



2023 AGM Update

Product,
Sales & Go-to-Market,
Strategic & New Market Initiatives

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Executive Update

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Craig Cooper

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Product

Mark Gorelick

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Josh Stevens

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Catherine Liao



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Introduction



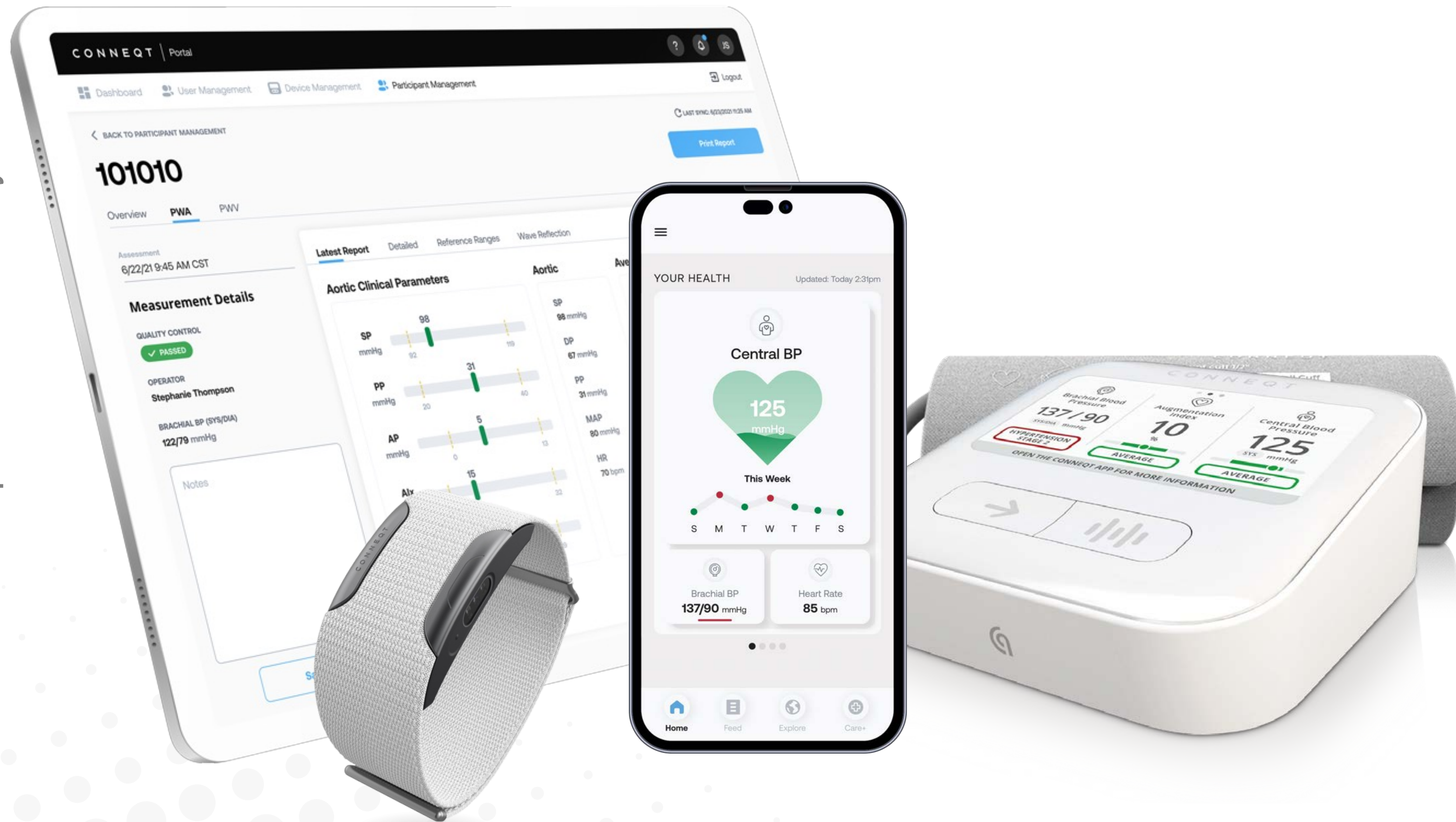
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Product

CONNEXT Digital Platform



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Cloud-connected suite of devices and applications for connecting health-conscious individuals and their healthcare providers.

CARDIEX Cloud-based Arterial Health Ecosystem



CLINICAL
Physician Facing
Decentralized
Clinical Trials



PRODUCT SUITE
Pulse
Mobile App
HCP/DCT Portal
Cloud
API
Band



CONSUMER
General Consumer
Patient Facing
Research Participant

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Target Use Cases



Arterial health assessment
and **risk stratification**

In-Clinic



At Home

Remote monitoring of arterial health for
wellness, chronic disease management,
and decentralized clinical trials.



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For Professionals: Outcomes Monitoring



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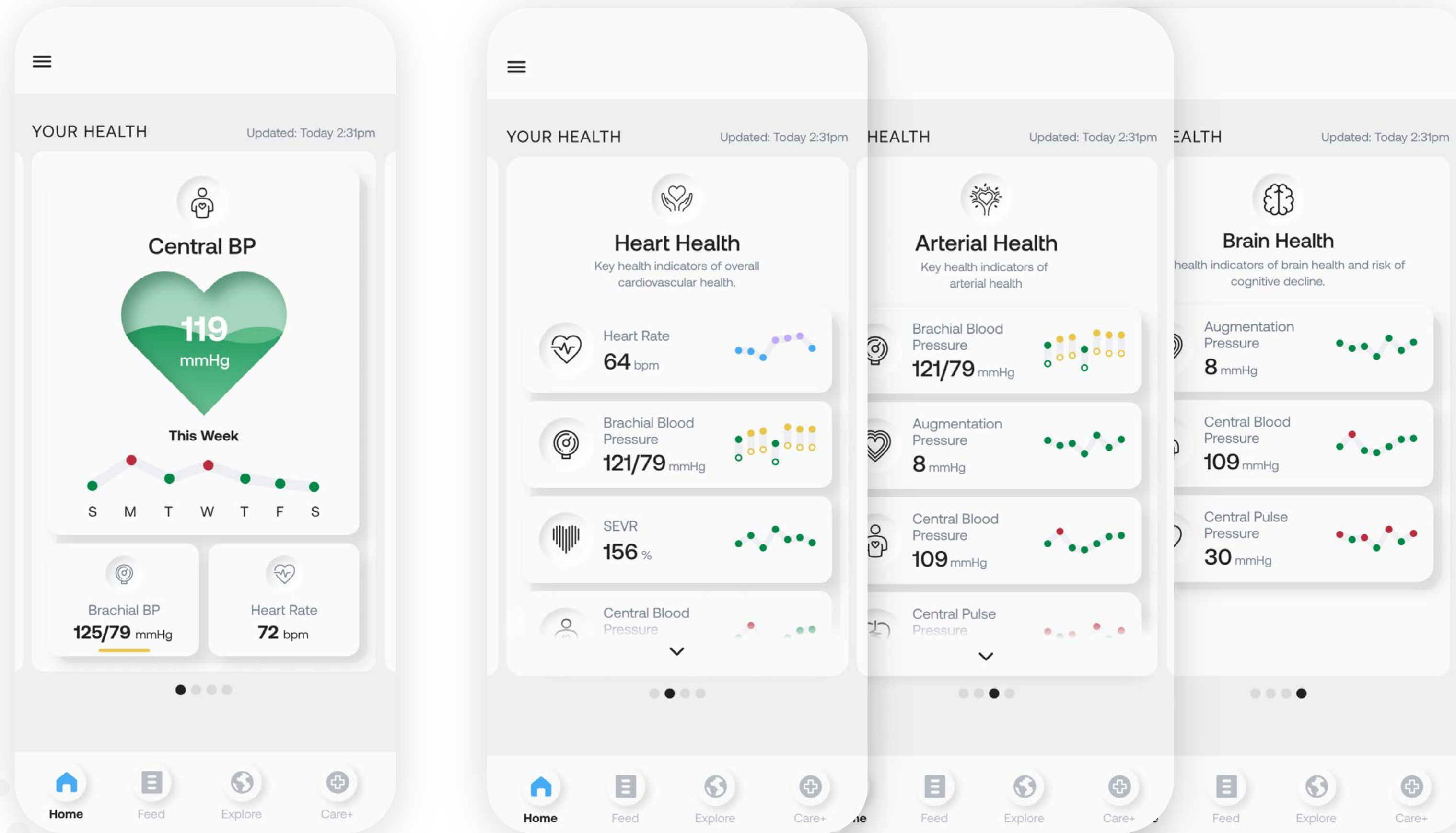
The screenshot displays the CONNEQT Patient Management Portal interface. It features a top navigation bar with 'CONNEQT | Patient Management Portal', a search bar, and user profile information (JS). The main content area is divided into three overlapping panels:

- Dashboard Panel:** Shows a list of patients under 'My Patients'. The list includes names like Kelly Williams, Benjamin Bayer, Tyler Jameson, Janet Thompson, Carol Davidson, John Smith, Benjamin Bayer, and Sarah Townley, along with their last readings and status (e.g., In Office Average, Remote).
- Patient Details Panel (John Smith):** Displays '23-Jan-2021 8:45 In Office - Average'. It includes sections for 'Reading Overview', 'Patient Details' (Name: John Smith, ID: 295832), 'Measurement Details' (Setting: In Office, Device: Pulse), and 'Brachial & Aortic Blood Pressure'. A 'Reading Details (3 of 3)' section shows three individual readings with their timestamps and status (e.g., 'Reading 1 (Dropped) - 8:32:42 AM CST').
- Care Plan Panel (John Smith):** Shows a 'Remote Monitoring Overview' with a line graph for 'Central SBP'. The graph plots Central SBP (mmHg) on the y-axis (115 to 135) against Date on the x-axis (May 4 to Jun 3). A green horizontal line indicates a target value of 122 mmHg. A tooltip highlights a data point on May 22 at 11:45 AM CST with a value of 123 mmHg.

For Individuals: Arterial Health Insights



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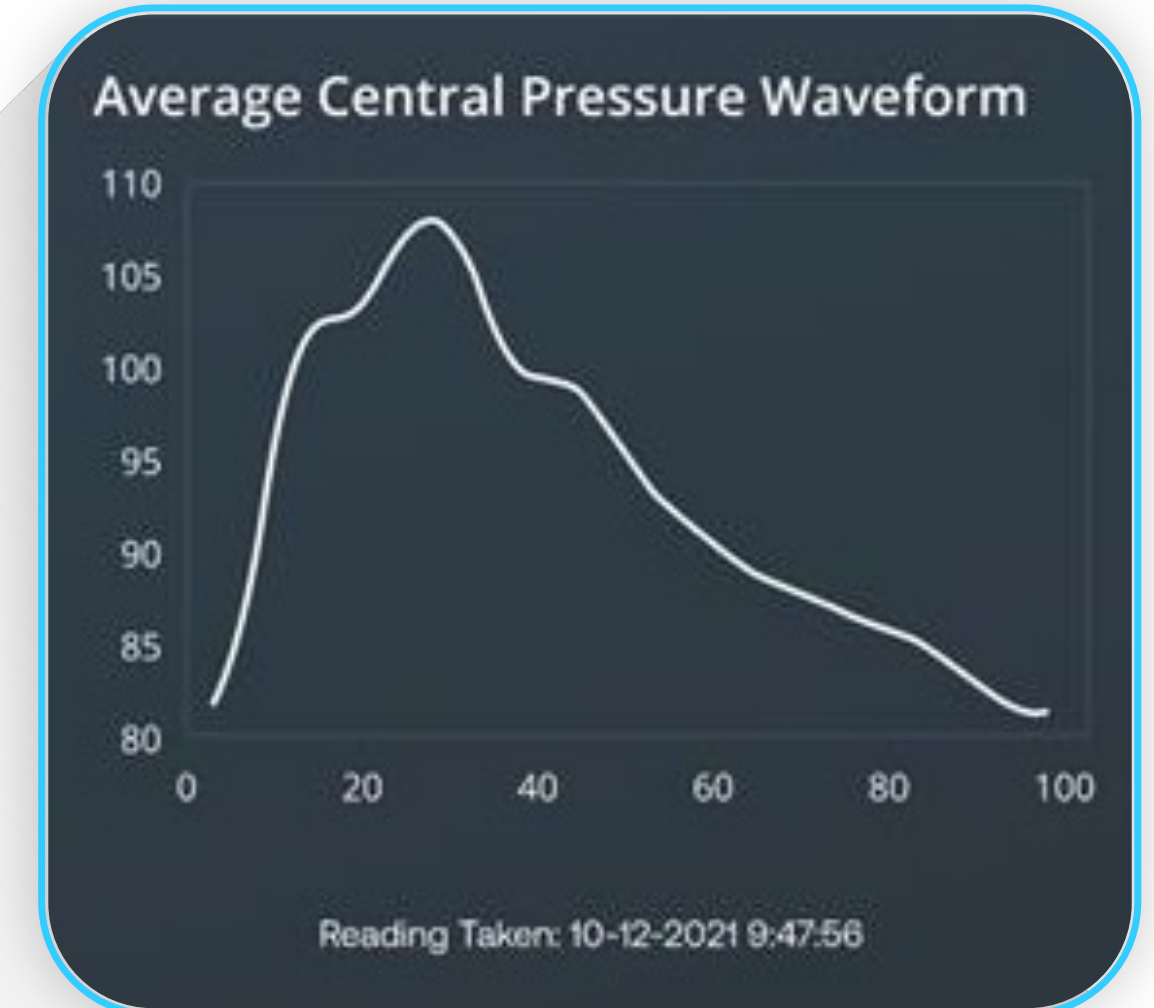
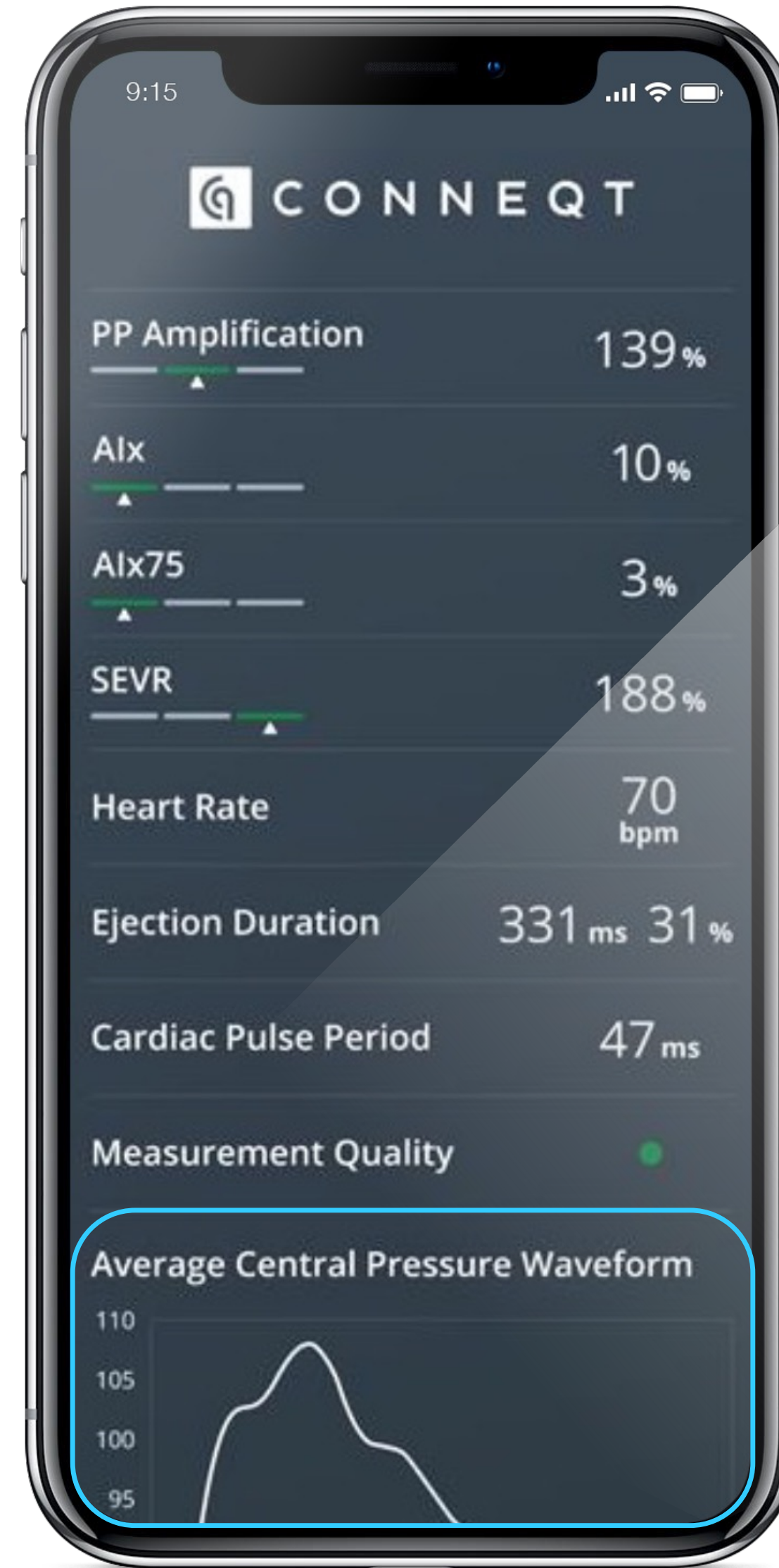
CONNEQT Band



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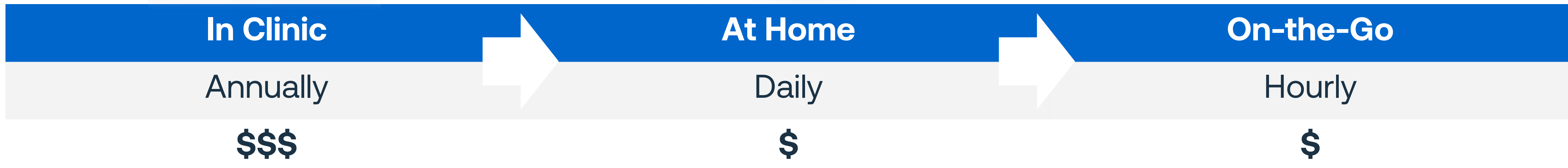
CONNEQT BAND



Technology Evolution



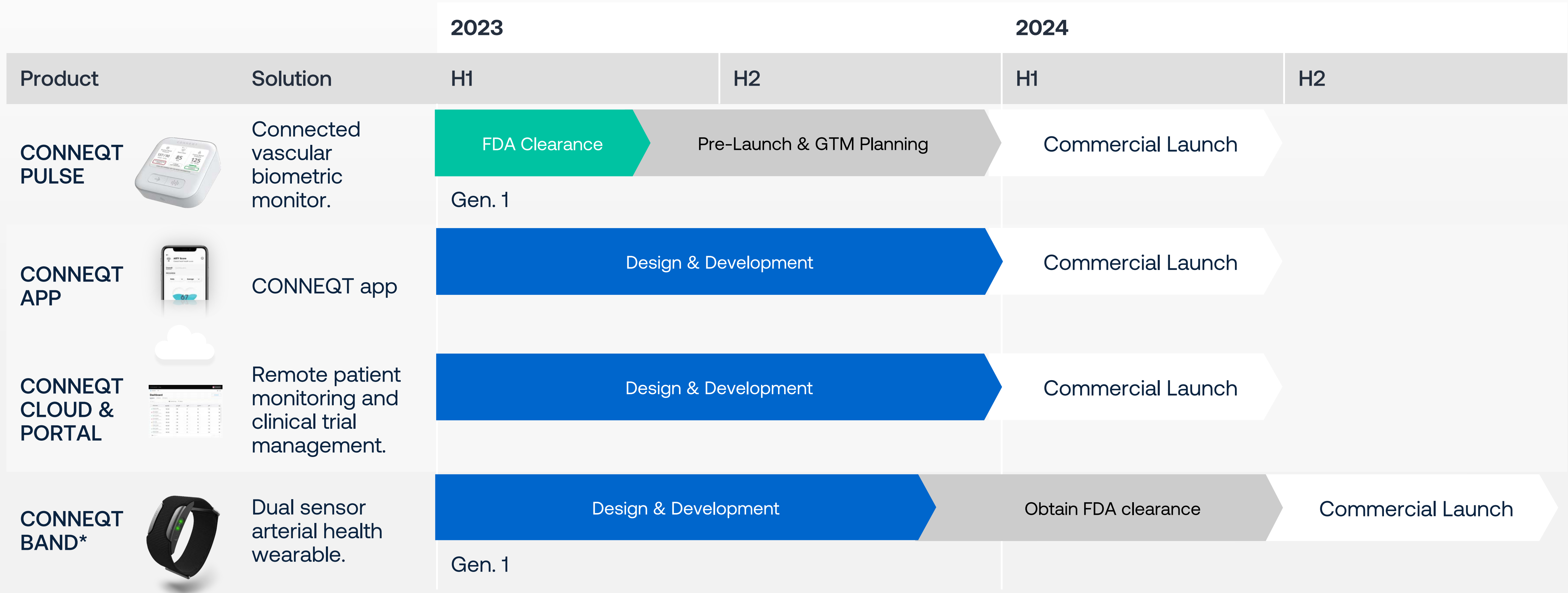
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Production Schedule



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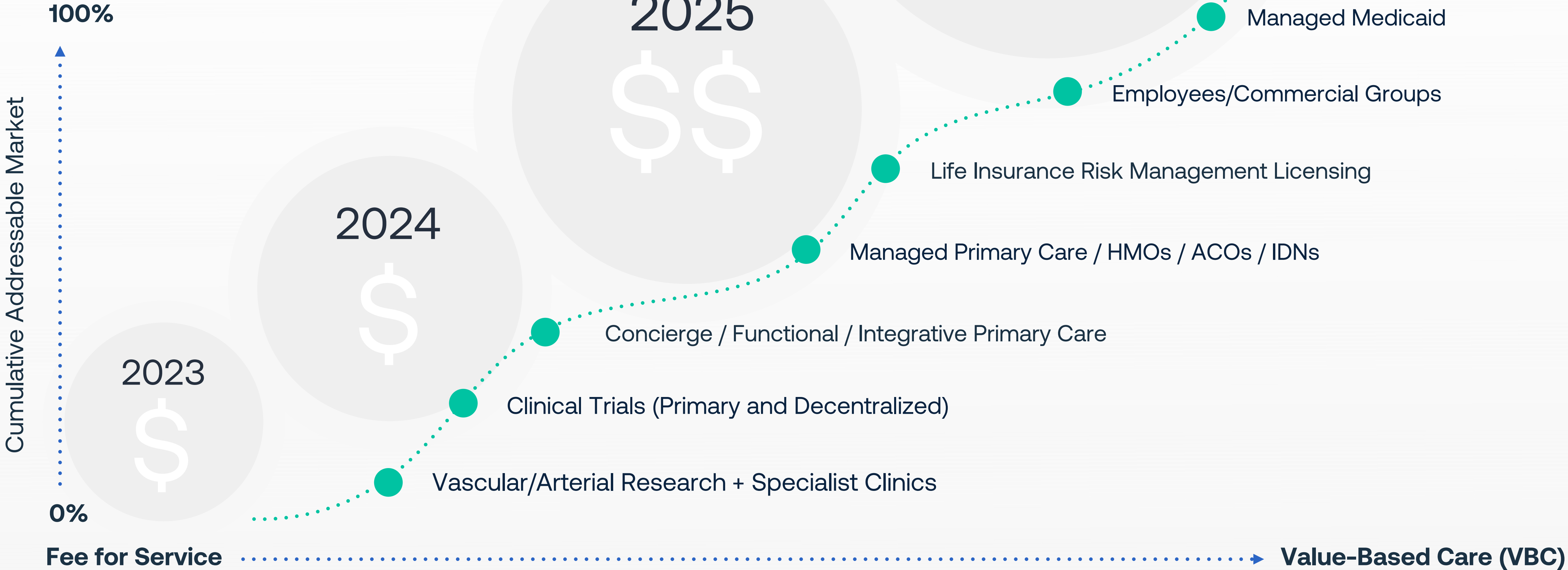




Sales & Go-to-Market

Our Growth Strategy

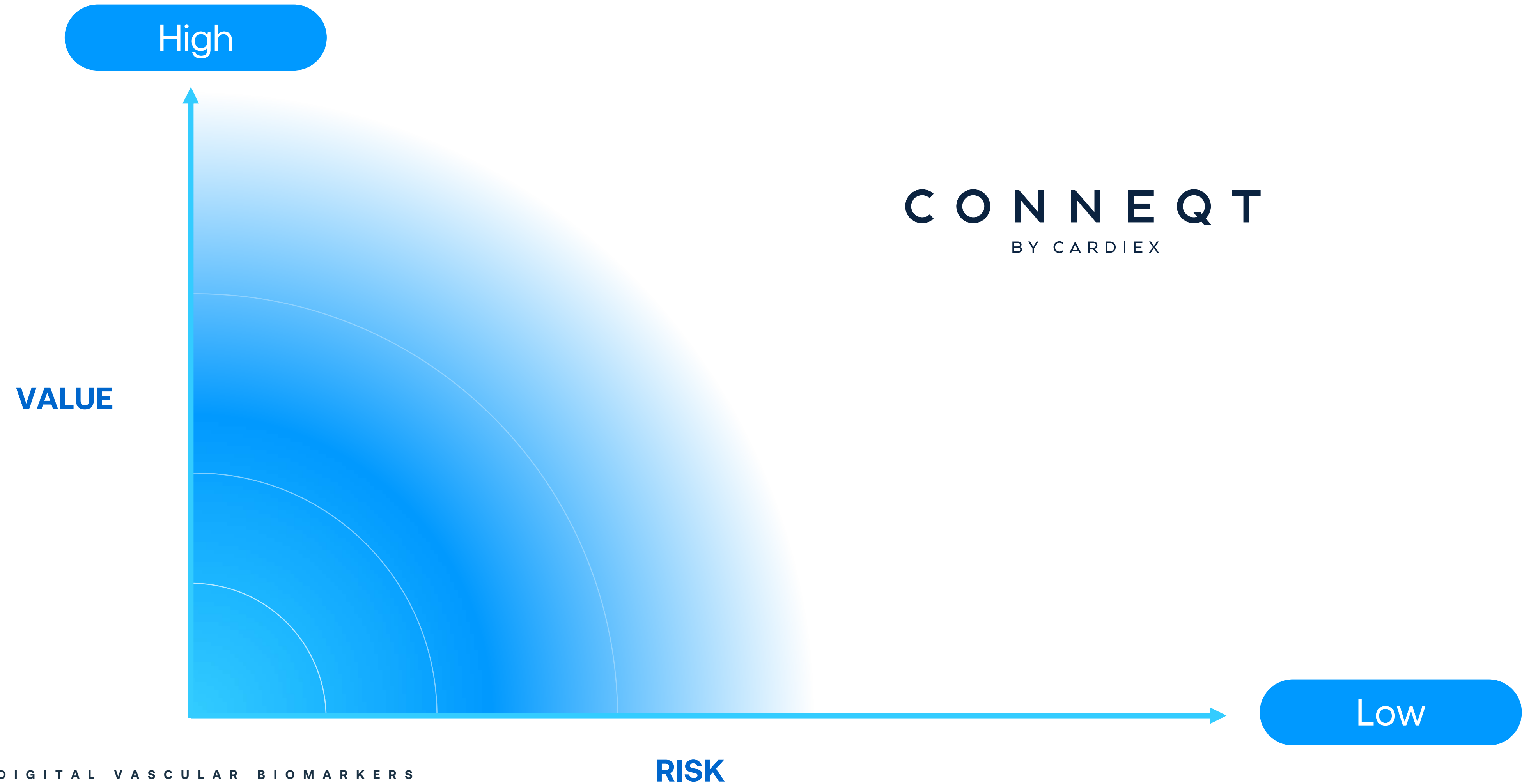
From specialist research to mass market healthcare.



GTM & Product Roadmap Aligned to Value-Based Care



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Value-Based Care Strategy Supported by Three Market Trends



Phase in **Pulse** as we phase out **XCEL** over 36 months

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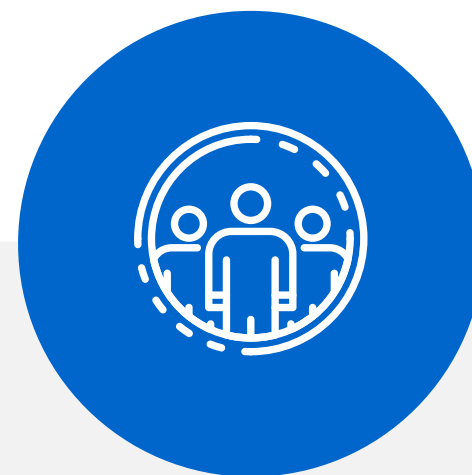
ATCOR
BY CARDIEX

CONNECT
BY CARDIEX

Value-Based Care Alignment Enables Sustainable 50% CAGRs



To execute our GTM strategy, investment is required in People, Process, & Provisioning



People

Demand Gen Team

Hired the first-ever demand gen team for CARDIEX.

Support growth with cost-efficient & scalable pipeline creation.



Process/CRM

GTM Tracking & Reporting

Single source of truth for prospect and activity tracking.

Improved visibility and forecasting with lower risk.



Provisioning

Customer Success Team

Hired the first-ever Customer Success team to systematize provisioning and training of XCEL & Pulse devices to maximize cross & upselling and references.





CONNEQT Business Model

Monthly Subscription

- Targeting providers and IDNs
- \$50/device sold in packs of five
- Decision-support, charting, and reporting
- API-access for EHR integration

85%
margins

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Strategic & New Markets Initiatives

Strategic Framework



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Regulators (FDA, TGA, CE)

Clinical guidelines & health technology assessment bodies

Clinically validated insights

Build a following of KOLs

Gain 3rd part recognitions

Remove market entry barriers

Differentiate with thought-leadership

Growth via alternative revenue sources

Build new markets thru novel use cases

Non-dilutive grants & cash prizes

Co-development partnerships / pilots

Early Vascular Aging

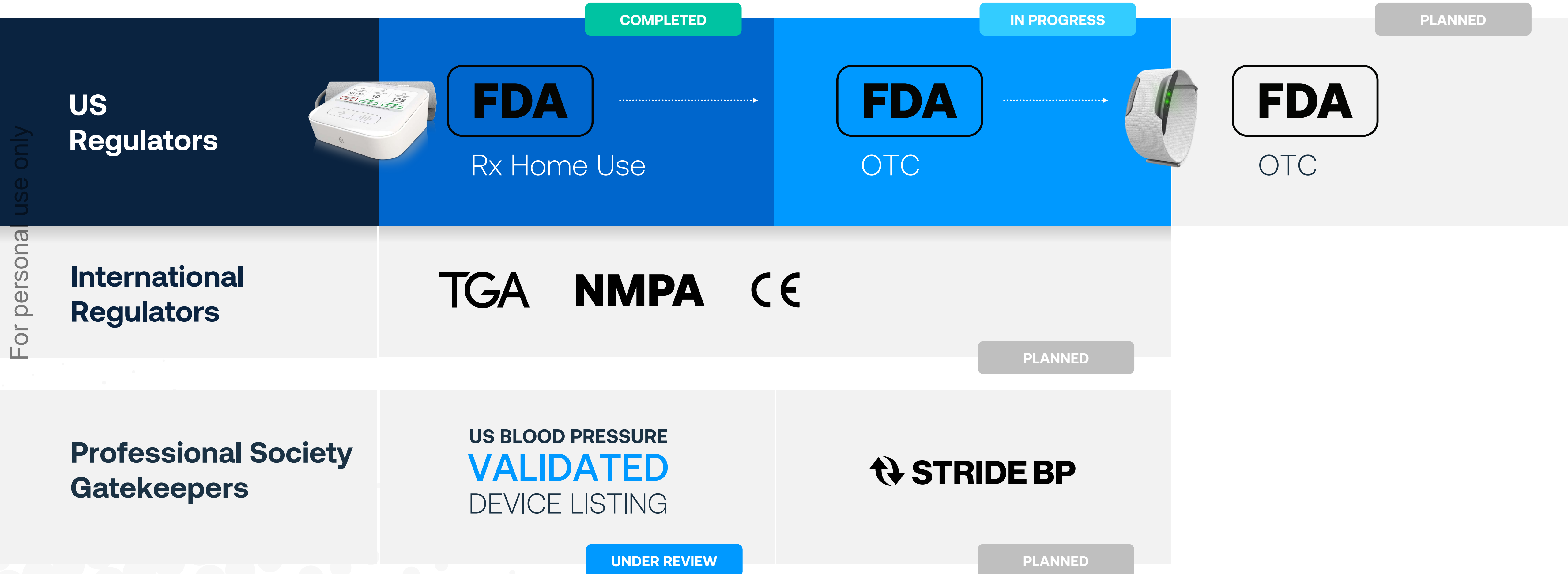
Pregnancy

Renal Denervation

Remove Market Entry Barriers



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Differentiate through Thought Leadership

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Powered By
SphygmoCor®



Central hemodynamics and arterial research insights

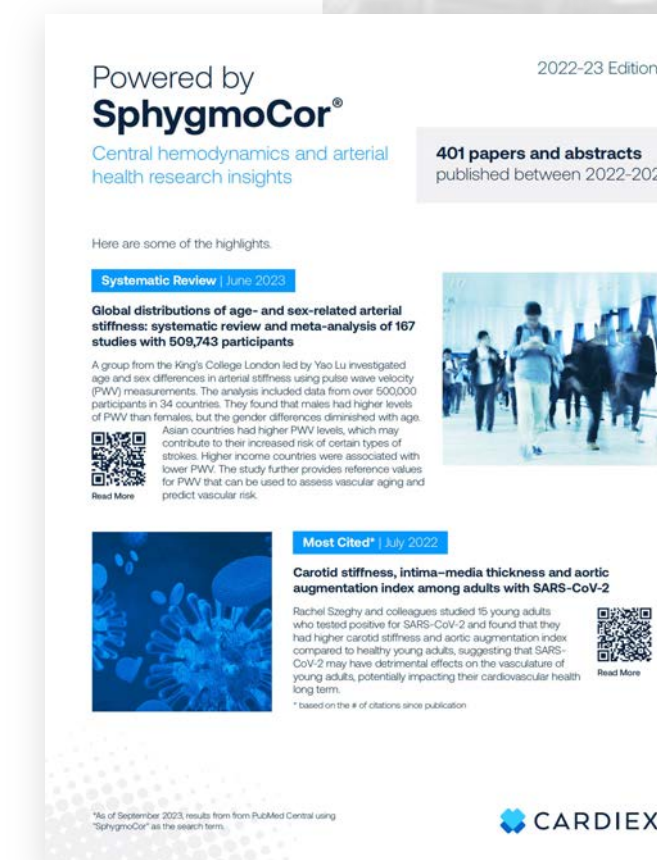
2022-23 Edition
401 papers and abstracts
Published between 2022-2023*

Neuroscience Edition
46 papers and abstracts
Published between 2019-2023*

Longevity Edition
103 papers and abstracts
Published between 2006-2023*

Women's Health Edition
58 papers and abstracts
Published between 2008-2023*

Heart Failure (HF) Edition
394 papers and abstracts
Published between 2000-2023*

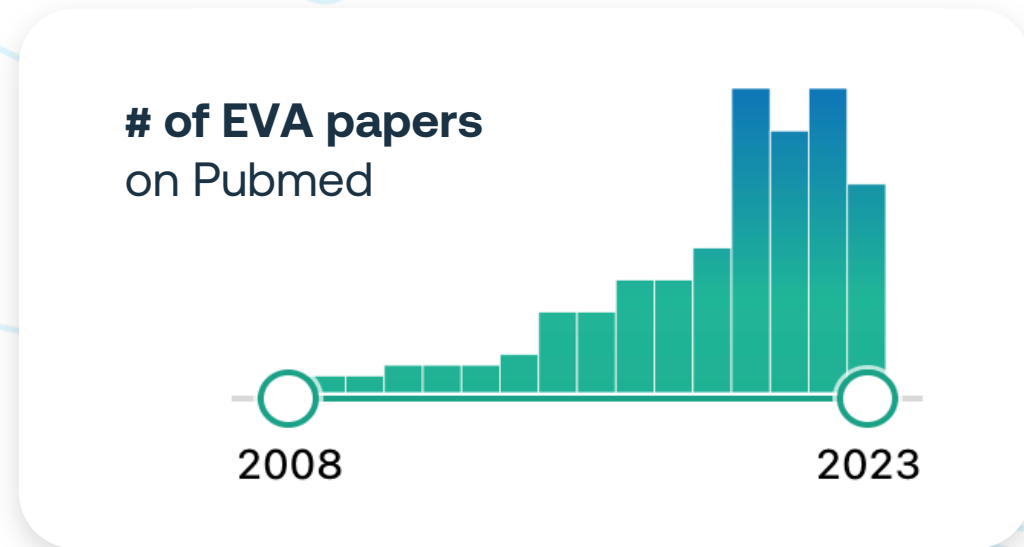


*As of September 2023, results from from PubMed Central using "SphygmoCor" as the search term.

Identify & Build Novel Market Segments

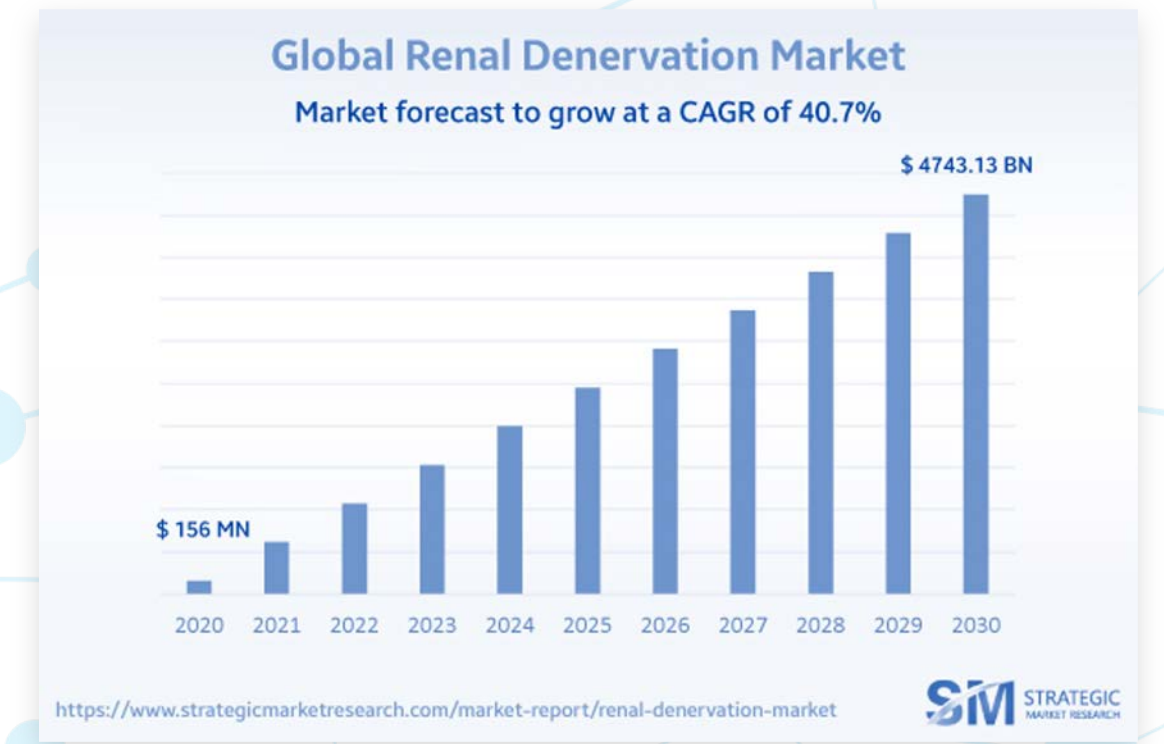


Increasing research and recognition that **Early Vascular Aging** plays a crucial role in disease onset and progression.



Renal Denervation

Renal denervation is growing at 40% CAGR, yet **one-third of patients do not respond** to the \$15,000 procedure.

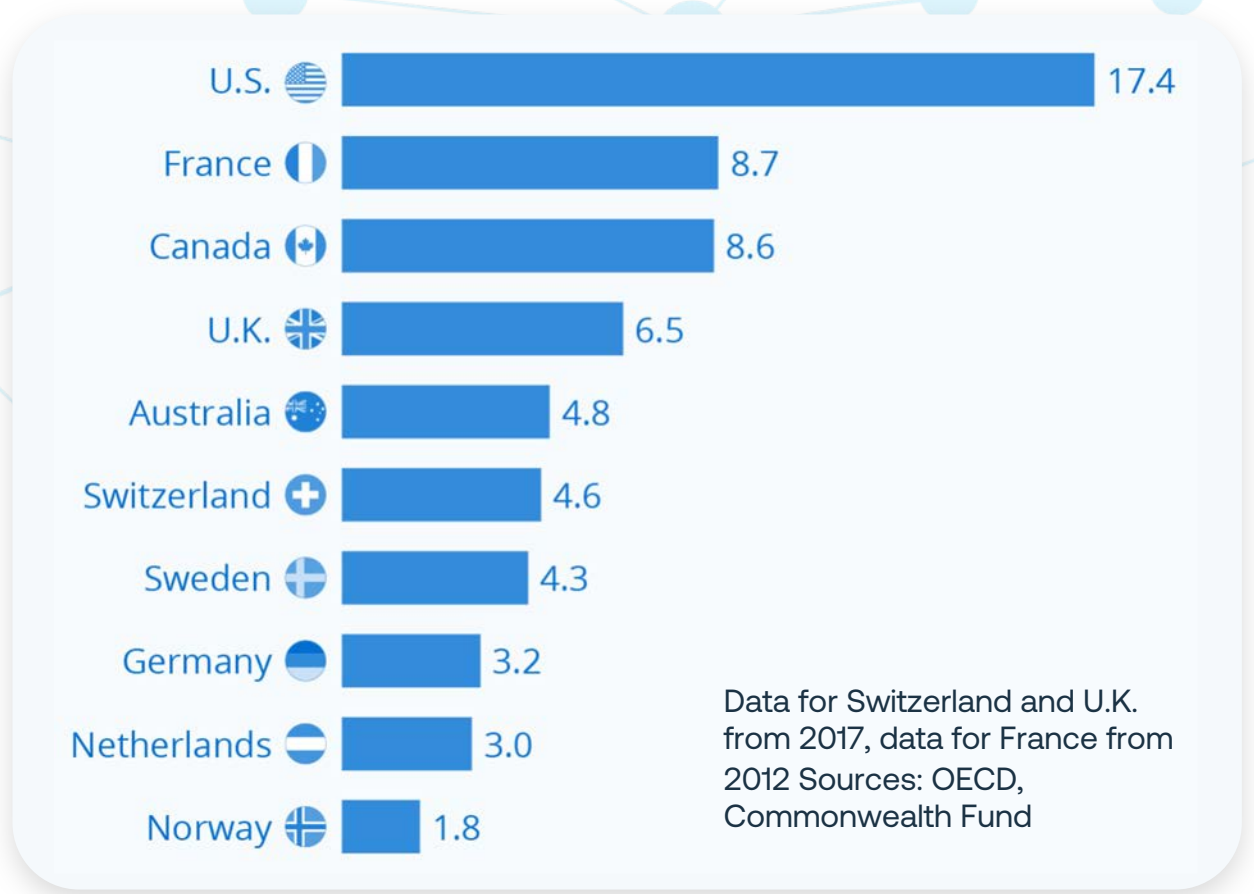


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Vascular Aging

Maternal Health

Addressing the **maternity care crisis** is a top priority for the US government due to having the highest maternal mortality rate among high-income countries.



Tap into Alternative Revenue Sources



SphygmoCor
INSIDE

Technology Licensing



Government Grants



Competitions

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Recognition & Traction

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US\$415,000
collected prize



US\$25,000
collected prize





Thank You!

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