

## Introduction

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ADVANTA

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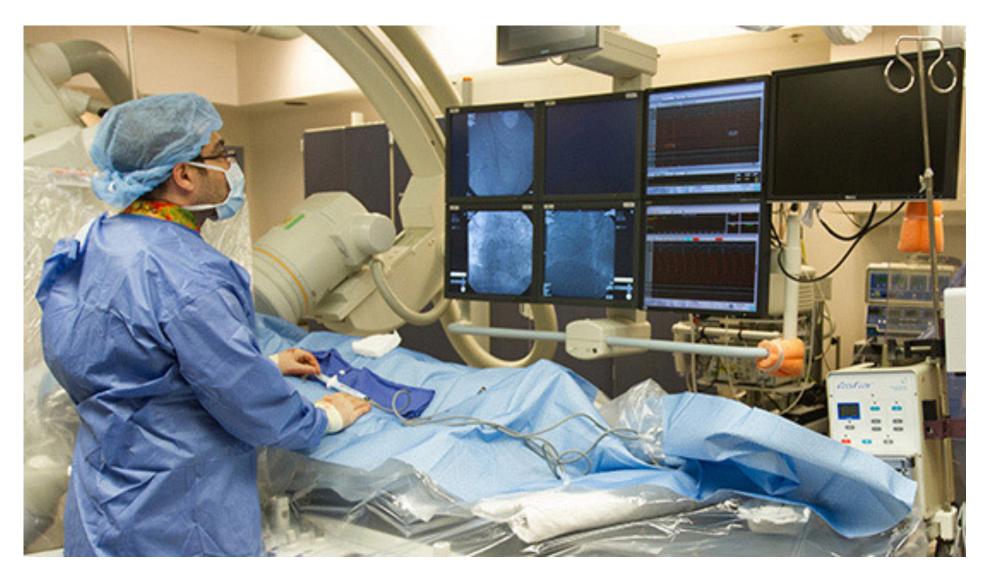
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# Introduction to Imricor



## Cardiac ablation in conventional x-ray EP lab





### Cardiac ablation in an iCMR EP lab

(iCMR: interventional cardiac magnetic resonance)





## Transitioning cardiac ablation into a new kind of lab

#### **Conventional x-ray EP lab**





**Everyone else** 

#### iCMR EP lab (interventional cardiac magnetic resonance)



**Only Imricor** 



## Transitioning cardiac ablation into a new kind of lab

#### **Conventional x-ray EP lab**







iCMR EP lab (interventional cardiac magnetic resonance)



**Only Imricor** 

#### **Enabled by Imricor's MRI-compatible devices**







### Transitioning cardiac ablation into a new kind of lab

#### **Conventional x-ray EP lab**





**Everyone else** 

#### Physicians, Patients, Hospitals

- Same kinds of tools, same procedures
- Advantages of MRI imaging
- No radiation for patient or physician
- No lead gowns for medical personnel
- MRI generates extra revenue for hospital

#### iCMR EP lab (interventional cardiac magnetic resonance)



**Only Imricor** 

#### **Imricor**

- Imricor captures 100% of consumable device revenue
- No competition



## A strong and growing market in cardiac ablation

#### **Drivers of Global Catheter Ablation Market**



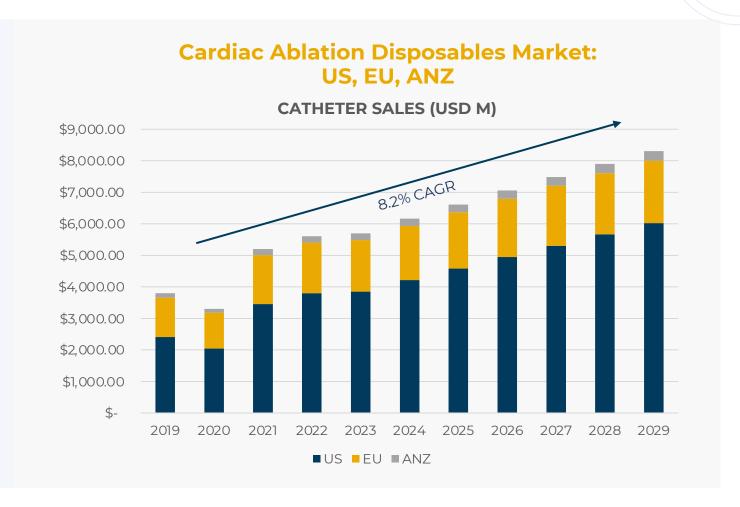
Increased incidence of cardiac disease



Shift towards minimally invasive procedures



Cost effectiveness of catheter ablation as treatment option



A large global addressable market with high growth potential supported by favourable growth drivers



## Path to significant scale





# Growing with new Indications



## **Expanding Geographies**



#### Addressing Entire Market

#### iCMR Atrial Flutter Ablations (AFL) in the EU

- Approximately 1000 sites, 70 procedures per site, US\$3,500 per procedure = US\$245k per iCMR lab
- Early adopting labs are often higher volume sites (up to 200 per site)
- These sites are set up for next step

#### iCMR Ventricular Tachycardia Ablations (VT) in the EU

- Key driver for adoption, with MRI adding significant value
- Expected to double EU revenue
- Higher ASP and higher reimbursement for VT ablations
- VT clinical trial to begin in 2022, expected to catalyse market immediately

#### FDA approval in US

- Over 1100 sites
- Higher reimbursement compared to EU
- US revenue expected to be approximately 2x EU revenue
- IDE approval of a clinical trial expected in 2022

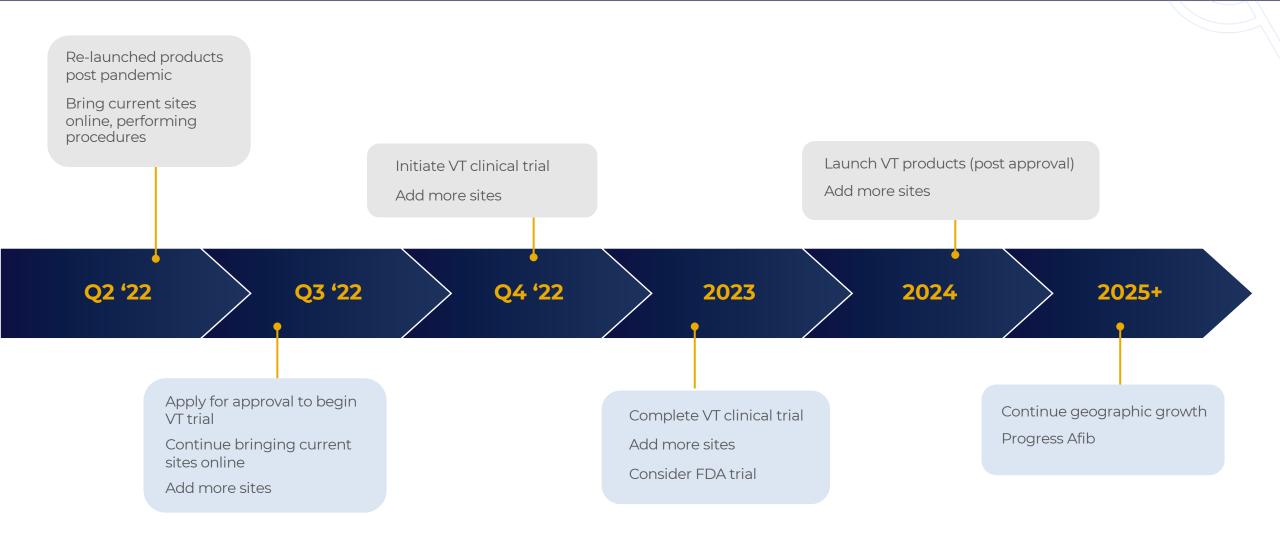
## Atrial Fibrillation Ablations (Afib) worldwide

- Same consumable products used for VT
- Largest volume of procedures
- Access to full market potential of US\$6bn

Once a site adopts iCMR ablations, only Imricor can provide the consumables. Imricor has no competition in the iCMR lab.



## Status and high-level plans





## Questions

