

dorsaVi

Vi Perform **Vi** Safe **Vi** Move

March 2014

www.dorsavi.com



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Introduction

World first technology using sensors to capture and assess human movement, enabling many aspects of detailed human movement and position to be accurately captured, quantified and assessed outside a biomechanics lab, in both real-time and real situations for up to 24 hours.

Unique data allows better decision making.

Products to address Medical/Physiotherapy, Elite Sports and OH&S markets.

Strong adoption by high profile customers in Australia and overseas.

Listed on the ASX in December 2013.



dorsaVi Limited ASX:dvl	
Share price (issue price 40 cents)	\$0.48
Shares on issue	121,250,000
Market capitalisation	\$58.2 million
Free float	41,250,000

Progress since IPO

Corporate

Raised \$18 million via an oversubscribed IPO and listed on ASX.
Established UK/European subsidiary dorsaVi Europe Ltd.

Expansion of direct sales force

Australia: Recruitment progressing well for expanded sales and business development team with strong candidates across all main states.

UK: COO & three new clinical/sports sales people appointed and commencing by May 2014.

US: 2 sales people trained and experienced US Med devices executive to be appointed.

New product sales

Signed new customers in Australia, Belgium and UK.

High profile new users including Hawthorn FC, NRL clubs North Qld Cowboys and Roosters, Olympic Park Sports Medicine Centre, British Gymnastics, Monash University and Orora (Amcor).

First insurer referral conversion (Major Insurer to Monash Health).



Progress since IPO

US Launch imminent for ViPerform

ViPerform is registered with FDA and is exempt from requiring 510k submission. Product launch ready with senior executive and 2 clinically trained sales people. FDA regulatory submission for ViMove progressing with 3rd round questions.

New product launches

New ViMove Running Product launched this week.

Incorporation of ViMove into universities and teaching schools

Major universities (Monash, Newcastle, and Griffith Universities, and Austin Health) are using ViMove for research and educational activities.

Seminars and conferences raising product profile

Active participation in conferences and seminars directly targeting physicians, physiotherapists and clinicians.

(Allianz Health Scope day, Aust Pain Society, Aust Rehab Providers Conf, International Physio Congress, IASP World Congress on Pain & International Low Back Forum)

The old way to measure movement

High tech laboratory systems that are not portable:

- Time consuming for assessment.
- Expensive.
- Artificial setting.
- Up to 2 days for results.

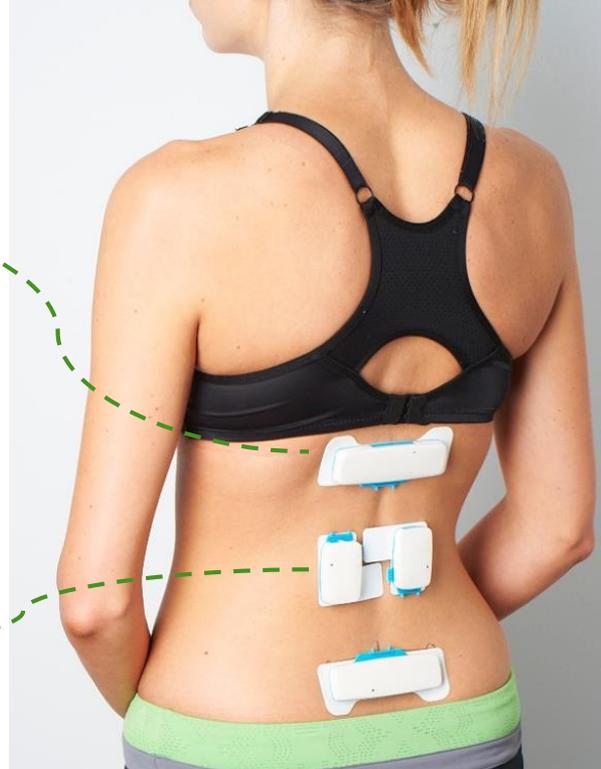


Capture accurate data inside and outside

Movement Sensor



Muscle Sensor

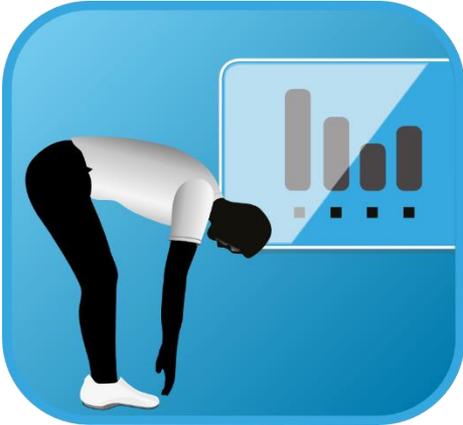
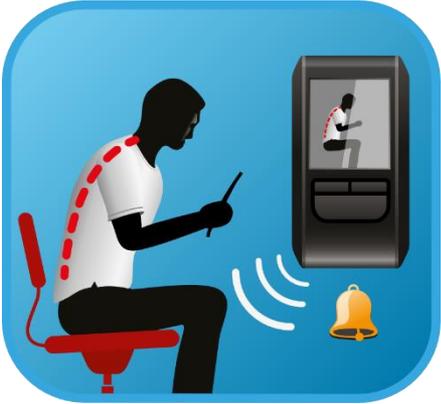


**The Recording
and Feedback Device**



**Captures wireless data for 24 hours
Able to display live data**

Fundamental applications of the system

	In the clinic	In real life
Data	<p>1. Live Assessment</p> 	<p>2. Monitoring</p> 
Therapy	<p>3. Live Training</p> 	<p>4. Biofeedback</p> 

Every person's movement is unique JUST LIKE THEIR FINGERPRINT

dorsaVi has three ground breaking products:



Elite and professional sports clubs



Physiotherapists and clinicians



Occupational health and safety



Vi Perform

Every sport has a different 'movement signature'

AUSTRALIAN CLIENTS

New customers



UNITED KINGDOM CLIENTS

New customer





ViPerform addresses multiple elements of injury management and performance

Improve technique

Reduce risk of injury

Improve recovery

More game time

Longer career

“Sports coaches can use ViPerform to screen their entire team and potential recruits, Richmond Football Club has been innovative in its adoption of ViPerform and using it to successfully prevent injuries. It leads to efficient utilisation of club resources and improves athlete longevity. At Clifton Hill Physiotherapy we are utilising ViPerform to help to optimally manage players at The Fitzroy Football Club.”

Clifton Hill Physiotherapy.



Knee



In The Gym Assessment



Hamstring



Live Training

Benefits of Elite Sports Business

Strong Validation

- Used by leading experts in their fields.

Branding & Referrals

- Strong reputation source driving referrals.

Creates New Products and IP

- Keeps dorsaVi at the cutting edge.

Drives Mass Market Uptake

- Builds awareness for consumer uptake.

Pays Its Own Way

- Annuity revenue and knowledge base.



Vi Move

Clinical

Vi Move



Clinically validated

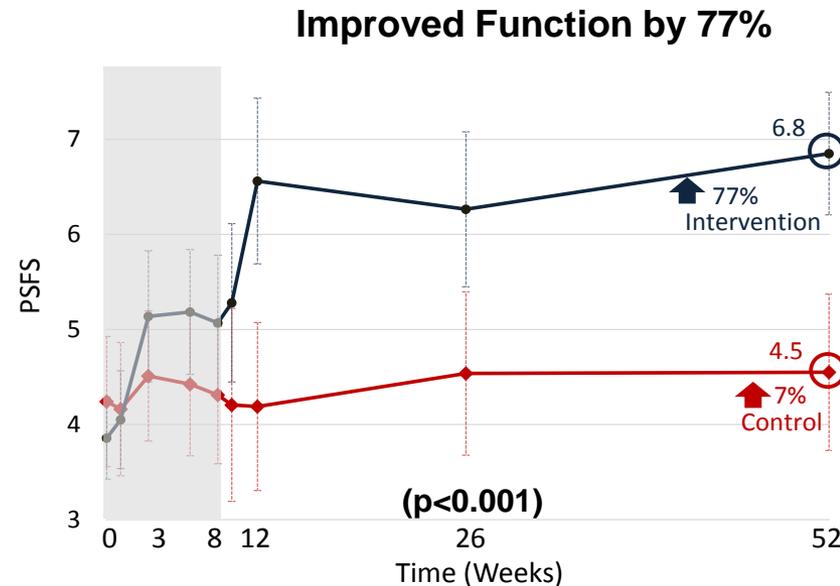
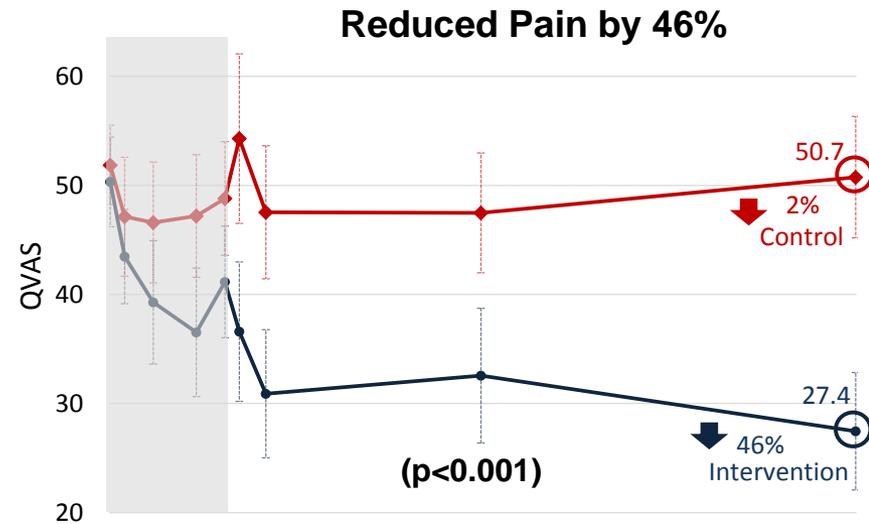
- Clinical trial undertaken at 8 sites including the Austin and Epworth Hospitals.
- 103 subject Randomised Controlled Trial with 51 control and 52 intervention subjects.
- Significant and sustained results at 52 weeks for both reduced pain and improved function.

Reasons people see a physiotherapist

- Low back pain – 33%.
- Knee – 13%.
- Shoulder – 12%.
- Neck – 10%.

High prevalence of low back pain

- Over a lifetime, 80% of people have low back pain (20 to 40 years old).
- Ranked 2nd to cancer as the world's largest Global Burden of Disease.
- No clinically proven protocol for managing complex problem.



Protocol Based Treatment

	 Medical Assessment	 Physio Treatment
Week 1		
Week 2		
Week 3		
Week 4		
Week 5		
Week 6		
Week 7		
Week 8		
Week 9		
Week 10		
Week 12		

3 Medical & 8 Physio sessions over 12 weeks

14th August 2013

record for

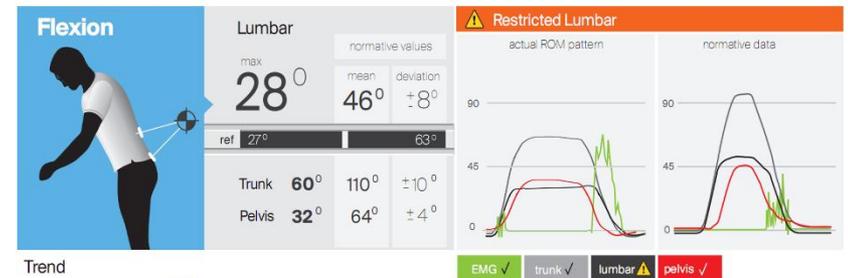
Jane Citizen

j.citizen7@gmail.com

practitioner

John Smith

Alert	Possible causes	Suggested management
Poor movement pattern - pelvis > lumbar movement	Reduced lumbar range of motion, maybe easier to strain joint structures due to limited lumbar movement	May benefit from LIVE training/Biofeedback to facilitate single & multi-plane lumbar range of motion, also to monitor change.
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Standardised report provides common language

Driving sales and product awareness



- Direct sales force in Australia, US and UK established and expanding over the year:
 - Currently hiring sales professionals across major states in Australia;
 - Three sales people appointed in the UK and a further 2 in Europe; and
 - Two sales people appointed in the US
- Engaging directly with buyers through conference presentations, dedicated clinical seminars, and sponsorship.
- New customers signed include:



Compelling Value for Physios



Common Language

- Standardised metrics between Doctors & Physios.

Increased Referrals

- Physicians and Doctors now referring based on defined protocol.

More Revenue per Patient

- Patients finish course of treatment.

Patient Loyalty and Lock in

- History of movement data.

Less Admin, More Patients

- Automated generation of reports for Doctors & Patients.

Scale Up for the Medical/Physiotherapy Market



Marketing

- Public awareness campaigns
- Existing high profile clients
- KOLs speaking at local & international conferences

Earning Potential

- Charging more per session
- Passive income

Increasing Value

- Additional tests
- Exercises on the website

Efficient Training Process

- e Learning
- Group training

ViMove Running Product Launch

- Example of adapting existing products to particular sports.
- Successful pilot program ran in conjunction with Olympic Park Sports Medicine Centre.
- Broader launch this week:
 - Targeting 15 physiotherapy / sports medicine clinics.
 - Incentives to purchase ViMove by April 2014.
 - Supporting marketing and promotional campaign.
 - Driving media and social media.
- First time the consumer is being targeted in addition to the physio/clinician to drive awareness and demand.



Vi Move Running

If you are a runner you need to know about this new technology.

dorsaVi
Inspiring the world to move well

www.dorsavi.com
1800 dorsavi

The advertisement features a black and white photograph of a woman in athletic wear running on a paved surface. In the foreground, a black tray holds several ViMove sensors and their packaging. The background shows a cloudy sky and a railing.

ViMove Running

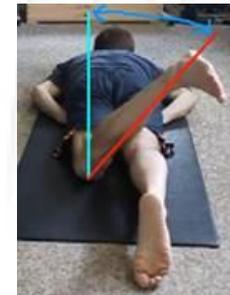


Vi Move

dorsaVi 

ViPerform → ViMove Module

- US – Knee prevention application
 - Validates uniqueness
 - Relevant across many sports
 - Perfect for physio & medical market
- Denmark – Cervical Spine application
 - Interest from leading Scandinavian Uni
 - Funds R&D project
 - Ideal for Clinical and OH&S market
- UK – EPL club wants Hip application
 - Provides new insights
 - Experts guide dorsaVi tech development
 - Cross application into clinical market



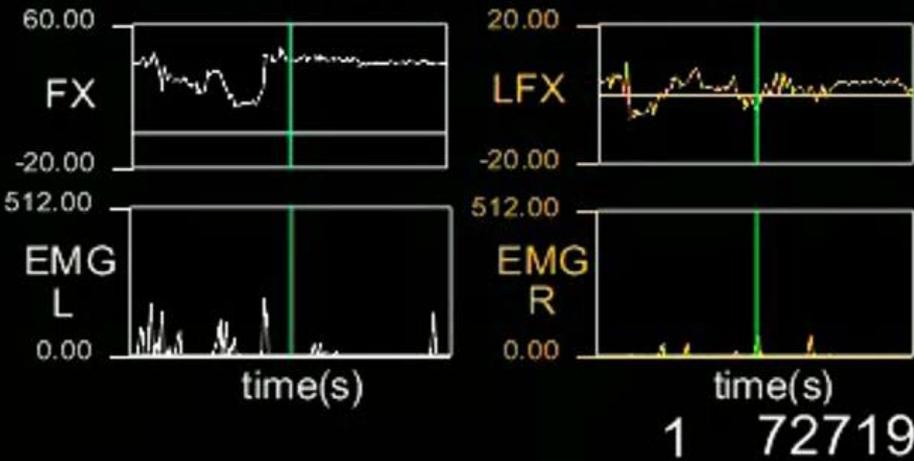
**Potential
new IP!**



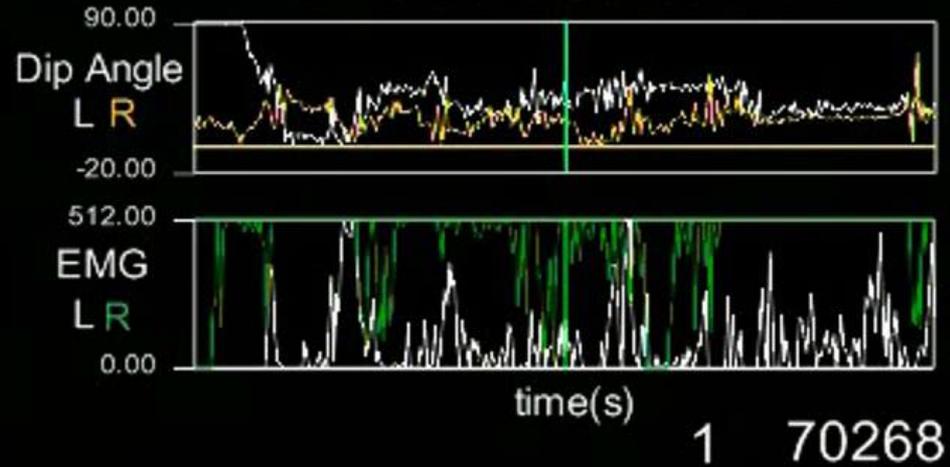
Vi Safe



Back Assessment



Shoulder Assessment



Identifying and reducing workplace risk



New contracts secured

Stage 1:
Scaled business
with large companies

Solution focused
Large projects and/or annuity

BHP, Woolworths, Amcor
Toyota, Wesfarmers, Toll, Crown

Stage 2:
Work with large
insurers & Government
agencies

Leverage distribution channels

Worksafe, ISCRR, Major Insurers

Stage 3:
Feeding clinical
market

Drive utilisation to
medical/physiotherapy

Kieser Training
(140 European sites)

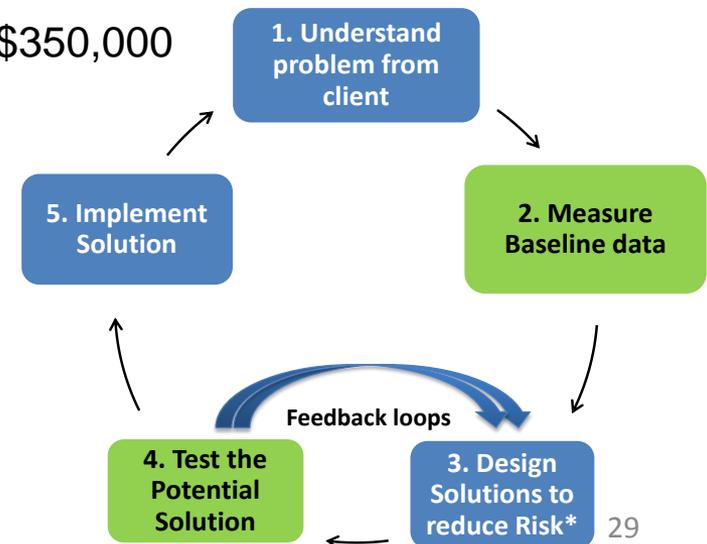
Business model and pricing

Business Model for ViMove and ViPerform

- Licence model \$5,000 – 7,500 p.a. per unit + consumables
- Value add with personalised web-based exercises
- Annuity based

Business Model for ViSafe

- Project based fee
- Baseline assessment (Stage 1 & 2) \$20,000 - \$50,000
- Solution focused project (Stage 3, 4 & 5) \$50,000 - \$350,000



dorsaVi's Global Strategic Initiatives

Research –
Clinical Trials

- Guide clinical research projects in line with dorsaVi goals

Reimbursement

- Identify existing item codes that fit ViMove uses

Education

- Educate the next generation of clinicians

Awareness –
Market Entry

- Engage KOLs, Conferences, Publications, Clinical Trials

Product Evolution

- Ensure product is at the cutting edge

dorsaVi's Strategy and International Launch

Australia – perfect test market, R&D for new product, base revenue

Europe – Clinical & Sports Sales Team, elite level intel feeds R&D (now)

US - Clinical & Sports Sales Team, elite level intel feeds R&D (3 months)

USA



US - 284,000 Physios
- 661,000 Physicians

UK, Germany and Scandinavia



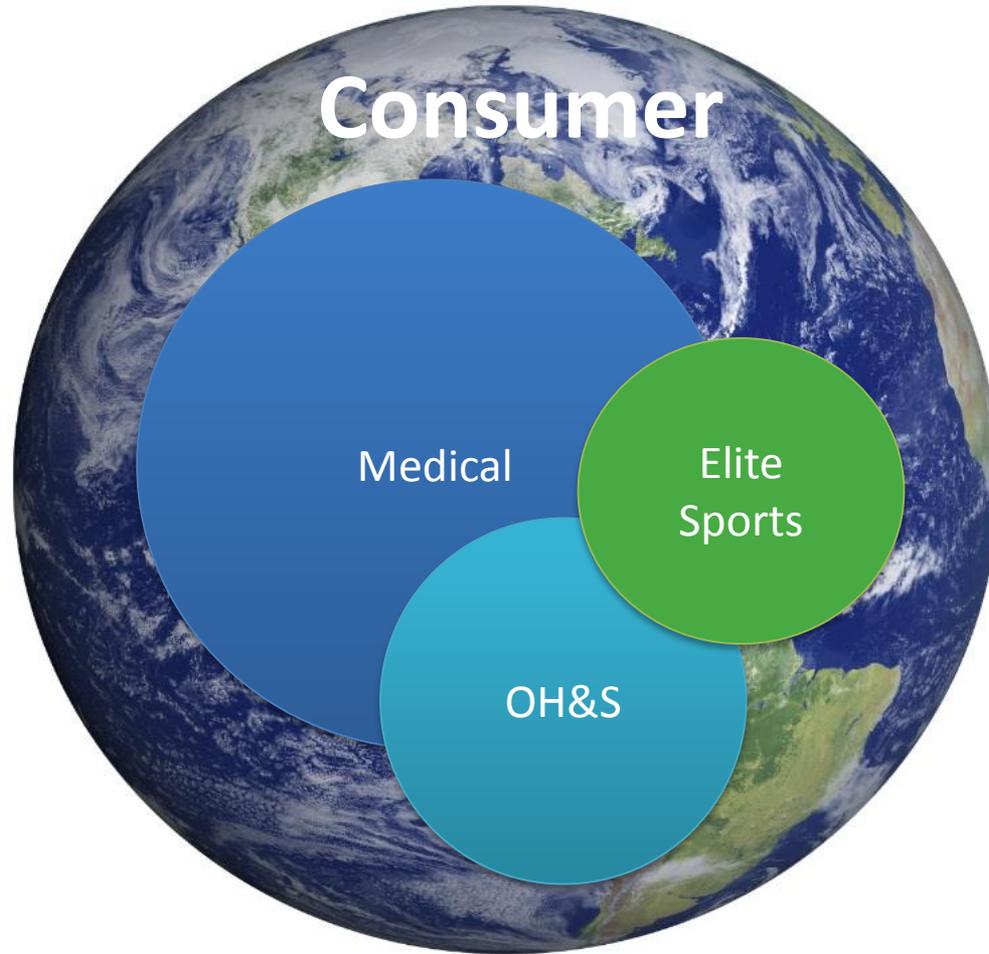
UK - 50,000 Physios
Germany - 128,000 Physios
- 52,000 Med centres

Test Market



24,000 Physios
25,000 Doctors

The Consumer market



Hot space to be in

Thursday, February 13, 2014, 05:32 am PT (08:32 am ET)

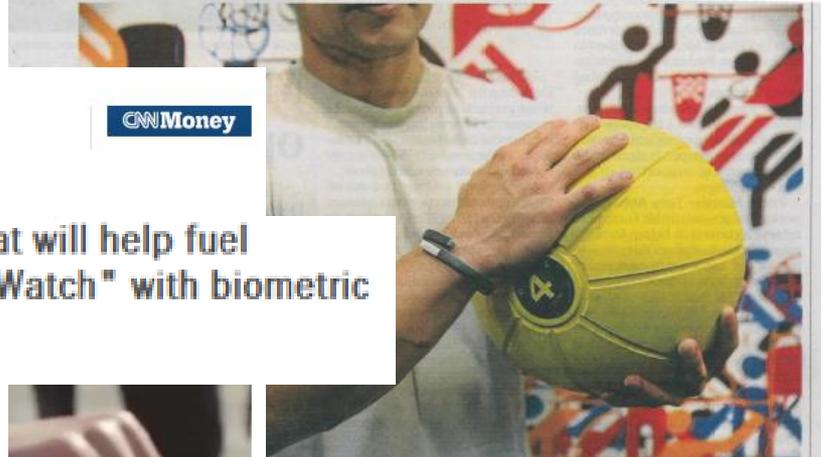


Apple hires yet another medical sensor expert as 'iWatch' hype grows

By Appleinsider Staff

Apple continues to bolster its team by hiring medical sensor experts, with the latest grab being former chief technology officer of a company that specialized in noninvasive monitoring technologies – yet another hire that will help fuel

speculation that the company is working on a so-called "iWatch" with biometric sensing capabilities.



CNNMoney

Health-conscious ... Jawbones monitor movement, heartbeat and sleep. PHOTO: ROB HOMER

Mr Murdoch told a Lowy lecture last year the Jawbone was a sign of a new age in which watches and apps of all sorts would keep track of one's heart rate, blood sugar and brain signals. The wearable technology revolution won't end at your wrist though. In a marketing move this week, Foxtel revealed it had developed 4000 AFL jerseys for viewers embedded with four shock pads that will trigger whenever a player on the field, or on TV, takes a tackle. In other words, the viewer gets to feel what the player feels.



Jawbone wristband. PHOTO: ROB HOMER



The Masimo rainbow fingerprint sensor. Photo via Wikipedia.



NEW YORK (CNNMoney)

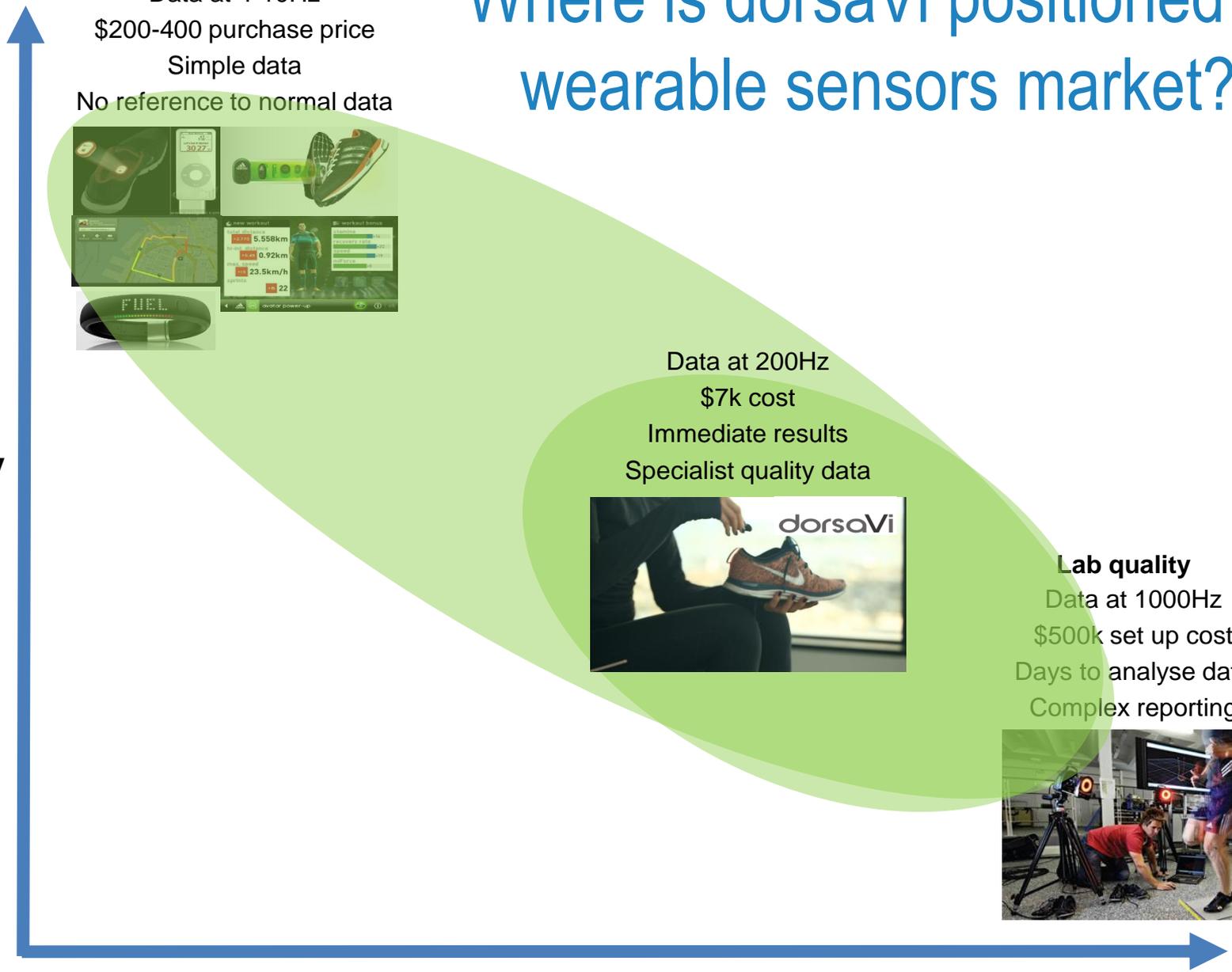
The high of the smartphone and tablet revolution is wearing off and consumers and the tech industry need a fix.

Sales of mobile devices are still growing but quickly leveling off. Older gadgets like PCs are on the decline. Meanwhile, the technology industry is rushing to figure out what the next big game changer will be.



Where is dorsaVi positioned in wearable sensors market?

Market Opportunity



Complexity of data

Financial Snapshot

	2011	2012	2013	H1 2014
Revenue				
Sales revenue	65,368	244,471	398,607	387,127
EBITDA	(903,107)	(2,332,015)	(2,148,749)	(1,290,000)
Loss from continuing operations	(489,409)	(1,510,166)	(1,659,235)	(1,074,000)
Cash position				\$16.63M

Revenue Drivers for 2014

- Increase marketing using high profile clients
- Publication of Clinical Trial Results
- Exciting new applications requested from Europe and US market
- Europe – high calibre team with specific experience in required fields
- US – new and relevant in sports and clinical (conferences)
- Well positioned for a consumer product

News Flow

Next 12 months

Numerous major industry conference presentations

New OH&S contracts with large Australian companies

Partnership with major insurers

Additional Australian / UK Elite Sports sign ups

New high calibre hires

FDA approval of ViMove

Initial sales into the US Elite Sports market

Frequent sales and marketing updates

Quarterly Cash Flow results

Board of Directors

Chairman, Herb Elliott AC MBE

Olympic Gold Medallist (Rome 1960), Deputy Chairman of Fortescue Metals Group Limited; Former Director of Ansell, Former President of Puma Nth America and Former Director of Pacific Dunlop Ltd

Non Executive Director, Greg Tweedly BCom GAICD

Director of Emergency Services Telecommunications Authority, former CEO Victorian Workcover Authority (WorkSafe), Former COO Transport Accident Commission

Non Executive Director, Ash Attia BSc (Eng)(Hons), MSc (Biomed. Eng), Dip (Mktg), FAICD
Managing Director, Asia Pacific of Thoratec Corporation

Non Executive Director, Michael Panaccio BSc (Hons), MBA, PhD FAICD

Co-founder of Starfish Ventures, Director ImpediMed Ltd, Former Director Sirtex Medical

Director & CEO, Andrew Ronchi B.App.Sci (Physio), PhD RMIT Eng (Comm & Sys Eng)

Co-founder dorsaVi, over 20 years experience as practising Physiotherapist, established and operated multiple physiotherapy practices

Questions?

