

The Future of Real-Time Outpatient Monitoring

OTC.QB.BTCY

IMPORTANT CAUTIONS REGARDING FORWARD-LOOKING STATEMENTS

The information contained herein has been prepared to assist interested parties in making their own evaluation of Biotricity and does not purport to contain all of the information that any such party may require. Therefore, parties should conduct their own investigations and analysis of biotricity and of the information contained in the document.

This document includes certain statements, estimates, and projections with respect to the anticipated future performance of the Company. Such statements, estimates and projections reflect various assumptions made by the management of Biotricity concerning anticipated results, which involve significant elements of subjective judgement and analysis and may or may not prove to be correct. No representation or warranty is made to the accuracy of such statements, estimates or projections.



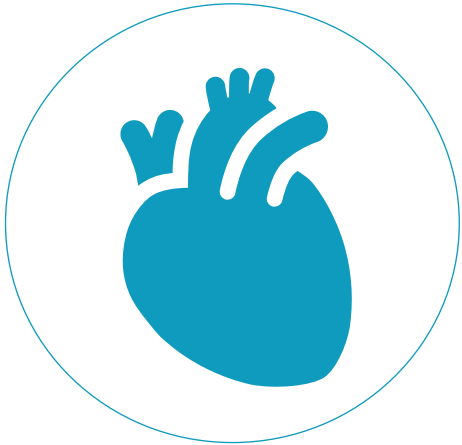
BIOTRICITY – CORPORATE SUMMARY

- Selling proprietary FDA approved Cardiac monitoring solution today with over 1100 cardiologists across 23 states utilizing it daily with new sites/cardiologists added ever month.
- Current product and future pipeline are all insurance reimbursable (US) with a global platform
- Recurring revenue business model across existing and future products TaaS
- \$1M in FQ3 with current run rate of \$7M / year with path to \$50M / year in 4 years or less with growth capital¹
- Revenue more than doubled from Q1 2019 over Q1 2020, even with COVID
- Proven “go to market” sales and operations models and **with a global RPM platform (global FCC ID)**
- Multiple new FDA submissions in the pipeline¹
- 25%+ growth QoQ, triple digit growth on an annual basis
- **Improving quality of care and saving lives with a proven product, proven business model, with a multi billion-dollar opportunity that requires accelerated growth**



¹Subject to forward looking statements and risk factors as filed with the SEC

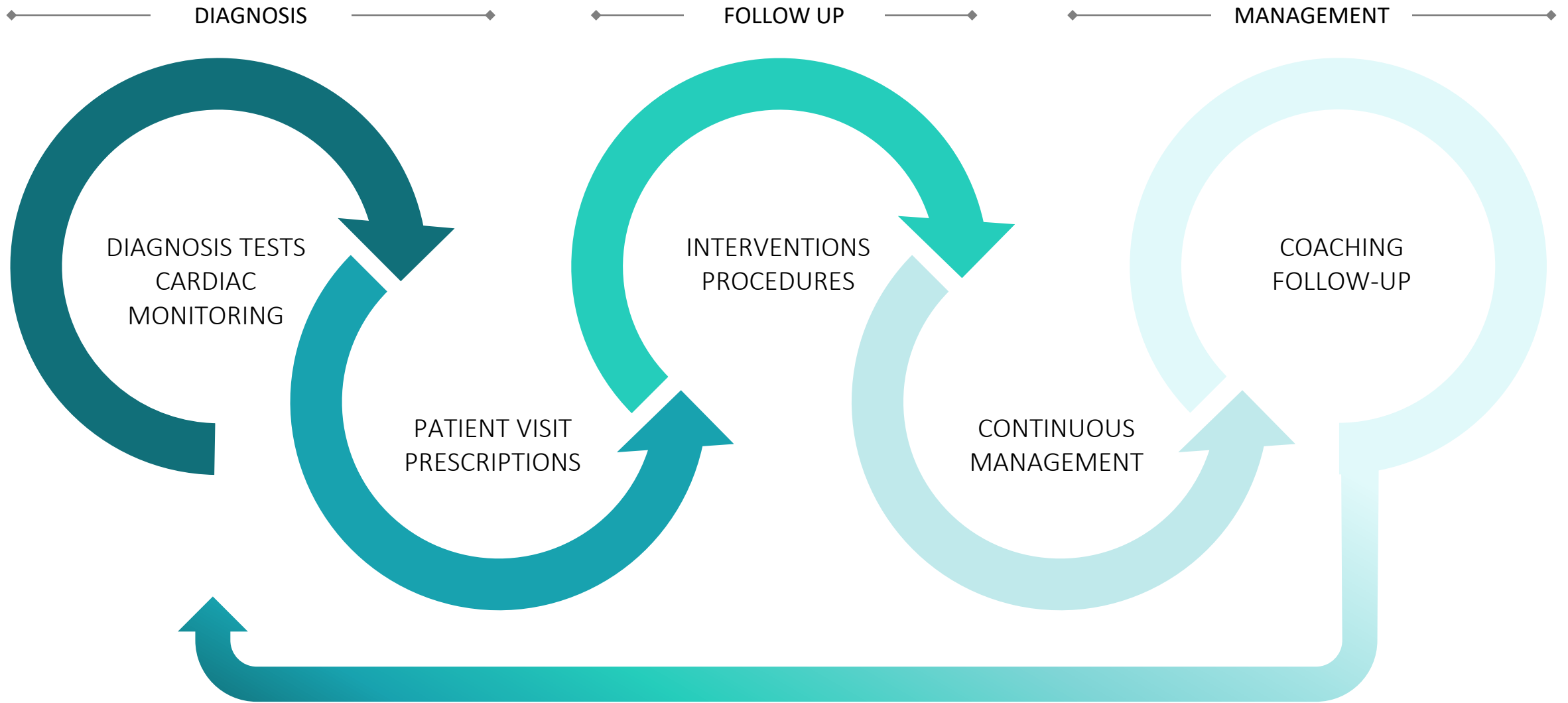
≡ CARDIAC MARKET OPPORTUNITY



- 30M people at risk, 17M patients have received a diagnosis
- 2M patients / year receive remote cardiac monitoring: total addressable market of \$1B+
- Physicians need an integrated approach, within their practice, that allows them to diagnose and prescribe monitoring equipment to patients with multiple comorbidities
- Physicians need to actively monitor data from compromised patients to trigger real-time intervention, reduce patient risk and physician liability through faster diagnosis

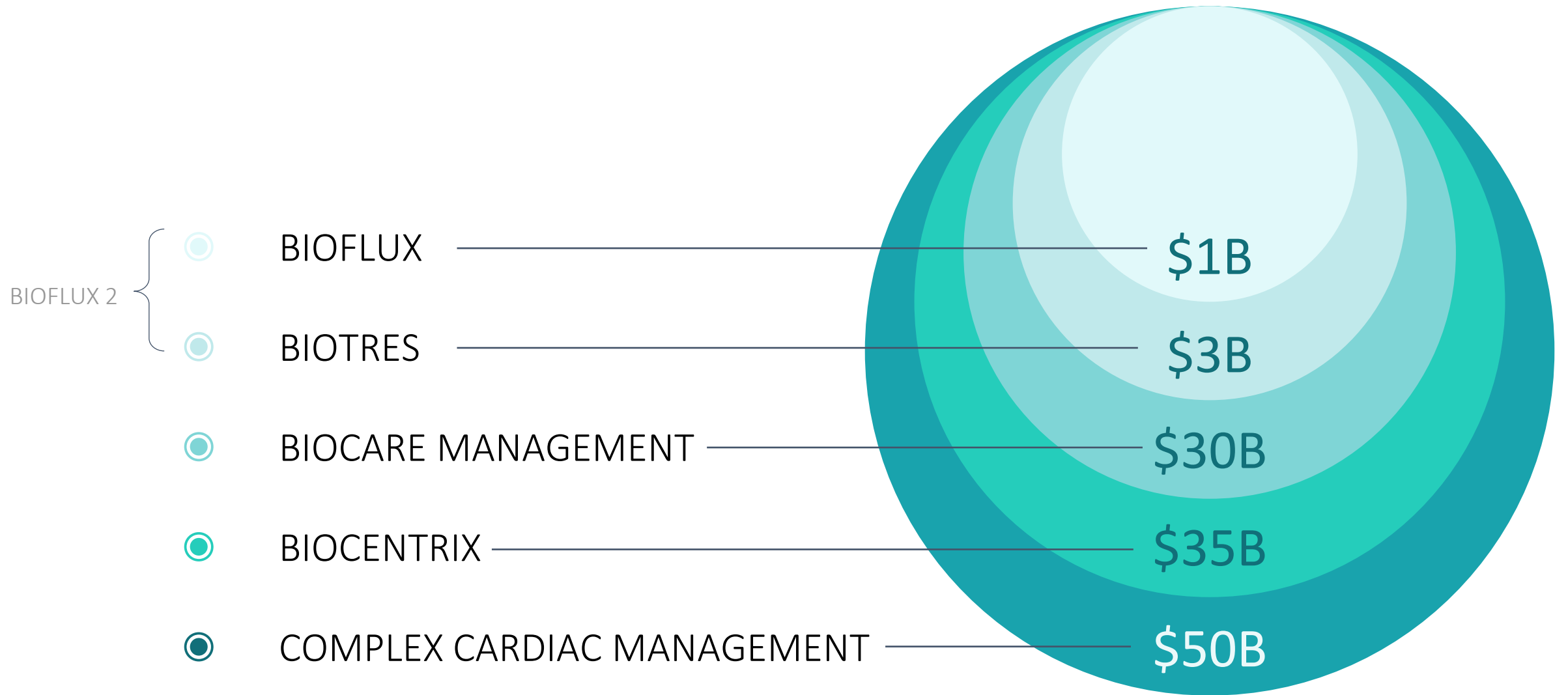


PATIENT JOURNEY





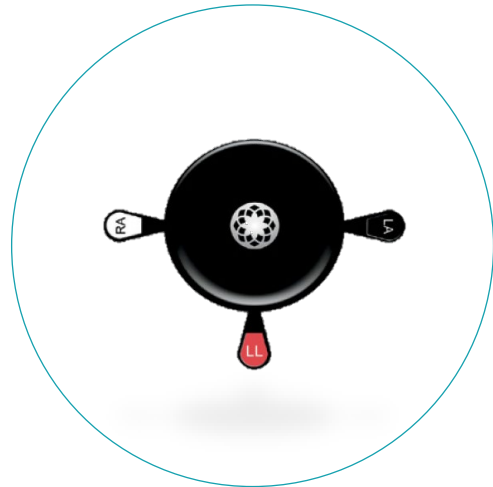
BIOTRICITY TOTAL ADDRESSABLE MARKET



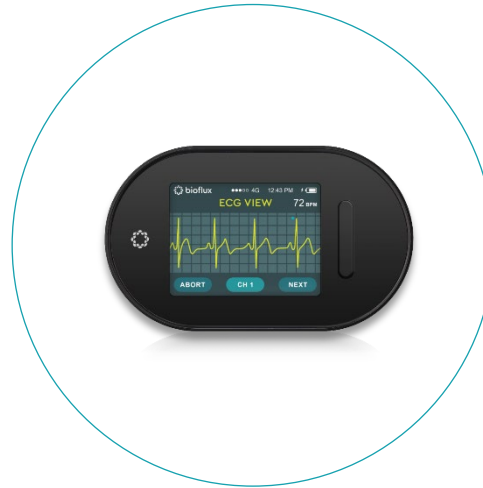
BIOTRICITY “DOCTOR FRIENDLY” MODEL & TAM EXPANSION

20% OF REVENUE

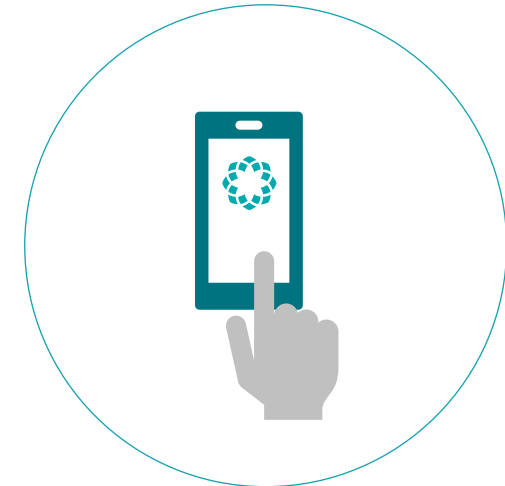
80% OF REVENUE



BIOTRES (FUTURE)
(usage 10%)



BIOFLUX (CURRENT)
(usage 5%)

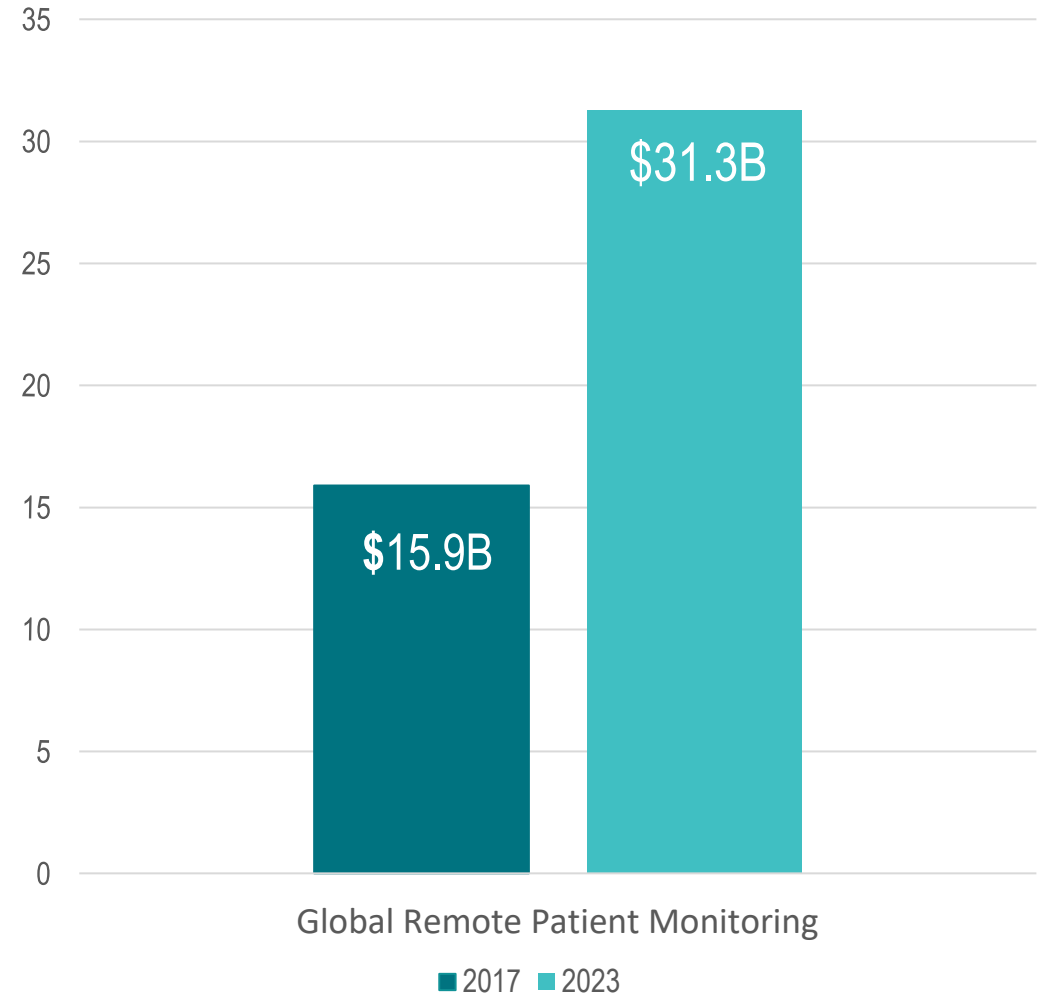


BIOCARE CHRONIC CARDIAC (FUTURE)
(usage 15%)



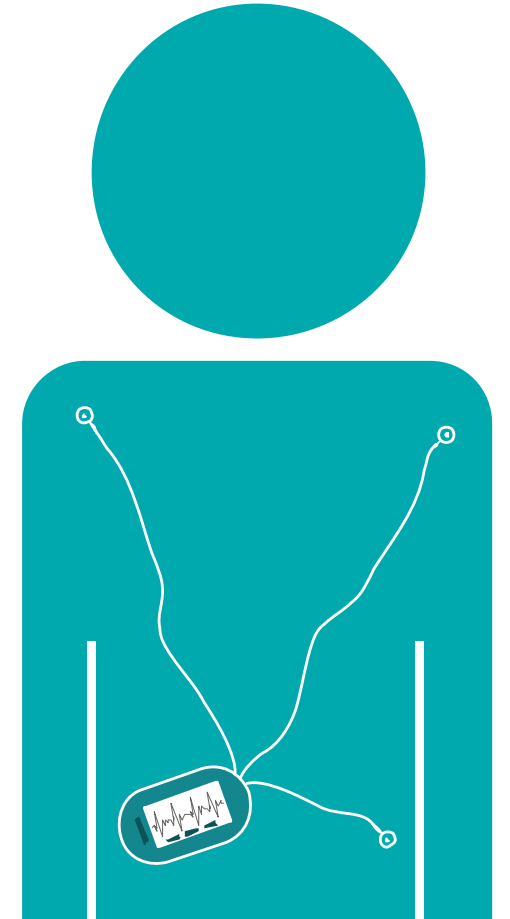
≡ PROBLEM: REMOTE PATIENT MONITORING(RPM)

- Post procedure patients and high-risk patients should remain under observation with real-time RPM
- Most solutions are passive, i.e. not real time recording devices
- Lack cross compatibility with other devices/solutions
- Long-term, continuous monitoring results in better detection of early warning signs in an illness, decreasing hospital admission rates
- Effective use of RPM allows physicians to see more patients, perform more procedures, and identify which patients need more time and attention

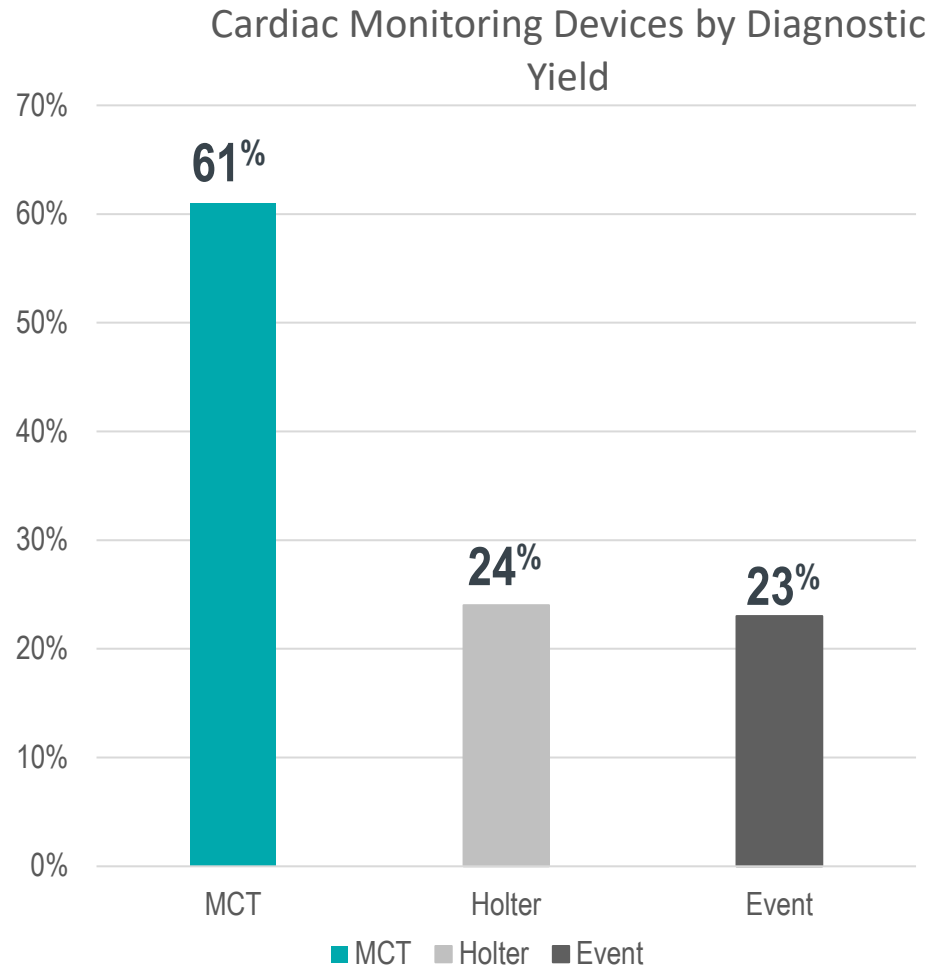


☰ SOLUTION: REAL-TIME CARDIAC MONITORING

- Entry Point: Real-Time Mobile Cardiac Telemetry (MCT)
 - \$1B industry and growing
 - Approved for Centers for Medicare and Medicaid Services (CMS) reimbursement
 - Few players
- Outsourced Business Model: Currently physicians and systems refer patients to a service provider, earning minimal reimbursement
- Market: Ambulatory Surgery Centers (ASCs), Office Based Labs (OBL), independent physician groups, and multi-care groups/health systems
- Business Model: physicians can earn up to 10x the revenue with minimal upfront cost
- Convenience: physicians can provide MCT through their own practice as opposed to sending the patient to a service provider.
- Cardiac Monitoring as a service, **“Technology as a Service Model”**



MOBILE CARDIAC MONITORING (MCT) ADVANTAGES

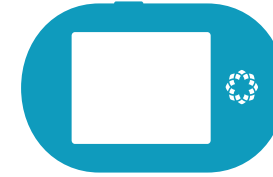


- Mobile cardiac telemetry (MCT) is a cardiac monitoring method that uses a small portable device to monitor a patient’s cardiac activity. It records the patient’s heartbeat as they run errands, exercise, and sleep
- MCT devices are the only heart monitoring devices that provide continuous monitoring for up to 30 days, complete arrhythmia detection, real-time connectivity, and emergency response
- MCT devices offer the highest diagnostic yield at 61% (after implantable devices), compared to Holter monitors at 24% and Event monitors at 23%
- Traditional Holter monitors do not provide arrhythmia detection & do not have real-time connectivity – data might not be collected and physician won’t know until the patient returns the device
- Traditional Event monitors only provide basic arrhythmia detection & do not have real-time connectivity

≡ BIOFLUX® MCT SOLUTION



Discover why physicians have embraced this technology



Bioflux® MCT Device

Cellular & GPS enabled complete with Bioflux Software



Monitoring Center

Third party ECG monitoring center allows for 24/7 real-time monitoring



Clinically Accurate

Digital report to inform diagnosis & management.

Reads are insurance-reimbursable using existing CPT billing codes



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COMPETITIVE MARKET COMPARISON



FEATURES	PREVENTICE SOLUTIONS	INFOBIONICS	BIOTELEMETRY	TZMEDICAL/ SCOTTCARE	BIOTRICITY
Global Platform	✗	✗	✗	✗	✓
GPS	✗	✗	✗	✗	✓
S/M/L	M	M	M	L	S
LCD Screen	✓	✗	✓	✗	✓
High Quality Arrhythmia	✗	✗	✓	✗	✓
Doctor-Enabled Billing	✗	✓ Lease Model	✗	✗	✓
Channels	2	2	2	2	3
One Piece Device	Partially Available	✓	Partially Available	✓	✓



DISRUPTIVE BUSINESS MODEL

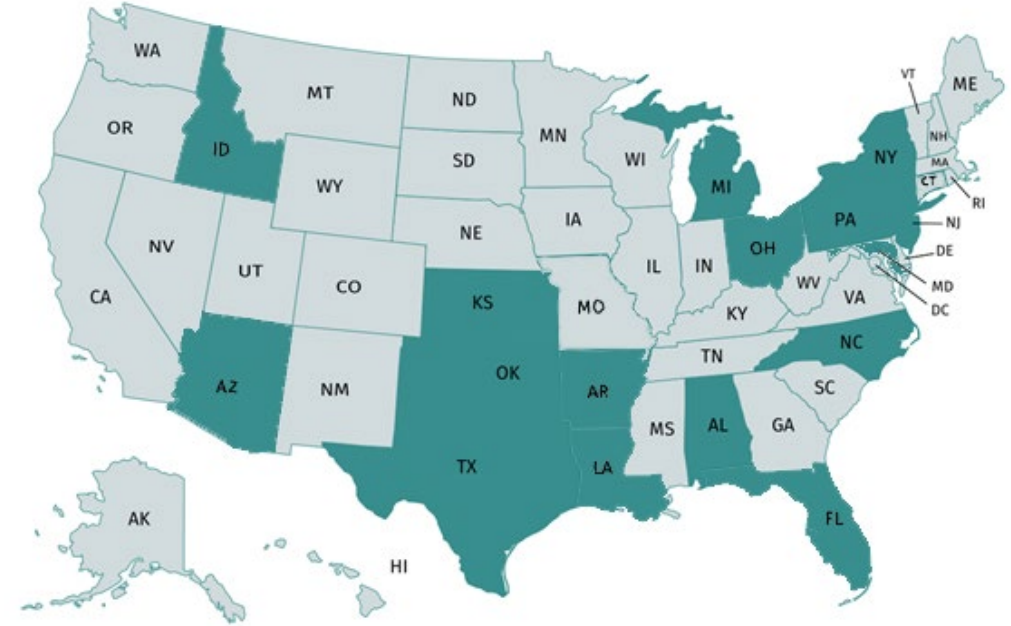
- **Inourced** business model, enabling physicians to bill directly
- Minimal upfront cost for physician, physician pays only when device is used – top line profit
- Device is reused on a monthly basis with a 2 year lifetime
- Turn-key solution for physicians
- **Recurring revenue** with high margin for Biotricity
- Reads are insurance reimbursable using existing CPT billing codes

DISRUPTIVE TECHNOLOGY

- Turn-key solution: device, software, and 3rd party approved monitoring center
- One piece device that is the smallest in the market
- Built-in global GPS and GSM platform
- Wider array of arrhythmia detection
- Industry fastest sampling rate, leading to best in class diagnostics

≡ CURRENT FOOTPRINT

- FDA Approved with a pipeline of complementary technologies
 - Biotres[®]
 - Bioheart[®]
 - Biocare[®] App
 - Bioflux[®] 2
- Large Scale production in place[®]
- Medicare Reimbursement in Place
- **Over 1100 cardiologists using the Bioflux daily.** Approximately 2.2M total patient population across existing cardiology network.
- **Currently have over 300 centers across 23 states:** focused on expanding salesforce to expand footprint
- Our sales force is comprised of **seasoned professionals**, each with a proven track record of introducing disruptive cardiovascular technologies to the marketplace
- Use a proprietary data tool to identify target markets within the US, based on CMS reimbursement data



≡ FUTURE PRODUCTS

- Biotres is a 3-lead patch **solution for real-time and passive arrhythmia monitoring** for patients who are at risk for or diagnosed with certain cardiac issues
- Biotres can operate as a Holter, Event Loop, and potentially as a wireless patch in conjunction with Bioflux® for MCT
- Biotres will ensure **advanced diagnostic capability** while focusing on **ease of use** for the patient
- Biotres was filed with the FDA, with an expected clearance in Q2 2021



biotres
— Pending 510k clearance —

A Wireless Device redefining the digital monitoring space

The graphic features a smiling couple on a bicycle. A circular inset shows a smartphone displaying a data interface. A Bluetooth symbol is highlighted in a green circle. A diagram of the Biotres 3-lead patch is shown with leads labeled LA, RA, and RL. The Biotres logo is in the top left, and a small Bioflux logo is in the bottom right.

≡ BIOCARE TELEMED



Biocare Telemed is a HIPAA compliant virtual clinic platform designed to meet cardiologists' needs

Ensures a seamless integration into any clinic's current workflow, saving time, and reducing costs

User-Friendly Platform

Connect Diagnostic Tools

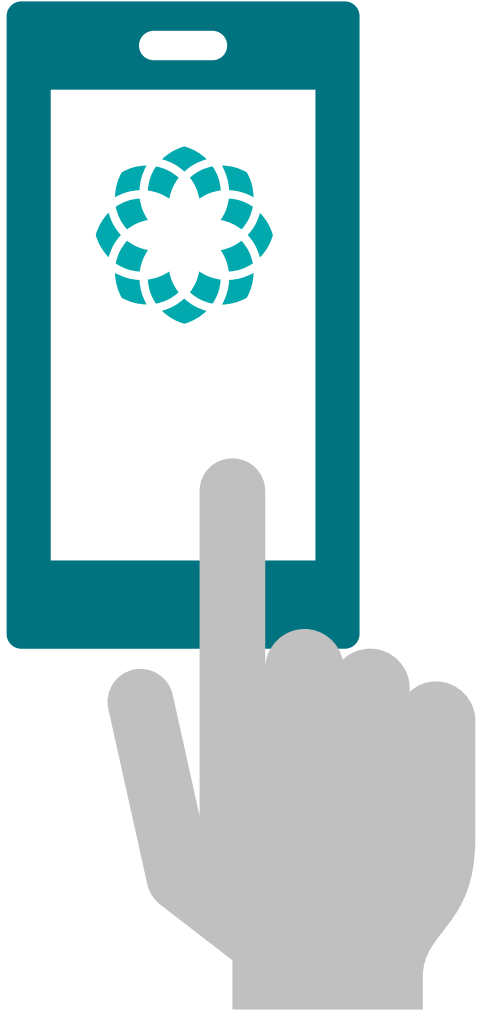
Book & Manage
Appointments

Report, Monitor, & Diagnose
Remotely

Virtual Waiting Room

Real-Time App Reporting

≡ FUTURE PRODUCTS



BIOFLUX® APP

- Opens up billing additional CPT codes
- Expansion of the Bioflux® solution to allow patients to input daily metrics such as food, medications, mood, and exercise while using the device
- Allows our physicians to generate more revenue, provide better care and save the system costs
- Offers a deeper look into patient behavior and adherence

≡ COMPARABLE: CARDIAC DIAGNOSTICS (OUTSOURCED)

- A diagnostic comparable to Biotricity is Biotelemetry (BEAT) that **revolutionized real-time monitoring**
- Biotelemetry focused on an outsourced approach, where physicians send patients to Biotelemetry instead of performing diagnostics themselves. Biotelemetry makes the revenue whereas the physician makes \$25 for report review.
- Biotricity is revolutionizing this market with an insourced recurring revenue business model and cutting edge technology.
- Biotelemetry was Started in 1994 did its first real-time product launch in 2002.
 - Biotricity did an initial launch in mid 2018 with an official launch in the beginning of 2019
- Biotelemetry has a high operational overhead with an outsourced business model that minimize revenue to the physician
- Biotricity has a low operational overhead with an insourced business model that maximizes revenue to the physician
- Biotelemetry is **worth \$2.8 Billion and** was recently acquired by Philips.
 - With Biotelemetry acquired, Biotricity is extremely well positioned in the marketplace with the best technology, most recent 510 (k) clearances and robust product pipeline.



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≡ COMPARABLE: CARDIAC DIAGNOSTICS (OUTSOURCED)

- A diagnostic comparable to Biotricity is Preventice Solutions that entered **real-time monitoring in 2012**
- Preventice, like Biotelemetry, focused on an outsourced approach, where physicians send patients to Preventice instead of performing diagnostics themselves.
 - Preventice tweaked the approach by reducing infrastructure needs compared to Biotelemetry and focused on mailing units or keeping stock at physician offices
 - The business model remained the same, Preventice collects the bulk of revenue and the physician get paid \$25.
- Biotricity is revolutionizing this market with an insourced recurring revenue business model and cutting edge technology.
- Preventice launched its first real-time product launch in 2012.
 - Biotricity did an initial launch in mid 2018 with an official launch in the beginning of 2019
- Preventice has a high operational overhead with an outsourced business model that minimize revenue to the ph,
- Biotricity has a low operational overhead with an insourced business model that maximizes revenue to the physician
- Preventice was acquired for **\$1.2 Billion and does \$158M in revenue.**
 - With Preventice and Biotelemetry acquired, Biotricity is extremely well positioned in the marketplace with the best technology, most recent 510 (k) clearances and robust product pipeline.



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≡ COMPARABLE: REVOLUTIONIZING DIABETES MONITORING

- The best comparable to Biotricity's Biosphere Cardiac AI App is Livongo (LVGO) – better health with AI driven Personalized Medicine
- Livongo (328,000 patients / members) and Biotricity (500,000 patient access across their customer practices)
- Livongo is worth **\$7.6 Billion**, (listed under LVGO on Nasdaq) on 170 million TTM sales or 44x EVS
- Biotricity is pursuing this personalized medicine application, which is a high growth and high value space that has historically been untouched by cardiac care companies
- Acquired for \$18.5 billion



≡ BIOHEART

3 Lead ECG – no prescription

- **Continuous data collection** allows for unparalleled accuracy on par with prescription-grade devices
- Data syncs to **Bioheart's app** delivering **personalized insights** for lifestyle management
- Can set normal heart rate range, and **receive alerts** when out of range

bioheart
— Available for Pre-Orders —

The personal lifestyle solution for your heart

1
2
3

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≡ PROVEN TEAM



MANAGEMENT

Over **100 years** of collective startup experience

Proven record of raising over **\$100m** capital across multiple companies & industries

Executive team has experience developing **70 products** that were successfully launched in over **30 countries**



SALES

Over **150 years** of collective experience launching new medical devices from over **15 startups**, all in the **cardiac space**

Highly skilled, **President's Club Award** sales personnel with a proven track record of being the best in the industry



OPERATIONS

Over **50 years** of collective experience with leading organizations

Operations Development in Organizations with revenue spanning **\$5M to \$250M**

Proven track record of driving organization growth & expansion

≡ BOARD OF DIRECTORS & ADVISORY TEAM

Waqas Al-Siddiq – Chairman, CEO & Founder

David Rosa – Seasoned medical device executive with proven leadership at multibillion corporations and early stage device companies. Most recently was CEO of Sunshine Heart and held prior senior executive roles at St. Jude Medical, Boston Scientific (SCIMED) and A-Med Systems.

Dr. Norman Betts – Accomplished financial executive currently on the Boards of Directors of the Bank of Canada, Tembec Inc., New Brunswick Power Corporation, 49 North Resources Inc., Adex Mining Inc., Tanzanian Royalty Exploration Inc. and the University of New Brunswick Pension Plan for Academic Employees.

Patricia Kennedy – Patricia has spent over 25 years in a variety of global sales and distribution positions in the medical device industry, focusing on the field of Electrophysiology. She achieved significant sales, market development and clinical milestones, while defining strategic plans and pursuing technology development and acquisitions for a number for medical technology companies

Steve Salmon– Steve Salmon is an accomplished medical device executive and VC. Prior to becoming a VC, Mr. Salmon was a founder of Ensure Medical and Integrated Vascular Systems, both of which were successfully exited through acquisition. He also served as the CEO of Revascular which was also acquired.

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Thank you



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investors@biotricity.com