



# ASX Small and Mid-Cap Conference

10 September 2020



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# A pioneer and global leader in developing MRI-guided cardiac ablation products

Imricor is an innovative US based medical device company and is the only company in the world to bring commercially viable and safe MRI-compatible products to the cardiac catheter ablation market





# An overview of Imricor



Founder-led business with deep med-tech experience management team



The world's first commercially available MRI compatible catheter ablation devices



Strong IP portfolio and patent protection



Large addressable market, growing to over \$4bn<sup>1</sup> by 2022, with favourable market drivers



Compelling value propositions for all stakeholders



Leveraging strategic relationships with Philips Healthcare and Siemens Healthineers





# Our journey to commercial launch in 2020 & plans for 2021

- 2006** • Imricor is established
- 2007** • Licensed IP from Johns Hopkins University
- 2008** • Received a grant from the US NIH

- 2014** • Performed first human pilot study with Active MR Tracking
- 2015** • Signed joint research agreement with Siemens Healthineers

- 2019** • Signed joint development agreement with Philips Healthcare
- 2020** • Received CE mark approval for Vision-MR Ablation Cather & Vision-MR Dispersive Electrode
- Commercial launch with first procedures outside clinical trial at Dresden Heart Centre
- Signed collaborative sales distribution agreement with Philips enabling Philips to sell Imricor's capital products

2006-2008

2009-2012

2013-2015

2016-2018

2018-2020

2021+

- 2009** • Developed technology for MRI compatibility
- 2011** • First in-man diagnostic and ablation procedures performed
- 2012** • First IP License revenue of Imricor IP to a third party

- 2016** • Received CE mark approval for the Advantage-MR EP Recorder/Stimulator
- Enrolled patients in clinical trial to support CE Mark approval for Vision-MR Ablation Catheter
- 2017** • Signed joint development agreement with Siemens Healthineers
- Awarded a contract with NIH to perform R&D on an MRI-compatible device for chemoablation
- 2018** • Signed first customer contract with Dresden Heart Centre

- 2021 plans** • Accelerate lab roll out plans
- Commercial release of diagnostic catheter
- Commence clinical trial to support FDA approval
- Commence clinical trial for expanded indications in the EU



# Heart arrhythmias and conventional treatment options

In the absence of MRI-compatible catheter ablation devices, physicians have been unable to take advantage of the potential benefits related to MRI guided ablation procedures for treating arrhythmias

## Arrhythmias



- An arrhythmia is an abnormal heart rhythm



- Certain untreated arrhythmias can lead to serious cardiac conditions, such as blood clotting, stroke and/or death



- Rising global incidence of arrhythmias driven by secular demographic trends, such as aging population and increased occurrence of hypertension, obesity and diabetes

## Conventional Treatment Options



- Conventional catheter ablation procedures performed guided by x-ray and aided by 3D mapping and tracking tools



- Antiarrhythmic drugs which focus on changing the electrical properties of cardiac tissue



- Implantable devices such as a pacemaker or defibrillator



# The problems we are trying to solve through MRI guided ablation procedures



## Visualisation



## Procedure effectiveness



## Cost



## Procedure time



## Safety

### Existing Challenges

- X-ray imaging provides poor heart visualisation
- 3D mapping and tracking tools assist but have limitations
- Inability to determine creation of permanent lesions

- Inability to determine permanency of lesions can negatively impact single procedures success rates which vary from 38% to over 95% depending on the type of arrhythmia

- Repeat procedures can result in higher overall medical costs
- A US study over a 5-year period showed medical costs for patients who require repeat AF ablations is 294% higher

- Conventional 3D mapping systems require additional time associated with image creation and calibration
- Average procedure time for a conventional AFL ablation reported at 88 minutes

- Patient and doctor exposed to radiation during x-ray guided ablations
- Occupational injuries can arise from heavy lead protective garments worn by medical professionals

### Imricor's Solution

- Soft tissue of the heart is clearly visible in real-time
- Both 2D and 3D imaging available
- Non-permanent lesions can be identified during the procedures and filled

- Reduced likelihood of a repeat procedure due to ability to determine permanency of lesions
- Imricor's clinical trial delivered a 100% chronic success rate for AFL procedures

- Per-procedure cost comparable to the cost of a conventional x-ray guided procedure
- Increased effectiveness, fewer procedures and lower overall treatment cost

- Physician inserts catheter and commences procedure immediately
- Average procedure time for MRI-guided AFL ablations is 48 minutes
- Faster procedure times could enable more procedures

- MRI generates no radiation and eliminates risk of radiation injury
- Physicians do not need to wear heavy protective garments



# Partnering to deliver success and drive growth

Imricor has entered into a number of agreements with market leading organisations to support future iCMR lab adoption

## PHILIPS

- Joint development agreement to establish compatibility between Imricor’s products and Philips mapping software
- Non-exclusive collaborative sales distribution agreement for Imricor’s capital products



- Facilitates the introduction of a market leading communications solution for MRI applications



- Joint development agreement to establish compatibility between Imricor’s products and Siemens mapping software



- Training Centre of Excellence on Siemens platform

## Leipzig Heart Center

- Training Centre of Excellence on Philips platform



- Imricor products included in approved catalogue, establishing pricing and eliminating contract negotiations



- Joint development agreement to integrate 12-lead ECG system with Imricor’s products



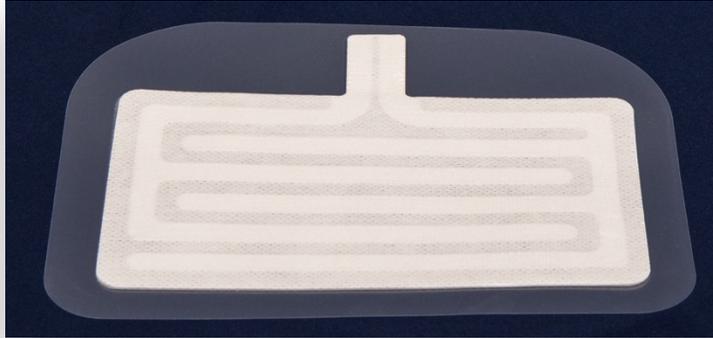
# The product portfolio

## Consumable Products

Vision-MR Ablation Catheter



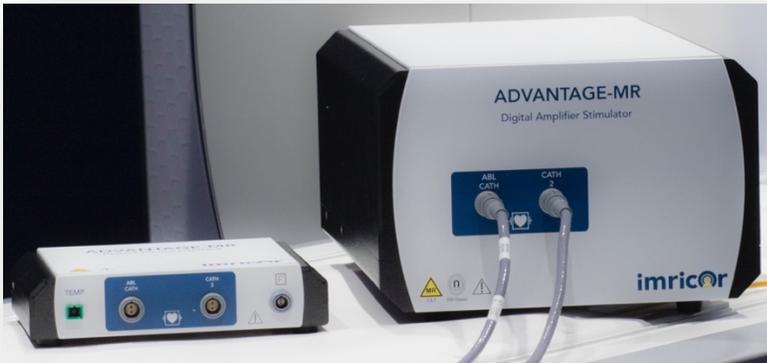
Vision-MR Dispersive Electrode



- Received CE mark approval in January 2020
- Ablation catheter CE mark approval with an indication for treating type 1 atrial flutter
- Imricor is the exclusive provider

## Capital Product

Advantage-MR EP Recorder / Stimulator



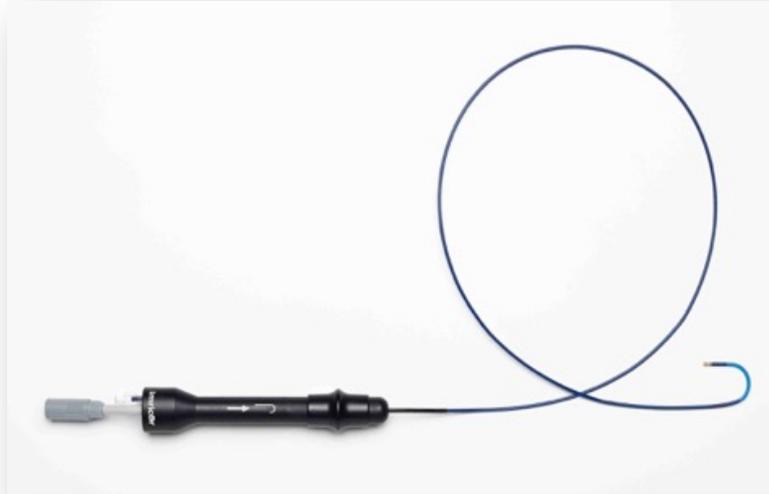
- Received CE mark approval in January 2016
- Under collaborative sales distribution agreement, can be sold as part of a Philips comprehensive iCMR installation package



# Pipeline products under development

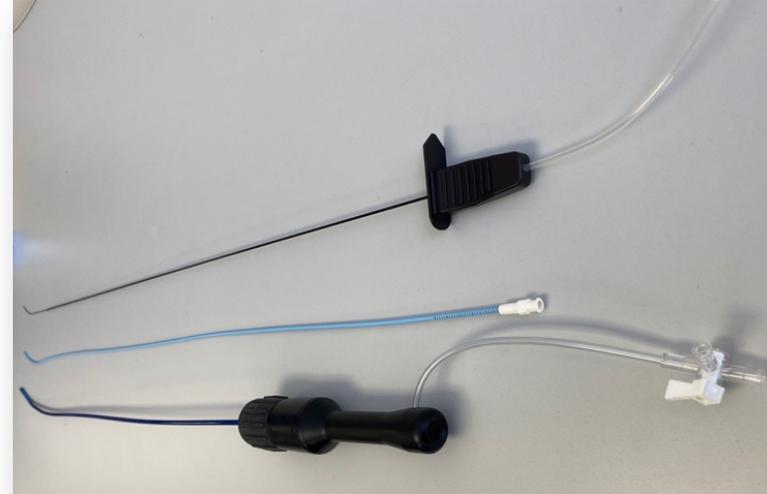
## Consumable Products

Diagnostic Catheter



- Aiming for mid-2021 commercial release (pending approval)
- Supporting margin improvements

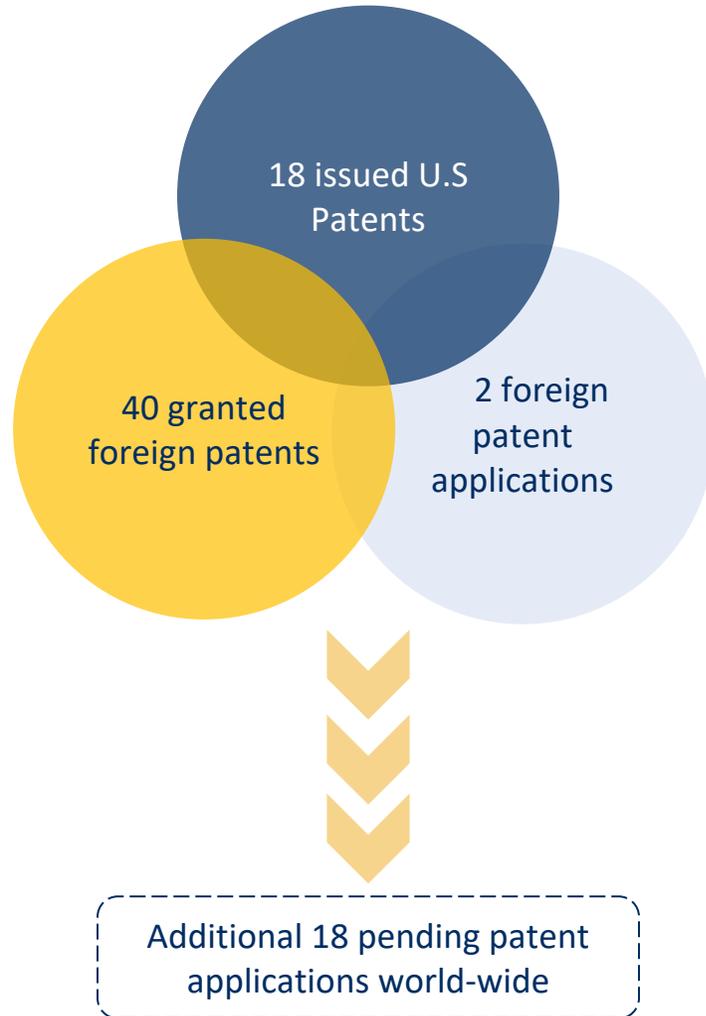
Steerable Sheath and Transeptal Needle



- Currently in prototype phase
- Aiming to be ready for clinical trials in 2021
- Supporting expanded indications



# A strong intellectual property portfolio

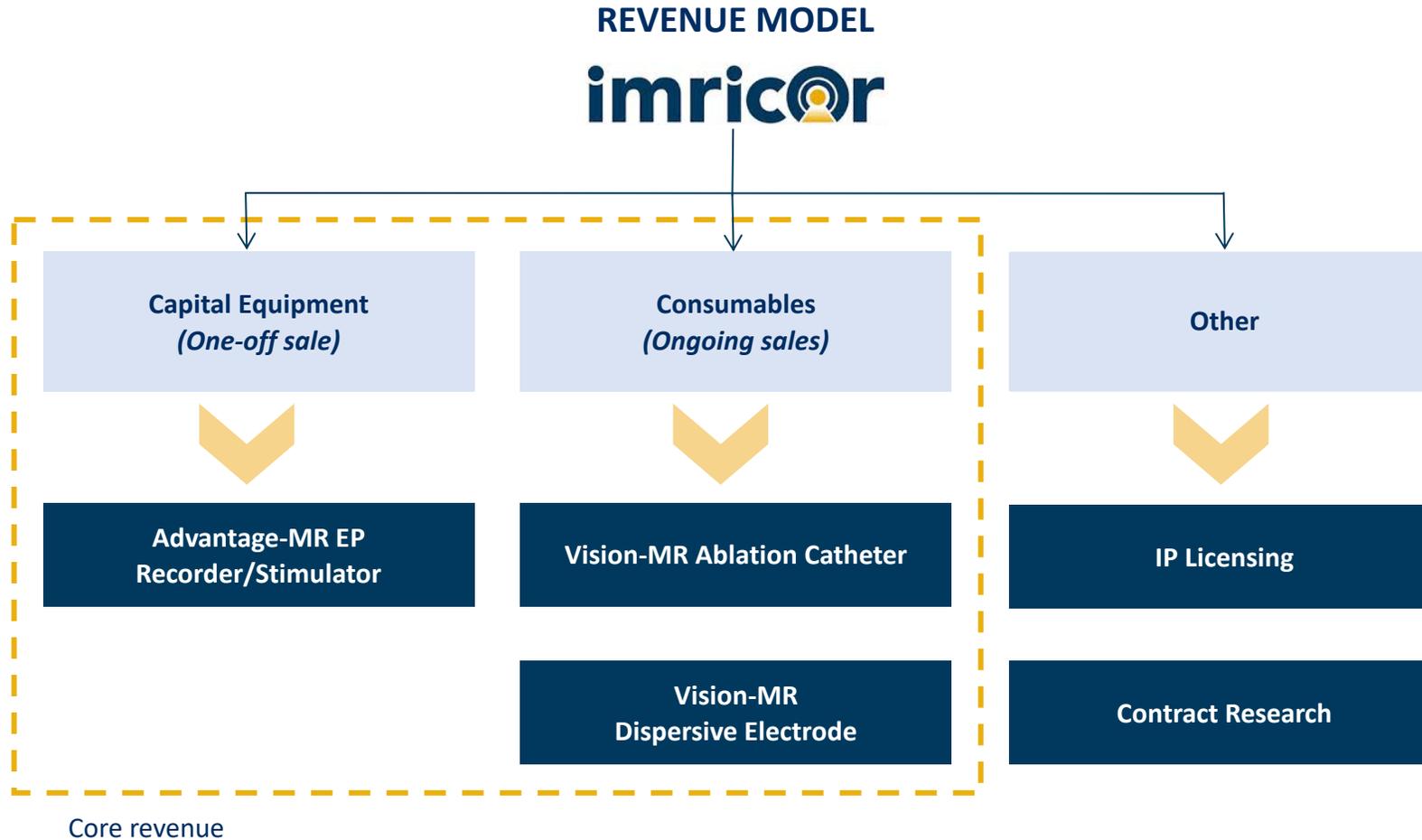


- Imricor's IP is relatively new, with the Company's oldest issued patent expiring in 2030
- In addition to protecting Imricor's devices and procedures, its patents provide an opportunity for the Company to license its technology to 3<sup>rd</sup> party medical device companies (particularly implant manufacturers) to help make their devices compatible with MRI
- To date, Imricor has executed 3 separate agreements where it has licensed its own patents to 3<sup>rd</sup> parties for use in implantable devices under which Imricor has received over US\$13m of payments to date



# Our business model

Today Imricor primarily generates revenue from the sale of its capital equipment and consumable products





# A strong and growing market in cardiac ablation

A large global addressable market with high growth potential supported by favourable growth drivers

## Drivers of Global Catheter Ablation Market



- Increased incidence of cardiac disease

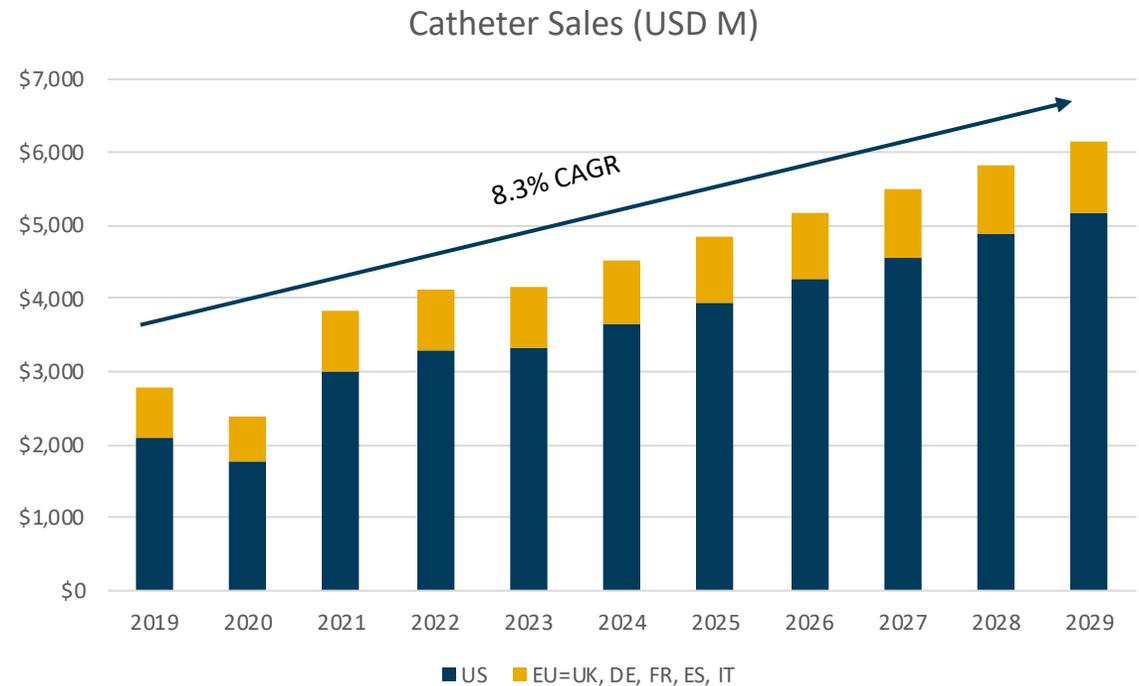


- Shift towards minimally invasive procedures



- Cost effectiveness of catheter ablation as treatment option

## EU<sup>1</sup> and US Cardiac Ablation Market



Sources:

Millennium Research Group *Electrophysiology Mapping and Ablation Devices Europe 2021* July 2020

Millennium Research Group *Electrophysiology Mapping and Ablation Devices US 2021* June 2020

1. EU represented by five countries: UK, Germany, France, Spain, Italy



# Core strategies to drive future growth

Imricor's strategy is focused on the two drivers that are key to revenue growth – the number of iCMR labs and the number of procedures performed using Imricor's consumables in each lab

## Go to market strategies



- Collaborative sales distribution agreement with Philips
- Strategic relationship with Siemens
- Growing awareness through sales and marketing activities
- Engagement with Key Opinion Leaders
- Comprehensive training and support at clinical sites

## Geographic expansion



- CE mark approval enables the sale of products in the EU
- Strategy to obtain FDA approval in the US well advanced and targeting clinical trials in 2021-2022
- Local agent to be selected to support TGA approval in Australia

## Expanded indications



- Ablation catheter has CE mark approval for the treatment of atrial flutter
- Atrial flutter comprises only 23% of ablation procedures in the EU
- Planning to commence clinical trials to expand CE mark approval to other indications in 2021



# Future acceleration in lab rollout plans underpinned by strong pipeline



*Initial sites (e.g. Dresden, Leipzig) are set up as training Centres of Excellence for sites that follow*

1. Assuming no further COVID-19 related disruptions



## Pipeline growth supported by early clinical success

Early clinical success and excellent physician feedback is driving growing interest in Imrivor's products and the opportunity to establish a new standard of care in the treatment of heart arrhythmias, with particular focus on expanded indications



*“This is beautiful. It is better than fluoroscopy. In fluoroscopy you can only imagine the anatomy. Here you see it” – Dr Christopher Piorowski, Dresden Heart Centre*

*“Performing this procedure under MRI allows for direct peri-procedure visualization of ablation lesions. This has the potential to improve clinical results substantially” – Dr. Marco Gotte, Amsterdam University Medical Centre*

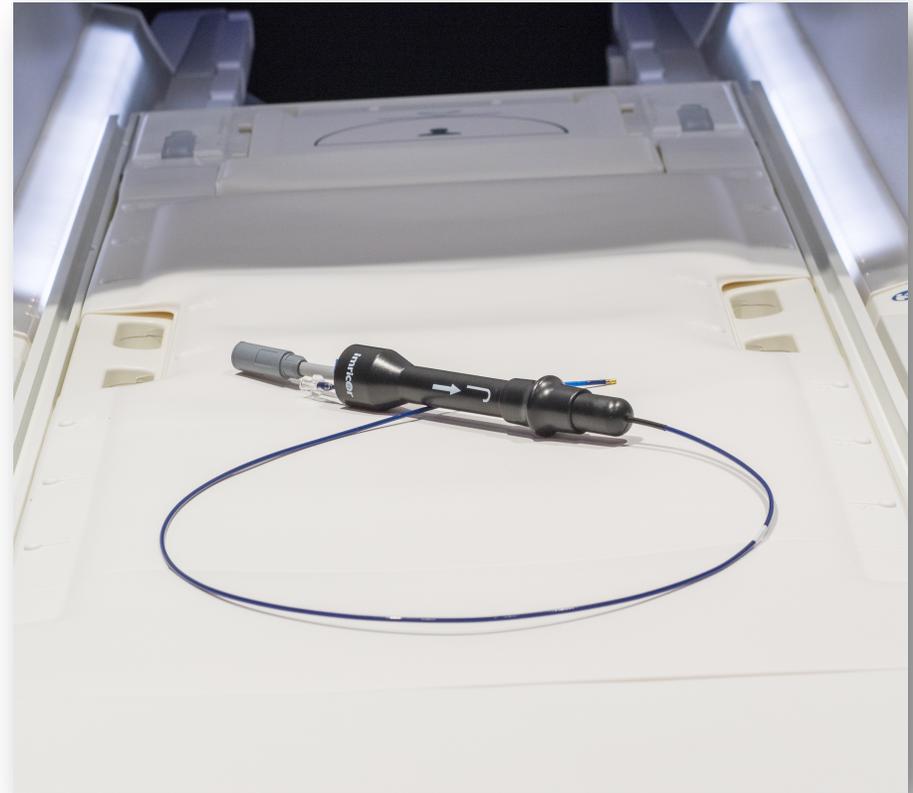
*“In all respect, this is a major step forward for patients with cardiac arrhythmias and also for hospitals” – Dr. Ivo van der Bilt, Haga Hospital*



## Our focus for the year ahead

Imricor's focus for the balance of 2020 is on continuing to execute a controlled product launch throughout the EU while pursuing growth opportunities that position the company strongly into 2021 and onwards

- Continued lab roll out with focus on acceleration in the last quarter of 2020
- Training of Philips sales force to drive the pipeline of iCMR labs
- Ongoing development of lab pipeline through Imricor's marketing activities and collaboration with Siemens
- R&D focus on product pipeline required for expanding indications and margin improvements
- Continue with regulatory approvals to expand into Australia and the US
- Strategy around clinical trials for new products and expanding indications
- GM improvement initiatives to deliver benefits in future years



# Q&A





# What to learn more about Imricor?



Transforming Cardiac Ablation Procedures  
Imricor corporate procedural video

<https://vimeo.com/438663377>



Experience the Future of Cardiac Ablation

Dr. Thomas Gaspar and Dr. Stefan Ulbrich from the Dresden Heart Centre discuss their successes performing cardiac ablation utilising real-time MR imaging

<https://www.youtube.com/watch?v=qjXiMWuuvDI>



Early Results and Experiences for iCMR in Atrial Flutter

Jakob Tomala, Heart Centre Dresden

Ablation Center of the Future

Ivo Van Der Bilt, Haga Hospital

<https://www.magnetomworld.siemens-healthineers.com/magnetom-world-summit/recordings>



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