

# Investor Presentation March 2017

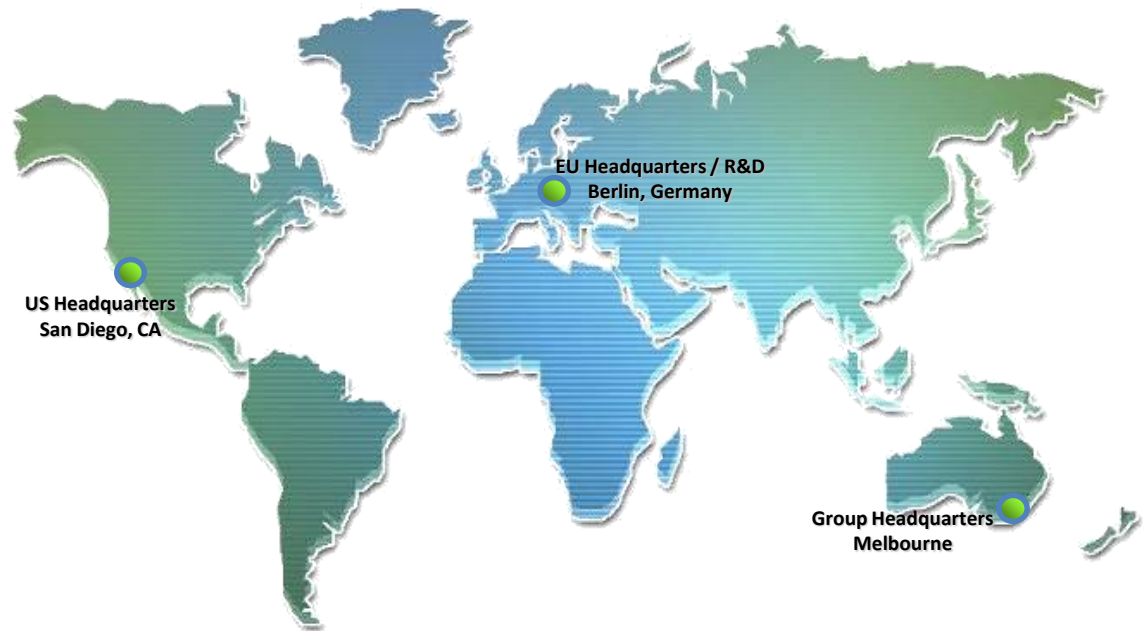


# Pro Medicus (ASX:PME)

Healthcare IT company specializing in Enterprise Medical Imaging and Radiology Information System software.

Leading edge products, growing presence globally.

VISAGE



**Over 40 Software Engineers**

**pro♦medicus**  
OUR SUPPORT. YOUR SUCCESS.

# FY17 Half Year Results



- Profit after tax \$4.8M - up 63.1%
- Underlying NPAT – up 44.7%
- Margins continued to increase
- Cash reserves \$20.28M – up \$3.17M
- Dividend 1.5c Share (un-franked)
- Company debt free
- Strong balance sheet

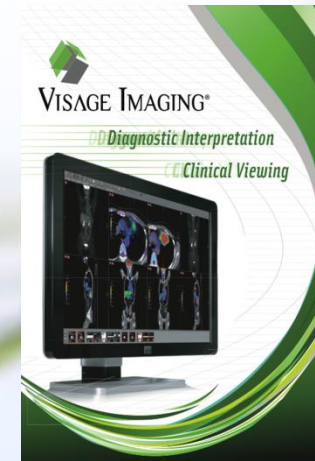
# First Half FY17 in review



- Future contracted revenue > \$115M/5 years
- US footprint continues to grow
- Implementations on/ahead of schedule
- Visage RIS – increased market lead
- Pipeline continues to grow



PME Ltd



Visage RIS

Pro Medicus.net

Visage 7 \*  
Product Suite

OEM

# Visage RIS – Market Leader

VISAGE RIS 

- Technology is leading edge
- Feedback from customers positive
- New clients purchasing Visage RIS & PACS
- Transition of user base nearing completion
- Large scale rollouts > 1,500 users on 1 system
- Company leader in field

# RIS - Australia

VISAGE RIS 

- HIS (Primary) - one of the largest diagnostic imaging service providers
- Visage RIS to be deployed in 141 practices
- 5 year transaction based agreement
- Upside as HIS grows
- Repositions PME as clear market leader




Healthcare Imaging Services

Affordable | Accessible | Imaging

**PRIMARY**  
HEALTH CARE LIMITED



# Leading Edge Product Set – Visage Imaging continues to be Number 1 in Speed, Functionality, Scalability



VISAGE IMAGING®

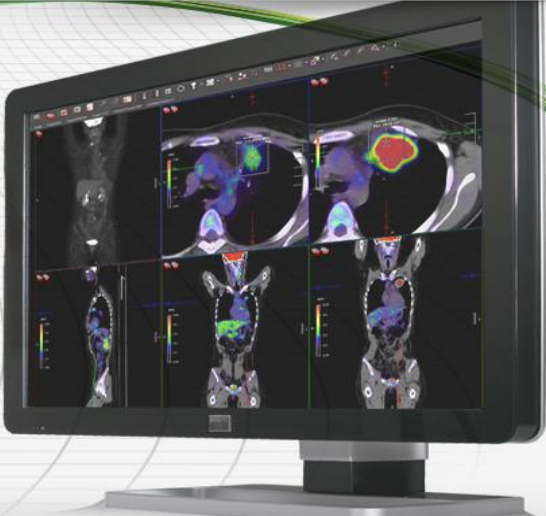
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## SPEED is everything.

Amazingly fast and designed for scale.

Visage Imaging provides enterprise imaging and advanced visualization solutions for diagnostic imaging.

[LEARN MORE](#)



### SPEED

With speed, you can. Visage 7 is designed for amazing speed irrespective of the type, number or size of the studies required for display, freeing up precious time for you to do more.



### FUNCTIONALITY

Expectations, exceeded. Visage 7 is the essence of sophistication and simplicity, harnessing a myriad of capabilities and delivered as a multi-dimensional enterprise viewer.



### SCALABILITY

One for all. Architected for ubiquitous imaging, Visage 7 is the server-side platform that streamlines complexity, allowing even the largest organizations to stay ahead of the curve.



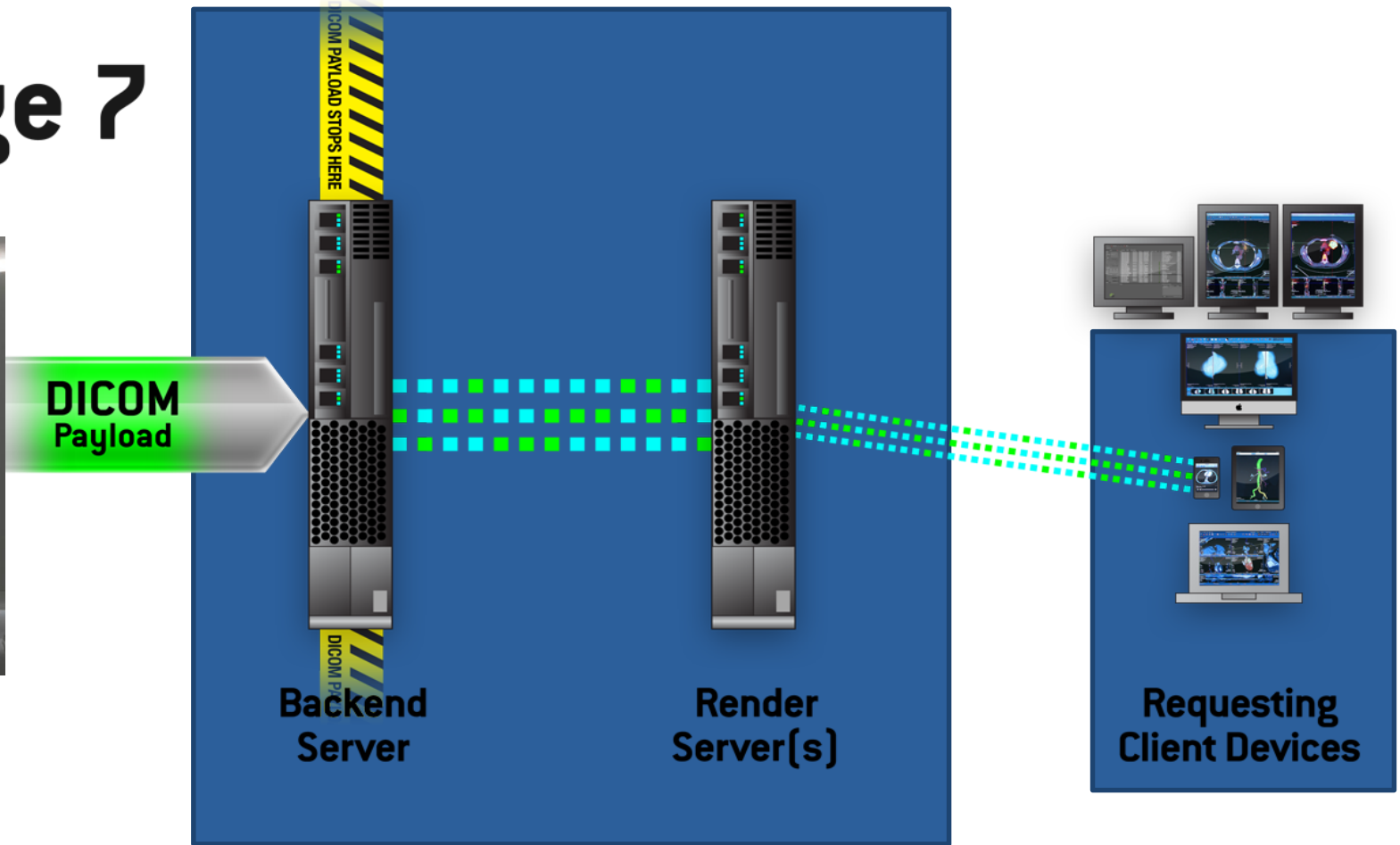
# Massive data explosion



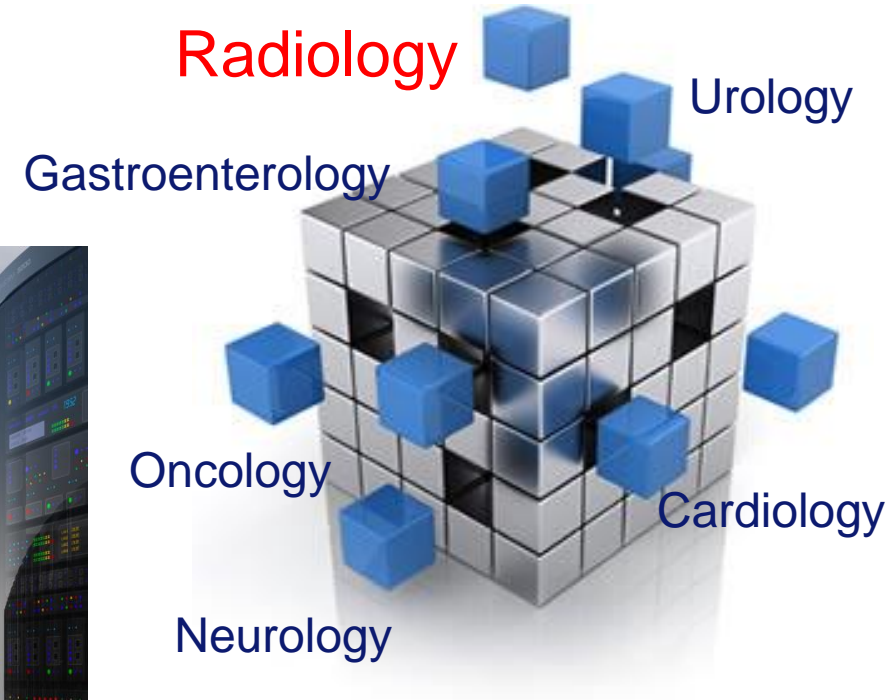
- Higher image density - CT leaps from 64 slices to 256 and now 640
- 3.0T MRI – much larger dataset than 1.5T
- Functional Imaging e.g. PET scan often > 1.5 to 2 gigabytes
- Digital Breast Tomosynthesis (DBT) files can be over 4 to 6 gigabytes
- Prior examinations multiply the problem

# Solution - Visage 7.0 Streaming Technology

## Visage 7



# “Deconstructed” PACS – VNA/EMR



# Electronic Medical Record (EMR)

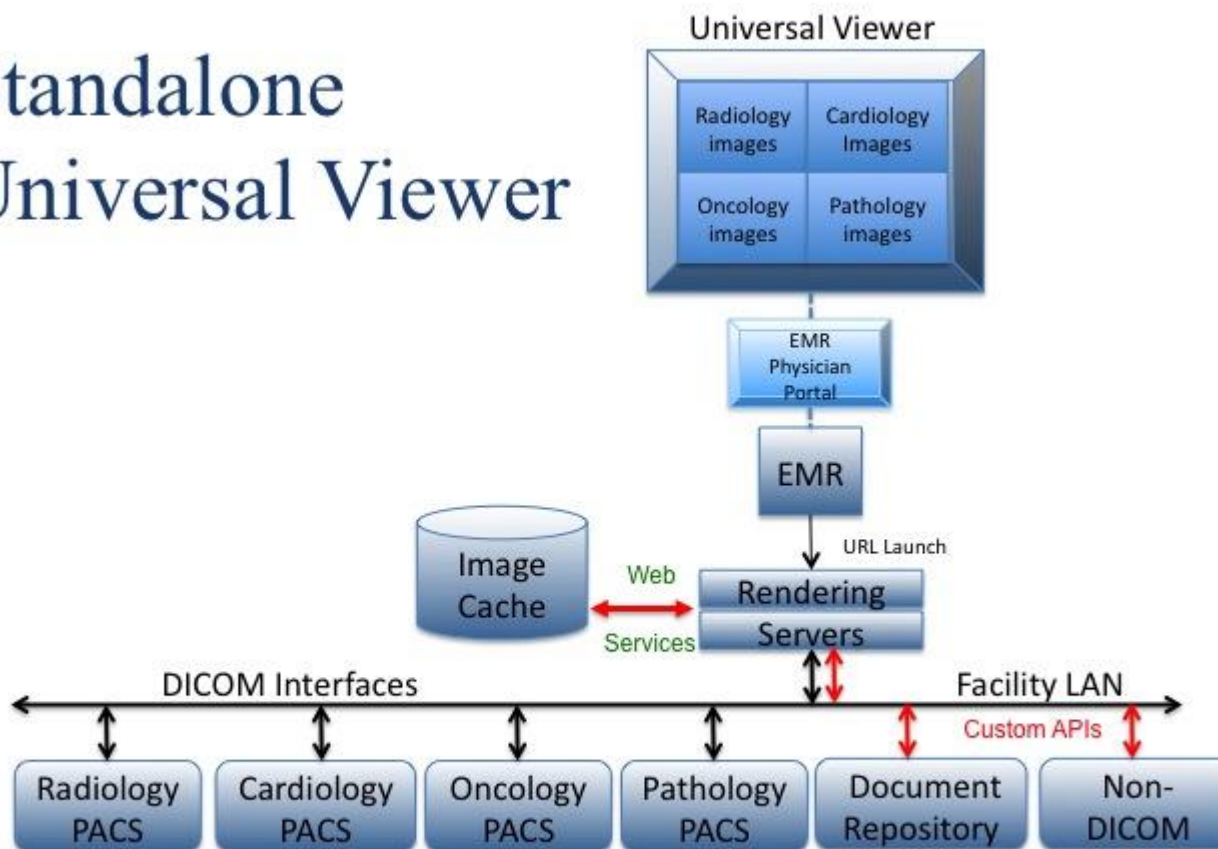


- Mandated in US Hospitals by end of 2018
- Consolidates all hospital data – clinical and financial
- 90% of EHR is imaging data (by volume)
- Need all imaging data in one repository
- Driving adoption of VNA
- Need for a single Viewer for all images



# Solution – Visage 7.0 Viewer”

## Standalone Universal Viewer



# North American market



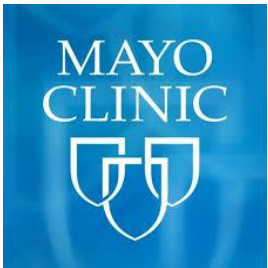
- PACS market estimated at > US\$2 billion pa and growing
- Paradigm shift to “deconstructed PACS” – best in breed approach
- Market fragmented - in process of consolidating
- Visage 7.0 – proven, market leading technology
- Company ideally positioned

# Sales - 12 months

Mercy+



April 2016



July 2016



Total Sales = \$61M



April 2016



March 2017





# Fast Track Implementation



- Proven fast track methodology
- 1/3 the time of industry norm
- Delivers huge savings for client
- Strategic advantage - key differentiator in the market
- Frees implementation staff for other jobs

# US Implementations



- Busiest period in company's history
- 2 very large scale implementations successfully completed in past month
- Increased transaction revenue
- Rapid growth in number of reference sites

# Proven Results



- Significant IT and infrastructure savings
- Unparalleled radiologist efficiency
- Greater clinical accuracy
- Improved physician engagement
- Delivers superior value proposition

# Growing Recurring Income Stream – Operational (Transaction) Model



- Alternative to capital model
- Favoured in recent US contracts
- Now used in RIS contracts in Australia
- Model based on guaranteed minimums
- Contracted minimums increase to > AUD \$115 million
- Upside as client examination volumes grow
- Annuity style revenue stream – greater predictability

# Margin Expansion



- Highly scalable offering
- No capex (HW) – SW only model
- Training & Installation – charged as professional services
- Relatively fixed cost base
- Margin continues to grow as footprint increases

# US Pipeline

- Multiple opportunities at various stages of cycle
- New opportunities since recent wins
- No opportunities lost since recent announcements
- Opportunities in both Private and Large Enterprise markets.
- Network effect from recent high profile wins
- Increasing number of opportunities coming to market



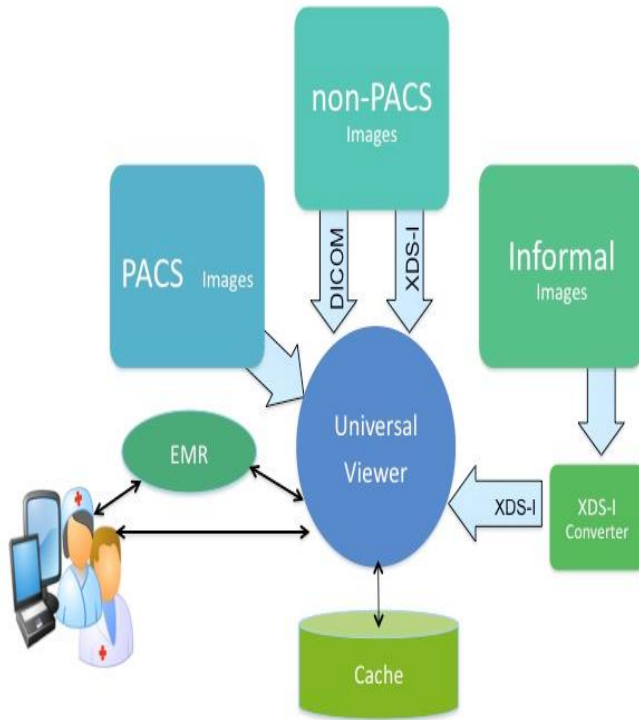
# Growth Strategy



- Transaction growth (above minimums) from existing clients
- Expand current footprint via new deals
- Margin expansion with future contracts
- Continue to build out pipeline
- Extend to other markets
- Leverage R&D capability to introduce new products



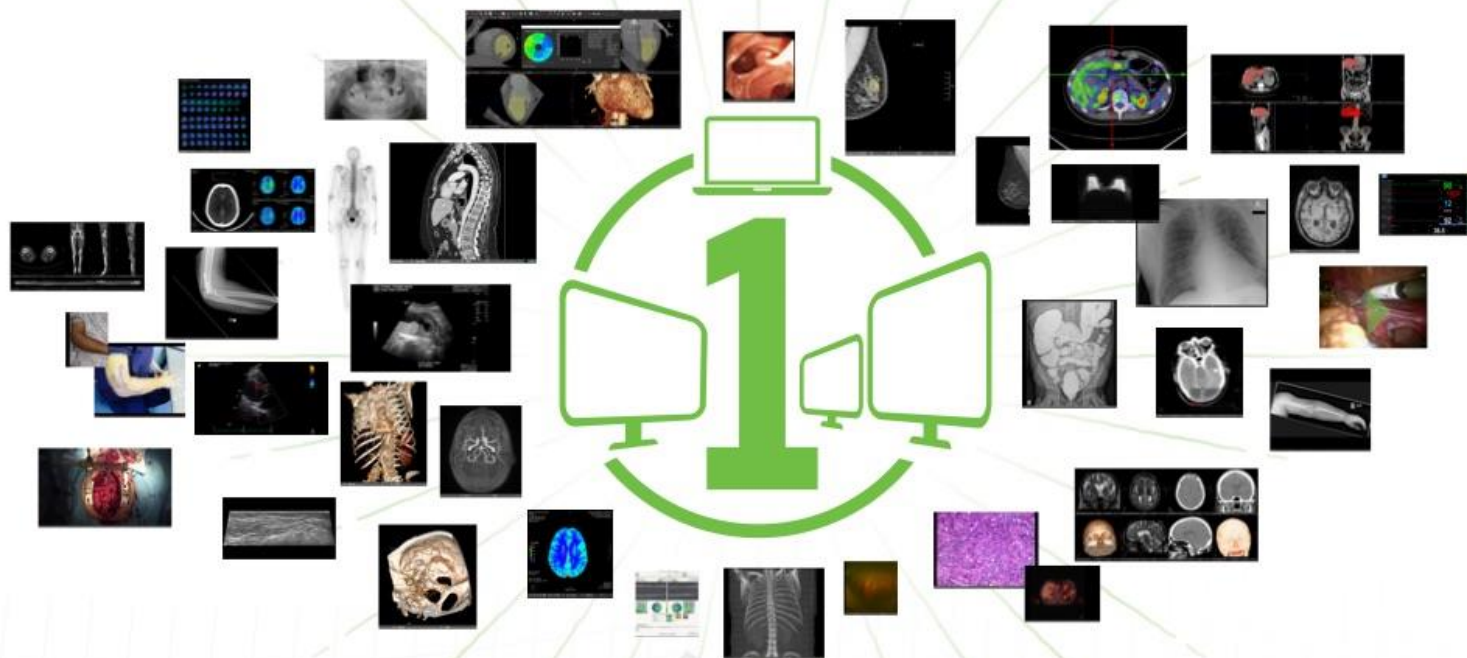
# New products - Enterprise Imaging



- Single viewer for all images in the medical record (EMR)
- Radiology/Cardiology (DICOM format)
- Non radiology - reflected light - hi res photos & video
- Visage ideally suited – any image streamed anywhere
- Significantly increases Visage value proposition
- Additional future revenue stream
- Growth opportunity within existing contracts

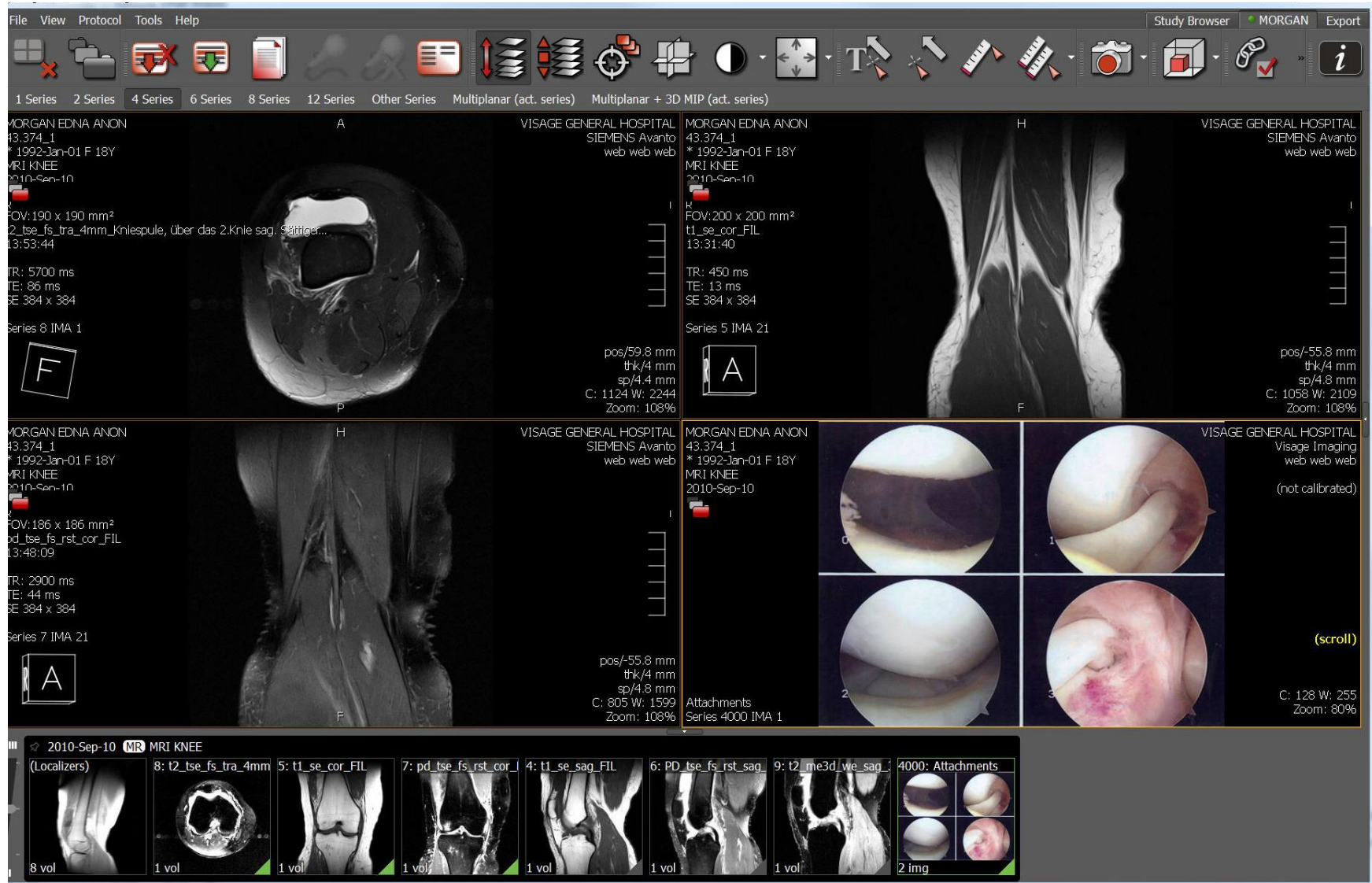
Image courtesy of Gray Consulting

# 1 ONE VIEWER ALL IMAGES



Diagnostic • Clinical • EHR • 3D • Cardiology • Breast Imaging • Specialties • Telerad  
At Home/Remote • Non-DICOM • Visible Light • Multimedia • HD Video • Audio • QA

# Enterprise Imaging



# Summary

- Unique market position
- Leading edge technologies
- Proven implementation & support capability
- Delivers measureable financial benefits
- Meaningful improvement in clinical outcomes
- Unparalleled value proposition
- Looking to further leverage R&D/Research capability
- Well positioned to deliver new technologies



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OUR SUPPORT. YOUR SUCCESS.