

CardieX

A Global Health Technology Company
ASX:CDX

Corporate Update

Craig Cooper - Chief Executive Officer
Niall Cairns - Executive Chairman

NOVEMBER/DECEMBER 2019

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OUR MISSION

To reduce the global impact of cardiovascular disease.

A CardieX powered device in over a billion homes and clinics worldwide.

CEO & BOARD OF DIRECTORS



Executive Director & CEO
Craig R. Cooper

BEC, LLB (Hons)

Co-Founder - NRG Asia-Pacific (Australia's largest independent energy producer)
Founder - Private Energy Partners (PEP)
Senior Associate Lawyer - Blake Dawson Waldron - counsel to United Airlines, The Disney Corporation, DHL International (External General Legal Counsel)
Co-Founder - Boost Mobile USA
Investor - The Huffington Post (acquired by AOL), BuzzFeed (USD\$3B), Buddy Media (acquired by Salesforce), Associated Content (acquired by Yahoo), xAD (USD\$1B)
TV Host & Investor - CNBC's "Adventure Capitalists"
Head of Venture Capital and Digital Media - Saban Capital (USD\$700M)
Founding Partner - Softbank Capital (USD\$500M)
Venture Partner - VantagePoint Capital Partners (USD\$3B)
Co-Founder - EBT Mobile (China) LTD

"Craig has built and transformed some of the leading businesses in consumer Internet and digital media. He has a vision for big market opportunities and a passion for living life to the fullest."

Tony Robbins | Entrepreneur, Author and Peak Performance Strategist



Executive Chairman
Niall Cairns

BEC, ACA, FAICD

Managing Partner - Kestrel Capital Pty Limited
Chairman - Tambla Limited (ASX:TBL)
Director - Chant West Holdings Limited (ASX:CWL)
Director - Carbine Agri-Investment Limited (formerly Tru-Test Corporation Limited)
Managing Partner - Kestrel Growth Funds
Managing Partner - Carnethy Evergreen Fund



Non-Executive Director
R. King Nelson

BA, MBA

Director - Regenesys Biomedical
President, CEO & Director - Uptake Medical
Director - Digirad (NASDAQ:DRAD)
President, CEO & Director - Kerberos Proximal Solutions
President, CEO & Director - VenPro Medical (Medtronic)
Division President - Baxter Healthcare (various businesses)
Sales & Marketing - American Hospital Supply

KEY MANAGEMENT



Chris Dax
President of ATCOR

Masimo
ISTA Pharmaceuticals
Elan Pharmaceuticals
Valeant



Doug Kurschinski
EVP & Head of Global Sales

Cardiac Pathways (Boston Scientific)
St Jude Medical (Abbott)
Stereotaxis



Jarrod White
Chief Financial Officer

Traverse Accountants
University of Sydney



ZiHan Lin
VP of Corporate Development

Masimo
Uptake Medical
Harvard / Stanford



Rhonda Welch
VP of Health Economics

J&J - Biosense Webster
Baxter Healthcare



Antony Sloan
Global Head of Marketing & Communications

Masimo
Steris
Avery Dennison



Lawrence Chan
Director of Product Development

Cochlear
Silverbrook Research



Sean Merritt, PhD
Director of Product Innovation

Cercacor Labs
Masimo

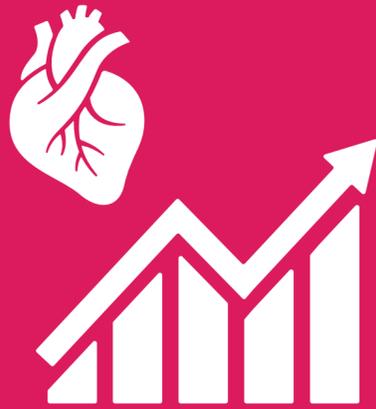


Ahmad Qasem
Principal Scientist

PhD in Biomedical Engineering
Macquarie University

THE PROBLEM

Cardiovascular disease and hypertension rates continue to rise.



No.2
KILLER
of humans
globally.



Traditional blood pressure devices don't accurately identify or predict cardiovascular risk.



100

YEAR OLD TECHNOLOGY

Current blood pressure solutions based on 100 year old technologies.

NEEDED

Global regulatory and policy support for more accurate diagnosis of heart disease.

THE LANCET



World Health Organization



Current solutions don't measure a specific individual's risk for hypertension & CVD.

OUR SOLUTIONS

CardieX's ATCOR division develops and licenses products that precisely measure individual risk for hypertension & cardiovascular disease.

- Patented technology measures "central blood pressure" at the aorta/heart rather than "peripheral blood pressure" at the arm as well as arterial stiffness.
- Measuring "central pressure" provides medical and consumer health parameters not otherwise attainable using traditional blood pressure devices.
- Allows more precise and accurate determination of hypertension and risk of cardiovascular disease.
- Two current products: XCEL and Oscar 2 ABPM
- **The only technology FDA approved to measure central pressure non-invasively in adults that qualifies for Medicare reimbursement.**
- Currently undertaking significant product and market expansion combined with new sales, pricing, and marketing strategies.

Over **1000** peer-reviewed studies

Over **4400** installations worldwide




All **"Top 20 Hospitals"** use SphygmoCor technology to measure central blood pressure (cBP)



1,400+ papers have been published in leading peer-reviewed journals like *Hypertension*, *Journal of Clinical Hypertension*, and the *Journal of the American College of Cardiology*



8 out of Top 10 Pharma companies have used SphygmoCor technology in their clinical trials

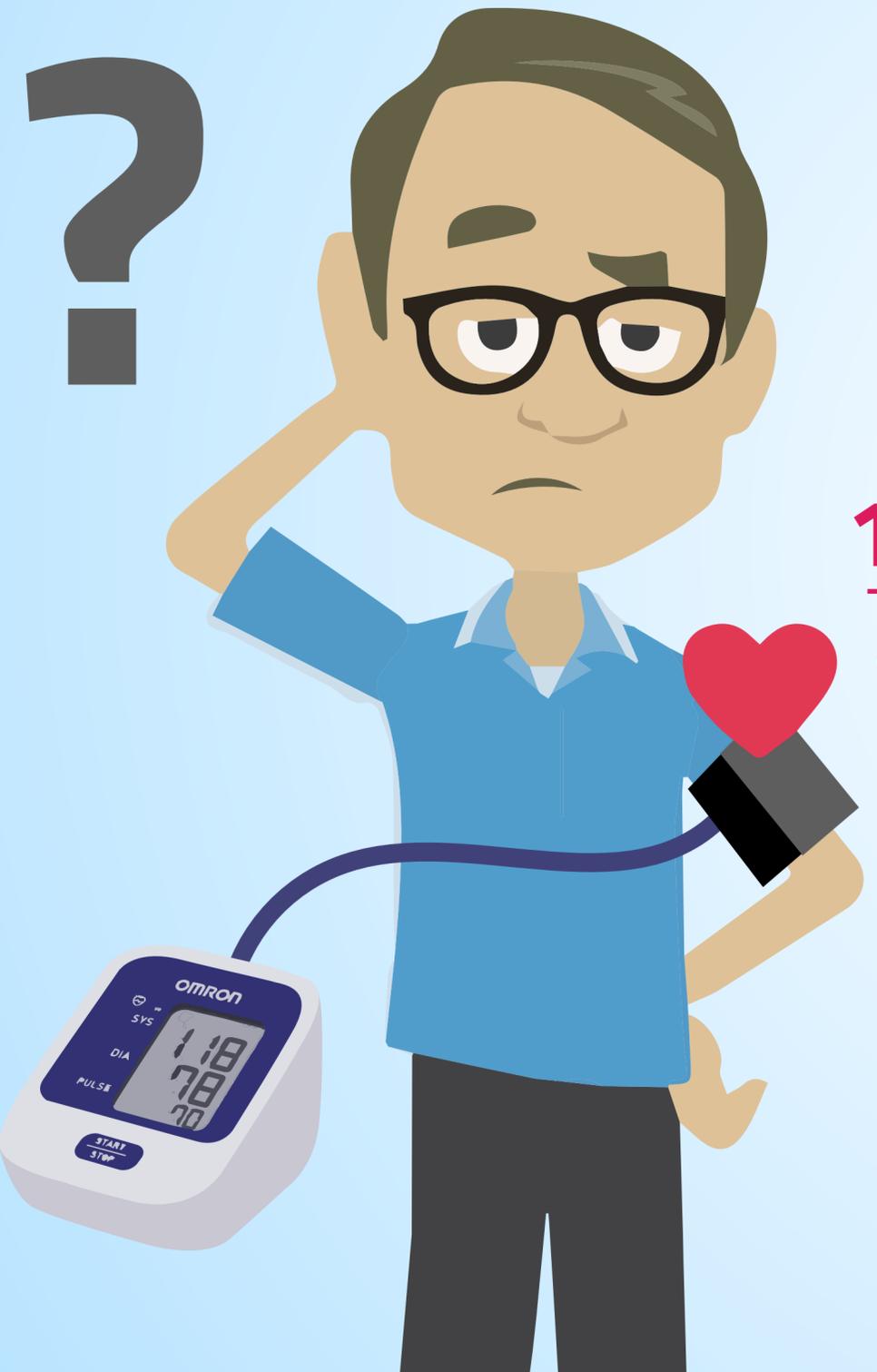


Over **11,000 patients** have been tested with SphygmoCor technology in pharmaceutical trials

FDA **CFDA** Approved **CE** **USA CPT** Reimbursement Code

Traditional Blood Pressure

Non-personalized + Imprecise

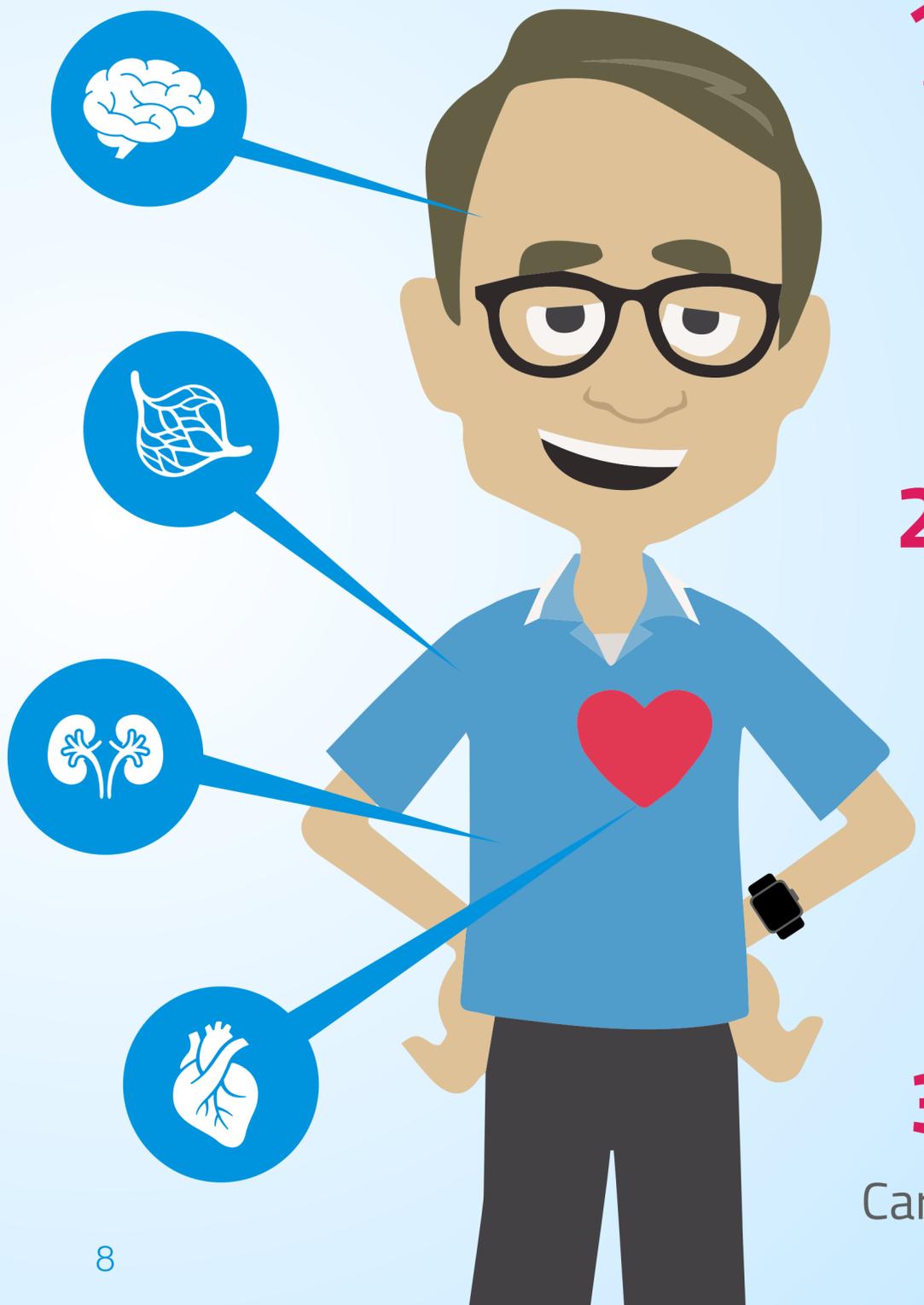


120
80 BBP



CardieX Central Pressure

Personalized + Precise



120
80 BBP

114
80 NcBP

23% Arterial Stiffness

65 bpm
Heart Rate

40 mmHg
Pulse Pressure

35%
Cardiac Capacity

OUR MARKET

Focus on three main population groups:

Significant
addressable
market

1.3B

Global Hypertensives
(USA 46% of adult population).

1M+ USA based physicians and clinicians.

1

Patients diagnosed with hypertension - XCEL guides better treatments and more precise drug prescriptions.

2

Patients that are misdiagnosed or left untreated based on traditional blood pressure measurement with standard cuffs (USA ~33m) - XCEL identifies future patient risk for cardiovascular disease.

3

Consumers - home and wearable health devices (home blood pressure monitors, smart watches, and wearable fitness devices).

USD\$9B+

Combined annual market opportunity



Current products cover only a small percentage of our total addressable market - specialist clinicians (cardiologists, nephrologists), researchers, and clinical trial services.



Future product portfolio expands our technology into the consumer/home, digital, wearable, hospital, and general clinician markets through a mix of company owned products/licensing/OEM partnerships - all "Powered by ATCOR".



POWERED BY
ATCOR

COMPARABLE ADDRESSABLE MARKET OPPORTUNITY

to Select Major ASX Listed Med-Tech Companies*

1.3B

Mkt Cap:\$20M~



25M

Mkt Cap:\$30.73B~



15M

Mkt Cap:\$12.99B~



*Based on global addressable population for hypertension, sleep apnea (CPAP), and hearing implant devices (USA).
~ Comparable Market Metrics Current as at Close of Trade 18 November 2019.

HOW WE CURRENTLY GENERATE REVENUE

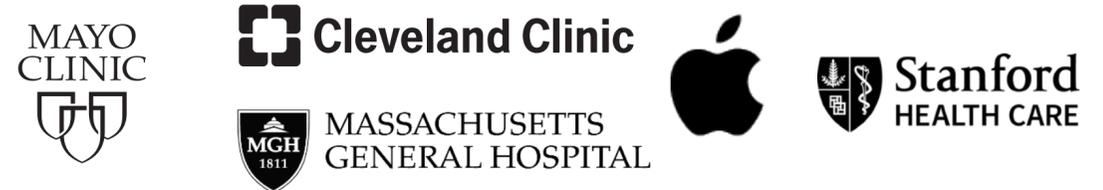
We Sell/Lease XCEL SphygmoCor® and Related Products to:

\$4M

Research and Pharmaceutical companies for clinical trial services related to CVD and hypertension.



Specialist practices-principally Cardiologists, Nephrologists and Endocrinologists for measurement of pulse wave and cBP (central blood pressure).



IDN/health care service providers in the USA for sale to their affiliate hospital and caregiver networks.



Licensing agreement with SunTech Medical for 24-hour Ambulatory Blood Pressure Measurement (ABPM) for Oscar 2 SphygmoCor® device.

SunTech Medical®



6
Continents

34
Countries

4000+
Installations

Q1, 2020 PROGRESS ON EXISTING BUSINESS

Q1

Highest sales growth in 5 years for the first quarter of 2020 financial year.



Overall, sales growth for ATCOR's flagship XCEL medical device up 88% or \$430K, exceeding a total of \$900K for Q1*.

APAC



52%

Europe & Middle East



129%

US Pharma



132%

USA Clinical/ Research



57%

Sales growth validates new sales, marketing, lead-generation, and pricing strategies.



*Excludes additional sales of the Oscar 2 ABPM which launched in China August, 2019. Strong initial momentum to date.

FUTURE PRODUCT REVENUE & GROWTH DRIVERS



USD\$5B
Total Addressable
Market Opportunity



USD\$8B
Global Market
Opportunity



USD\$1.6B
At Home Blood
Pressure Monitoring
Expected to reach USD\$1.6B
globally by 2023 (IEEE)

Vital Signs Medical Devices

🎯 **Target Market:** Hospital and Clinical - Outpatient "Spot Use" (SunTech, Omron, Phillips, Welch Allyn).

💰 **Business Model:** Sale/lease to health professionals + IP Licensing + SaaS Subscriptions.

✅ **Status:** Active commercial in confidence discussions underway with global medical device companies for licensing of IP.

Wearable Consumer & Medical Technologies

🎯 Smartwatch, fitness, and consumer wearables (Apple, Garmin, Fitbit, Mobvoi).

💰 IP licensing + Product sales revenue share.

✅ **2 Active Development & Monetization Projects.**

✅ Blumio wearable and sensor Joint Venture

✅ Mobvoi smartwatch and wearable Joint Venture

Digital & Consumer Health

🎯 Non-hospital consumer and home medical devices.

💰 Direct to consumer and professional sales of devices + Mobile app sales + SaaS Subscriptions.

✅ **Active Development.**

2020/2021

2020/2021

2020/2021

FUTURE PRODUCT REVENUE & GROWTH DRIVERS

POWERED BY
ATCOR 

✓ Two Active Commercialization Projects in High Growth Wearable and Smart Devices.

blumio



Blumio

- Equity investment in Blumio by CDX of 10% - 2018.
- Joint Development Agreement signed March, 2019.
- Medical grade ABPM (24-hour monitoring) sensor with cardiovascular functions "powered by ATCOR".
- Finalizing clinical studies (Deborah Trial). Macquarie study successful.
- IP licensing and direct product sales.

2020/2021 | Commercialization

 **mobvoi**



Mobvoi

- Joint Venture Agreement signed September, 2019.
- Google's in-country partner for China for Google Wear OS (Google Mobile).
- Smartwatch with cardiovascular functions "Powered by ATCOR".
- Future projects and products in "hearables" and other smart devices.
- Revenue share and direct product sales.

Q2/2021 | Commercialization

FUTURE PRODUCT REVENUE & GROWTH DRIVERS

Clinical and consumer **SaaS** solutions connecting patients and practitioners via CardieX apps and devices.

Addressable Market

USD\$500B

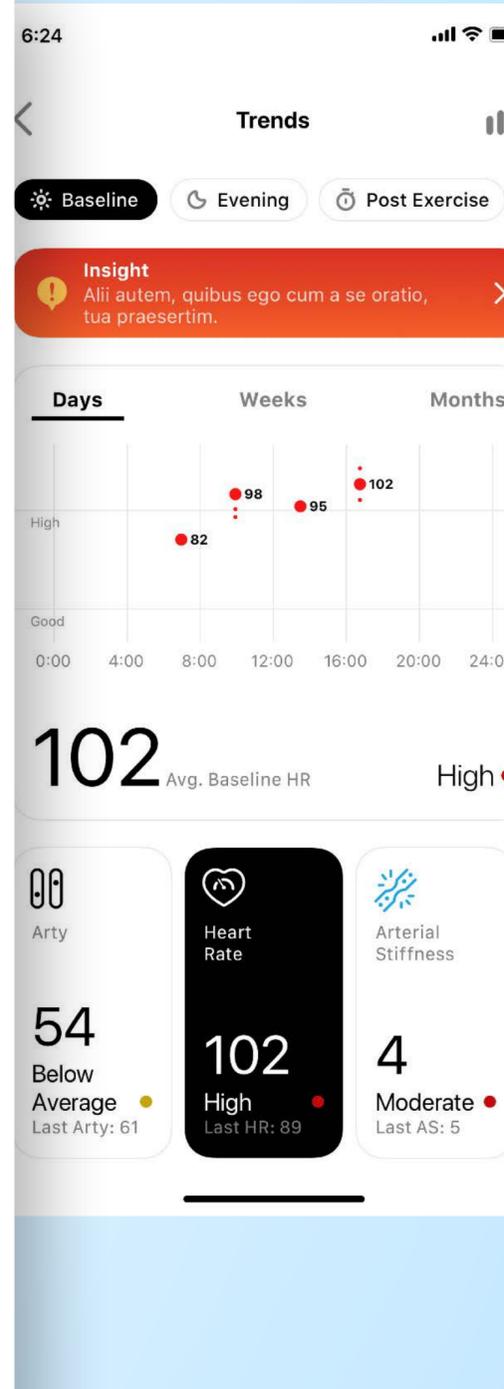
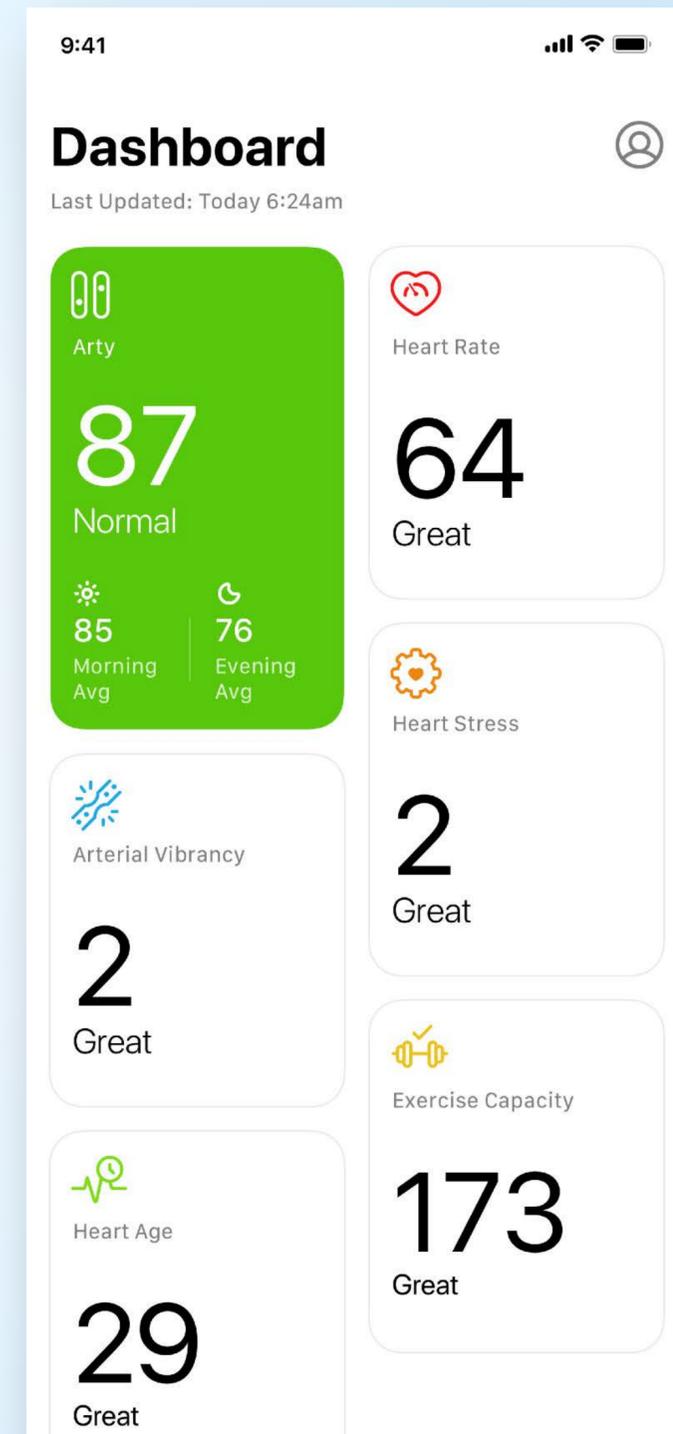
by 2024-2025

CAGR of 23%

- App and clinician software bundled together with sale of ATCOR "powered" device (home, consumer, clinician).
- Sales of consumer app driven by physician referrals + "direct to consumer" marketing channels + OEM partners (Mobvoi, Blumio, OEM's, ODM's).
- Sales of clinician software driven by CPT code reimbursement for remote patient monitoring.
- Business model = product sale + SaaS revenues (consumer app purchase @\$9.99 monthly subscription + professional (physician) portal subscription @\$200 per month).

STATUS

**In Active Development -
2021 Launch.**



TeleHealth Services Update

InHealth Medical

- Ex-senior Amwell executive Harry Kim joins as Executive Chairman - focus on business development and strategic partnerships.
- New Clinical study/trial programs underway (including hypertension).
- Anthem partnership delivering growth with increasing client/patient registrations - gearing up for significant expansion in 2020.
- GEMDC partnership progressing.
- Business development focusing on new strategic partnerships and private practice network.
- Business systems upgraded with new management and reporting tools being implemented.
- Key focus on finalising 2020 plan.

CDX Ownership of 7.5%
with option to increase
to 50.5%



CHINA MARKET DEVELOPMENT UPDATE

Continue Growth in Hospitals and Expand into Consumer Health

Hospital Market

- Strengthen clinical marketing of central BP and arterial stiffness across various specialties.
- In multiple ongoing discussions for potential OEM partnerships to integrate ATCOR technology.
- New distributor to cover public and private hospitals starting Q2 2020.
- Assist OEM partner SunTech in strategic clinical marketing efforts around Oscar II with SphygmoCor ABPM device.



App Subscriptions

- In process of developing smartwatch and smartphone apps enhanced by voice-based AI.
- Positioned as subscription service for intelligent heart health assistant.

Consumer Market

- Joint development partnership with Mobvoi to integrate ATCOR technology into Mobvoi smartwatches.
- Commercial confidential development of cloud-enabled home-use BP monitor with central blood pressure (cBP) features.

Next 12 Months

Grow China team and establish physical presence in Shanghai – the heart of commercial activities in China.

Successfully execute Mobvoi joint technology development to advance to commercial partnership.

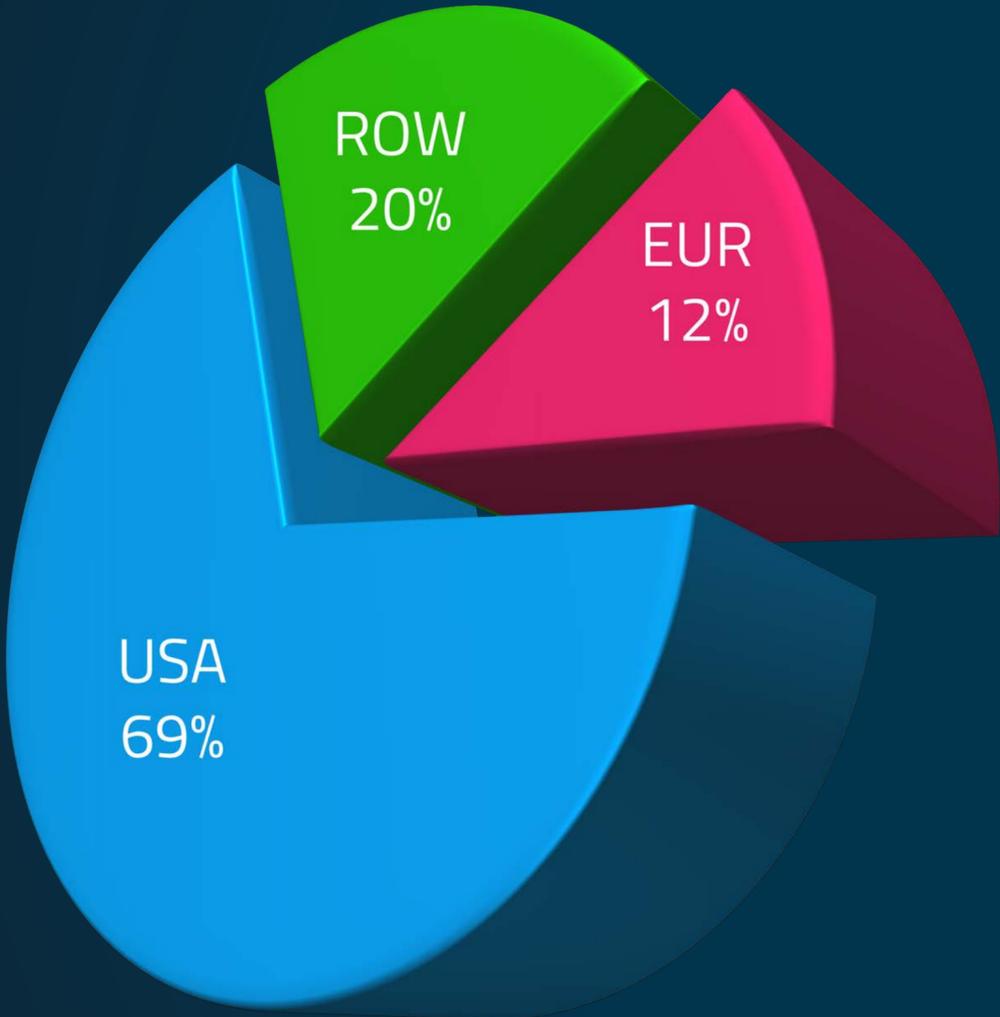
Completion of smartwatch and smartphone apps for heart health assistive ecosystem.

Resume Chinese market contribution to ATCOR global revenue.

FINANCIALS

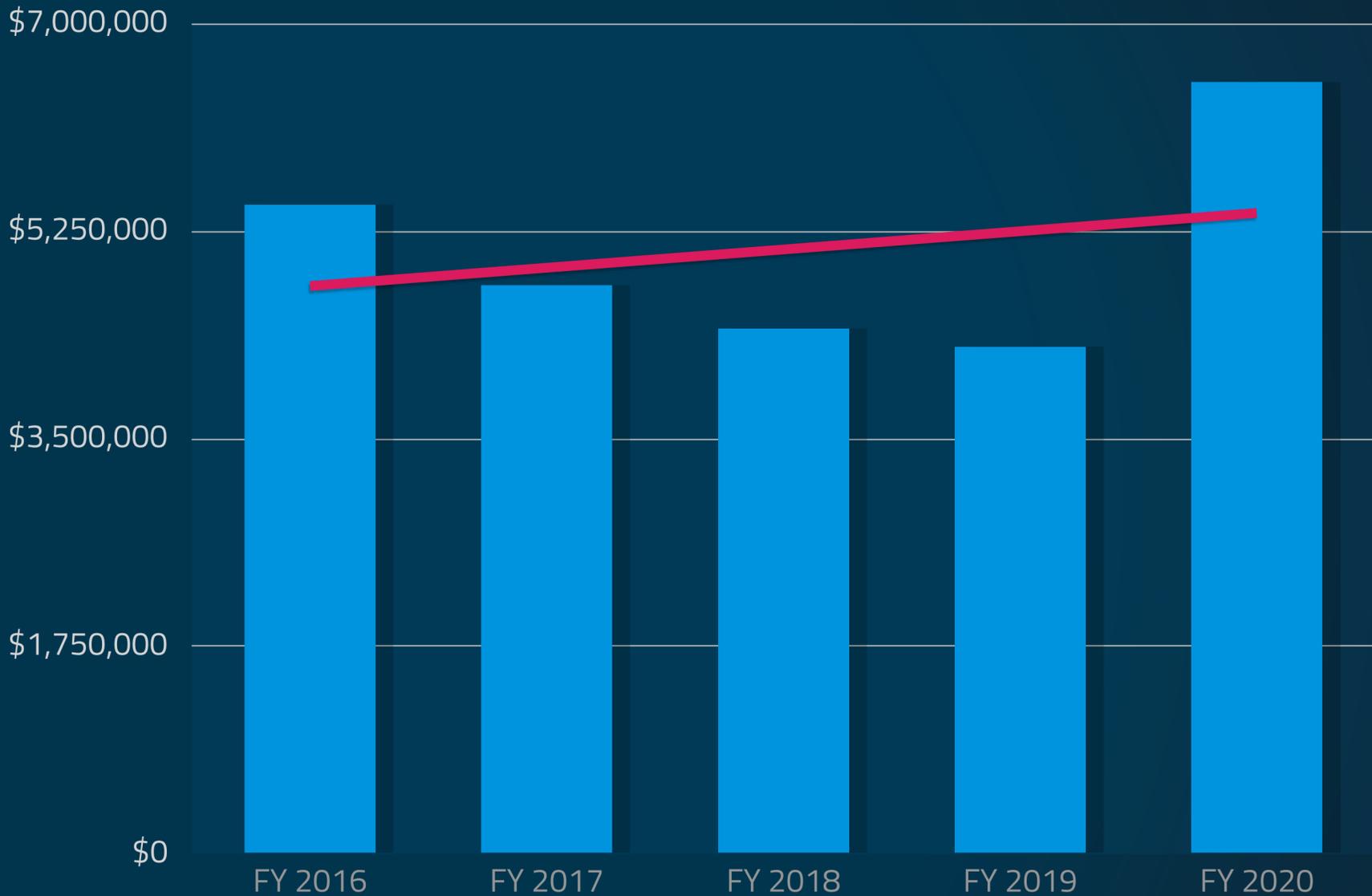
CORE REVENUE

From Current Installed Base



Revenue by Region

Revenue FY16 to FY19 & Projection FY20



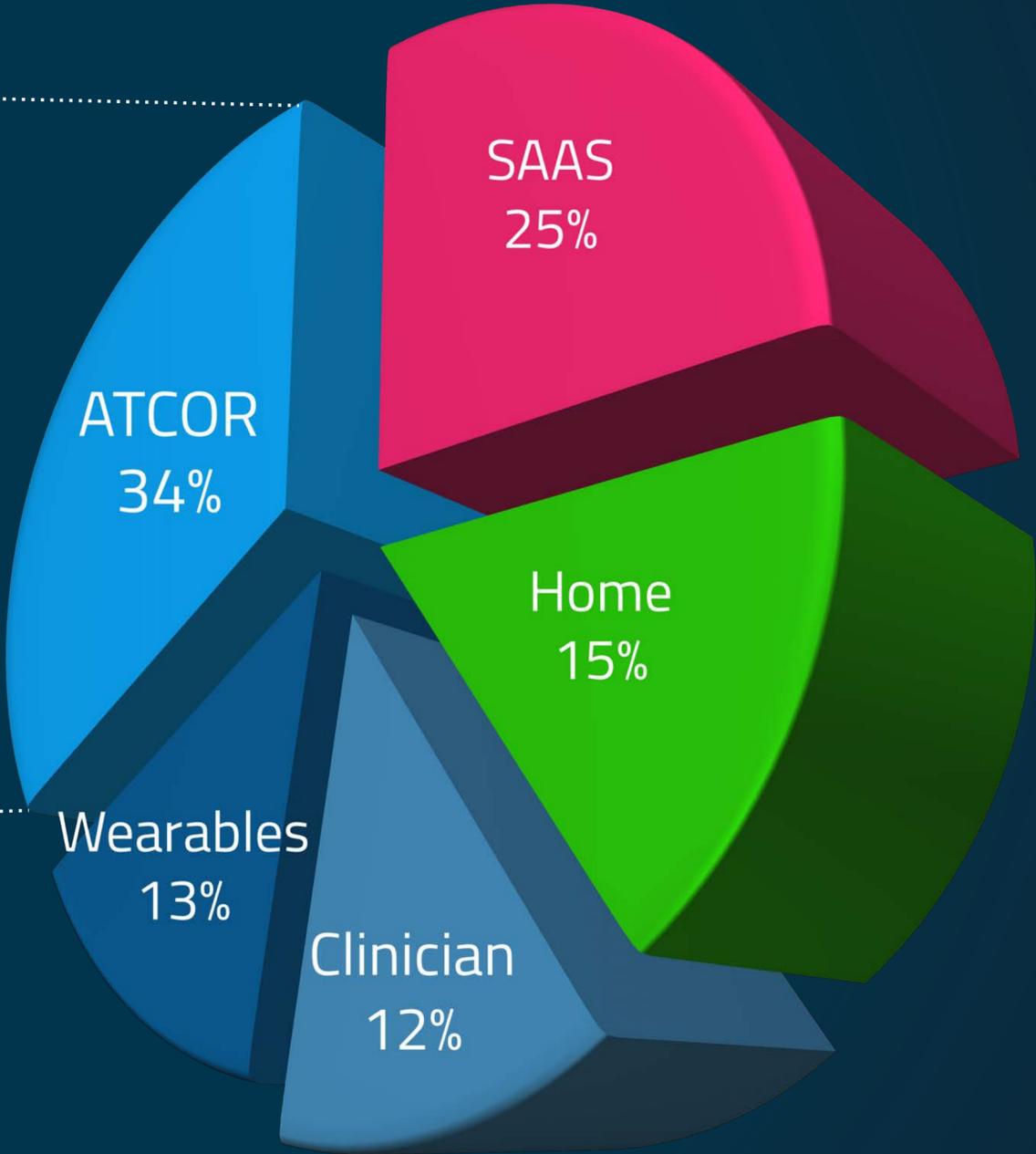
Core business on track for 50% increase in revenue in FY2020

50%

SALES GROWTH DRIVEN BY

Product and Tech Transformation

2022 Revenue



PRODUCT REVENUE METRICS

	SALES TARGET	SUCCESS DRIVER	\$ PER SALES EVENT	GROSS MARGIN	TOTAL ADDRESSABLE MARKET
ATCOR Xcel (Professional)	Specialists/ Research/ Pharma	Promotion of NcBP	\$7,500	>80%	\$USD5B
SaaS	Physician	CPT Reimbursement	\$200 p/month	>70% recurring	100% of units sold
	Consumer	Bundled sale w/ ATCOR device	\$9.99 p/month	>70% recurring	1.3B global hypertensives/75% of units sold
NcBP CardieX Devices	Physician/ Professional Wellness	CPT Reimbursement	\$1000	>70%	1M USA based physicians & clinicians
	Consumer	Physician Referrals	\$99	>70%	\$USD1.6B
Wearables	Physician	ABPM monitoring & CPT reimbursement	Licensing revenues	>80%	\$USD3B
	Consumer	Advanced CVD health metrics	% revenue share on ASP	>80%	\$USD8B

WHAT TO EXPECT GOING FORWARD

2020/2021 Revenue Drivers & Milestones

Positive and Active Development Across all Revenue Generating Sectors.

- 50% increase in 2020 revenues for core business.
- 100% growth in clinical trial services revenues.
- Expansion of existing product lines.
- Selection of ODM manufacturer for home BP+cBP device.
- Further penetration of Chinese market with ABPM and home products.
- FDA clearance for Blumio wearable reference design.
- Move to direct subscription/SaaS model across key product lines.
- Completion of "subscription/SaaS based" CardieX app for iOS +Android in 2020.
- Completion of clinical SaaS-based platform for in-clinic use (combined with CardieX device).
- Continuing execution of new marketing, sales, and lead generation strategies.
- Execution of new channel marketing strategies to general wellness and non-specialist clinician markets - ongoing w/ positive success to date.
- Launch of BP+cBP home monitoring device + FDA clearance.
- 3 new OEM partnerships for cBP integration "powered by ATCOR".
- Minimum 1 new global partnership for wearable integration of cBP technology "powered by ATCOR".
- 2020 launch of Mobvoi smartwatch globally with health features and other applications "powered by ATCOR".
- Continuing progress with clinical studies and trials validating cBP and associated health economics.

THANK YOU