

CardieX

ASX:CDX

Company Overview

Craig Cooper - Chief Executive Officer
Niall Cairns - Executive Chairman

November 2020



OUR MISSION

To reduce the global impact
of cardiovascular disease.

CardieX technology in
over a billion homes and
clinics worldwide.



KEY COMPANY HIGHLIGHTS

Health technology company focused on arterial and vascular disease – **world's largest health market.**

Core technology measures arterial stiffness and central blood pressure.

Only FDA-cleared non-invasive measurement of arterial health.

Breakthrough wearable sensor technology being rolled out.

Multiple new device launches in 2021 targeting key new markets.

Significant ecosystem of new partnerships and multiple new revenue streams.

Substantial patent, trademark, and IP portfolio.

Experienced, proven team.

WE'RE SOLVING A GLOBAL PROBLEM

Cardiovascular (CV)
disease is the
#1 Killer
of humans globally ¹



Incidence rate
continues to rise

Current blood pressure
(BP) monitoring solutions
do not accurately identify
or prevent CV risk



100
YEAR OLD TECHNOLOGY

Global regulatory and
policy support calls for
more accurate
diagnosis of heart
diseases based on
arterial stiffness.

THE LANCET



World Health
Organization



Traditional blood pressure monitors do not measure a specific **individual's risk** for hypertension, cardiovascular disease, and other health disorders.

OUR MARKET

We're focused on the largest health technology markets - cardiovascular & arterial disease and wearable remote patient monitoring.

Significant
addressable
market

1.3B

Global Hypertensives ⁶
(USA 46% of adult population).

1M+ USA based physicians and clinicians.

Global Blood Pressure Monitoring

Market Value 2017

USD

1.04 B ²

(Fortune Business Insights)

2025

USD

2.5 B ²

(Fortune Business Insights)

Medical Wearables Market

Market Value 2017

USD

12.79 B ³

(Industry Stats Report)

2025

USD

37.67 B ³

(Industry Stats Report)

Digital Health

Market Value 2019

USD

103 B ⁴

(Valuates Reports)

2025

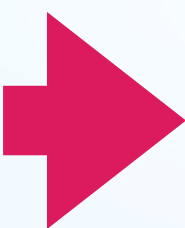
USD

509 B ⁵

(Grand View Research)



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".

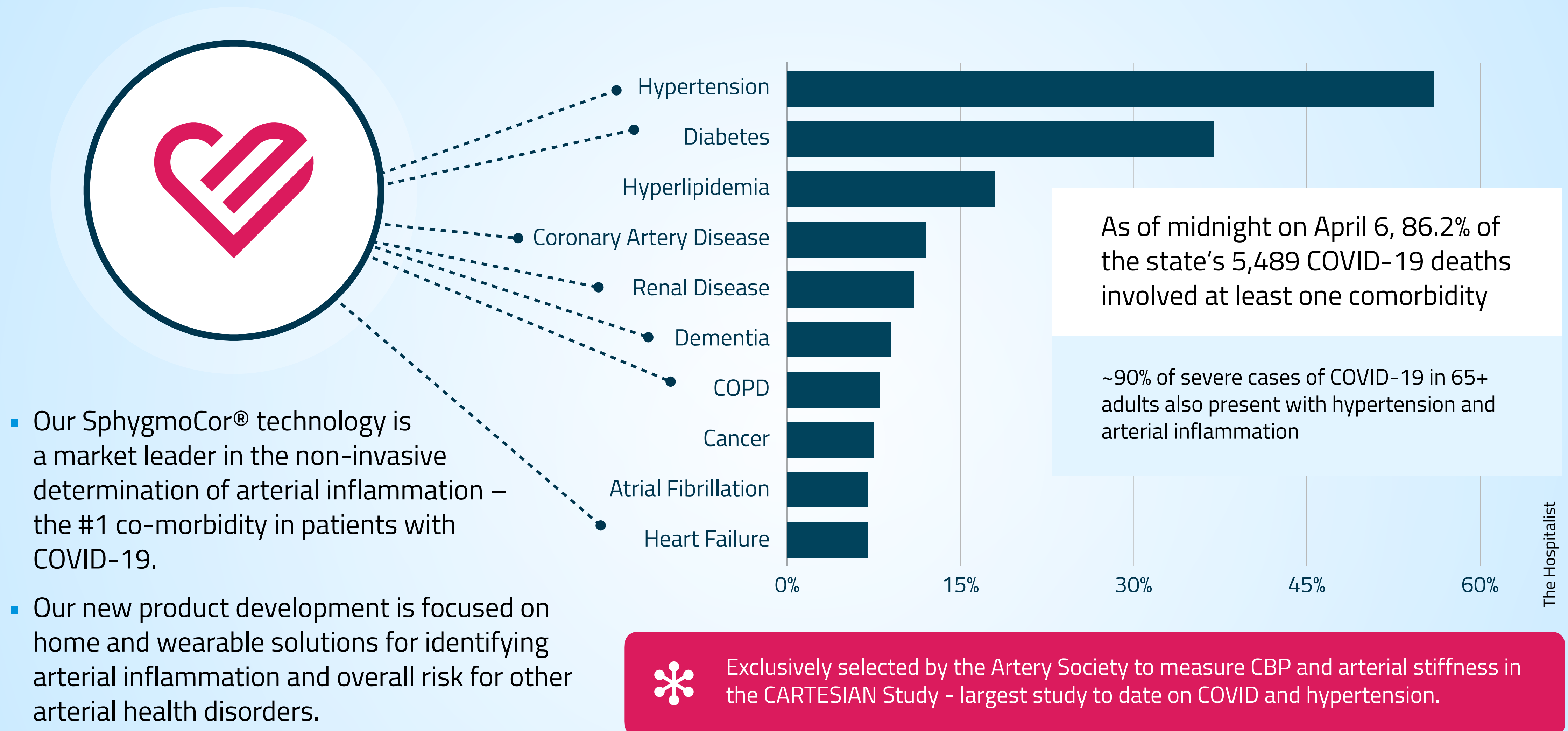


POWERED BY

ATCOR

RELEVANCE DURING PANDEMICS

Leading Comorbidities among COVID-19 Deaths in New York ⁷



OUR CURRENT SOLUTIONS

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

- Patented technology measures "central blood pressure" at the aorta/heart rather than "peripheral blood pressure" at the arm as well as arterial stiffness.
- **Non-invasive** hospital grade cardiovascular diagnostics - (ATCOR XCEL = FDA predicate device/alternative to invasive aortic stent).
- 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



Approved



USA CPT
Reimbursement Code

14

Patents covering significant applications in cardiovascular health and consumer wearables.

16

New Trademarks

BENEFITS OF CENTRAL BLOOD PRESSURE MEASUREMENT (cBP)

Medical and consumer **health parameters** not otherwise attainable using traditional blood pressure devices (arterial stiffness, central pulse pressure, Augmentation Index etc).

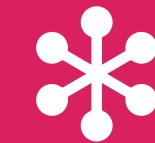


More **precise and accurate** determination of hypertension and risk of vascular related diseases such as Alzheimer's, stroke, kidney, renal, and other inflammatory disorders.

Identifies patients that are being over or undertreated for hypertensive related disorders (1.3B global hypertensives).

You can't practice medicine anymore without central blood pressure.

More precise targeting of prescription drugs - approx \$USD1.65B in annual cost savings to payers and insurers (~16% annual savings in costs of overtreatment).



Dr. Mark Houston, Director - Hypertension Institute















cBP more closely reflects cardiovascular risk than brachial BP - predictive superiority of cBP over brachial BP primarily due to the proximity of the ascending aorta to the main organs (1400+ studies).

Earlier identification of serious health risk. Better predictive value in terms of potential long-term organ damage.

Due to variability between individuals, central blood pressure cannot be estimated from brachial blood pressure, so must be measured separately.

OUR PARTNERS & CUSTOMERS

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

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).	     MASSACHUSETTS GENERAL HOSPITAL
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.	 

6

Continents

34

Countries

4000+

Installations

THE FUTURE

An ecosystem of connected devices & apps designed to improve daily wellbeing and long-term health.

NEW PRODUCT DEVELOPMENT OVERVIEW

- Multiple new products and revenue streams on track for 2020/2021.
- A complete device & software solutions infrastructure.
- Comprehensive vital signs monitoring solutions.



	Now	2021
Devices	2	5
Partnerships	1	3
Digital	0	3

Current Medical

- XCEL
- Oscar II



POWERED BY
ATCOR 

New Medical/Home-Use (2020/2021)

- v1 CBP monitor
- v2 CBP monitor (arm-based)
- Finger CBP monitor
- OEM partnership (licensing)



Market Opportunity

\$USD 2.5B²

Source: Fortune Business Insights

New Consumer Wearables (2020/2021)

- Mobvoi partnership
- OEM partnerships (licensing)
- Blumio



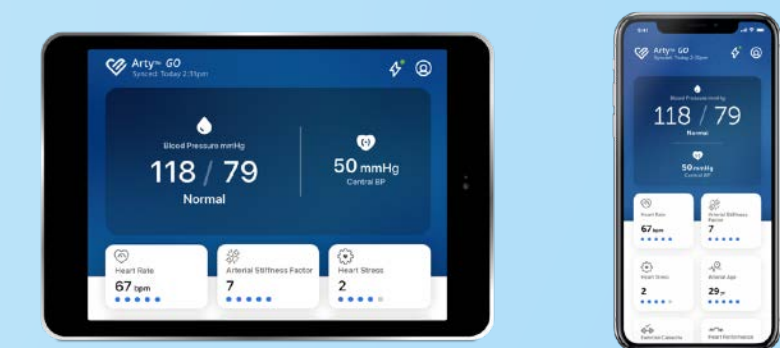
Market Opportunity

\$USD 37B³

Source: Industry Stats Report

New Arty™ Digital Hub-IoMT (2021)

- Secure cloud
- Clinician portal
- Consumer app



Market Opportunity

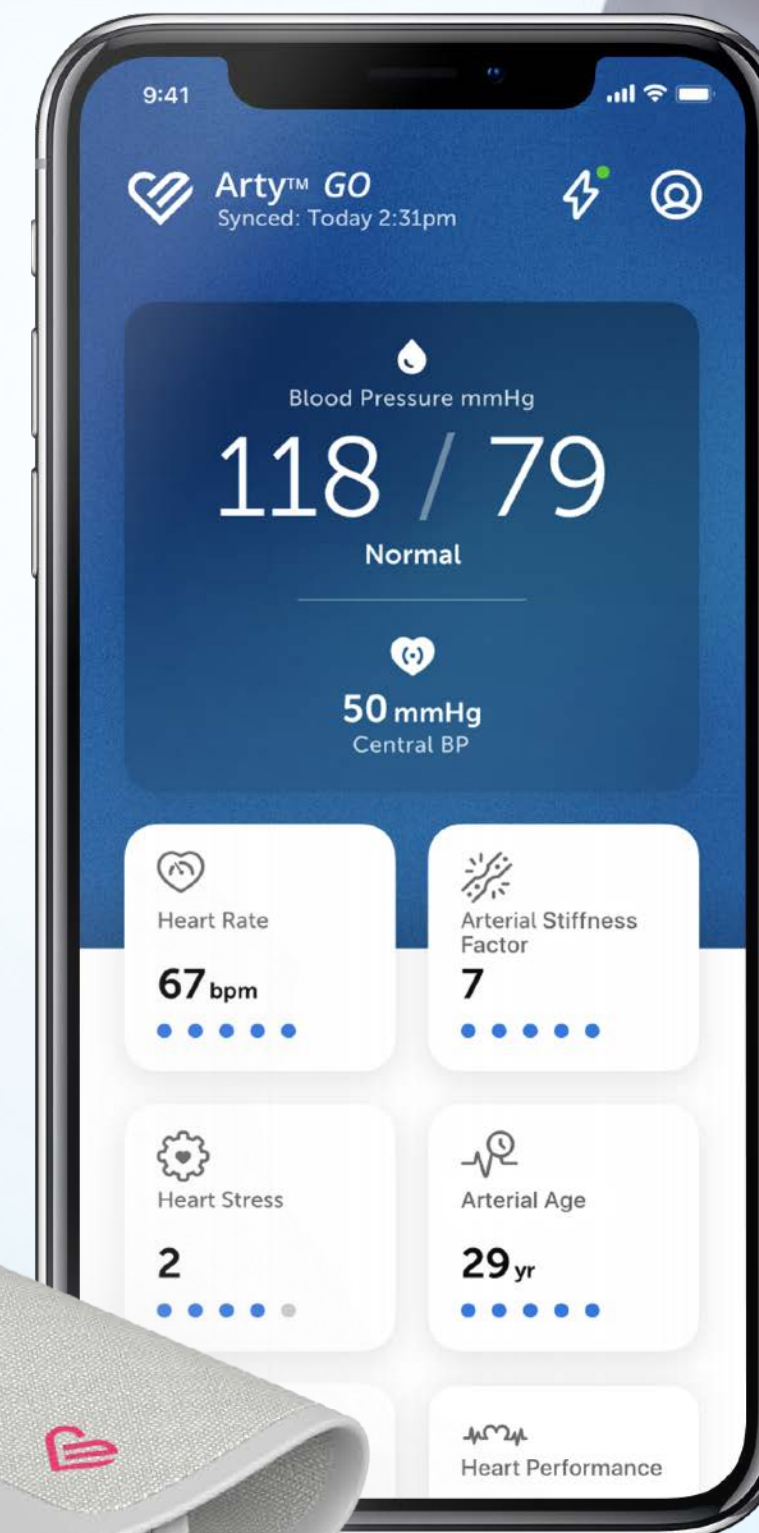
\$USD 509B⁵

Source: Grand View Research

HOME/CONSUMER VITAL SIGNS

Reimagining consumer vital signs monitoring.

- Customizable modules and over-the-air feature upgrades.
- Full suite of arterial and consumer health features - "beyond blood pressure".
- Over 15 programmable health data features at launch (Arty™).
- Full clinical remote patient monitoring solution.
- Connected arterial health monitoring for population health management.



CARDIEX SENSOR TECHNOLOGY & WEARABLE STRATEGY

Powered by ATCOR·X Analytics Engine

A close-up, angled view of a square microchip with a metallic, reflective surface. The chip is set against a background of a complex circuit board with glowing blue and purple lines. The ATCOR·X logo is printed in white on the top surface of the chip. The logo consists of the word 'ATCOR' followed by a small red diamond symbol and the letter 'X'.

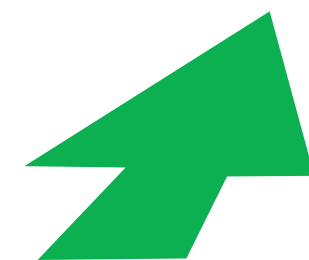
ATCOR·X

SIGNIFICANT GLOBAL OPPORTUNITY IN WEARABLE HEALTH DATA DRIVEN BY

1.3B

Global
hypertensives

by 2024



\$USD

37B

Growth in global
wearable devices

Medicare
remote monitoring codes

\$440

per patient/6-month period

CardieX

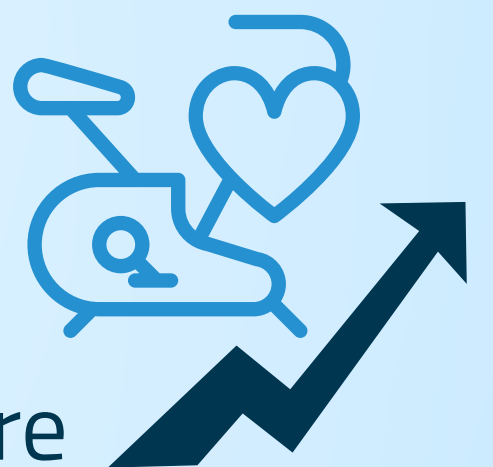
CardieX's **unique CPT reimbursement code**
for central blood pressure.

Medicare
expanded coverage
for hypertension
diagnosis.



**Growth in consumer
and connected
fitness devices**

move towards
incorporating more
medically reliable features.













A COMPLETE WEARABLE HEALTH MONITORING SOLUTION

We are uniquely positioned:

- World-first patented wearable PPG sensor technology.
- World-first medically reliable health feature set.
- Multiple diagnostic & health applications (hypertension, stroke, Alzheimers, kidney & renal disease, consumer health & fitness).
- Global leader in advanced cardiovascular diagnostics.



Arty™

-  Blood Pressure
-  Central Blood Pressure
-  Arterial Stiffness (ASF™)
-  Heart Stress Score
-  Exercise Capacity (eCap™)
-  Heart Rate Plus (HR+™)
-  Blood Pressure Variability (BPV™)
-  Cardiac Efficiency (HPX™)
-  Heart Rate Variability (HRV+™)
-  Central Pulse Pressure

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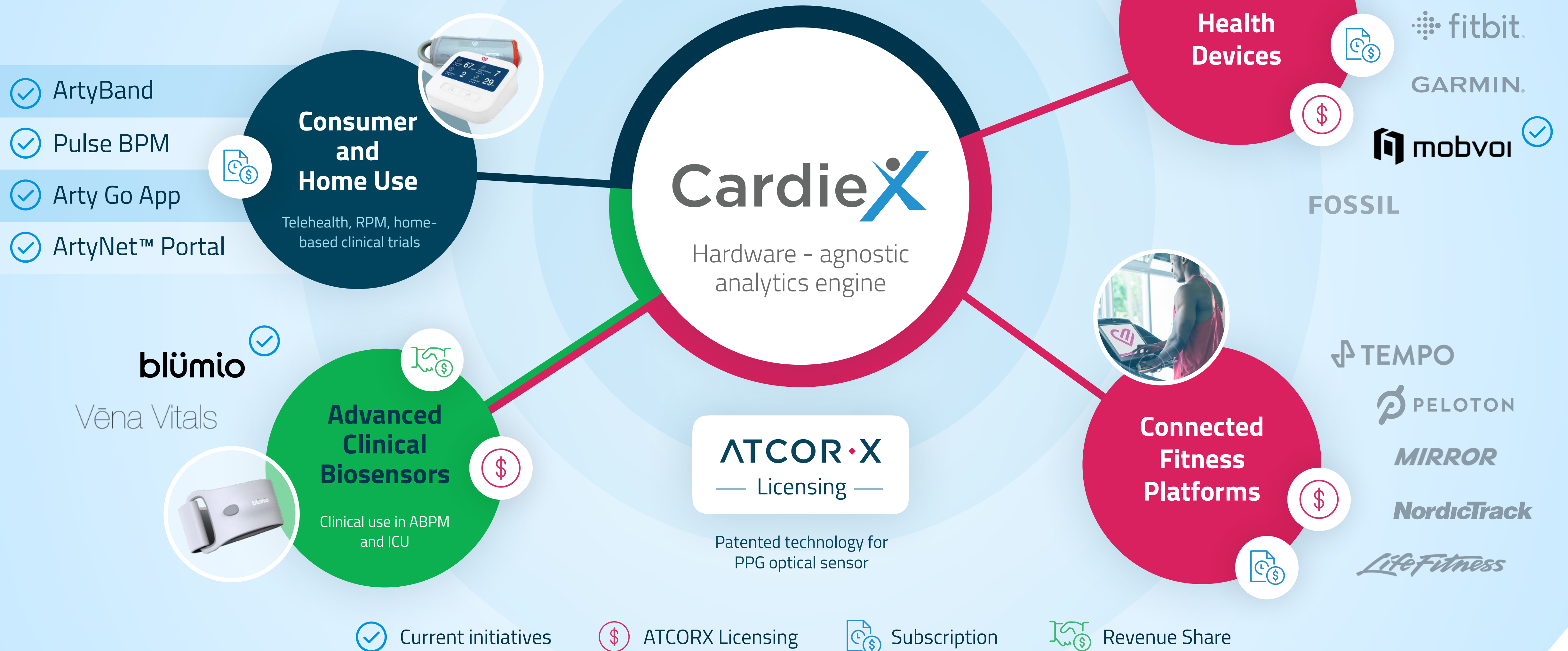
Arty™ Score



No other company can offer our level of physiological health data across the wearable and connected device ecosystem.

DRIVING MULTIPLE NEW REVENUE STREAMS AND PARTNERSHIPS

How We Grow Revenue



IoMT - “INTERNET OF MEDICAL THINGS”

An ecosystem of connected medical devices and solutions remotely connecting patients, consumers, and physicians all powered by our SphygmoCor® technology & Arty™ cloud infrastructure.



MARKET COMPARABLES

MARKET OPPORTUNITY

USD\$8.5B+

Arrhythmia



iRhythm™

USD\$3.5B Mkt Cap

MARKET OPPORTUNITY

USD\$12B+

Continuous Blood
Glucose Monitoring



dexcom®

USD\$40.5B Mkt Cap

MARKET OPPORTUNITY

USD\$7B+

Pulse Oximetry
Consumables



MASIMO

USD\$13B Mkt Cap

MARKET OPPORTUNITY

USD\$8B+

Blood Pressure and
Heart Diagnostics



CardieX

USD\$?? Mkt Cap

Oura Capital Raise (May 2020)
USD\$400M+ VALUATION



Garmin Acquisition of
FirstBeat (July 2020)

USD\$300M+

WHOOP Capital Raise (Nov, 2020)
USD\$1.2B VALUATION



CARDIEX GOALS IN 2020 & 2021

Significant expansion of new product lines.

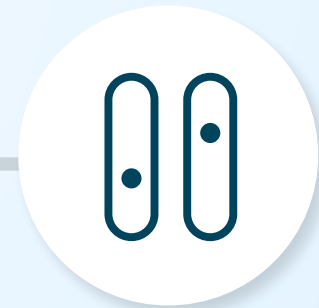
Launch of 6-8 new devices + digital solutions.

Multiple growth and revenue inflection points throughout the year.

Targeting 3 new FDA-clearances in 2021 in consumer, medical, and wearables.



CardieX



Multiple new partnerships and licensing of our cBP and wearable sensor technology.

Launch of Mobvoi smartwatch. Commercialization of Blumio sensor partnership.

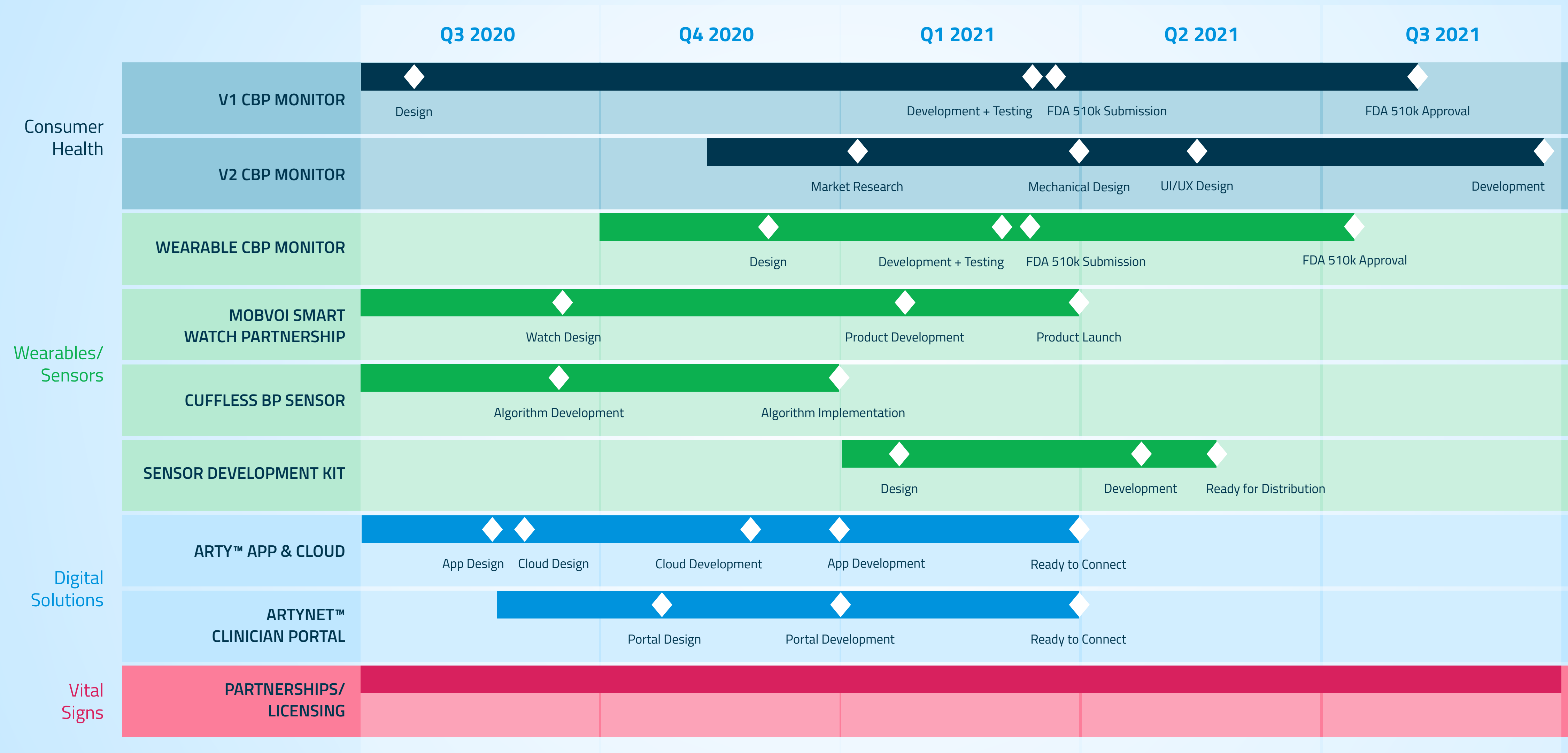
First to market with consumer cBP and hospital/clinician cBP vital signs device.

Launch of Arty™ app, cloud, SaaS, and clinician software infrastructure.

Bringing to market our new proprietary and patented sensor technology for wearables.
World-leading new health data features derived from our SphygmoCor® technology.

CARDIEX GOALS IN 2020 & 2021

Product Development Timetable

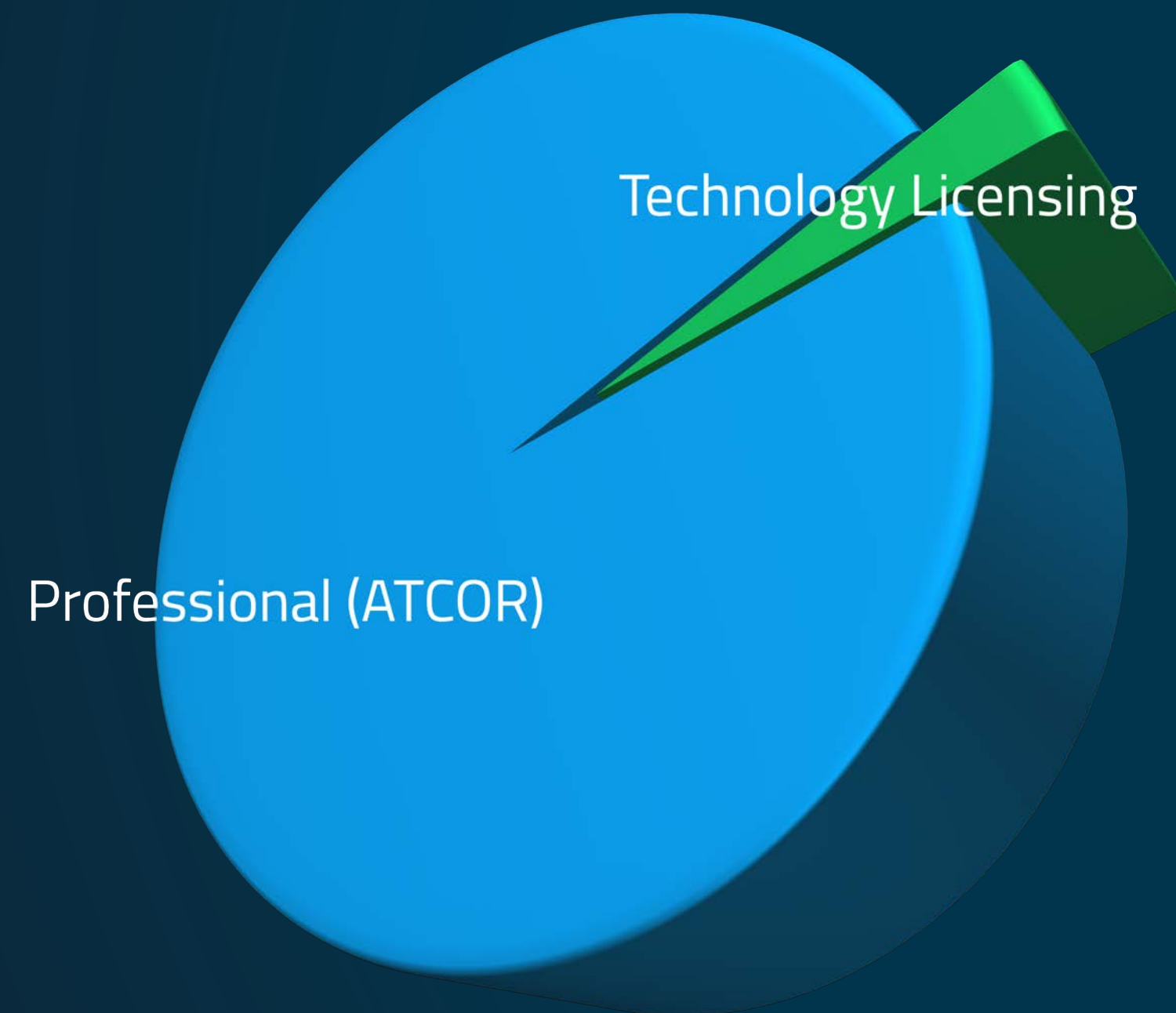


FINANCIALS

SALES GROWTH DRIVEN BY

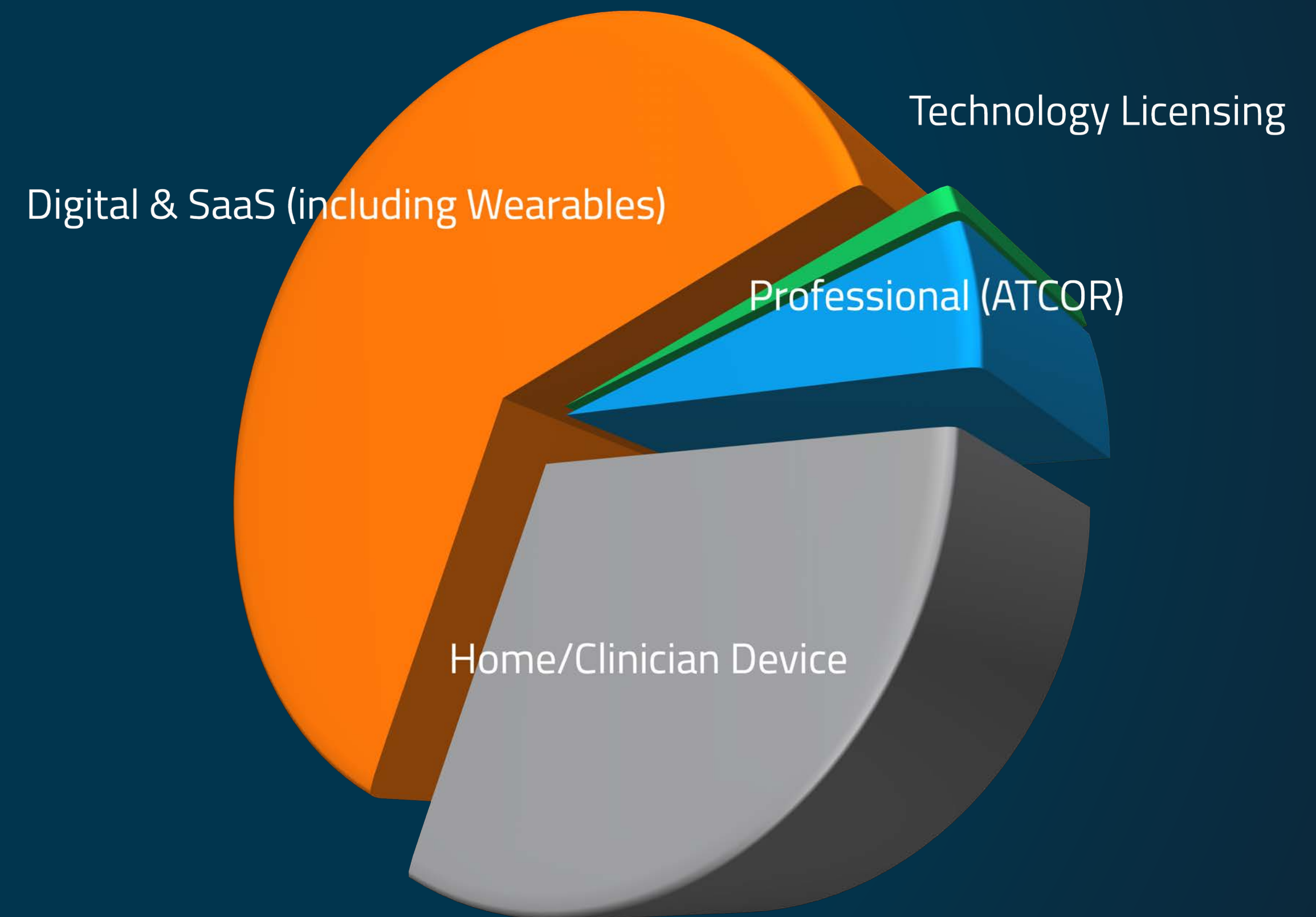
Product and Tech Transformation

Existing Business Revenue



(FY 2020 Unaudited Revenue)

FY24 Revenue Streams



(Target Revenue Mix)

PRODUCT REVENUE METRICS (est)

	SALES TARGET	SUCCESS DRIVER	\$ PER SALES EVENT	GROSS MARGIN	TOTAL ADDRESSABLE MARKET
Professional (XCEL)	Research, Pharma, Specialist Clinicians	Growing clinical recognition of cBP.	\$7,500	>80%	\$USD5B
Digital (App + SaaS)	Physician (ArtyNet portal)	CPT remimbursement.	\$200 p/month.	N/A	~\$7.5B for US in 2020, \$17B in US by 2026
	Consumer (Arty Go app)	Bundled sale with new devices.	\$9.99 p/month	N/A	~\$15B WW in 2020, \$111B WW by 2025
Home & Clinician	Physician	CPT reimbursement and advanced diagnostics.	\$250	>70%	1M USA based MD's and clinicians.
	Consumer (Pulse BPM)	Direct marketing & physician referrals.	\$250	>60%	\$USD3B (2025)
	Licensing	Direct sales and marketing to OEM's + device makers.	Licensing revenue, chip sales + revenue share.	>80%	\$USD3B (2025)
Wearables	Patient (prescribed by Physician)	Remote patient monitoring reimbursement (ABPM).	Chip sales + revenue share.	>80%	\$USD3B
	Licensing	World-first medical and consumer health data features.	Royalty fee based on per unit sale	>80%	\$USD37B (2025)

APPENDICES

Board of Directors
Key Management
Locations & Teams
Corporate History
CardieX Cloud Infrastructure
References

BOARD OF DIRECTORS



Executive Director & CEO

Craig R. Cooper

BEC, LLB (Hons)

Co-Founder - NRG Asia-Pacific
Senior Associate Lawyer - Blake Dawson Waldron - counsel to United Airlines, The Disney Corporation, DHL International
Co-Founder - Boost Mobile USA
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)



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



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



Executive Director, Chief Financial Officer

Jarrod White

BCom., CTA

Traverse Accountants
University of Sydney

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



Rhonda Welch

VP of Health Economics

J&J - Biosense Webster
Baxter Healthcare



ZiHan Lin

VP of Corporate Development

Masimo
Uptake Medical
Harvard / Stanford



Lawrence Chan

Director of Product Development

Cochlear
Silverbrook Research



Dan Posnack

Director of Product Development – Digital Health

ROM Technologies
Modernizing Medicine
DNA Interactive



Ahmad Qasem

Director of Research & Applications

PhD in Biomedical Engineering
Macquarie University



Drea Garrison

Director of Marketing & Communications

W20 Group
Weber Shandwick
Schwartz MSL



Sameer Molvi

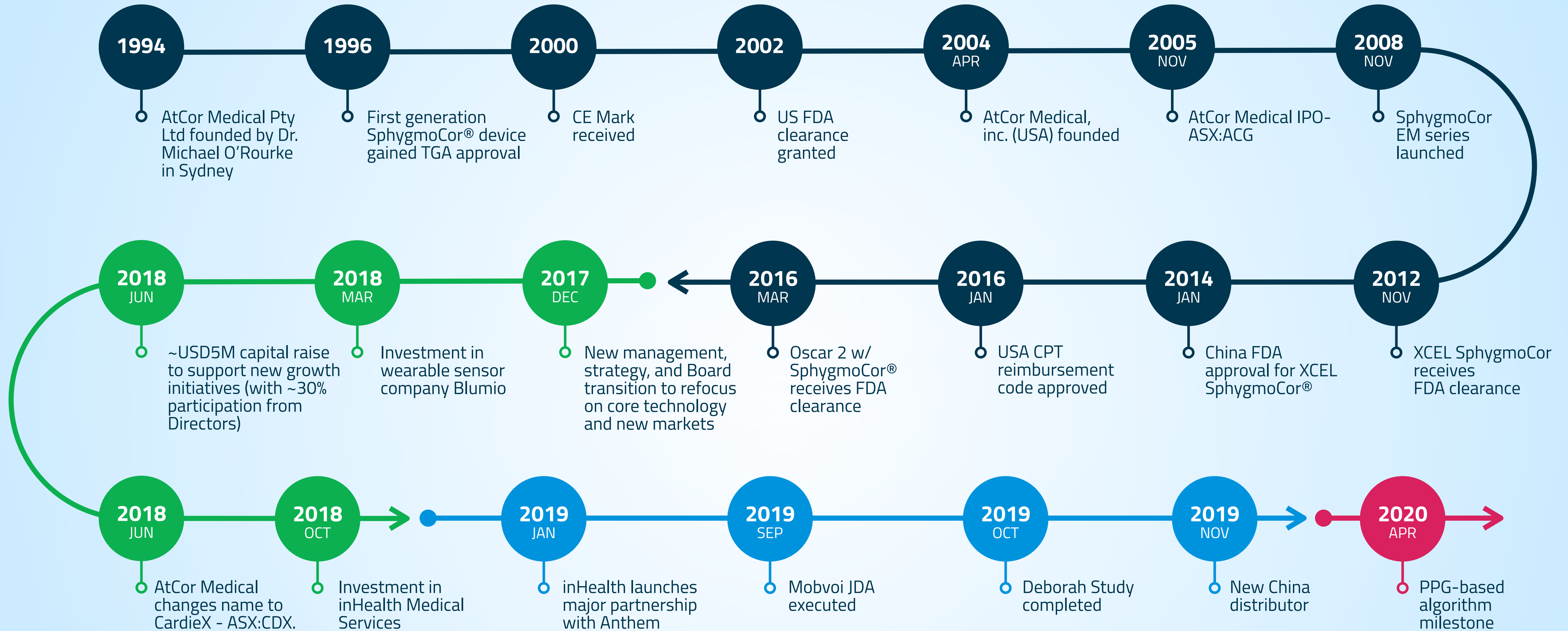
Sr. Engineering Program Mgr.

Commissioning Agents
Breathe Technologies
UC Irvine

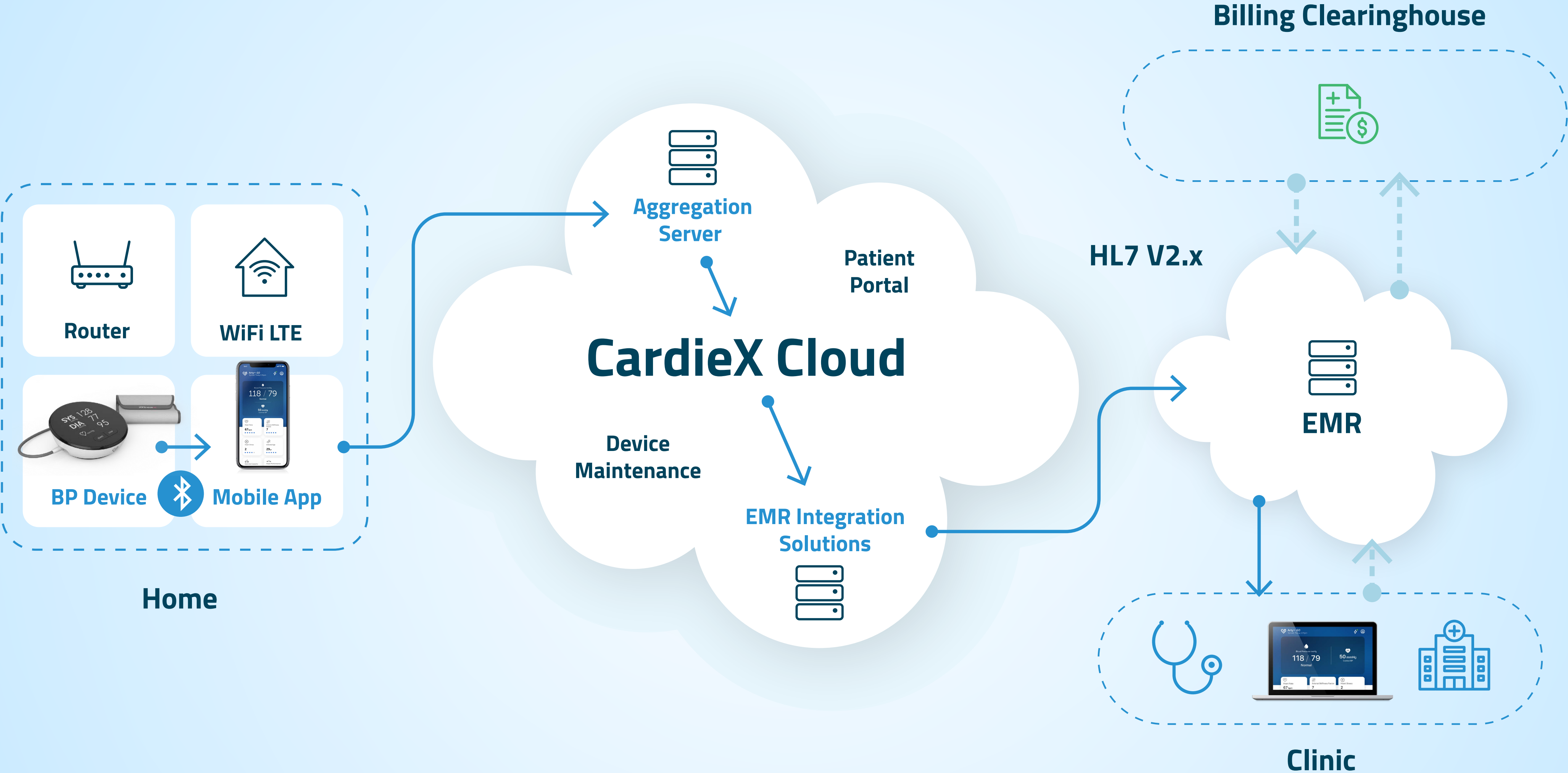
LOCATIONS & TEAMS



CORPORATE HISTORY



CARDIEX CLOUD INFRASTRUCTURE



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2. **Fortune Business Insights.** <https://www.fortunebusinessinsights.com/industry-reports/blood-pressure-monitors-market-100059>
3. **Industry Status Report.** <https://industrystatsreport.com/Lifesciences-and-Healthcare/Medical-Wearables-Market-Size-and-Growth/Summary>
4. **Valuates Reports.** <https://reports.valuates.com/market-reports/QYRE-Othe-0A163/digital-health-market>
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6. **Journal of American Society of Hypertension.** <https://www.sciencedirect.com/science/article/abs/pii/S1933171116304892?via%3Dihub>
7. **The Hospitalist.** <https://www.the-hospitalist.org/hospitalist/article/220457/coronavirus-updates/comorbidities-rule-new-yorks-covid-19-deaths>

CONTACT

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