The Future of Real-Time Outpatient Monitoring

NASDAQ - BTCY
Important Cautions Regarding Forward Looking Statements:

Certain information contained in this presentation includes “forward-looking statements.” Statements which are not historical reflect our current expectations and projections about our future results, performance, liquidity, financial condition and results of operations, prospects and opportunities and are based upon information currently available to us and our management and their interpretation of what is believed to be significant factors affecting our existing and proposed business, including many assumptions regarding future events. Actual results, performance, liquidity, financial condition and results of operations, prospects and opportunities could differ materially and perhaps substantially from those expressed in, or implied by, these forward-looking statements as a result of various risks, uncertainties and other factors, including those risks described in detail in the section entitled “Risk Factors” in the June 22, 2021 Form 10-K, as well as elsewhere herein.

Forward-looking statements, which involve assumptions and describe our future plans, strategies, and expectations, are generally identifiable by use of the words “may,” “should,” “would,” “will,” “could,” “scheduled,” “expect,” “anticipate,” “estimate,” “believe,” “intend,” “seek,” or “project” or the negative of these words or other variations on these words or comparable terminology.

In light of these risks and uncertainties, and especially given the nature of our existing and proposed business, there can be no assurance that the forward-looking statements contained in this presentation and elsewhere will in fact occur. Potential investors should not place undue reliance on any forward-looking statements. Except as expressly required by the federal securities laws, there is no undertaking to publicly update or revise any forward-looking statements, whether as a result of new information, future events, changed circumstances or any other reason.
Biotricity – Corporate Summary

• Improving quality of care and saving lives with a revolutionary product portfolios and business model, targeting a multi-Billion-dollar TAM 3, 4

• Selling proprietary FDA approved Cardiac monitoring solution today across 31 states utilizing it daily with new sites cardiologists added every month.

• Recurring revenue business model across existing and future products Technology-as-a-Service (TaaS)
  • Products are insurance reimbursable (US)

• Triple digit growth YoY, even with COVID 1

• Proven “go to market” sales and operations models and with a global cellular IoT platform (global FCC ID)

• New complementary product portfolio rolling out in 2022 with pilot sites already active, designed to go deeper into existing customers

• Recently received FDA clearance for new Biotres product

• Well capitalized to support growth initiatives

• Increased the company’s TAM from $1B to $35B with product ecosystem in the last 6 months!

1 https://www.biotricity.com/what/record-quarter-earns-1-0-million-in-quarterly-revenue-for-the-first-time/
2 https://www.grandviewresearch.com/industry-analysis/cardiovascular-devices-market
Biotricity Growth and Recent Highlights

Business Growth Initiatives and Recent Highlights

- Expansion into IDNs, GPOs:
  - Signed Vizient, largest GPO in the US, responsible for $15B in annual purchasing
- Channel Expansions through Strategic Partners/Distributors
  - Signed with Medline - #1 Distributor in the US
  - Signed with Owens and Minor - #3 Distributor in the US
- 2023 – full commercial rollout of new products
- Vertical strategy aligned with our horizontal strategy (network expansion), selling into the existing channel
- Current channel is 2200 physicians with 6 million patient lives access. Bioflux/Biotres touch a small portion of this
  - New product portfolio (CCM, Bioheart, Biokit) can exponentially expand touchpoints
  - Capital Access strategy will help drive
- Sales Team expansion
Problem: Cardiac Care

- Cardiac Care is disjointed with different solutions from different vendors
- Cardiac issues are intermittent, and patients are often asymptomatic, requiring long-term data with connectivity
- Most solutions are passive, i.e. not real time recording devices
- Post procedure patients and high-risk patients should remain under observation with real-time RPM
- 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 ¹
- Effective use of RPM allows physicians to see more patients, perform more procedures, and identify which patients need more time and attention ²

¹ [https://www.ahajournals.org/doi/full/10.1161/CIRCULATIONAHA.111.088971](https://www.ahajournals.org/doi/full/10.1161/CIRCULATIONAHA.111.088971)
Cardiac Patient Journey – Biotricity Viewpoint

- **DIGITAL HEALTH**
  - PRE-DIAGNOSIS (AT-RISK)
  - DIAGNOSIS TESTS
    - CARDIAC MONITORING
  - INTERVENTIONS
    - PROCEDURES
  - CONTINUOUS MANAGEMENT
  - COACHING
    - FOLLOW-UP

- **MEDICAL TECH**
  - PATIENT VISIT
    - PRESCRIPTIONS
Biotricity is focused on continued rollout of Bioflux, acceleration of Biotres, and preparation for Biocare, Bioheart, and Biokit. The latter 3 are huge opportunities with high volume, sold through the existing customer network, creating exponential growth and high margin recurring revenue.

**TOTAL ADDRESSABLE MARKET**

<table>
<thead>
<tr>
<th>Bioflux</th>
<th>Biotres</th>
<th>Biocare</th>
<th>Bioheart</th>
<th>Biokit</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ACTIVE REAL-TIME MONITORING</strong></td>
<td><strong>PASSIVE INTERACTIVE MONITORING</strong></td>
<td><strong>CHRONIC CARE MANAGEMENT</strong></td>
<td><strong>PERSONAL LIFESTYLE MANAGEMENT</strong></td>
<td><strong>REMOTE PATIENT MONITORING</strong></td>
</tr>
<tr>
<td>Cardiac Diagnostics – Actively monitor patients in real-time and produce diagnostic report Reusable device – patient is provided with device for test, then cleaned and reused on next patient</td>
<td>Cardiac Diagnostics – Passively record patients heart data and produce diagnostic report after test Reusable device – patient is provided with device for test, then cleaned and reused on next patient</td>
<td>Cardiac Disease Management – Cardiac focused care plane for patient management between visits Healthcare app for tracking patient compliance, medication adherence, and integration with care plan</td>
<td>Cardiac Lifestyle Management – Cardiac focused personal device for patient engagement Personal heart monitor for patient support and to provide heart insights to physicians between visits</td>
<td>Remote Patient Monitoring– personal devices focused on other conditions for patient engagement Biometric devices for patient support and to provide biometric insights to physicians between visits</td>
</tr>
<tr>
<td>$1B TAM</td>
<td>$5B TAM</td>
<td>$8B TAM</td>
<td>$12.4B TAM</td>
<td>$26.8B TAM</td>
</tr>
</tbody>
</table>

**Cardiac Lifestyle Management**
- Cardiac focused personal device
- Patient support and to provide heart insights to physicians between visits
- Reimbursable
- Insourced Model (Physician Bills)

**Cardiac Diagnostics**
- Passively record patients heart data and produce diagnostic report after test
- Reusable device – patient is provided with device for test, then cleaned and reused on next patient

**Cardiac Disease Management**
- Cardiac focused care plan for patient management between visits
- Healthcare app for tracking patient compliance, medication adherence, and integration with care plan

**Remote Patient Monitoring**
- Biometric devices for patient support and to provide biometric insights to physicians between visits

**With proper equipment financing, Biotricity can exponentially scale with its Biocare, Bioheart, and Biokit products.**
Biotricity Approach

Disruptive Business Model

- **Insourced** business model, enabling physicians to bill directly
- Minimal upfront cost for physician, physician pays only when device is used – top line profit
- 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 monitoring center
- One piece device that is the smallest in the market
- Built-in global GPS and GSM platform
Clinical Ecosystem Evidence

Network: 2198 Physicians and Growing
- cardiologists, electrophysiologists, and interventional cardiologists
- 31 states
- 98,200 studies expected for next 12 months

178,756 Studies Conducted
- 53% MCT
- 30% holter
- 10% event
- 7% extended holter

208,604 reports reviewed by physicians
- Reports include notifications, weekly summaries, etc.
- IDTF model uses in-house physicians where IDTF controls physician review

Reorder rates: 100%

Customer Retention Rate: 98.02%

Recognized within the industry as best-in-class technology with innovation
- Multiple Innovation Awards
- World Heart Federation’s President (Globally Renowned Cardiologist Daniel Pineiro – Chair Elect of ACC) uses Biotricity.

Tachy > 150: 152,970,100 beats recorded, annotated, and reviewed by a physician
Brady < 40: 21,483,240 beats recorded, annotated, and reviewed by a physician
Priority Afib > 150 & < 30: 2,380,496,850 beats recorded, annotated, and reviewed by a physician
Pauses > 3s: 6,536,460 beats recorded, annotated, and reviewed by a physician
Bioflux: 317,189,793,600 billion beats recorded
Biotres: 3,024,907,200 billion beats recorded
Bioheart minutes: 107,621,220 beats recorded

Beats count are based on the following:
- Study duration
- Average HR for the study
- Number of channels
Current Footprint - Bioflux

- Portfolio of complementary technologies
  - Biotres ® - FDA cleared
  - Bioheart ® - consumer product currently in initial production
  - Biocare® App – about to go through field testing
  - Bioflux® 2 – in alpha prototyping

- Large Scale production in place
- Medicare Reimbursement in Place

- **Cardiologists across 31 states use the Bioflux daily**

- **Currently have over 500 centers across 31 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
Bioflux® MCT Solution

**BIOFLUX® MCT DEVICE**
Cellular & GPS enabled complete with Bioflux Software

**CLINICALLY ACCURATE**
Digital report to inform diagnosis & management.
Reads are insurance-reimbursable using existing CPT billing codes

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

Discover why physicians have embraced this technology
Biotres is a 3-lead patch solution for real-time and passive arrhythmia monitoring designed for patients who are at risk for or diagnosed with certain cardiac issues.

- Biotres can operate as a Holter, and Extended Holter. In the future the Biotres platform will be expanded for MCT.
- Now cleared, Biotres will ensure advanced capability while focusing on ease of use for the patient.
- Biotres was launched in April 2022.
Bioheart + CCM

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
- Integrated with disease management platform for physician insights
- Can set normal heart rate range and **receive alerts** when out of range.
- [www.bioheart.com](http://www.bioheart.com)
Biocare + Biokit

Biocare is a HPAA compliant virtual clinic platform and disease management platform designed to meet cardiologists' needs for patient management.

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

Key features include:

- **BOOK & MANAGE APPOINTMENTS**
- **TELEMEDICINE**
- **PATIENT ADHERENCE/ENGAGEMENT**
- **MONTHLY REPORTING**
- **CONNECT DIAGNOSTIC TOOLS**
- **CONNECTED PERSONAL MEDICAL DEVICES (BIOKIT)**
- **REAL-TIME COMMUNICATION**
- **ALERT BASED NOTIFICATIONS**
## FUTURE BUSINESS JOURNEY – VERTICAL AND HORIZONTAL PENETRATION

<table>
<thead>
<tr>
<th>Product Line</th>
<th>Monitoring Type</th>
<th>Reimbursement</th>
<th>Volume</th>
<th>Opportunity</th>
<th>Runrate</th>
<th>Requires Financing for Amortization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bioflux</td>
<td>Active Real-Time</td>
<td>High Reimbursement ($850)</td>
<td>Low Volume</td>
<td>Reusable/Rotational</td>
<td>$250 / Month / Device</td>
<td>Requires financing for amortization</td>
</tr>
<tr>
<td>Biotres</td>
<td>Passive Interactive</td>
<td>Medium Reimbursement ($250)</td>
<td>Medium Volume</td>
<td>Reusable/Rotational</td>
<td>$150 / Month / Device</td>
<td>Requires financing for amortization</td>
</tr>
<tr>
<td>Biocare</td>
<td>Chronic Care Management</td>
<td>Low Reimbursement ($50)</td>
<td>High Volume/Opportunity</td>
<td>Per Patient</td>
<td>$20 / Month / Patient</td>
<td>Requires financing for amortization</td>
</tr>
<tr>
<td>Bioheart</td>
<td>Personal Lifestyle Management</td>
<td>Low Reimbursement ($50)</td>
<td>High Volume/Opportunity</td>
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<td>Biokit</td>
<td>Remote Patient Monitoring</td>
<td>Low Reimbursement ($50)</td>
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- **Bioflux**: Focused on continued rollout of Bioflux, acceleration of Biotres, and preparation for Biocare, Bioheart, and Biokit. The latter 3 are huge opportunities with high volume, sold through the existing customer network, creating exponential growth and high margin recurring revenue.

### With Proper Equipment Financing, Biotricity Can Exponentially Scale with Its Biocare, Bioheart, and Biokit Products

The future of real-time outpatient monitoring.
Biotricity “Doctor Friendly Model”

**MCT**
(usage 5% target)

4,800 patients/yr
x 5% x $800
$192K in revs

$125K for Doctor
$67K for Biotricity

**HOLTER**
(usage 10% target)

4800 patients/yr
x 10% x $100
$48K in revs

$24K for Doctor
$24K for Biotricity

**CHRONIC CARE**
(usage 50% target)

2000 patients total x 50%
x1000 patients @ $744/yr is
$744K rev

$446K for Doctor
$298K for Biotricity

**CHRONIC CARE BIOHEART**
(usage 50% target)

2000 patients total x 50%
x1000 patients @ $552/yr is
$552K in revs

$331K for Doctor
$221K for Biotricity

**CHRONIC CARE BIOKIT**
(usage 50% target)

2000 patients total x 50%
x1000 patients @ $612/yr is
$612K rev

$368K for Doctor
$244K for Biotricity
Disjointed care and Multiple Workflows:
Nurses are multiplexing through many systems

Diagnostics | CCM | EMR | ILR | Telemedicine | RPM

CLINIC ECOSYSTEM
WITH BIOTRICITY

✓ Diagnostics
✓ RPM
✓ CCM
✓ ILR
✓ Telemed

CLINIC ECOSYSTEM
WITHOUT BIOTRICITY

Biocare Diagnostics
RPM Vendor
CCM Vendor
ILR Vendor
Telemed Vendor
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
Appendix

biotricity.com

investors@biotricity.com
Comparable: Revolutionizing Diabetes Monitoring
Livongo (Acquired by Teladoc)

- The best comparable to Biotricity’s Biosphere Cardiac AI App is Livongo (LVGO) – better health with AI driven Personalized Medicine
- Livongo (228,000 patients / members) and Biotricity (500,000 patient access across current customer base)
- 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

Livongo doubled membership in 2019 - MedCity News
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.

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.\(^1\)
- 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 minimizes 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.\(^2\)
- With Biotelemetry acquired, Biotricity is extremely well positioned in the marketplace with the best technology, most recent 510 (k) clearances and robust product pipeline.

2. Philips buys cardiac monitoring company BioTelemetry in $2.88 deal | MedTechDive
Comparable: Cardiac Diagnostics (Outsourced)
Preventice (Acquired by Boston Scientific)

- 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.
- 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 2012.¹
- 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 physician.
- Biotricity has a low operational overhead with an insourced business model that maximizes revenue to the physician.
- Preventice was acquired for $925 million with up to $300 million in milestone payments and does $158M in revenue.²
- 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.

² https://medcitynews.com/2021/01/boston-scientific-to-acquire-cardiac-monitoring-company-preventice-for-925m/
Biosphere Ecosystem:

Bioflux

- Real-time Diagnostics through the physician
- Real-time Smart Monitoring with Built-In LTE for flagging and communicating data for real-time review, enabling emergency response
- Reduces patient risk and provider liability
- Saves lives everyday...individuals who would not survive if prescribed a holter monitor
- Fully Reimbursable
- Technology-As-A-Service model that creates a new profitable revenue stream for providers.
- Insourced vs Outsourced
Biosphere Ecosystem:

• Chronic care management through the physician
• Able to collect data, through devices and manually to provide a holistic view for the physician
• Directed by the doctor and nurse in accordance to the care plan setup by the patients care provider
• Available through reimbursement as part of physician directed chronic disease management
• Fully Reimbursable
• Technology-As-A-Service model that creates a new profitable revenue stream for providers.
• Insourced vs Outsourced

Biocare
Biosphere Ecosystem:

Bioheart

- Personal disease management for people at risk for or diagnosed with cardiac issues.
- Able to collect data privately for insights
- Capable of sharing information with doctor or nurse for further insights
- Available for personal purchase or through reimbursement as part of physician directed disease management
- Fully Reimbursable
- Technology-As-A-Service model that creates a new profitable revenue stream for providers.
- Insourced vs Outsourced
Biosphere Ecosystem:

Biokit

- Remote Patient Monitoring for people at risk for or diagnosed with cardiac issues.
- Able to collect data privately for insights.
- Capable of sharing information with doctor or nurse for further insights.
- Available for personal purchase or through reimbursement as part of physician directed disease management.
- Fully Reimbursable.
- Technology-As-A-Service model that creates a new profitable revenue stream for providers.
- Insourced vs Outsourced.
Biosphere Ecosystem:

- **Virtual Clinic** - for doctors and for patients
- **Today** - clinics and Biotricity's customers who use bioflux can offer remote telemedicine services to their patients, remote hook ups
- **Tomorrow** - new or potential patients can request virtual visits for consultation, diagnostics (bioflux mailed), chronic care management, or personal disease management (bioheart and biokit)
- **Support** by insurance but also available as private pay
- **Fully Reimbursable**
- Fully integrated with chronic care, remote patient monitoring, and diagnostics, **expanding telemedicine services beyond episodic care to specialty care**
Biotres

- Biotres is a 3-lead patch solution for real-time and passive arrhythmia monitoring designed 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.
- Once cleared, Biotres will ensure advanced diagnostic capability while focusing on ease of use for the patient.
- Patch Holter Technology can take up to 2 weeks for a diagnostic report. Biotres automatically uploads, reducing reporting time to less than 3 days.
- Patch Holter technology has only 1 channel and is logistically complicated due to manual data downloading, lack of charging, and other manual workflows. Biotres is rechargeable and automated, removing this burden.