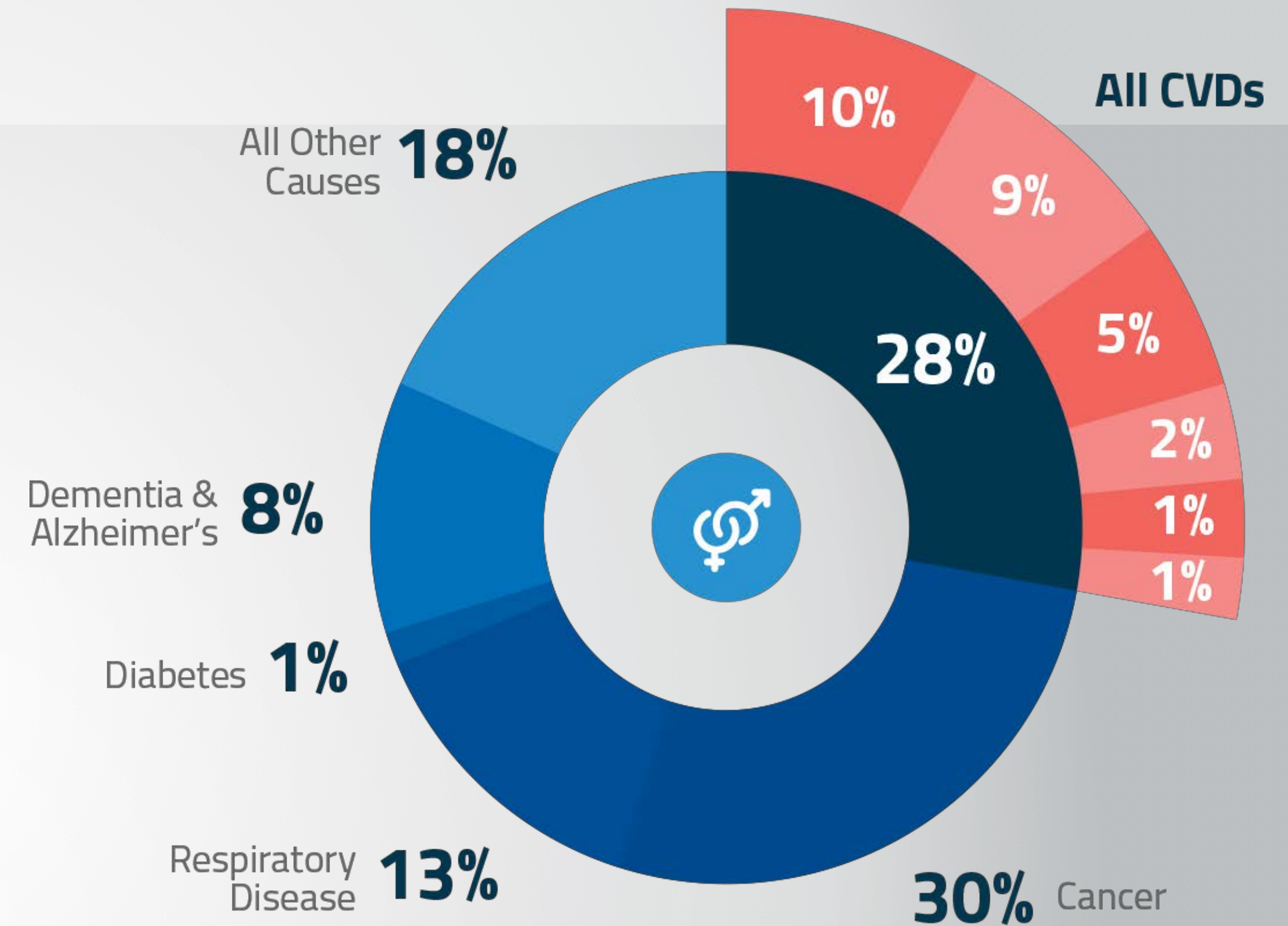


# THE PROBLEM

## 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.



### All Cardiovascular Diseases (CVD)

- 10%** Coronary Heart Disease
- 9%** Stroke
- 5%** Other Heart Diseases
- 2%** Diseases of Arteries, Arterioles & Capillaries
- 1%** Hypertensive Diseases
- 1%** Other Diseases of the Circulatory System

# OUR SOLUTIONS

## Medical Devices - AtCor

Our XCEL SphygmoCor® system 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.



# OUR SOLUTIONS Cont.

## Wearable Technologies - Blumio

### Financial and Strategic Partnership with Blumio, Inc to Develop Wearable Diagnostic Technologies Based on CardieX IP.

- Silicon Valley based engineering and development team.
- Backed by Peter Thiel (Facebook, PayPal).
- Developer of specialized radar frequency sensors for cardiovascular disease, hypertension, and health monitoring.
- CardieX and Blumio co-developing technologies for cardiovascular and consumer health based on CardieX IP and technologies.
- First phase Macquarie University trial completed.
- Larger scale Deborah Heart and Lung Center trial commenced 30 October, 2018.
- Ambulatory blood pressure monitoring market opportunity - USD\$8b annually.

blumio



### SEPARATELY PURSUING

Confidential wearable and licensing technology partnerships with multiple parties.

# OUR SOLUTIONS Cont.

## TeleHealth - inHealth

### Proposed Majority Acquisition of Leading TeleHealth Services Company.

- Leading provider of patient health coaching and Telehealth services.
- Provides digital, eCommerce, and mobile tools for patients to connect online with health coaches as part of a patient care management program.
- inHealth coaching programs based on multi-year published studies that show clinically based health outcomes through the use of inHealth's proprietary health coaching tools.
- \$US25B industry in the USA - growing at a compound rate of 18% per annum.
- Significant contracts with Anthem (NASDAQ:ANTM:US\$70B), the second largest health insurance company in the USA and American Well, the largest Telemedicine provider in the USA.
- Adds significant value to CardieX's healthcare and technology ecosystem.
- Financially accretive and positive to CardieX group in a short timeframe.

Provides a "**direct to consumer**" and "**direct to practitioner**" channel for CardieX products and services and new healthcare initiatives (wearables, medical devices, and digital health).



*(see 'Transaction Overview' and more details below)*

# OUR TECHNOLOGY

## & Intellectual Property

- Gold standard **FDA-approved** device for the measurement of blood pressure and cardiovascular risk parameters (Current FDA “predicate device”).
- Current IP and technology focused on cardiovascular health.
- Significant trademarks in consumer and wearable sectors.
- Future applications in “Quantified Athlete”, remote patient monitoring, and broad health categories.
- Proprietary IP & technology in cardiac load, athletic capacity, arterial stiffness, arterial age, and other consumer health diagnostics.
- Expanding licensing and co-development opportunities in broad medical health and consumer segments.
- Over 1000 published **peer-reviewed** studies.
- 13 USA patents covering significant applications in cardiovascular health and consumer wearables.

1939

Hypertension

1961

Elevated  
Cholesterol

TODAY

Arterial  
Stiffness  
PWV

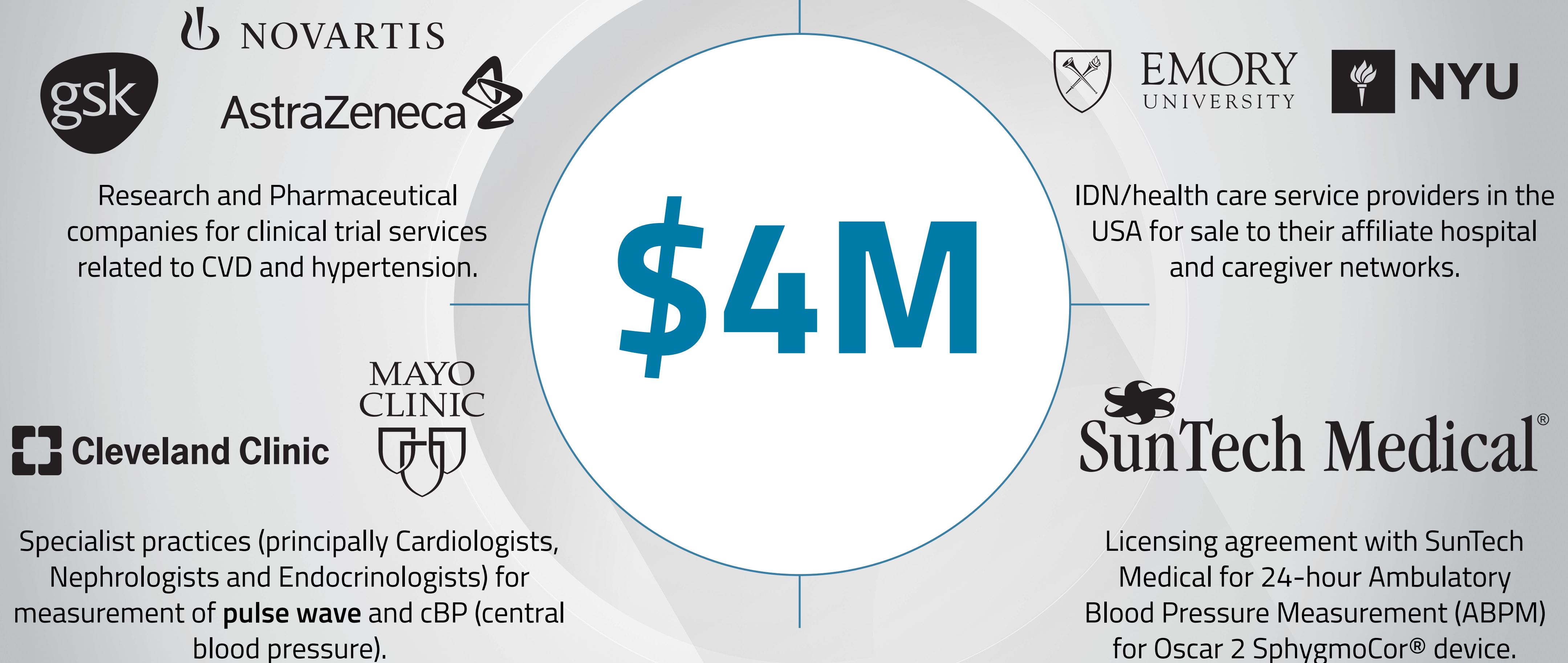


### Pulse Wave Velocity

(PWV) is the most research supported method to assess arterial stiffness in order to improve cardiovascular risk prediction (American Heart Association, American College of Cardiology). **CardieX's XCEL** is the the most clinically validated, peer viewed, and study based technology for measuring PWV.

# HOW WE CURRENTLY MAKE MONEY

We sell/lease the XCEL and related products to:



# FUTURE REVENUE DRIVERS

Multiple revenue opportunities driven by an ecosystem of complementary healthcare assets and sales channels



## Medical Devices

- Sale and lease of medical devices to health professionals.
- Clinical trial services.
- IP licensing (SunTech).
- Distribution partnership fees (Asia-Pacific, China, and Europe).
- Direct/online device sales.



## Wearable Consumer and Medical Technologies

- IP licensing.
- "Reference design" sales to wearable and consumer device companies (Apple/Fitbit/Garmin).
- Direct product sales of CardieX cardiovascular health wearables.
- Co-development revenues from jointly developed Blumio/CardieX products and IP.



## Digital and Consumer Health

- Patient health coaching fees (Anthem/American Well etc).
- Consumer health product sales.
- Sale of nutritional and health coaching programs (devices, meal plans, supplements).
- "Direct to patient" consumer program sales.
- "Direct to practitioner" program sales.
- inHealth program licensing to wearable and consumer health companies (Apple/Fitbit/Garmin).
- Mobile app sales.



## New Product Development

- Commercial in confidence development of new products and services for USA and Chinese medical and consumer markets.
- Current focus on commercialization of CardieX IP in new devices and technologies.

# OUR 2019 PLAN

Three new growth, product, and revenue platforms +  
New China Strategy

# DIRECT TO PRACTITIONER

- Newly 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 (1M+ licensed MDs and 30K naturopathic professionals in the USA) - 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 online 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.



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

**30,000**  
Specialists  
(Cardiologists, Nephrologists)

**1M+**  
MDs/Licensed Health Practitioners

**30X** in our addressable sales market



# 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 global market opportunity.
- Developing a suite of A.I.-based consumer data applications for licensing to device manufacturers/OEMs (i.e. Apple) for “cardiac load” and “exercise capacity”.
- Co-developing a wearable ambulatory 24-hour ABPM that measures BP and cBP (a USD\$8B global market opportunity).

**USD\$8B+**  
Global Market Opportunity



# CONSUMER & DIGITAL HEALTH

- Enabling consumers to directly manage their health through **direct-to-consumer** digital products, patient health coaching, and technologies that drive **behavioral change** (target market - over 1 billion hypertensive humans globally).
- Expanding the inHealth Telehealth programs to encompass solutions for hypertension, and other major global health disorders.
- Establishing OEM partnerships for branded consumer blood pressure monitoring devices.
- Currently in due diligence on multiple strategic opportunities.

**1B** Hypertensives  
Globally



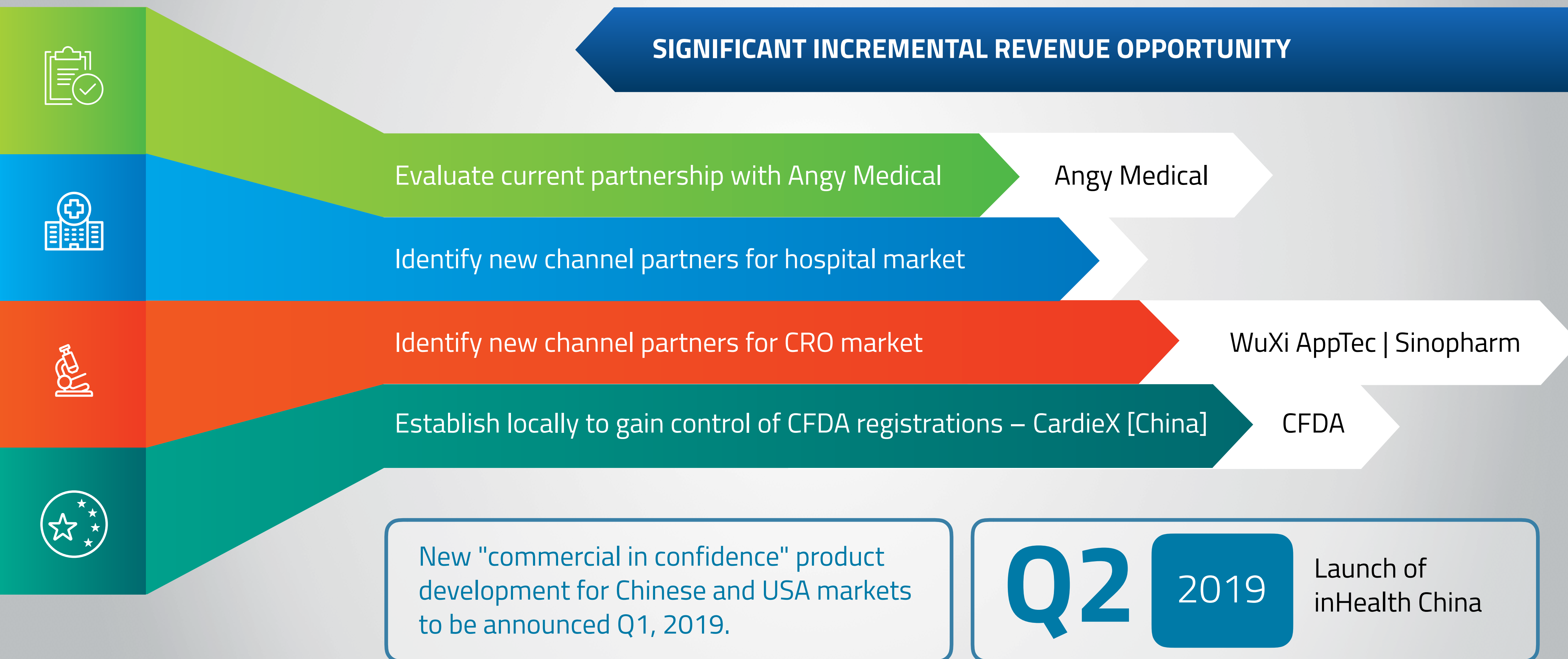
At home blood pressure monitoring expected to reach

**USD\$1.6B**

globally by 2023 (IEEE)

# CHINA STRATEGY

Reassess existing distribution + build new partnerships + establish local entity + new product development



# TRANSACTION OVERVIEW

CardieX + inHealth



# INHEALTH

## Business & Market Overview

- Leading provider of digital patient health coaching and Telehealth services.
- Provides digital, eCommerce, and mobile tools for patients to connect online with health coaches as part of a patient care management program.
- inHealth's programs based on multi-year published studies that show clinically based health outcomes through the use of inHealth's proprietary health management tools.
- Telehealth solutions being accelerated Nationwide by hospitals (over 50% of US hospitals are currently deploying Telehealth), insurance payers (Anthem), employers, and through direct-to-patient platforms (American Well).
- Telehealth also rapidly being integrated across devices that provide Patient Generated Health Data ("PGHD" - Fitbit/Apple Watch/ home health devices such as blood pressure monitors).
- Telehealth seen as a critical part of the next generation healthcare ecosystem in order to reduce insurance payer costs and drive better health outcomes for patients.



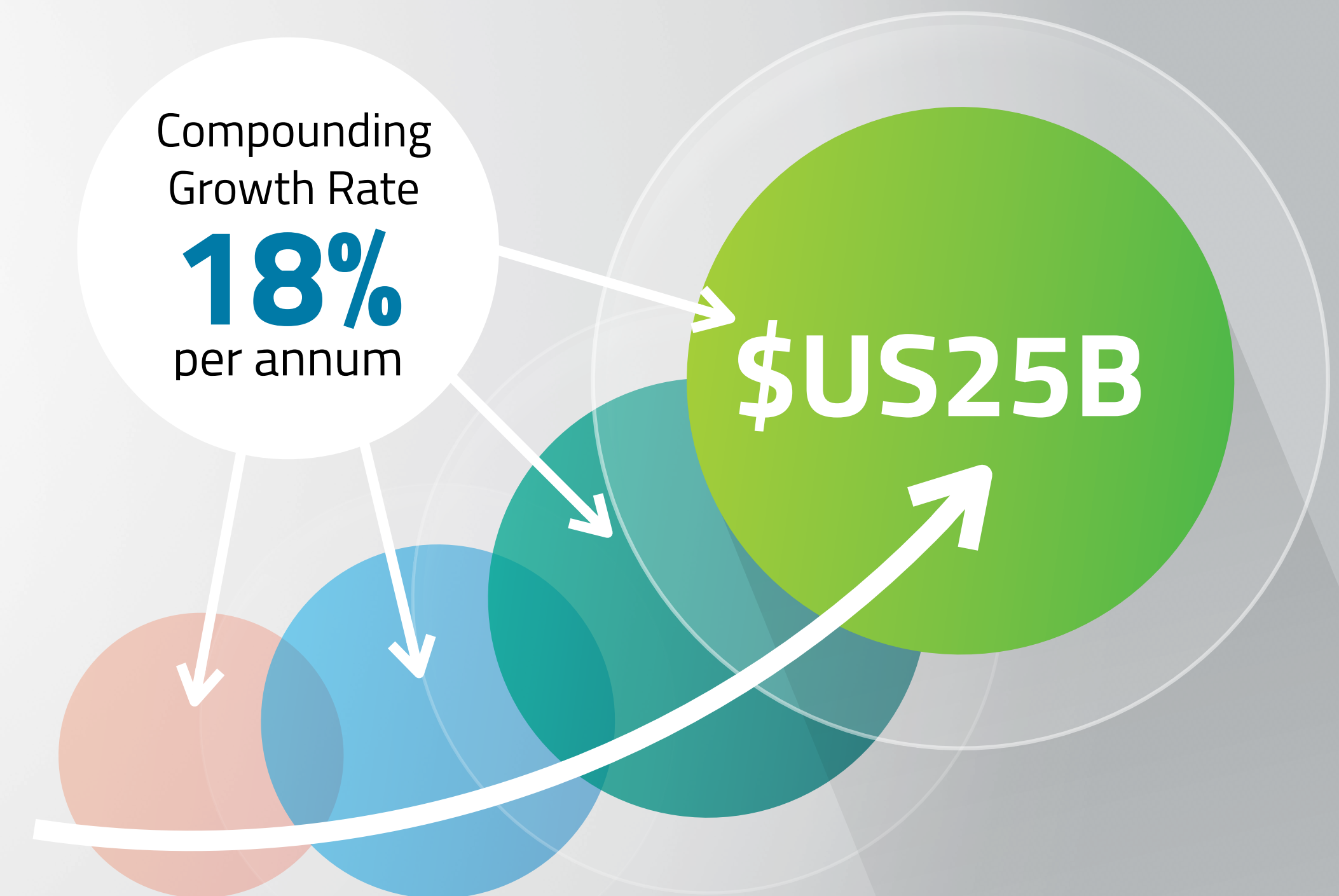
Aubrey Jenkins  
CEO and Co-Founder



Michelle Alencar  
CSO and Co-Founder

11 Fulltime Employees, 35 Active + 170 (pre-screened) Telehealth Coaches

## Telehealth Size & Growth Rate



# HEALTH COACHING IS THE MISSING LINK IN THE HEALTHCARE CHAIN

Any device that "mines" patient generated health data ("PGHD") requires a Telehealth solution.

## Data Mining Devices

- zzz Fitbit (Sleep & Weight Loss)
- Garmin (Stress)
- ZIO (Arrhythmia)
- Blumio (Blood pressure)
- AtCor XCEL (Blood pressure)
- Apple Watch (EKG)
- Dexcom (Diabetes)



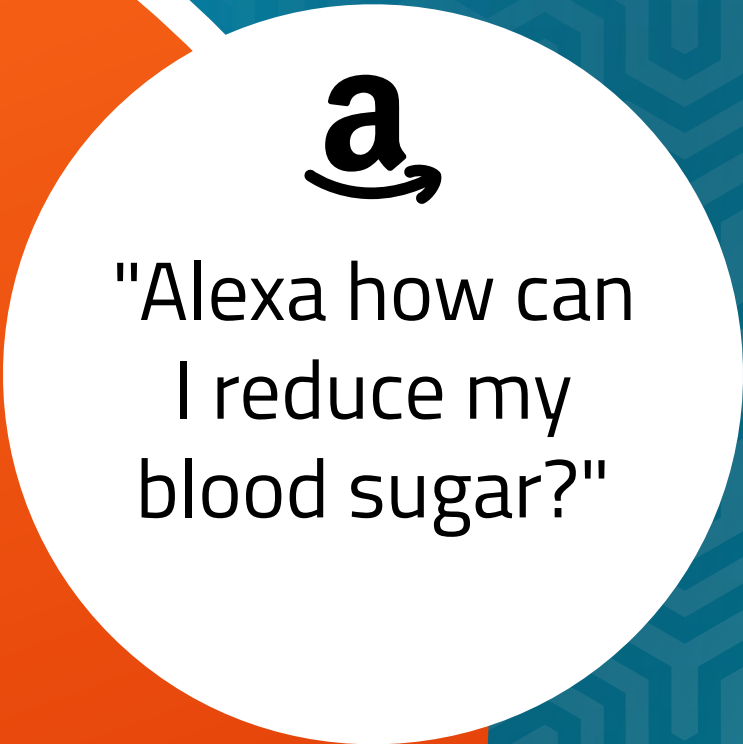
## Telehealth Coaching

**inHealth** provides the crucial link between data and diagnostics, and better patient outcomes.



## Connected Devices

Amazon Alexa  
Google Home  
Apple HomePod



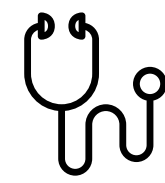
# INHEALTH CUSTOMIZED PROGRAMS

inHealth programs are designed to empower providers, drive practice revenue, & help patients meet their health goals.



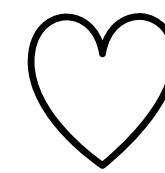
## Weight Loss

Multidisciplinary Weight Loss programs focusing on Nutrition, Behavior and Fitness. 9 different protocols offered.



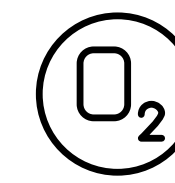
## Chronic Care Management

Medicare and commercial payers want you to offer CCM. We are here to help.



## Diabetes Prevention

inHealth offers certified diabetes prevention dietitians & programs. Recognized DPRP organization



## Sport Nutrition

Expert protocols for maximum performance Diet analysis services that include complete sports analysis.

**LAUNCHING 2019**

Hypertension, Sleep, Mental Health

# SAMPLE INHEALTH PROGRAMS

inHealth programs are designed to empower providers, drive practice revenue, & help patients meet their health goals.



# CDX TODAY

17%

Director  
Shareholdings

531,018,794  
Shares on issue



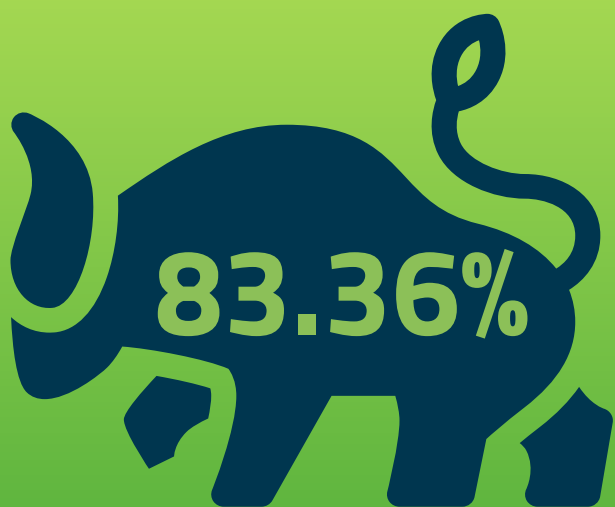
\$19,647,695

Market Cap

\$0.037

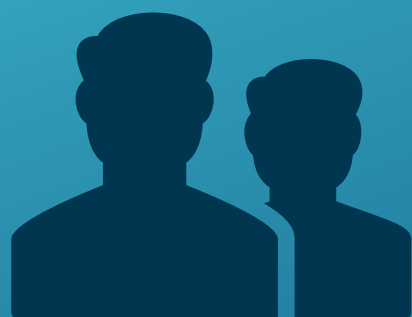


Current Price



83.36%

Free Float



44.62%

Top 20 Shareholders

2019  
(Forecasted)

2018  
(Actual)

2017  
(Actual)

\$4,221,670

\$4,006,091

\$4,327,283

Revenues (\$AUD)

**THANK YOU**