



# CEO'S PRESENTATION - AZURE HEALTHCARE AGM

**NOVEMBER 30, 2015**

# 2014/2015 YEAR IN REVIEW

- Sales and pipeline continued to increase
- High calibre R&D team assembled in the United States
  - New software development projects underway
- Increased capacity and output at the Dallas factory (“Made in America”)
- Quality Management System (QMS) established in the United States



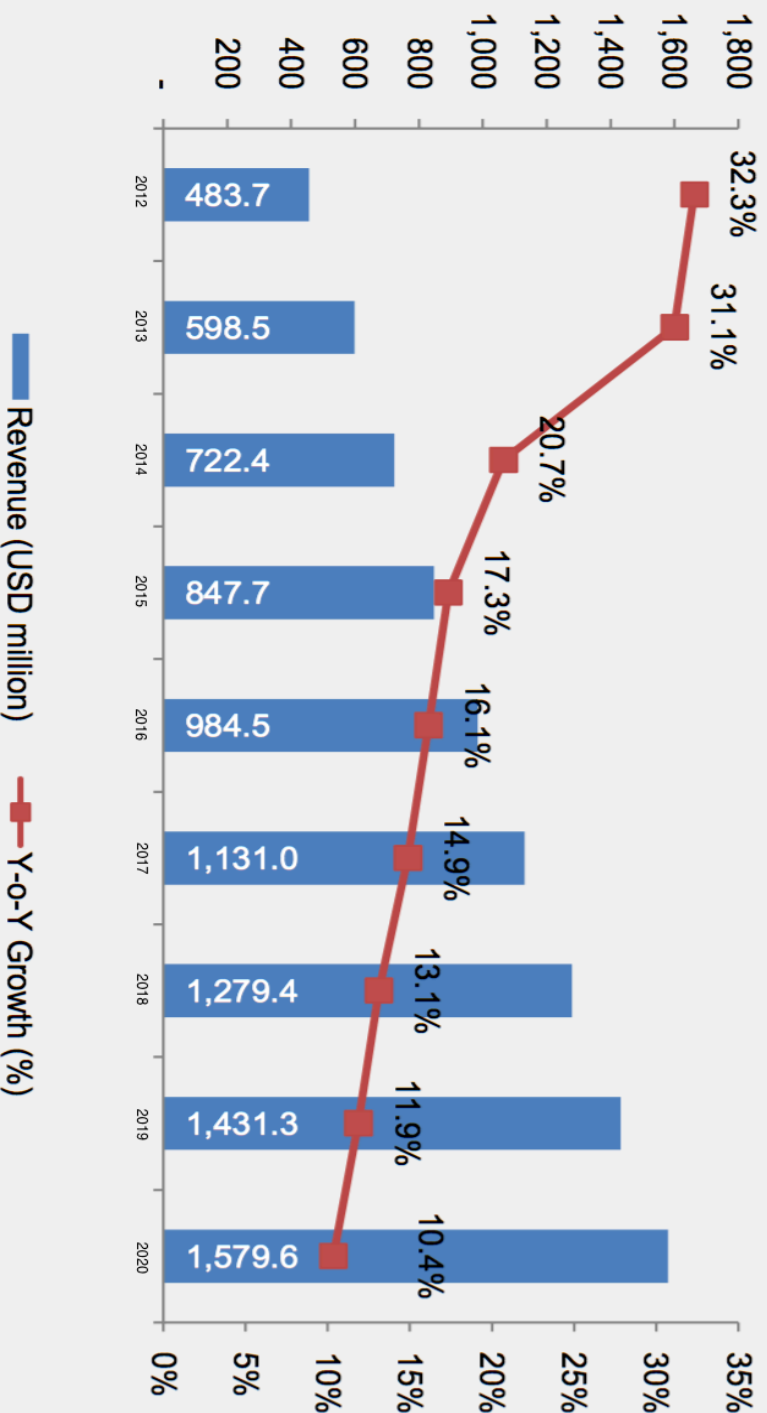
**R & D**



**Manufacturing**

# MARKET SIZE

**Global Nurse Call Systems Market, 2012 – 2020, Revenue (US\$ Mn) and Y-o-Y Growth (%)**

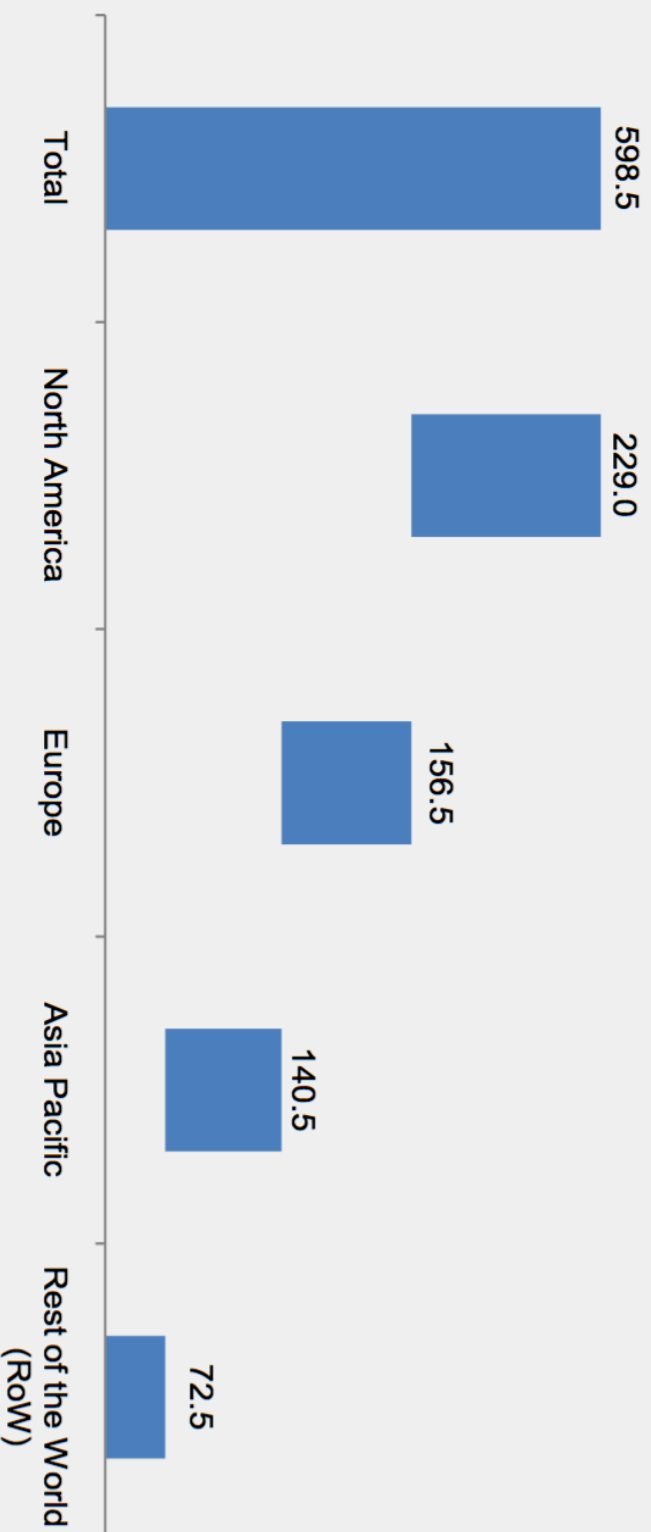


Source: TMR Analysis, December 2014

# MARKET SIZE



## Global Nurse Call Systems Market, by Geography, 2013 (US\$ Mn)



Source: TMR Analysis, December 2014

# COMPETITIVE LANDSCAPE

## Tier 1

- Rauland Borg (\$USD98m)
- Ascom Wireless (\$USD66m)
- Hill Rom (\$USD48m)
- SimplexGrinnell (\$USD35m)
- Ackermann (\$USD30m)
- Azure (\$USD25m)

## Tier 2

- Televic (\$USD15m)
- Schrack Seconet (\$USD14m)
- Aid Call (\$USD12m)
- Jeron (\$USD10m)
- Miratel (\$USD10m)
- Tektone (\$USD10m)
- Static Systems (\$USD8.2m)
- West-Com (\$USD7m)
- Curbell (\$USD6m)
- Wandsworth (\$USD4.475m)

## Tier 3

- Advance Care
- Alpha Comms.
- BEST
- CarePlus (NIQ)
- Caretech
- Ciscor
- Courtney Thorne
- Eclipse
- IgeaCare
- Intego
- Jackson Care
- Merlon
- Miracle
- Mircom
- Questek
- Smart-Caller
- Smart-Link
- Telecor
- Tritex Telecom
- Xacom
- Zalom

# 2015 / 2016 KEY INITIATIVES



- Continued Focus on Quality
- Rationalize Product Lines
- Transition Manufacturing to US
- Establish Recurring Revenue Model
- Release New Software Platform



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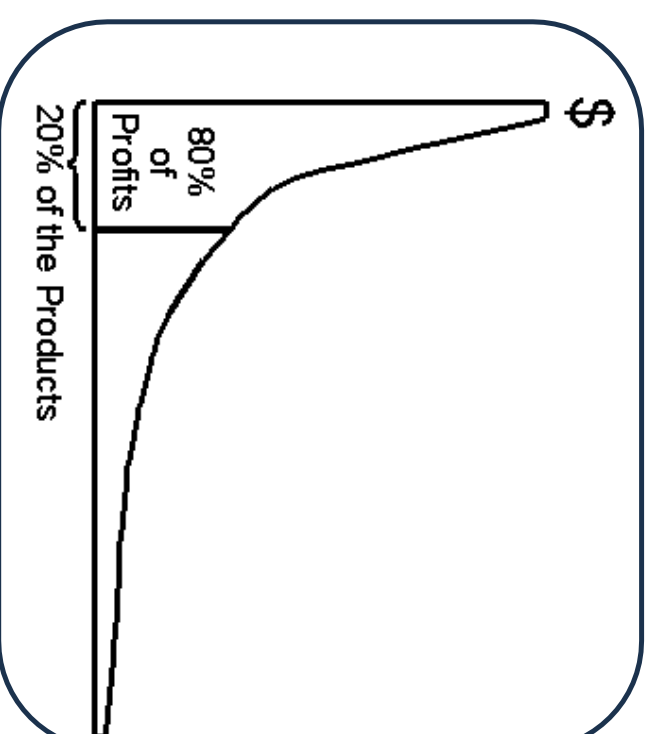
- Continued Focus on Quality
- Establish Recurring Revenue
- **Rationalize Product Lines**
- Model
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# PRODUCT RATIONALIZATION

- Azure has more than 900 products in its portfolio.
- Typically with companies that have many products, 80% of sales come from the only 20% of those products.
- Over 29 years, Azure has continued to add products to its portfolio while removing few.
- Reduce Azure's products to approximately 300.



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# MANUFACTURING

## MANUFACTURING INITIATIVES

- Continue transfer of manufacturing to the United States.
- Add additional production capacity to the Dallas factory.
- Comply with stringent regulatory requirements, specifically FDA.
- Vacate current Perth facility by December 2016



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# PRICING MODELS

## SUBSCRIPTION LICENSING



# PRICING MODELS

## Benefits for Azure:

- Predictable and continuous revenue
- While subscribed, Azure has regular contact with the customer, rather than sporadic contact.
- More competitive on bids (cost of software is spread out over years)
- Higher revenue from long-term customers, generally beyond 3 year term
- Increased recurring revenue strengthens the balance sheet



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# TECHNOLOGY TRENDS



- Enterprise Information Dashboard with Reporting
- Business Intelligence & Data Analytics
- Workflow Optimization
- Web-Based User Interface
- Sophisticated Integrations



# NEW PRODUCTS

## Tacera Pulse

### Reports & Dashboards

- Pilot site will be installed before the end of the calendar year.
- Full release Q1 2016

### New GUI & Integrations

- Initial release late 2016



# APPRECIATION



# Thank you!