



GROUND REACTION
FORCE

2300
NEWTON

dorsaVi™

INSPIRING THE WORLD TO
MOVE WELL

INVESTOR DAY

November 2017

WELCOME – DR ANDREW RONCHI



INSPIRING THE WORLD TO MOVE WELL™

***REVOLUTIONARY
WEARABLE SENSOR
TECHNOLOGY***

- 9.30am Introduction to dorsaVi Senior Leadership Team
- 9.45am Tony Smith, Managing Director Australia
Kieser Training
- 10.30am Demonstration of a live assessment using ViMove2
- 11.00am dorsaVi Senior Leadership Team & Their Market
- 12.30pm Tony Graham, Group Manager - Health Safety &
Wellbeing - Crown Melbourne Limited

About dorsaVi

2620
NEWTON



BOARD AND SENIOR MANAGEMENT

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Chairman
Herb Elliott



Non Executive Director
Greg Tweedly



Non Executive Director
Michael Panaccio



Non Executive Director
Ash Attia



Director & CEO
Andrew Ronchi



CFO
Damian Connellan



CIO
Meagan Blackburn



CPO
Muhammad Umer



CMO
Megan Connell



**Head of Sales and
Operations Australia**
Matt May



**Head of Sales and
Operations Europe**
Zoë Whyatt



**Head of Sales and
Operations US**
Mark Heaysman

OUR BUSINESS: SOLID FOUNDATION FOR GROWTH

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- Three key business divisions with diversified revenue streams
 - Occupational health and safety
 - Clinical
 - Elite sports
- Market leader with first mover advantage
 - Patent protected technology
 - Algorithms using Artificial Intelligence & Pattern Recognition
- Significant barriers to entry and limited competition
 - FDA Clearance, TGA approval & CE Mark
 - Published validation papers for data integrity
 - Strong clinical & health economic data
- Currently focused on three key geographies
 - United States
 - United Kingdom
 - Australia



STRONG PRODUCT PORTFOLIO

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- Patent protected movement algorithms on medical-grade sensor technology
- Function-specific applications which deliver meaningful movement data to our target markets



- OHS solution to determine, measure and mitigate high risk activities
 - Significant appetite for innovative manual handling solutions
 - Executive and board-level focus on reducing injuries and associated costs
 - Budget readily available
 - Growing portfolio of products to capitalise on opportunities



- Clinical solution with turnkey applications for low back, running and a range of other functional measures
 - Early adopter advocates in key geographic markets of Australia, US and UK
 - Strong interest and uptake in the major US market



- Elite sporting solution used in off-field environments to measure stress and prevent injury
 - Widespread use across many codes – AFL, NRL, NBA, NFL, NHL, EPL
 - Sporting business growing via word of mouth







Tony Smith

MANAGING DIRECTOR,
KIESER TRAINING AUSTRALIA



KIESER
TRAINING

Tony has had a very successful career in the financial software sector founding PlanTech Consulting Group in the late 1990's and selling to a listed company in 2006. After briefly enjoying a retired lifestyle, Tony joined Kieser Training as Managing Director in 2010.

Kieser Training Australia provides a unique offering of physiotherapy, rehabilitation and strength training facilities. Tony is MD of the Australian franchise from the parent company Kieser Training (Europe) who has >130 sites in Germany, Austria and Switzerland. Through Tony's vision for embedding physiotherapy and data into the Kieser sites, Tony has grown the Kieser Australia franchise to 9 sites (8 in Melbourne and the first site opening in Sydney in 2016).



KIESER

THE DRIVE FOR EVIDENCE WITHIN ALLIED
HEALTH

Nov 2017

© Kieser

 **dorsaVi™**

KIESER

WHAT IS KIESER?

- What is Kieser?
- The Allied Health Industry
- Kieser and dorsaVi
- Our view of the future

WHAT IS KIESER?



WHAT IS KIESER?

- Network of unique Physiotherapy, Strength and Conditioning franchises
- Origins in Europe
- History in Australia

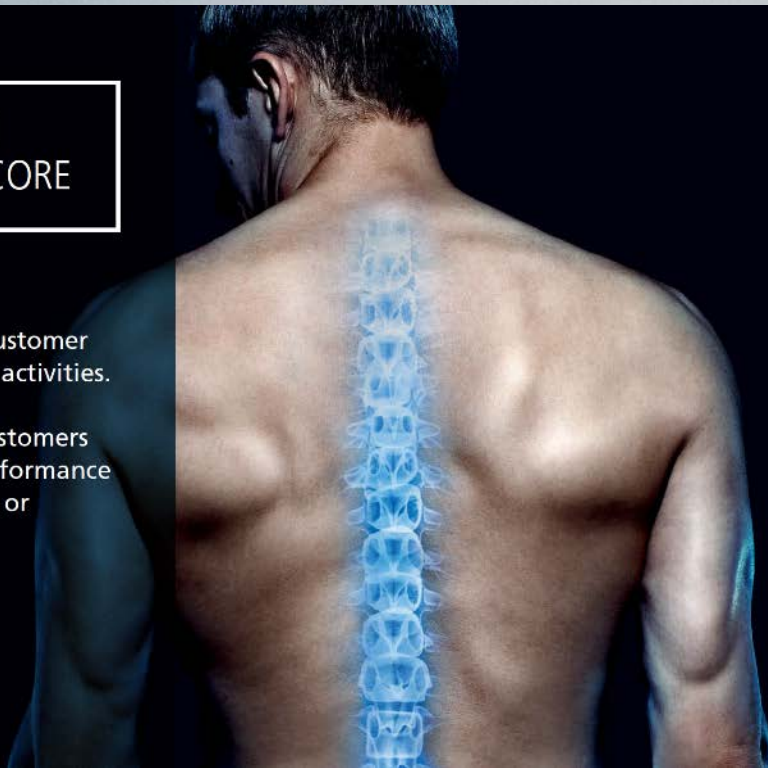
WHY WE EXIST

OUR MISSION THE CLIENT AT THE CORE

Our philosophy is to place our customer firmly at the centre of all of our activities.

Our MISSION is to enable our customers to maximise their functional performance and wellbeing regardless of age or condition.

It's all about outcomes.



HOW WE BEHAVE



GUIDING VALUES

- It's all about outcomes
- Growing people, growing teams
- Respect, reliability, integrity

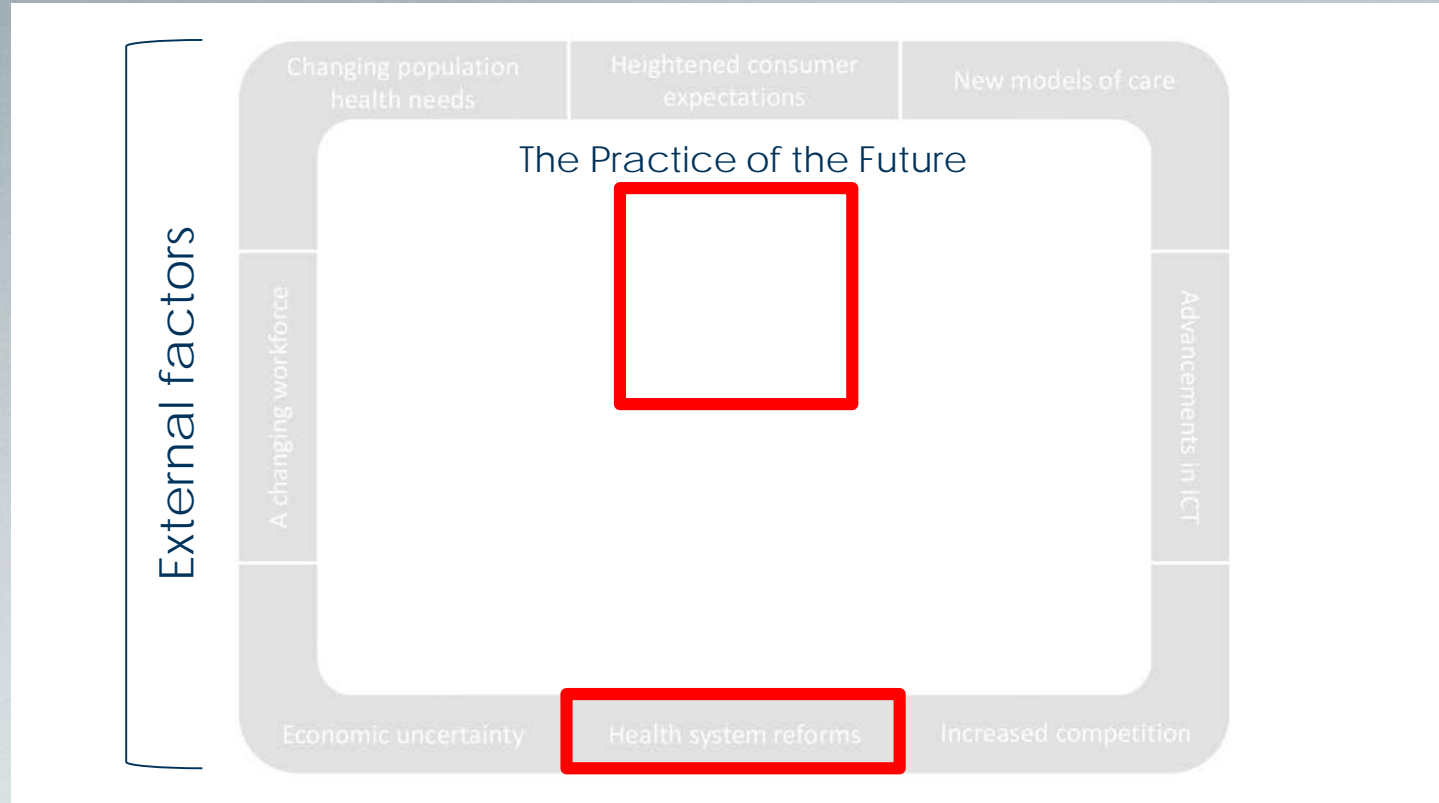
OUR STRONG SUIT – SPINAL



ALLIED HEALTH INDUSTRY – A PERSONAL VIEW

- Largely fragmented, consolidation superficial
- Vertical integration ?
- Consumer drivers: Convenience and Personality driven
Inconsistent approach to treatment
- Inconsistent outcomes and measurement of outcomes
- Highly educated workforce - large turnover in staff and industry leavers

ALLIED HEALTH INDUSTRY – APA VIEW



Source: InPractice 2025, APA: Nous Group

FROM “BLACK ART” TO SCIENCE - EVIDENCE



The screenshot shows the official website of the Australian Government Department of Health. The header features the Australian Government crest and the department's name. A navigation bar includes links for 'Ministers', 'For Consumers', 'For Health Professionals', 'About us', 'Media Centre', and 'Programs & Campaigns'. The main content area displays the title of a review and a paragraph stating that the review examined the evidence of clinical efficacy, cost effectiveness, safety, and quality of natural therapies. The word 'evidence' is highlighted with a red box. A footer note indicates the page was last updated on 29 June 2017.

Australian Government
Department of Health

The Department of Health

Home / For Consumers / Public and private healthcare / Private health insurance /

The Review of the Australian Government Rebate on Private Health Insurance for Natural Therapies

The review of the Australian Government Rebate on Private Health Insurance (the rebate) for natural therapies (the review), examined the **evidence** of clinical efficacy, cost effectiveness, safety and quality of natural therapies in scope of the Review.

Page last updated: 29 June 2017

FROM “BLACK ART” TO SCIENCE

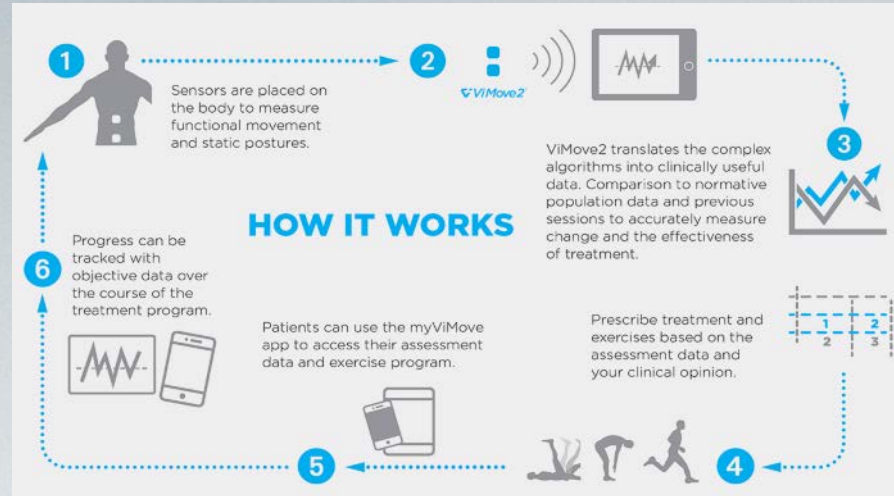
5.2.1 An evidence-based and ‘value-driven’ approach to treatment

Consumers will more frequently expect evidence of clinical outcomes, safety and the cost-effectiveness of their recommended course of treatment. The Practice of the Future will be equipped to provide and discuss this information with consumers and funders. It will involve the consumer in decisions on treatment options, equipped with its own evidence to demonstrate the cost-effectiveness of its services. This will be particularly important to an increased number of organisations and funders which engage their services under contract.

Source: InPractice 2025, APA: Nous Group

KIESER AND DORSAVI

- Kieser measures strength
- dorsaVi measures movement
- Clients love data, corporates love data and sports love data



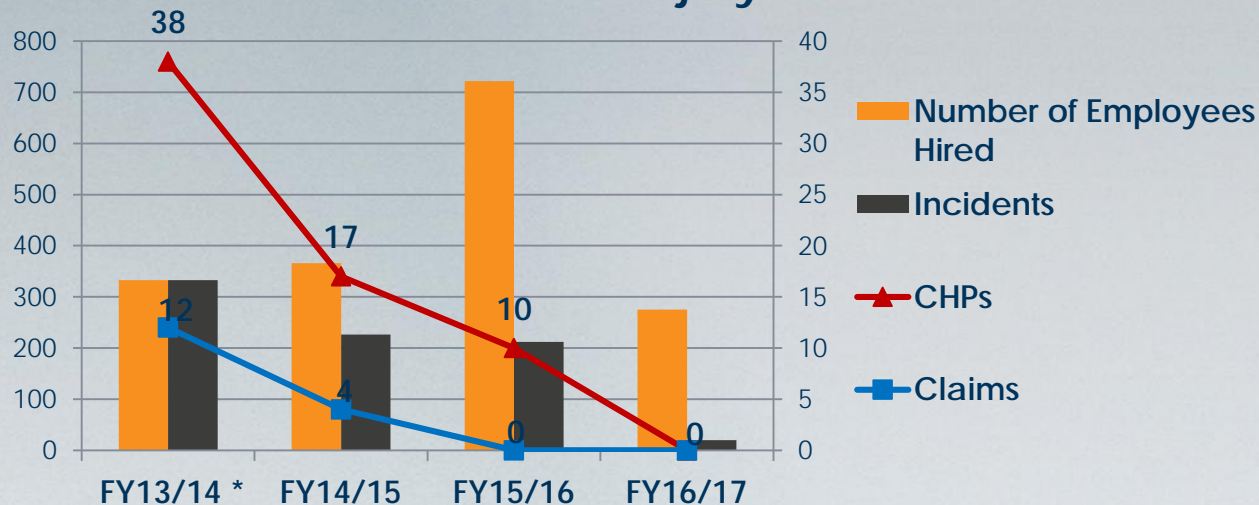
KIESER USING DORSAVI

- Initial challenges
- City of Hume
- Kieser Spinal Program
 - Embedding dorsaVi tech into our IT platform and processes
- Kieser University (?)
- Crown Casino – projects
 - Initial environment evaluation
 - Pre-employment screening project

A KIESER CORPORATE STORY

- A Case Study: Crown Casino: From Rehab to Prevention

Table Games Injury Statistics



OUR VIEW OF THE FUTURE

- Evidence is the key to the industry's future
- A generation of better qualified, better educated clinicians
- Integration with Practice Management Systems
- dorsaVi has the potential to become a standard tool within the industry

DEMONSTRATION OF ViMove2



RUN



LOW BACK



KNEE

dorsaVi Panel Discussion

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ASYMMETRY INDEX (ASI)

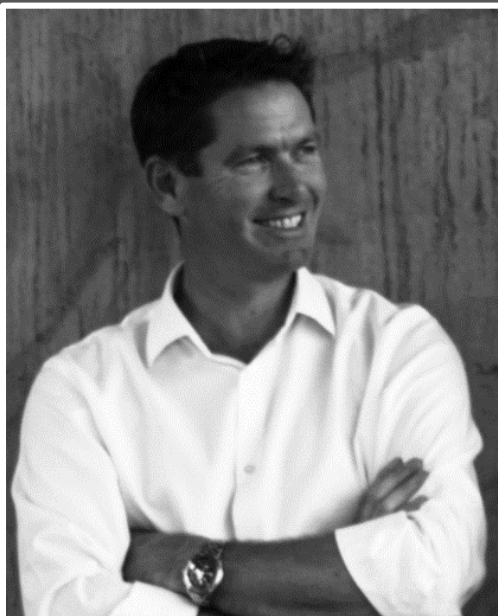
2700
2600
2500
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2300
2200
2100
2000
1900



L 10 5 0 5 10 R

LEFT: 2585 N
RIGHT: 2350 N

ASI: 10%



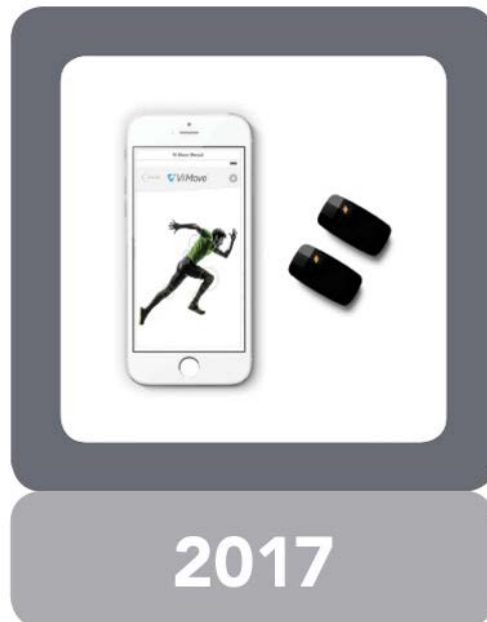
Dr. Andrew Ronchi

CHIEF EXECUTIVE OFFICER

Before co-founding dorsaVi, Andrew was a practising physiotherapist both at an AFL club and in private practice. He is a founding partner in four physiotherapy centres, the largest of these employing 30 staff. Prior to the founding dorsaVi, Andrew undertook a PhD in Computer and Systems Engineering, investigating the reliability and validity of transducers for measuring lumbar spine movement. As CEO of dorsaVi, Andrew is responsible for all aspects of the Company's operations.



PRODUCT EVOLUTION: KEEPING FIRST MOVER ADVANTAGE



Benefits of mini sensors

- 10 second start up (vs 3 mins)
- Significant reduction in COGS
- Training 10 min call(vs 4 hrs F2F)
- Smaller and lighter
- Higher data rates
- Mobile use case (remote)
- Sell on line
- Truly scalable product

EXECUTION ACROSS THE PRODUCT LINES

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ViSafe (OHS)

- ViSafe growing well with major brands in all three geographic markets (\$40k-\$300k contracts)
- myViSafe - self managed solution within ViSafe portfolio creating annuity revenue (\$10k p.a.)
- Scalable across small to large corporations



ViMove (Clinical)

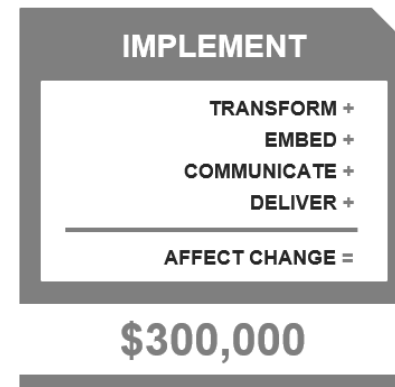
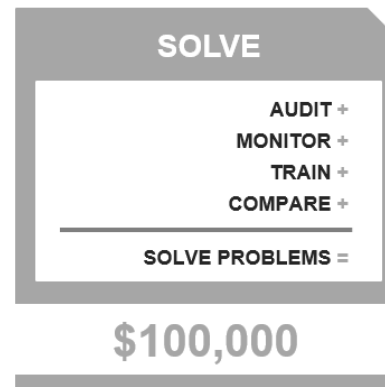
- Launch of ViMove2 (Aust May 2017, UK this week, US planned for Feb/March 2018)
- ViMove2 – App-based mini sensors, reduced COGS, fast and easy to use
- US: Select Medical (2,000 clinical sites) Initial pilot 20 (currently >50 sites)
- Revenue model: \$2-3k up front and \$2-3k p.a. leasing model



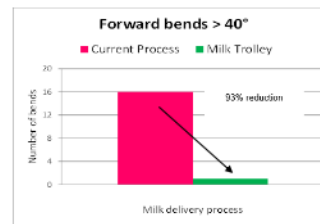
ViPerform (Sport)

- NBA (LA Lakers), NFL (New England Patriots), NHL (Philadelphia Flyers)
- US College sites (Ohio State & Marquette)
- Athletic Movement Index most popular module in USA
- Revenue model: \$2-3k up front and \$2-3k p.a. leasing model

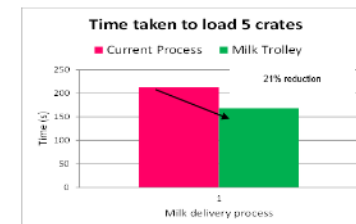
ViSafe PRODUCT & REVENUE MODEL



93% decrease in low back bending



21% increase in productivity



myViSafe BUSINESS MODEL

- Self managed solution for organisations to monitor employee movement
- Key applications
 - Manual handling training
 - Compliance testing
 - Issue identification
- Accessible to a very large market – for organisations with more than 100 employees
- High volume solution, low touch support
- Attractive price point – starting at \$9,500
- Software licence \$10k - \$50K p.a.
- Scalable annuity revenue from small to large corporates



Number of US businesses appropriate for myViSafe

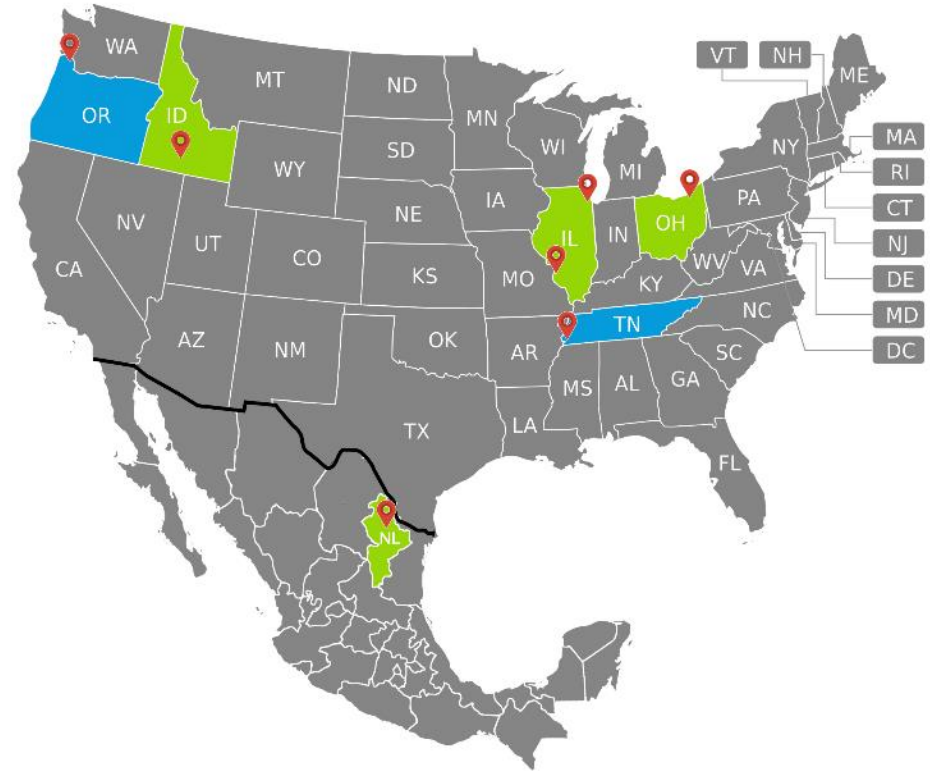
No. of Employees	No. of Businesses
5,000+	3,518
1,000 – 4,999	11,338
100 - 999	214,948

<http://dmdatabases.com/databases/business-mailing-lists/how-many-businesses>

AGENT MODEL BUILDING FOR SUSTAINED REVENUE GROWTH

Scalable model:

- Direct sales representatives in key markets
 - Sales partnerships with agents
 - 7 agents signed up across US
 - Centralised analysis
-
- 2 agents signed up in Australia



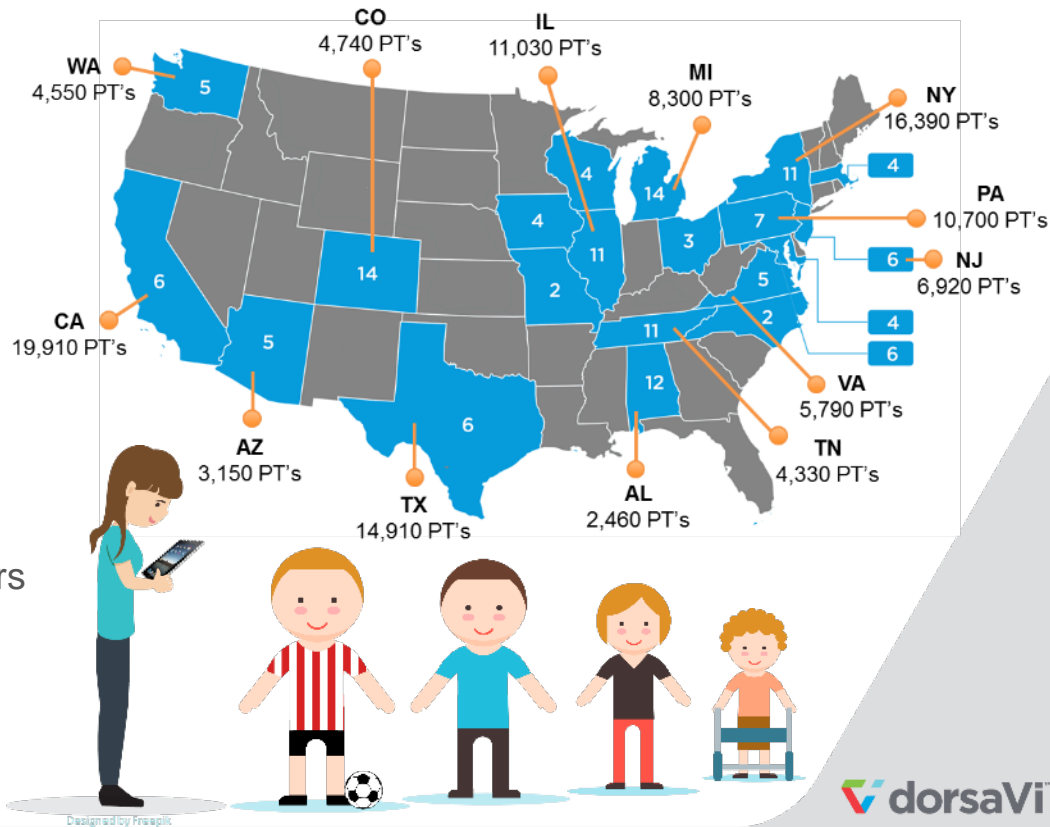
CLINICAL SCALE IN THE US MARKET

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284,000 Physical Therapists in the USA

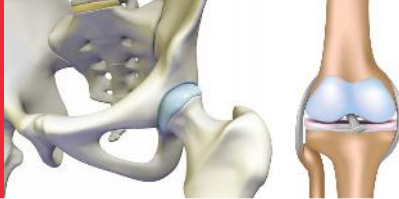
- Franchise model with acquisitions occurring
- Commercially minded
- Less hands on
- Treat multiple patients at a time (1:4)
- More tech savvy
- Outreach business model
- Schools and colleges screening large numbers
- 2 years to sign on 180 sites
- Very high retention rate

dorsaVi clinical sites and number of PT's by state



STRATEGIC RELATIONSHIPS WILL ENHANCE GROWTH

MEDICAL DEVICES



- Large companies with a special interest in movement
- Track and monitor patient both pre & post surgery
- Want to provide better outcomes for their product

PHARMACEUTICALS



- Independent evidence on how their drugs are performing
- Are people moving better?
- Do the patients have less muscle spasm?

HOSPITALS



- Aiming to reduce admissions
- Monitor patients at home and engage them in recovery
- Conduct commercial pilots using cutting edge tech
- Publish trial results with KOLs as authors

UNIVERSITIES



- Develop better treatment protocols
- Conduct sophisticated clinical trials using new tech outcomes
- Educate the next generation of clinicians and ergonomists

INTRODUCING OUR SENIOR MANAGEMENT TEAM

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Director & CEO
Andrew Ronchi



CFO
Damian Connellan



CIO
Meagan Blackburn



CPO
Muhammad Umer



CMO
Megan Connell



**Head of Sales and
Operations Australia**
Matt May



**Head of Sales and
Operations Europe**
Zoë Whyatt



**Head of Sales and
Operations US**
Mark Heaysman



Mark Heaysman

HEAD OF SALES AND OPERATIONS,
dorsaVi USA



Mark's career has seen him head up logistics businesses in Australia and South East Asia. This has entailed managing complex projects and businesses in remote and demanding environments. Having direct experience in managing large industrial workforces under a number of regulatory environments Mark understands the drivers and challenges our clients encounter in the OHS space. Mark first joined dorsaVi to establish and lead the global OHS product line and successfully built this to be a major business line. In 2015 became the Head of Sales and Operations, USA.





Matt May

HEAD OF SALES AND OPERATIONS,
dorsaVi AUSTRALIA



Matthew's experience is both broad and varied, encompassing all customer and operational aspects of multi-site ASX listed service orientated businesses. He has 5+ years experience working clinically as a physiotherapist in private practice, before managing company owned physiotherapy clinics and a network of franchisees under the banner of a large national provider. Matthew has 10+ years experience working for an ASX listed national provider of workplace health and injury management services consulting to large corporates, government organizations and insuring agents providing a range of injury prevention and injury management services. He has 10+ years experience as a leader of operational, account management and customer sales teams with full P&L accountability.

DORSAVI AUSTRALIA

- 45% of company revenues
- NSW and Victoria Biggest Markets
- WA and QLD emerging
- Team
- Agency Model
- Deals Won
- Products
 - B2B
 - Workplace and Clinical & Sports Practice



DORSAVI AUSTRALIA

- Workplace injuries cost the Australian economy \$61.8b per annum
- MSC account for the highest proportion of all workplace injuries, 40% relating to body stressing (20% low back; 15% shoulder) which cost \$115,780 per case
- Ageing workforce
- Budget restraints = need for informed decision making on which controls deliver the best ROI



Data to enable decisions to be made with confidence?

What will deliver the best ROI?

PREVENTION



*Dynamic movement profile
Benchmark for individual worker
(back & knee)
Guides recovery where injury occurs*



*Identify & prioritise movement risk
Validate control strategies
(engineering, equipment, process)
Guides training in best practice*



*Training with biofeedback
Movement trending*

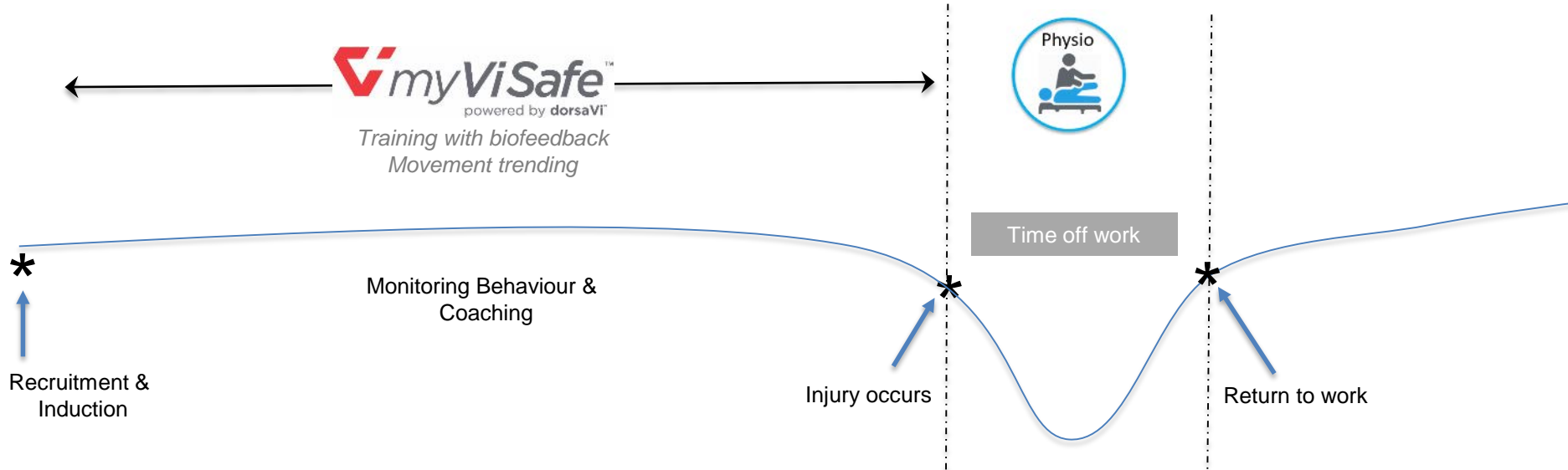
RECOVERY



*Tailor RTW to individual
Track progress
Motivate worker
Improve RTW outcome*

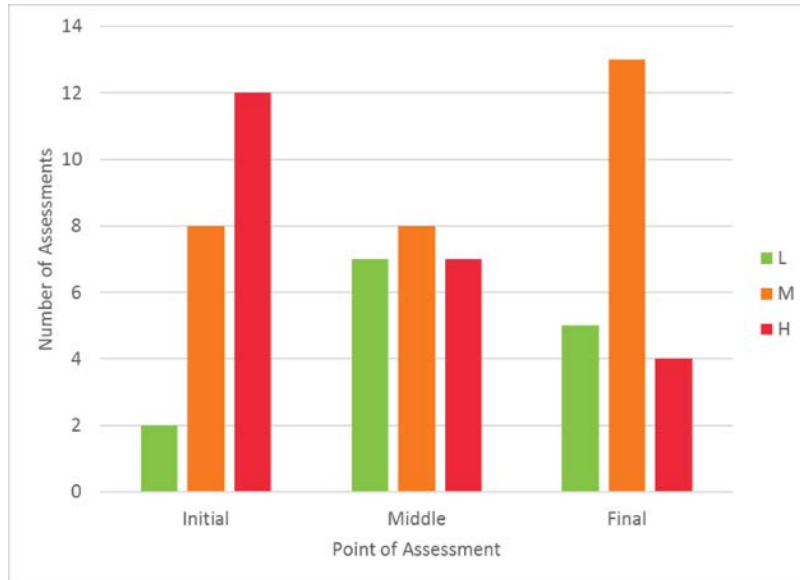


*Validate RTW / Suitable Duties
Reduce risk of re-injury
Motivate worker
Sustainable RTW outcome*



EMPLOYEE LIFE CYCLE

DORSAVI AUSTRALIA – VISY CASE STUDY



- 12-week program
- 22 high risk job tasks
- 9 employees

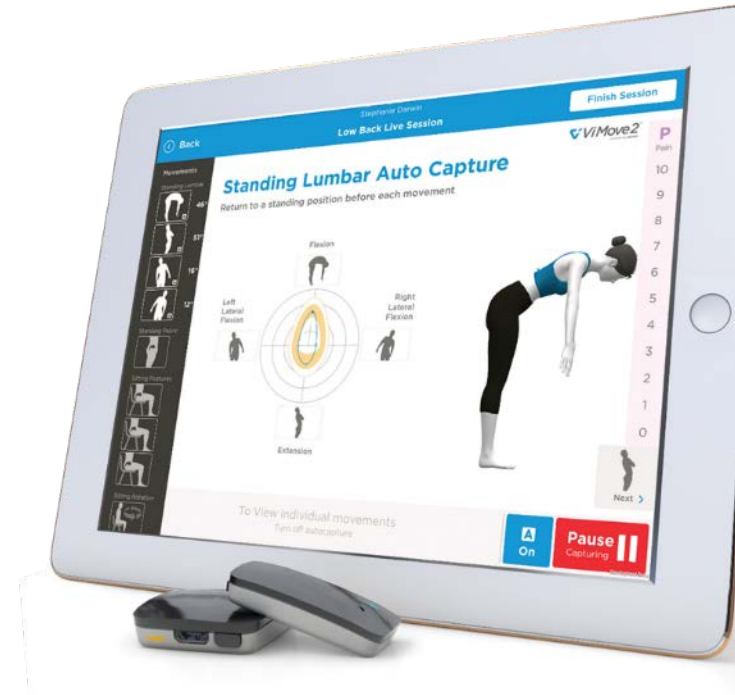


A **67% reduction** in the number of site based assessments
showing a high movement risk profile over the 12 week pilot

DORSAVI AUSTRALIA

In the clinical market

- Lower COGS = Lower Price Point = High Volume
- Value Proposition
- Quicker Sales Cycle
 - Virtual Meeting & Online Purchasing
- Online Support & Training
- Kieser Training Early Adopters
- Positive Adoption and Usage Rates



HEALTH & SAFETY



CLINICAL



DORSAVI AUSTRALIA

Opportunities for Future Growth

- Workplace - corporate and compensable
- Industry sectors and 'Big Data'
- Broadened service offering in the workplace
- Universities and undergraduate programs
- myViSafe and Self Service
- Agency Model



Zoe Whyatt

HEAD OF SALES AND OPERATIONS,
dorsaVi UK



Zoe brings 10 years' experience of managing fast growing organisations to the European team at dorsaVi. Previous roles saw her successfully entering new markets and leading organisational change and geographical expansion in the USA, Australia and the UK. From 2005-2009 Zoe established the US presence of CogState, an Australia biotechnology start up providing objective and accurate data about brain function and cognition to help decision making in the healthcare sector. At dorsaVi Zoe has helped established the European office and successfully grow the business.





Meagan Blackburn

HEAD OF PRODUCT INNOVATION



Meagan has a professional background in musculoskeletal physiotherapy and public health, with a special interest in the epidemiology and clinical management of low back conditions. She joined dorsaVi in September 2012, establishing the company's European headquarters in London. On her return to Australia, she assumed the role of Chief Innovation Officer and is responsible for dorsaVi's medical reimbursement and clinical research strategy. She is also responsible for product research and development, working with key opinion leaders from OHS, clinical and elite sport sectors to produce a range of cutting-edge products capable of delivering excellent movement data solutions to our customers.

REVOLUTIONARY NEW SENSORS



Movement



Movement
&
Muscle



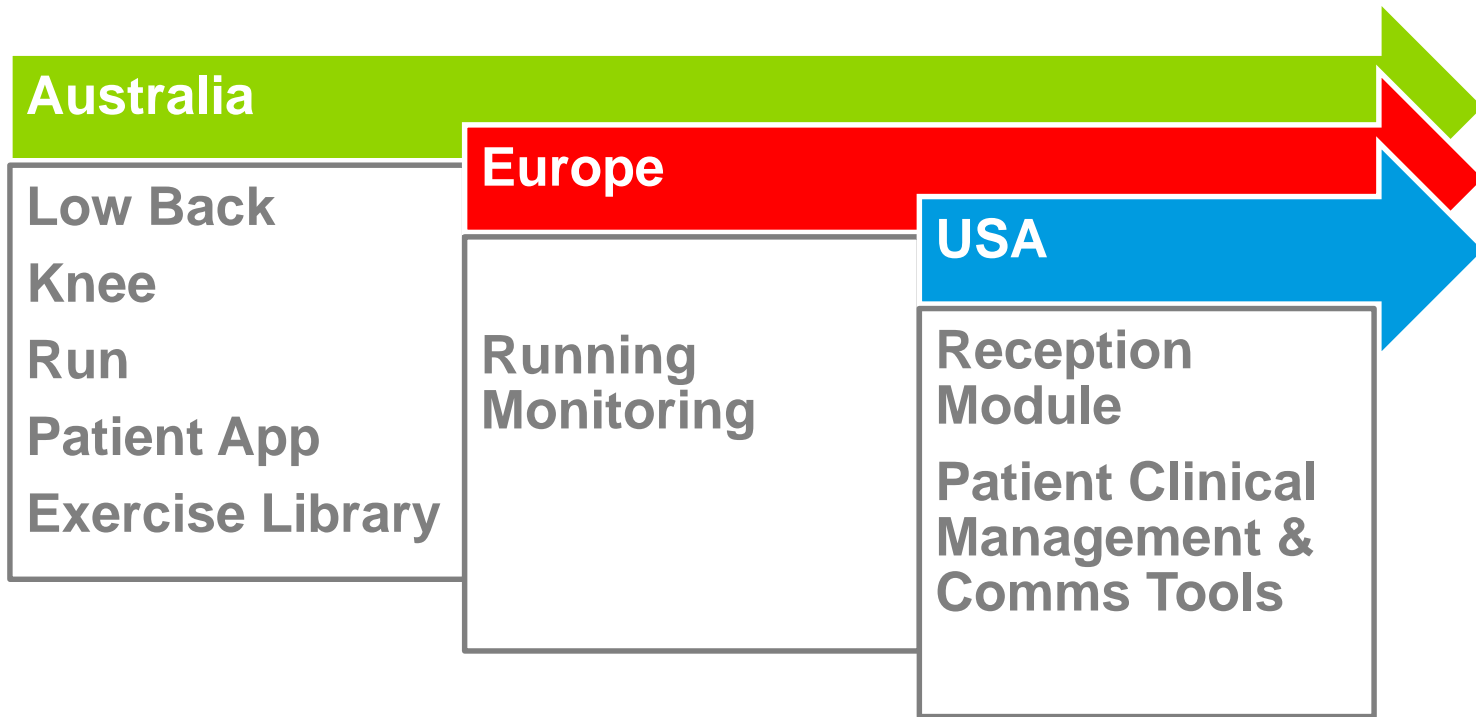
High-Spec
Research

WHAT SETS DORSAVI APART FROM COMPETITORS

- Intimate customer feedback to optimise product (Aust, Europe & USA)
- UX and UI expertise (Avatar)
- Medical grade production facility ISO13485 compliant
- FDA 510K Clearance (Pfizer, Nevro, Boston Scientific....)
- Stream of high quality research (>70 projects)
 - Commercial projects, IP & independent publications
- Data that locks that patient into the clinic & workplace - Retention

VIMOVE2 LAUNCH

Staged launch to perfect ViMove 2 for US market



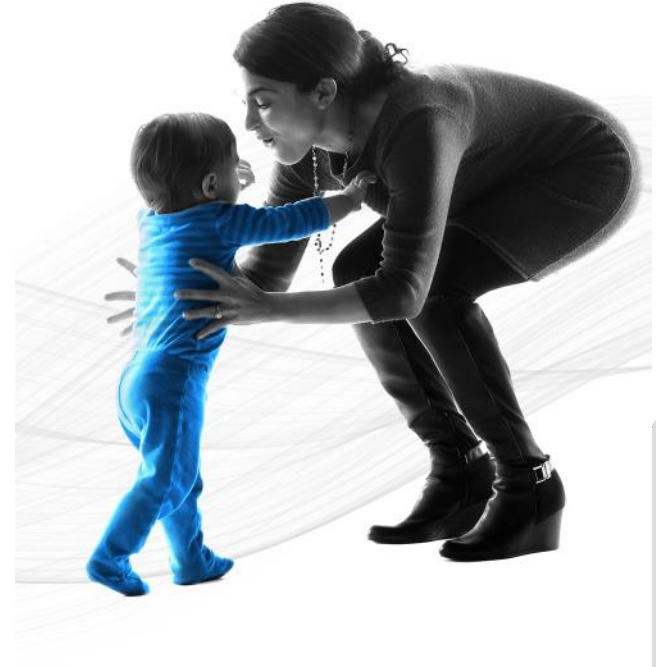
USA: TWO PRODUCT MARKET

ViMove2

- Key modules
- Patient management & marketing
- Client app & communication features

dorsaVi Movement Suite

- Comprehensive & complex modules
- EMG & video
- Raw data for research & detailed analysis



VISAFE STRATEGY

Detailed Movement Analytics

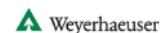


- Product development to grow annuity & decrease COGS
 - Ease of use
 - Automation of analysis
 - Data quality
 - Software Licensing



Task	Subtask		
	Back	Left Shoulder	Right Shoulder
ROM % time outside preferred movement zone	Preferred	Attention 33%	Attention 53%
Repetitions per minute	Attention 2 reps	Alert 5 reps	Alert 4 reps
Sustained positions	Preferred	Preferred	Attention 1 sustained
EMG	Alert	Alert	Alert
Score	3	6	
Task Score	9		

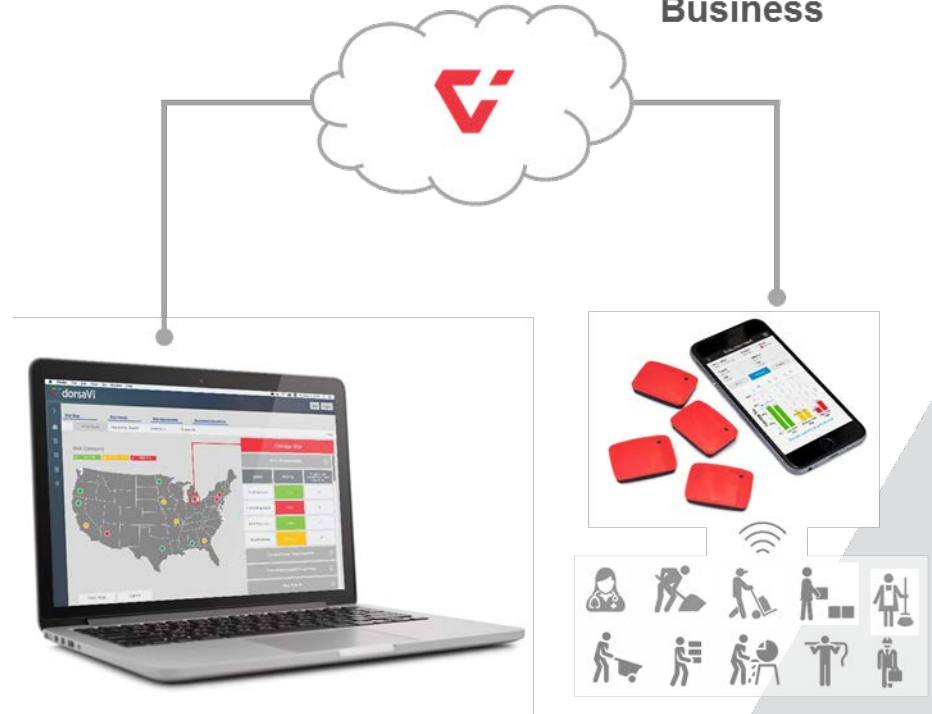
Our customers



MYVISAFE STRATEGY



Self Managed
Movement
Map Across
Business



LINKING PRODUCTS

- eg. Return to Work: case management & governance

**Ready to return
to work?**

ViMove2

Endurance &
Wellbeing

**Is the job
appropriate for
this employee?**

ViSafe

Job Dictionary &
communication
tools

**Supporting a
sustainable
return to work**

myViSafe

Self-
management,
monitoring &
biofeedback



Megan Connell

CHIEF MARKETING OFFICER

Megan is an experienced marketing professional with more than 20 years' of international marketing experience across a range of industries including information technology, healthcare and workplace health and safety. Before joining dorsaVi, Megan was the head of marketing at Konekt, a workplace health provider, and previously was the head of marketing communications for the Asia Pacific region of the major medical device company Cochlear Limited.



- Manage marketing aspects of product launch and communication
- Communicate value to target markets
- Raise awareness
- Generate leads to focus sales activities
- Improve sales effectiveness
- **MAINTAIN FOCUS!**



Objectives

- Remove perceived 'big decision' barriers
- Shorten sales cycle
- Reduce sales involvement
- Move devices in higher volume
- Build critical mass to allow us to start push/pull marketing

Tactics

- Aggressive launch pricing promotion
- Targeted online advertising – link to more info and ecommerce platform where ViMove 2 can be ordered online



- Introduction of annuity revenue
- Put control in the hands of the customer
- Ability to embed dorsaVi in safety program
- Recraft ViSafe portfolio value proposition and improve sales tools



**Value proposition by
customer segment**

Content:

- Customer success stories
- Thought leadership content
- Product information

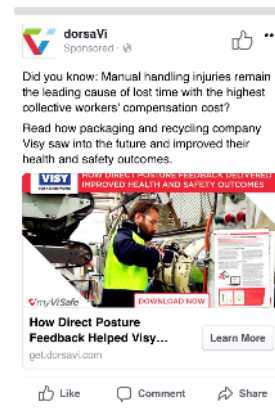
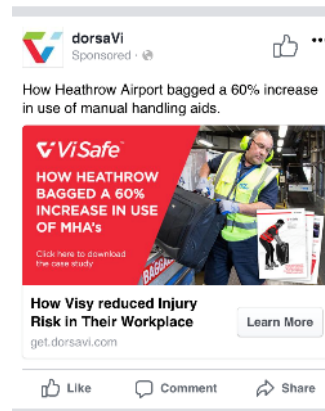
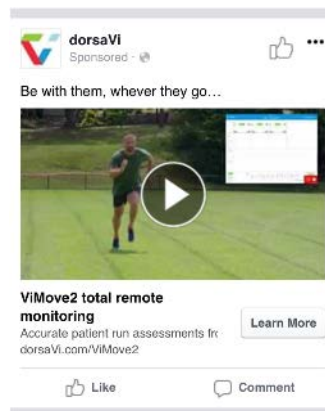
**Communication
platforms:**

- Website
- Display advertising (social platforms)
- Social media marketing
- Webinars
- Email campaigns
- Events

KEY MARKETING PROGRAMS: LEAD GEN & AWARENESS

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- Paid advertising
 - Facebook
 - LinkedIn
- Remarketing
- Social Media Marketing
- Global webinar program
- Email campaigns
- Telemarketing



LEADS PER MONTH GROWTH

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- Drive word of mouth marketing by facilitating advocacy
- Extend communications to consumers to push clinical adoption
- Continue to grow and nurture leads
- Create segmented offerings



Tony Graham

GROUP MANAGER – HEALTH & WELLBEING, CROWN RESORTS LIMITED



Tony's background involves 12 years as National Worker's Compensation Manager at Shell Oil followed by 7 years in a similar roll at Unilever. Tony was also the Chairman of the Self Insurers Association of Victoria for 6 years. Tony's roll is currently the Group Manager of Health, Safety & Wellbeing at Crown Melbourne Limited where he is responsible for all elements of health and safety throughout Crown Resorts at the main properties including Melbourne and Perth sites.

Tony has had the vision of changing manual handling risk at Crown Resorts (Melbourne and Perth) and has engaged dorsaVi over the past 3 years to utilise technology and movement analysis to make fundamental differences to the management of workers and their manual handling activities. Tony is based in Melbourne, is married with 2 lovely children and is a big St Kilda fan.