



11 November 2014

## **ASX Announcement**

### **3D Medical Investor Presentation**

Please see attached a Company Presentation for 3D Medical Limited.

#### **About 3D Medical Ltd**

Safety Medical Products Limited has entered into a Share Sale Agreement to acquire 3D Medical Limited (see ASX Announcement dated 6 October 2014). 3D Medical is an emerging 3D technology company that will offer the healthcare sector a suite of services and technologies that leverage 3D volumetric data. 3DM is focussed on the commercialisation and integration of 3D printing and holographic projection technology into the Australian medical industry.

The application of these two technologies in the field of medicine has the potential to revolutionise patient treatment and care, by providing healthcare professionals with more meaningful information and greater insight into the complexities of patient anatomy.



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ASX Code: SFP

## 3D Medical Ltd Company Overview November 2014





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These statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and other factors, some of which are beyond the control of 3D Medical Ltd, are difficult to predict and could cause actual results to differ materially from those expressed or forecasted in the forward-looking statements. 3D Medical Ltd cautions shareholders and prospective shareholders not to place undue reliance on these forward-looking statements, which reflect the view of 3D Medical Ltd only as of the date of this presentation. The forward-looking statements made in this presentation relate only to events as of the date on which the statements are made. 3D Medical Ltd will not undertake any obligation to release publicly any revisions or updates to these forward-looking statements to reflect events, circumstances or unanticipated events occurring after the date of this presentation except as required by law or by any appropriate regulatory



## ABOUT 3D MEDICAL

- 3D Medical (3DM) is a seller and marketer of advanced medical technologies including **3D models, software and hardware** to Australasian medical professionals
- These new and innovative products leverage imagery already captured by conventional imaging modalities and apply it in more meaningful ways to deliver **improved economic** and **patient outcomes**
- The Australasian medical market opportunity for advanced 3D technologies is **significant** and **growing** driven by an increasing demand for both **personalised medical solutions** and **diagnostic imaging services**
- The company operates a **Sales & Marketing focussed business model** that profits from the sale of 3D models, software & hardware. In preparation for a formal product launch in Q1 2015 3DM has established an:
  1. **Exclusive purchase agreement** to cost effectively procure 3D printed models
  2. **Exclusive regional rights** to sell novel imaging technologies (software & hardware) including hologram (EchoPixel Inc.) and in theatre imaging display (GestSure Inc.) products
  3. **Exclusive supply agreement** with Capitol Health (ASX:CAJ) for the supply of patient specific anatomical models to its 52 radiology clinics which has generated initial orders



# BENEFITS OF 3D TECHNOLOGY

**“It is much easier to analyse 3D data when you can hold it in your hand. For patients who do not understand the technical terms or the images they are shown, the 3D model can serve as a valuable educational tool. It provides a strong visual element that helps the layperson understand the object and its scale.”** Zbigniew Starosolski, PhD, Children's Hospital, Houston Texas

- The opportunity exists to pave the way for the use of 3D technologies in the Australian medical industry with the **potential to revolutionise** diagnosis and patient care and treatment
- Australian medical providers are known to be **early adopters** of new **medical technology & techniques**.
- The benefits derived from adopting existing 3D technologies include:
  1. Positive patient outcomes by enabling pre surgery preparation (planning and practice)
  2. Economic benefits by reducing the time in surgery and therefore cost
  3. Enhanced teaching techniques that speeds the pathway to excellence in surgical training



# MARKET OPPORTUNITY




## 3D PRINTING HEALTHCARE

**“The potential impact [of 3D printing] is no smaller than the shift from fixed-line phones to mobile phones.”** Dr Maki Sugimoto, Surgeon & Professor at the Kobe University School of Medicine

- 3DM's launch product will be the sale of 3D printed anatomical models for use in patient specific pre surgical planning, patient communication and medical training
- The global market for 3D printing in healthcare is forecast to exceed \$4bn by 2018; CAGR of >20%\*
- 3D models vary in price subject to size, material and use but average approximately \$800 per model
- Australian clinicians refer an estimated 10,000,000 3D volumetric studies in Australia annually. Of those images 3DM estimates that approximately 30% would be in a form adequate for 3D printing.
  - The market opportunity for printed anatomical models in Australia will be a subset of the total suitable images and based on specific patient specific needs

\*VISIONGAIN MARKET RESEARCH 3D PRINTING FOR HEALTHCARE: R&D, INDUSTRY AND MARKET 2014-2024



Product	Description	Revenue
1.  <b>TOUCH</b>	3D Printed Models	Sale of 3D printed models to surgeons for preoperative planning and education, patient communication and medical training
2.  <b>VISUALIZE</b>	Holograms	Sale of EchoPixel Inc's holographic technology as a diagnostic aid and for preoperative planning
3.  <b>GEST SURE</b>	In theatre image management	Sale of GestSure Inc's image viewing technology for maintaining a sterile environment in surgery

“Although these models are not implanted in the patient, they offer invaluable insights to surgeons who can see and hold a replica of the actual heart they’ll be operating in – they can even take it apart before surgery.” Godt, E. (2013). The Cutting Edge: 3D Printing in Medicine, Health Imaging, 8<sup>th</sup> July 2013

### ADVANCING MEDICINE WITH ADDITIVE MANUFACTURING



- Converts anatomical data obtained via CT or MRI scan **into physical 3D models**
- Works by systematically building up single layers of material to create **tactile anatomical models that exactly replicate the data obtained by CT or MRI**
- **Colour printing** highlights anatomical structures & pathologies
- Models can be cut, drilled, or used as visual aids in diagnosis, surgical planning or patient communication
- Can **improve efficiency & accuracy** in surgery – delivering better patient outcomes
- Supply chain secured via purchase and supply agreement for exclusivity in the medical sector to procure models
- Initial sale booked commence **sales in commercial scale from Q1 2015**



POWERFUL IMAGING TECHNOLOGY WITH THE POTENTIAL TO SIGNIFICANTLY ALTER THE PRACTICE OF MEDICINE



- Highly sophisticated viewing technology that converts a CT or MRI image into a **3D hologram of the anatomical part, suspended in open air**
- **Key partnership** in place with Silicon Valley based Echopixel Inc.
- Clinicians can **interact with the hologram, as if it were a real physical object**. Possible to manipulate, crop, dissect or segment using a hand-directed stylus
- Improve practitioner efficacy & workflow, provide greater insight into patient anatomy & pathology, & accelerate the pathway to excellence in medical education and training
- **Sale to first key opinion leader** booked

## ACCESSING DIGITAL PATIENT DATA IN THEATRE USING SIMPLE HAND GESTURES



- Sensor technology developed allows Surgeons to **manipulate diagnostic images** through hand gestures increasing efficiencies and eliminating the need to scrub in and out of surgery
- **Exclusive distribution and marketing rights** for Australia & New Zealand
- Fast and sterile way to access patient information in the operating theatre that reduces risk of surgical site infection
- Potential to **reduce operating times, costs & improve workflow**
- **Seamless integration** into computer. No software or driver installation required
- Requires minimal IT support and compatible with all medical viewers

- On completion of the transaction with ASX:SFP 3DM will have sufficient capital to launch a commercial sales operation in Q1 2015 to sell its first three products
  - 3D anatomical models (Touch)
  - Holographic imaging hardware and software (Vision); and
  - In theatre image management systems (GestSure)
- 3DM does however continue to explore and investigate 3D based technology opportunities to add to the 3DM product suite.
- The Company's primary focus is to deploy or apply data that is already being captured in the medical and healthcare sector in more functional ways that will:
  - Improve patient outcomes
  - Increase efficiencies in diagnosis, treatment and data management; and
  - Reduce healthcare costs
- Furthermore in building a business that is capable of establishing meaningful market share in the sector 3DM continues to recruit a suitably qualified field force and leadership team.

- **Matthew Morgan**  
**Chairman**  
Principal Millers Point Company, Non Executive Director (ASX: BCT, DVA, LER)  
A former venture capitalist experienced in the commercialisation of innovative technologies and an experienced public company director.
- **Frank Pertile**  
**Non Executive Director**  
Managing Director 3D Group Pty Ltd, Director of Private Investment Company current Managing Director of an emerging 3D printing business.
- **Stephen Hewitt - Dutton**  
**Non Executive Director** (continuing)  
Associate Director Trident Capital, Non Executive Chairman ASX: RCM > 20 yrs corporate refinance experience and an experienced public company director.



## CAPITALISATION

	<b>Shares Pre-consol</b>	<b>Shares 1 for 10 consol</b>	<b>Mkt Cap @ Offer Price</b>
SFP Shareholders	1,075,868,074	107,586,807	
Share Sale Agreement with 3D Medical	1,837,500,000	183,750,000	
Sub-total	2,913,368,074	291,336,807	
Capital Raising (\$3.0m min.@ \$0.05 per share)		60,000,000	
Total		351,336,807	\$17,566,840



## TRANSACTION TIMETABLE

Action	Date
Lodgement of Prospectus with ASIC	21 NOV 2014
Prospectus offer opens	1 DEC 2014
Suspension of the Company's securities from trading on ASX at the opening of trading	15 DEC 2014
General Meeting	15 DEC 2014
Prospectus offer closes	16 DEC 2014
Securities registered on a post-Capital Consolidation basis	21 DEC 2014
Issue of all New Shares	23 DEC 2014
Last day for dispatch of new holding statements to Existing Shareholders	2 JAN 2015
Completion of the Proposed Transaction	5 JAN 2015
Commencement of trading of New Shares on ASX	12 JAN 2015