

8th microEQUITIES RISING STARS

MICROCAP CONFERENCE | FOUR SEASONS SYDNEY | TUESDAY 1st JULY 2014

Pro Medicus Limited (ASX PME)

Presented by

Sam Hupert (CEO)

pro♦medicus
OUR SUPPORT. YOUR SUCCESS.

micro
EQUITIES
Unleashing the value of Microcap Companies



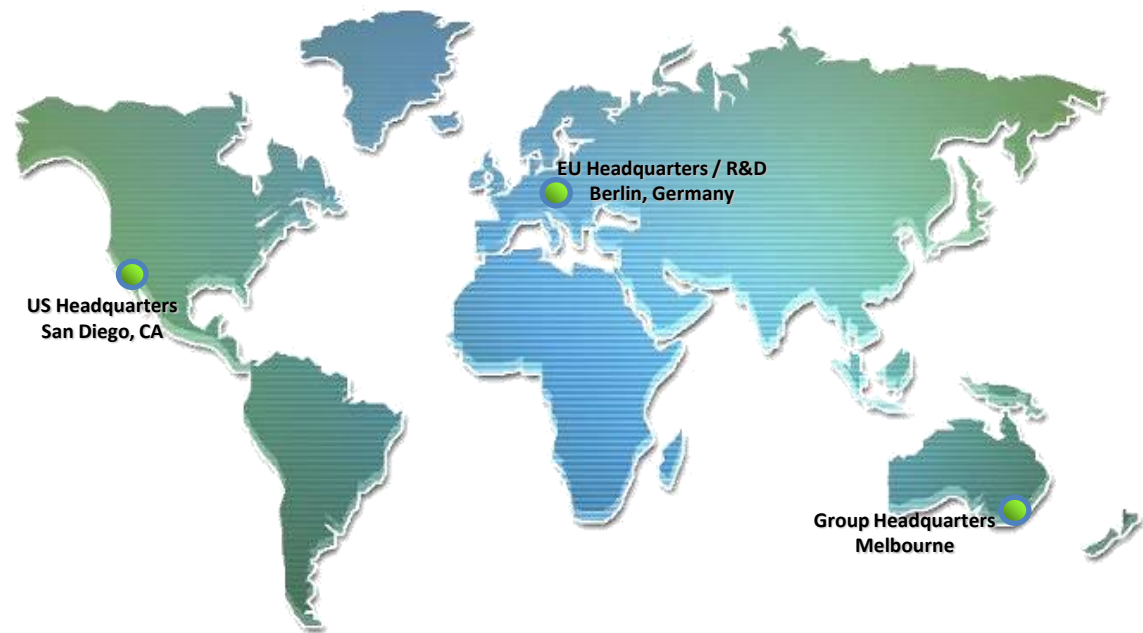
Company Time Line



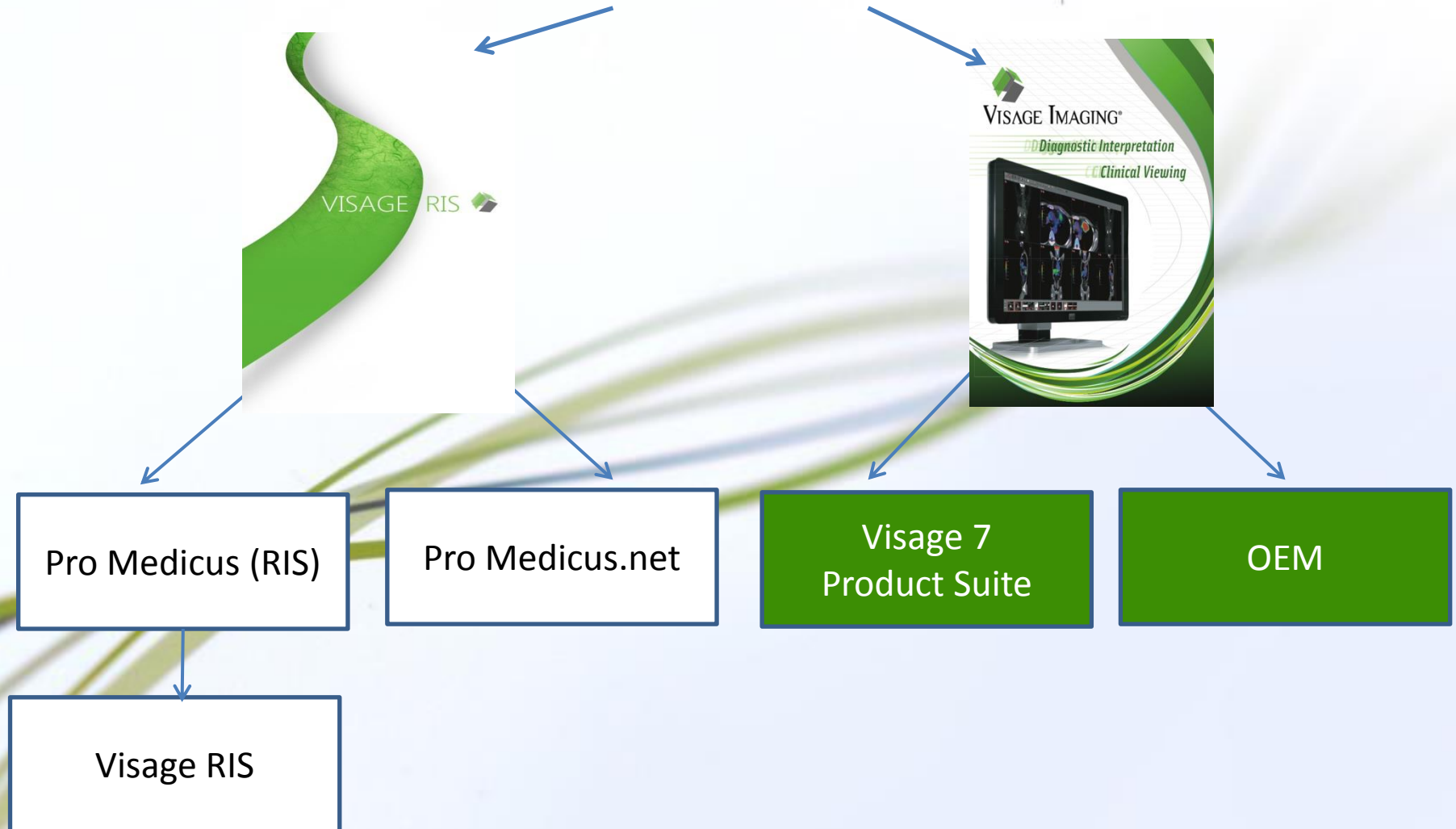
- Leading provider of SW for Diagnostic Imaging (Radiology) market
- Founded in 1983 – “By Drs for Drs”.
- Practice Management – billing, scheduling, practice analytics
- Promedius.net – internet transaction based delivery system - 2000.
- February 2009 – Acquired Visage Imaging from Nasdaq listed Mercury Computer Systems for \$US3.0M
- Sold Amira (non core Visage division) - for \$15M in 2012
- 3 large US contracts for Visage technology over past 12 months

Pro Medicus (ASX:PME) listed company
Visage Imaging – wholly owned subsidiary
Offices in three continents
Total of 70 staff – **40 Software Engineers**

VISAGE RIS



PME Ltd



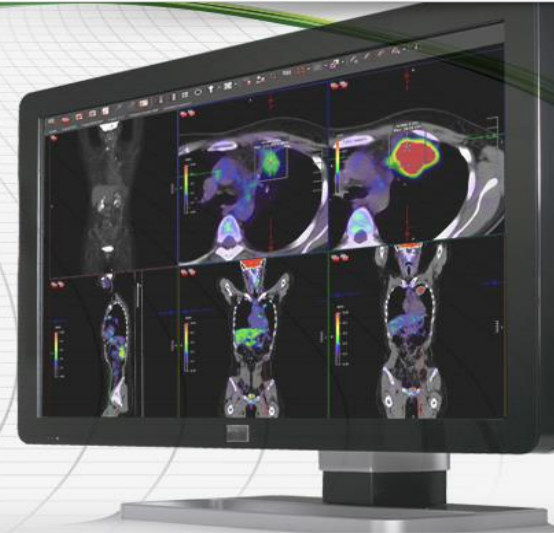


SPEED is everything.

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.

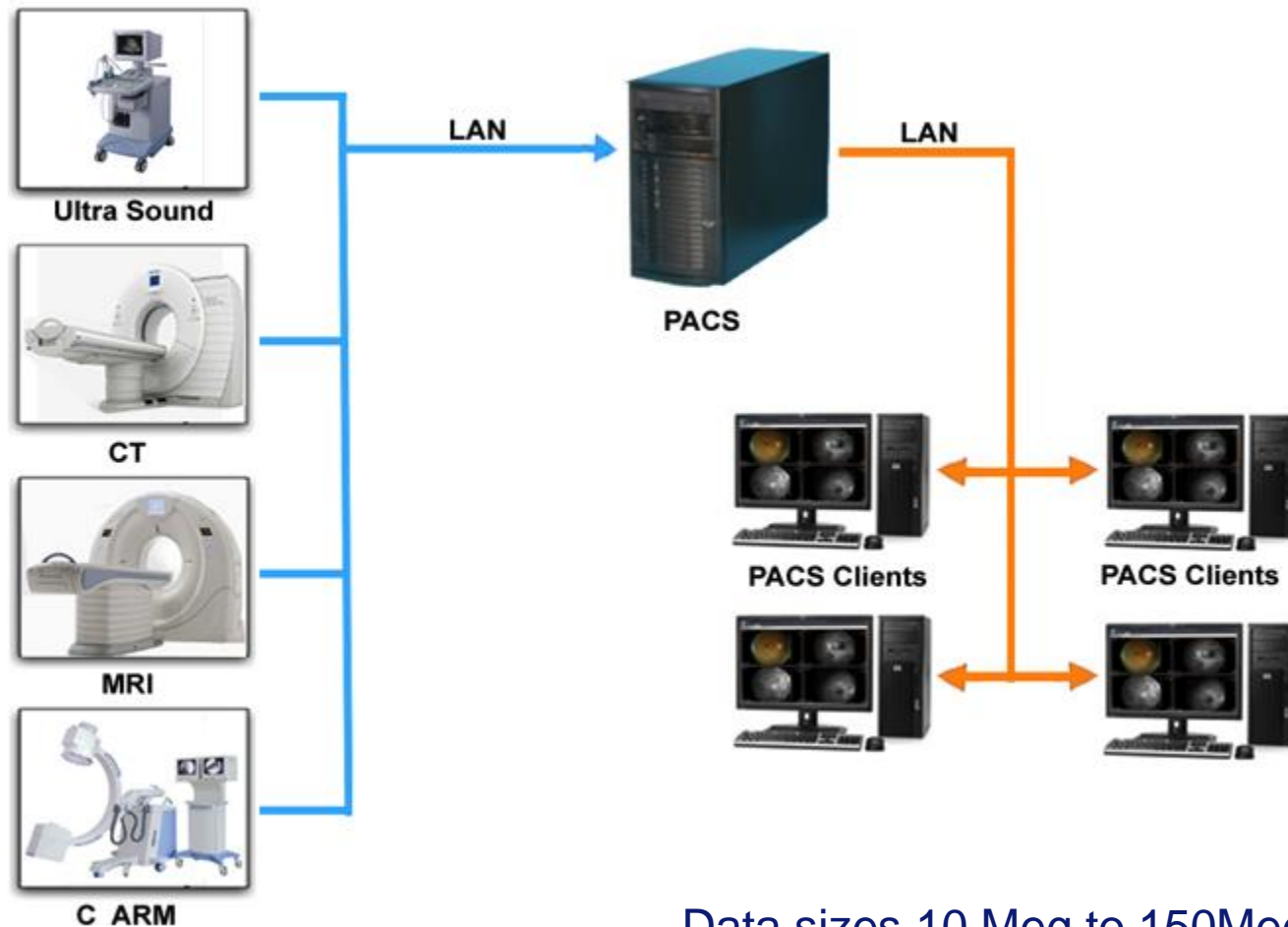


SCALABILITY

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.

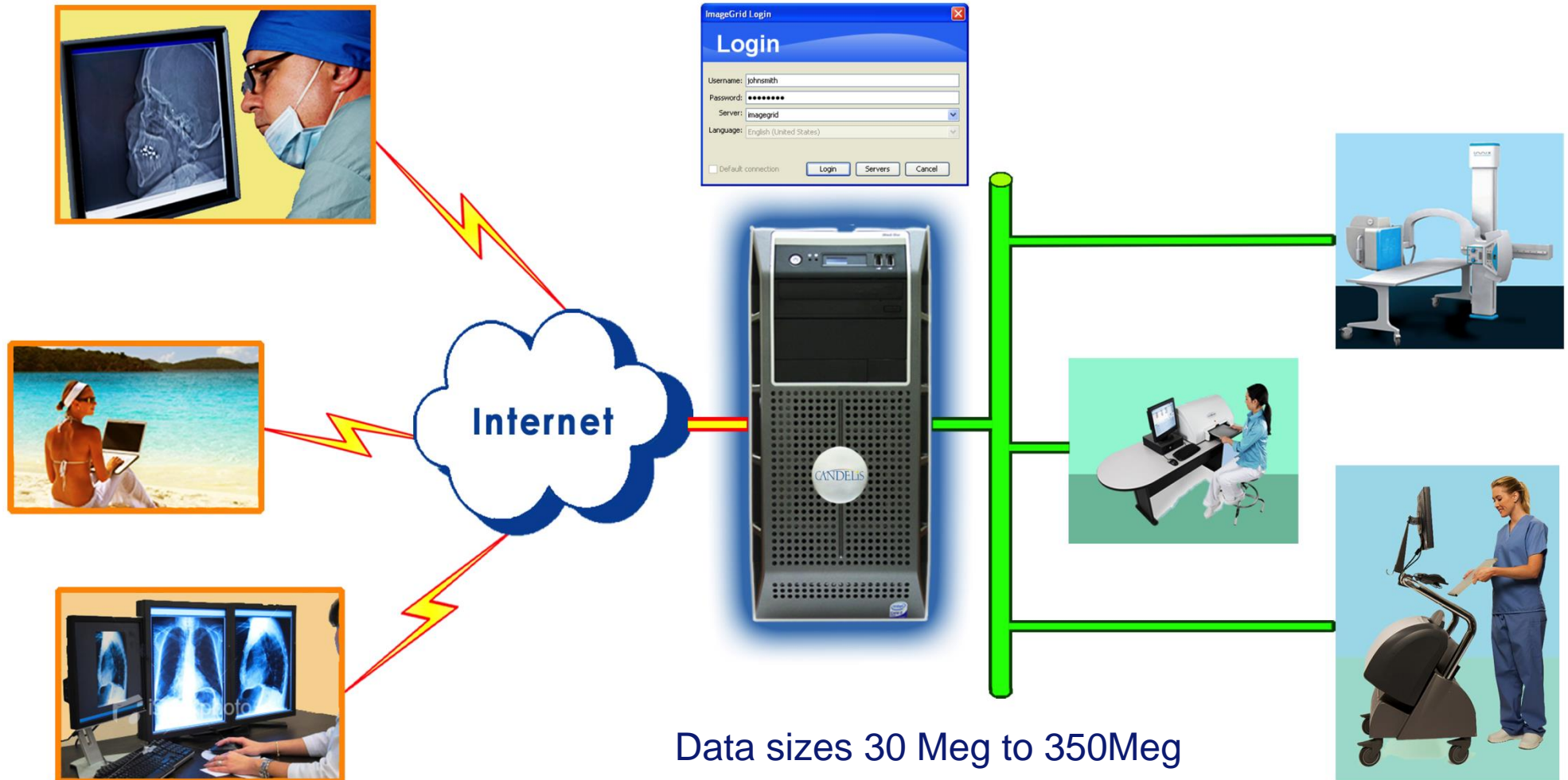


In the beginning...



Data sizes 10 Meg to 150Meg

Then there was the web...



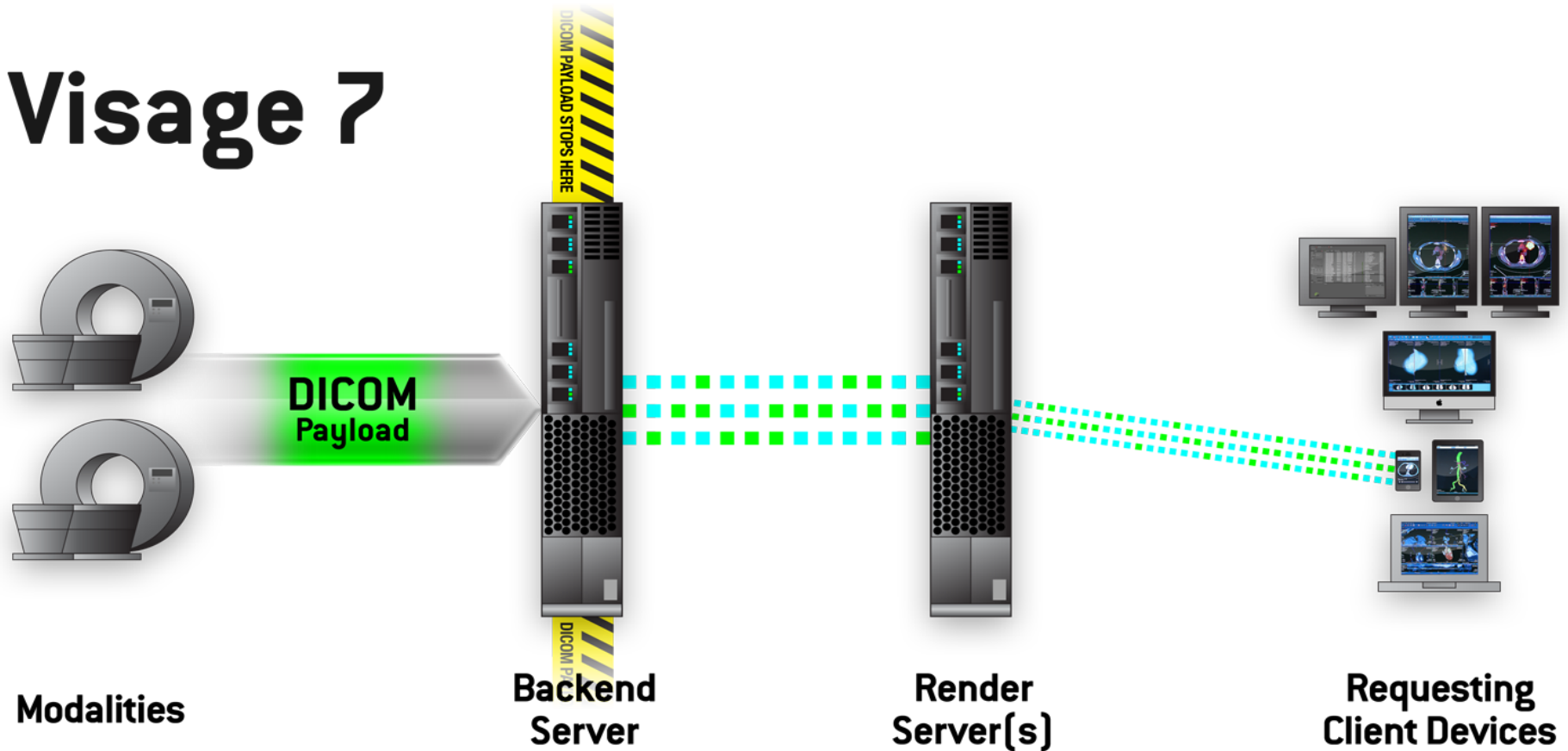
Current Imaging Technology



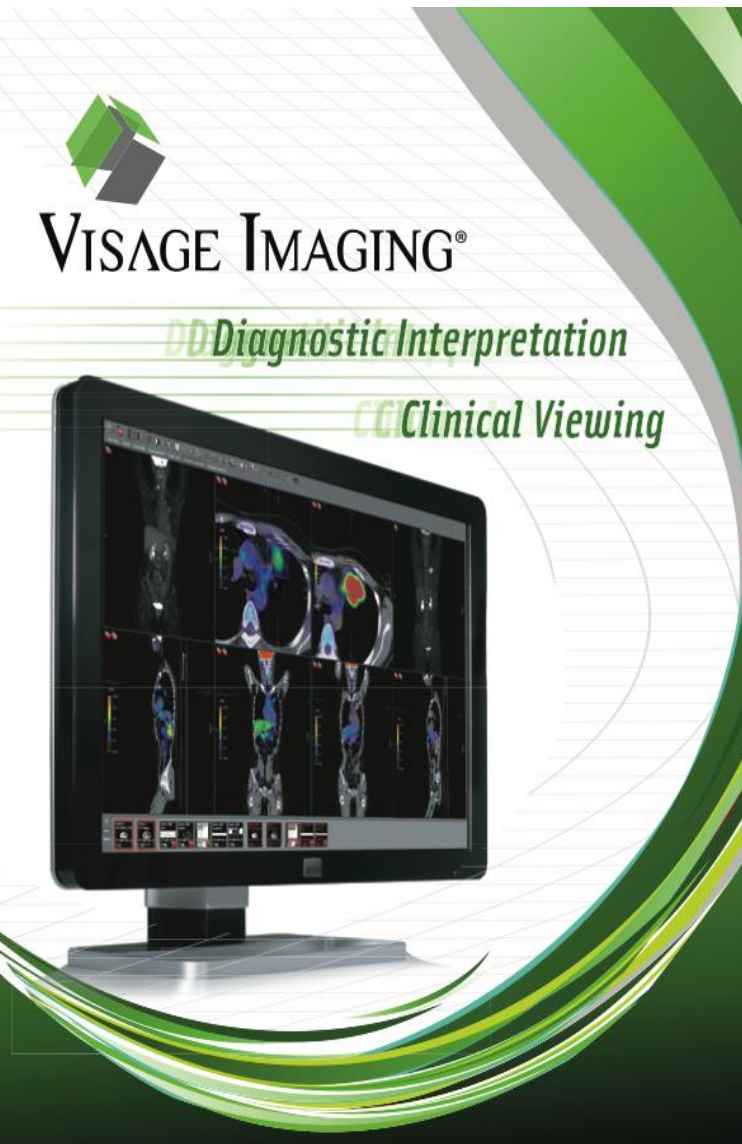
- Massive Data explosion
- Higher image density - CT leaps from 64 Slices to 256 and now 640
- 3T MRI – over 4 times the dataset of 1.5T
- Functional Imaging eg PET scan often > 1.5 to 2 Gig Gigabytes
- Digital Breast Tomosynthesis (DBT) files can be over 4 to 6 Gigabytes
- Prior examinations multiply the problem

It's better on the server-side...

Visage 7

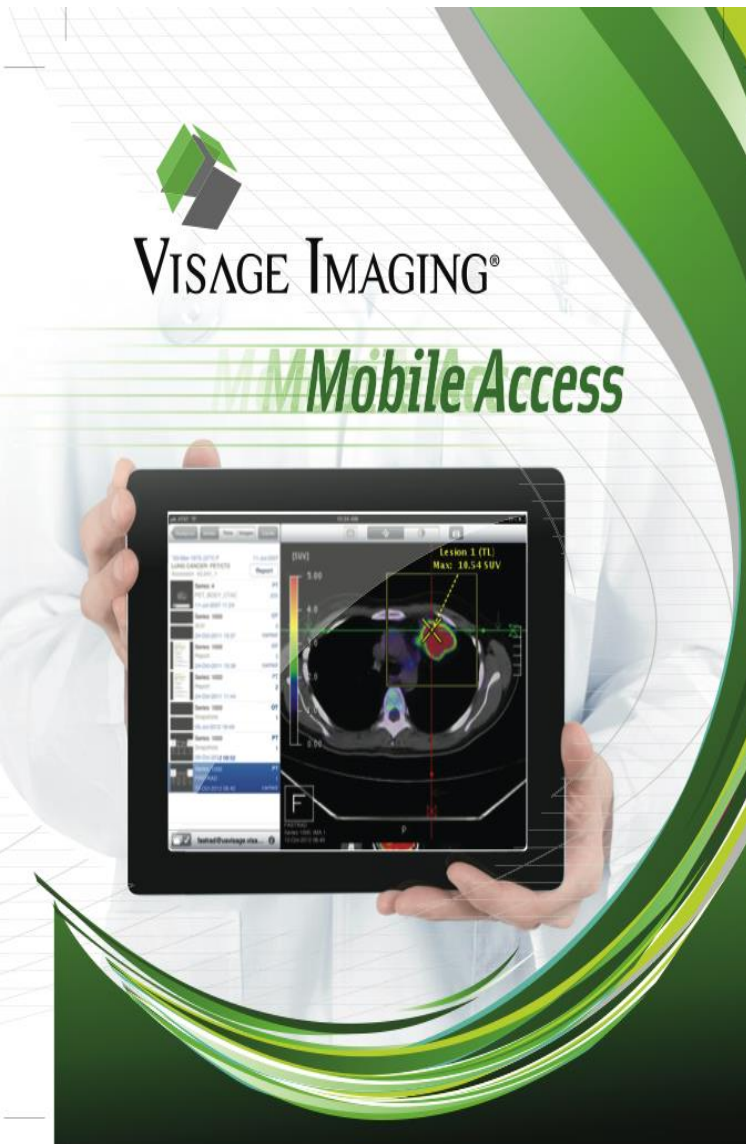


Visage Technology



- Visage 7.0 – unique thin client technology.
- Extremely well positioned in growing US market.
- Highly modular solution addresses > 95% of market
 - Universal viewer
 - Referrer (clinical) distribution
 - Teleradiology/Remote reading.
 - Full 3D PACS

Milestones – Visage “EASE” Mobile



- Incredibly fast mobile access
- Leading edge functionality
- Uses existing Visage infrastructure
- Extremely scalable
- Significant differentiator to referrer community

Visage EASE – 1Phone/iPad App

What's the Word? - “Deconstructed” PACS,



VNA use surging – VNA's projected to store 31% of new imaging studies worldwide by 2016 *InMedica, May 2012*



Of late, imaging IT has been a "barren" field of technology innovation

Reiner & McKinley, JDI, June 2012



No single vendor will do

Enterprise Imaging 2012, KLAS

Image sharing most important capability for institutions that have adopted VNA

Katalus Advisors, June 2012

3D imaging into the workflow of the radiology department effectively

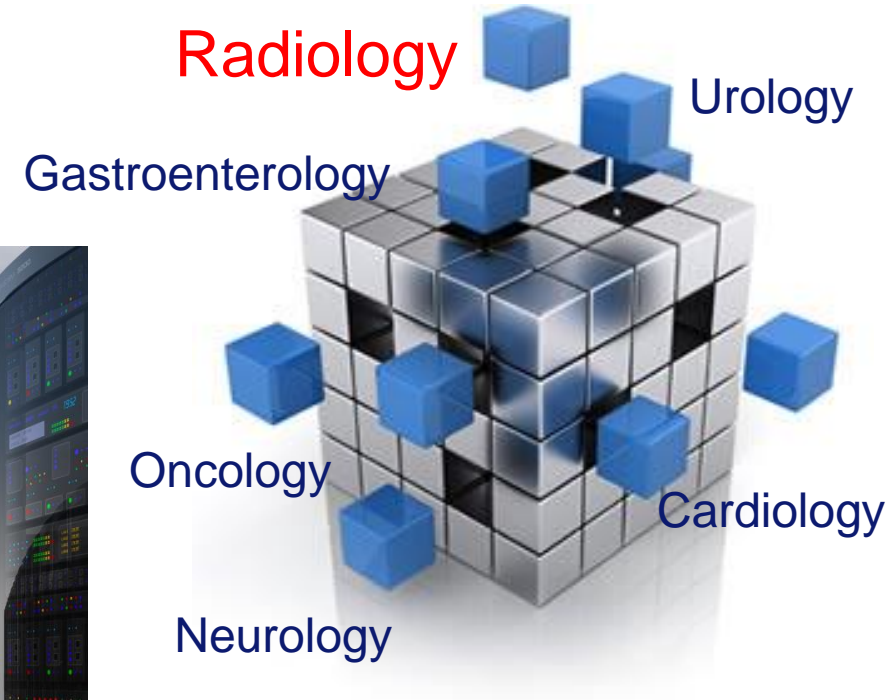
Advanced Visualization 2011, KLAS

More providers forming Enterprise Imaging Strategies, w/goal of getting "the right image to the right place at the right time"

KLAS, July 2012

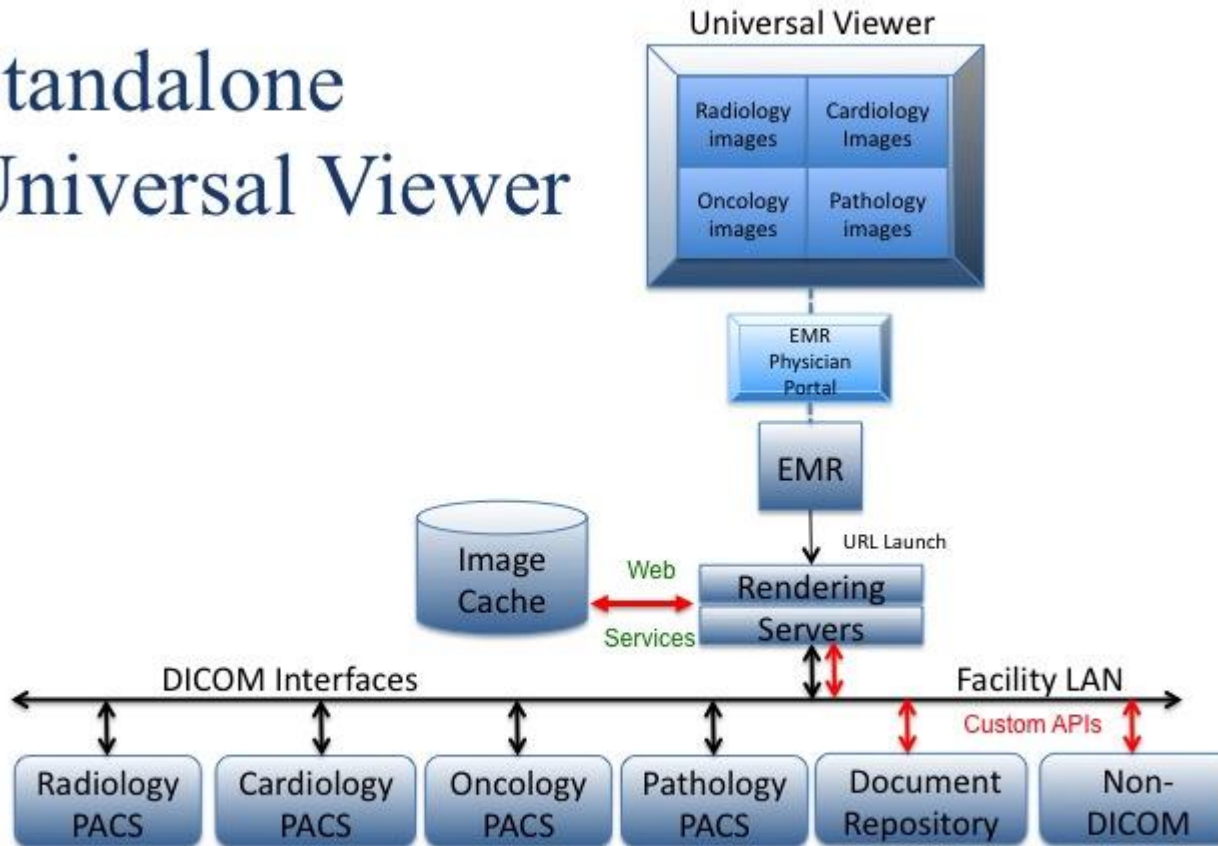


What's the Word? - “Deconstructed” PACS - VNA



What's the Word? - “Deconstructed” PACS

Standalone Universal Viewer



Introducing Visage 7

One viewer • Thin-client

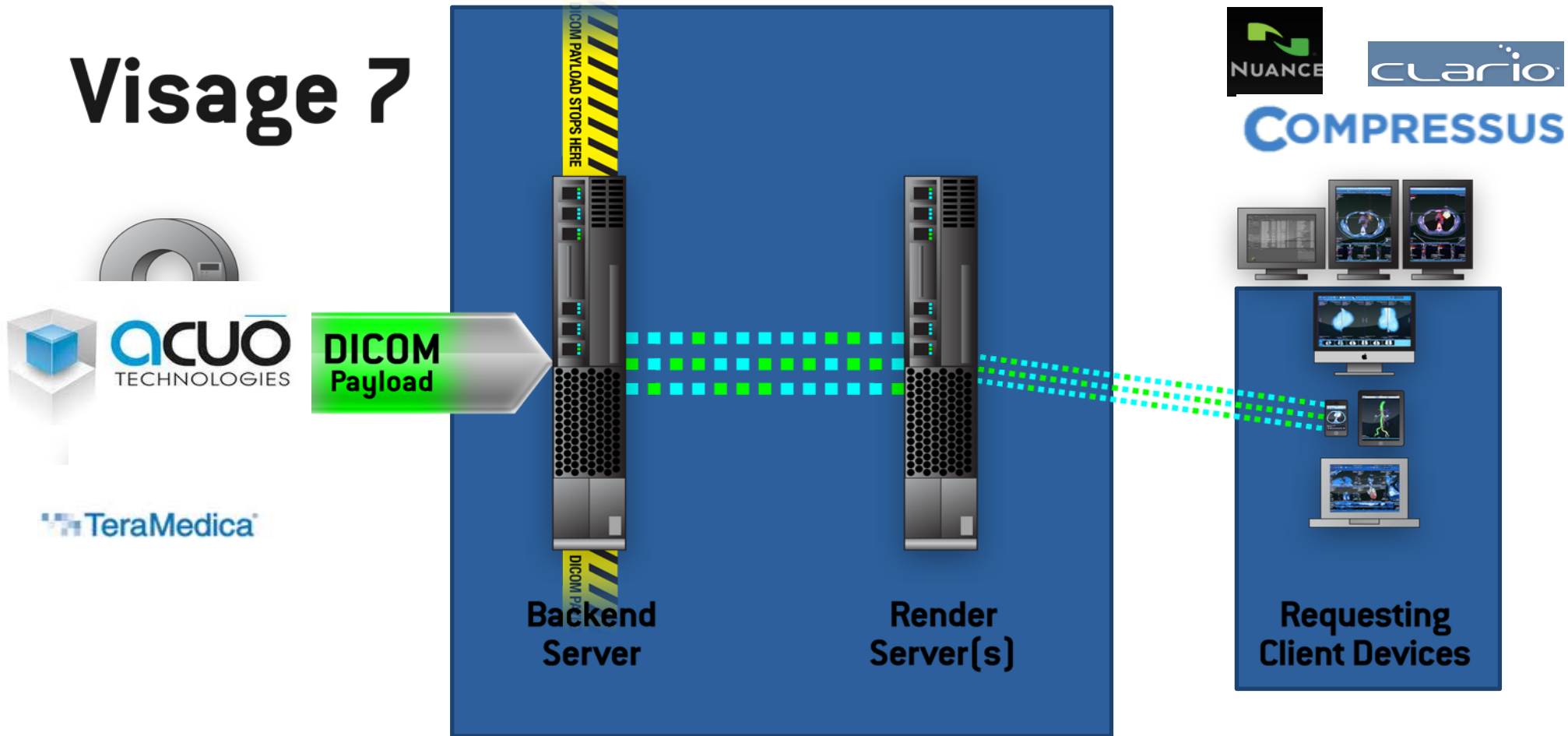
Server-side processing • Intelligent streaming

All modalities • Natively view 2D+3D+4D

Protocol driven • Customizable

Visage[®] 7

Deconstructed PACS Architecture



North America



- Worlds biggest market.
- Market estimated at > US \$1.5 billion/PA
- Paradigm Shift towards “Best in breed” or Deconstructed approach
- Market fragmented and in process of consolidating.
- Visage brand has growing presence.
- Know as leader in thin client viewer & 3D PACS technologies.



North America – Market



- 3 large deals in the last 12 months
- Increasing opportunities for Visage technology.
- Pipeline spread across all key market segments:
 - Enterprise Hospitals
 - Imaging Centres
 - Teleradiology/Remote reading groups
- Industry consolidation to create further opportunities.



Pricing Models



DD Diagnostic Interpretation

CC Clinical Viewing



- Pay per View gaining increasing acceptance.
- Alternative to capital model
- Used in recent US contracts
- Starting to be adopted in Australia
- Upside as client examination volumes grow
- Revenue spread more evenly over length of contract – less upfront
- Going forward – greater predictability

Company -Summary



- Unique technology
- Established “beach head” in world’s largest market
- Recurring revenue stream – transaction model ~ \$30M in forward contracts and growing
- Strong Balance sheet – \$15M Cash – no debt
- Strong Growth prospects in US and other regions