

biotricityTM

The Future of Cardiac
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 portfolio and business model, targeting a multi-Billion-dollar TAM ^{3, 4}
- Selling proprietary FDA approved cardiac monitoring solution today across 34 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)
- \$14M run rate going to \$20M in the next 18 months.
- 40% growth Year-to-Date with 8% cardiology market share.
- 99.2% Retention Rate with an LTV/CAC of 9.
- 93% of Revenue is Recurring with a margin of 70%+ going to 80%
- Proven "go to market" sales and operations models and with a global cellular IoT platform (global FCC ID).
- Recently launched new Biotres product.
- Well capitalized to support growth initiatives.
- Increased the company's TAM from \$1B to \$35B with product ecosystem in the last 9 months!

¹[h](https://www.grandviewresearch.com/industry-analysis/cardiovascular-devices-market)Biotricity achieves \$14 Million Revenue Run Rate in August 2023 - Biotricity

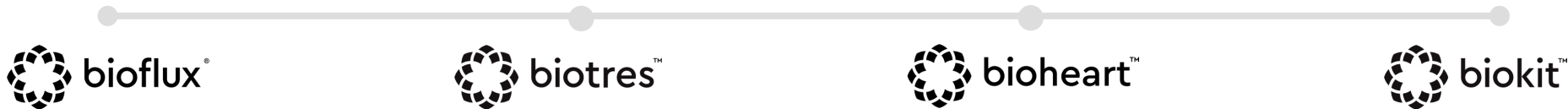
²<https://www.grandviewresearch.com/industry-analysis/cardiovascular-devices-market>

^{3,4}<https://www.medgadget.com/2021/01/remote-cardiac-monitoring-services-market-foreseen-to-accrue-usd-1-39-billion-global-industry-research-size-share-major-segments-leading-companies-and-competitive-analysis-through-2027.html>



Biotricity Growth Strategy and Recent Highlights

- Expansion into IDNs, GPOs
- Channel Expansions through Strategic Partners/Distributors
- 2024 – full commercial rollout of new products
- Vertical strategy aligned with our horizontal strategy (network expansion), selling into the existing channel
- Current channel is 2500+ 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
- Sales Team expansion



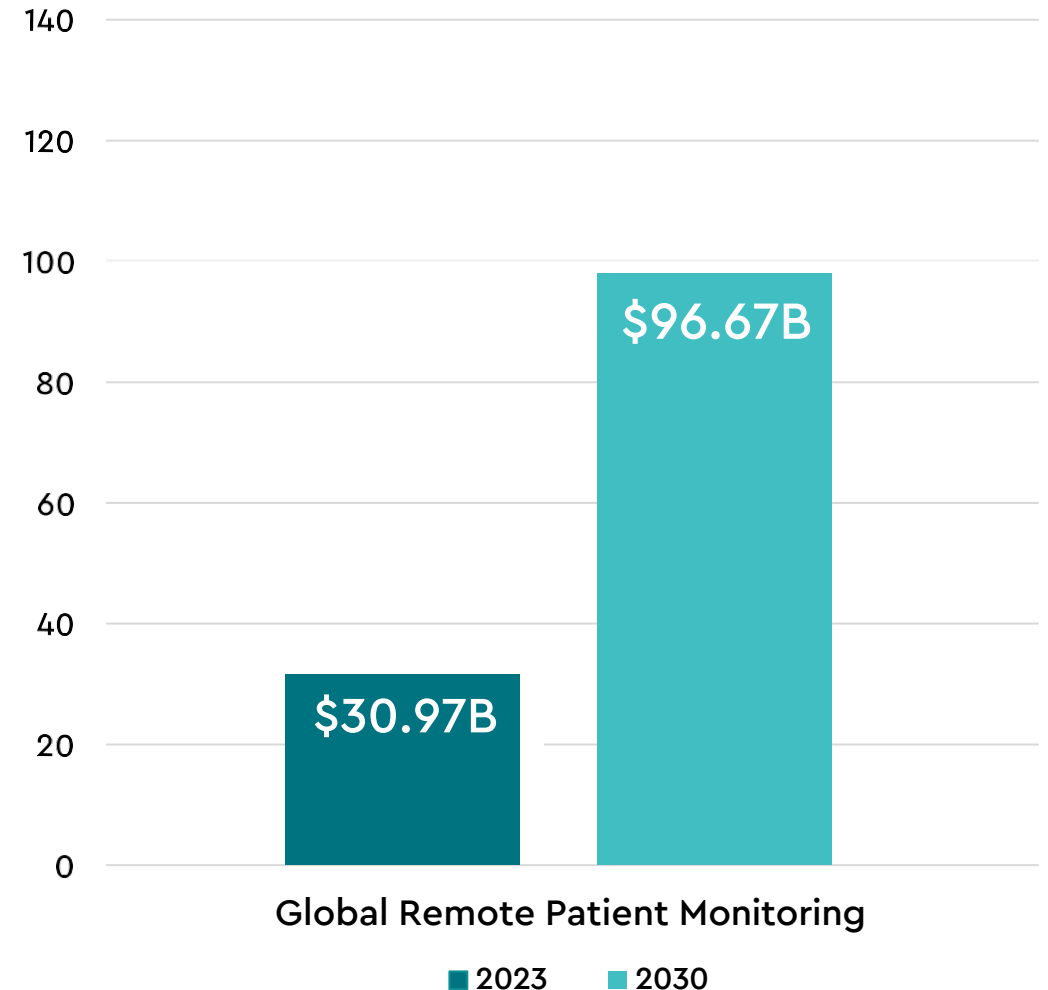
Problem: Cardiac Care

- 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. do not upload data throughout the study
- Post procedure patients and patients with risk factors should remain under observation with 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

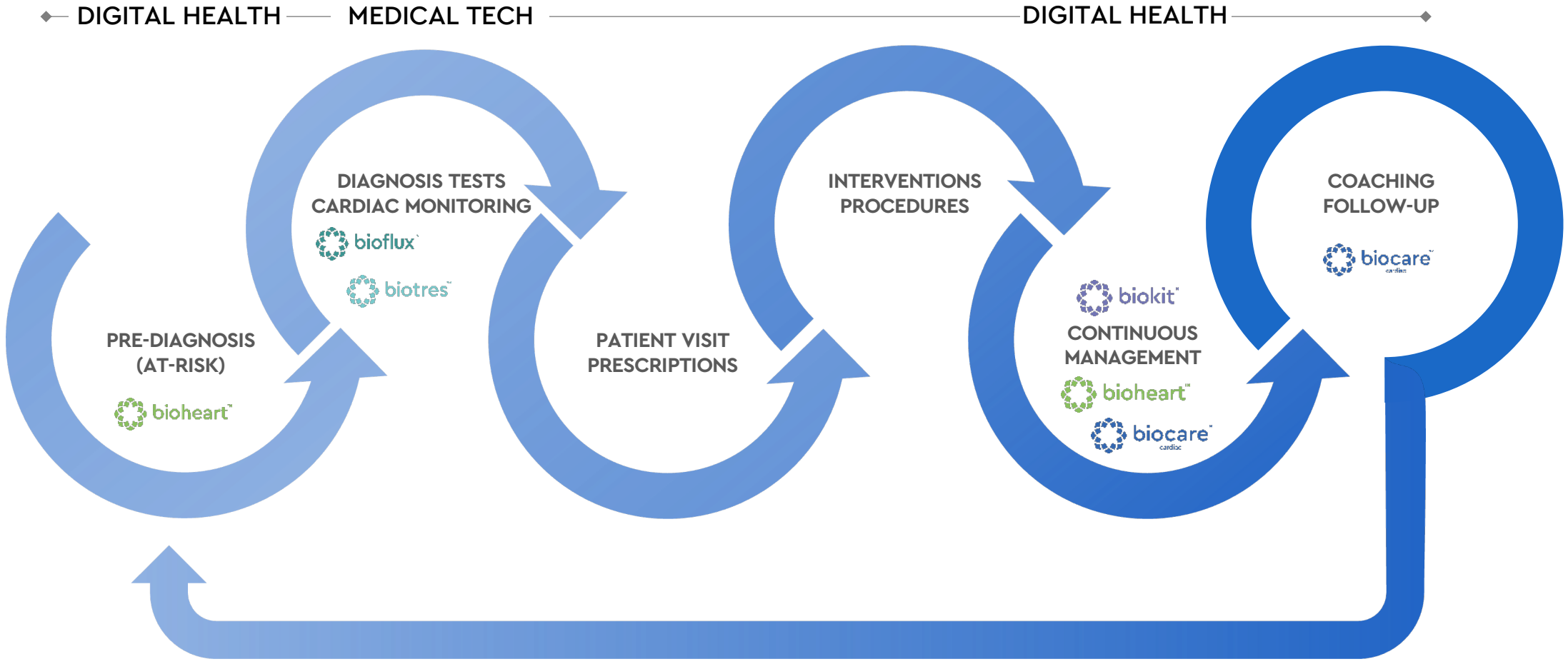
¹ <https://www.ahajournals.org/doi/full/10.1161/CIRCULATIONAHA.111.088971>

² <https://news.careinnovations.com/blog/how-rpm-empowers-clinicians-to-treat-more-patients-via-exception-based-management>






³ [Global Remote Patient Monitoring Market by Product, Indication, End-User - Cumulative Impact of COVID-19, Russia-Ukraine Conflict, and High Inflation - Forecast 2023-2030 \(researchandmarkets.com\)](https://www.researchandmarkets.com/researchandmarkets.com)



Cardiac Patient Journey – Biotricity Viewpoint






Total Addressable Market

 bioflux™	 biotres™	 biocare™ <small>cardiac</small>	 bioheart™	 biokit™
ACTIVE CARDIAC MONITORING	CONNECTED CARDIC MONITORING	DISEASE MANAGEMENT	CONTINUOUS HEART MONITORING	REMOTE PATIENT MONITORING
Cardiac Outpatient Monitoring (COM) CMS and Private Insurance Reimbursable Insourced Model (Physician Bills)	Holter and Extended Holter CMS and Private Insurance Reimbursable Insourced Model (Physician Bills)	Chronic Cardiac Care Management CMS and Private Insurance Reimbursable Insourced Model (Physician Bills)	Cardiac Lifestyle Management Insourced Model (Physician Bills)	Remote Patient Monitoring CMS and Private Insurance Reimbursable Insourced Model (Physician Bills)
Cardiac Diagnostics – Actively monitor patients and produce diagnostic report Reusable device – patient is provided with device for test, then cleaned and reused on next patient	Cardiac Diagnostics – Passively record patients heart data and can produce data to aid in physician-led diagnosis 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	Cardiac Lifestyle Management – Cardiac focused personal device for patient engagement Personal heart rhythm monitor to be used in conjunction with healthy lifestyle choices to aid the individual in engaging with their heart health	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
\$1B TAM	\$5B TAM	\$8B TAM	\$12.4B TAM	\$26.8B TAM

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



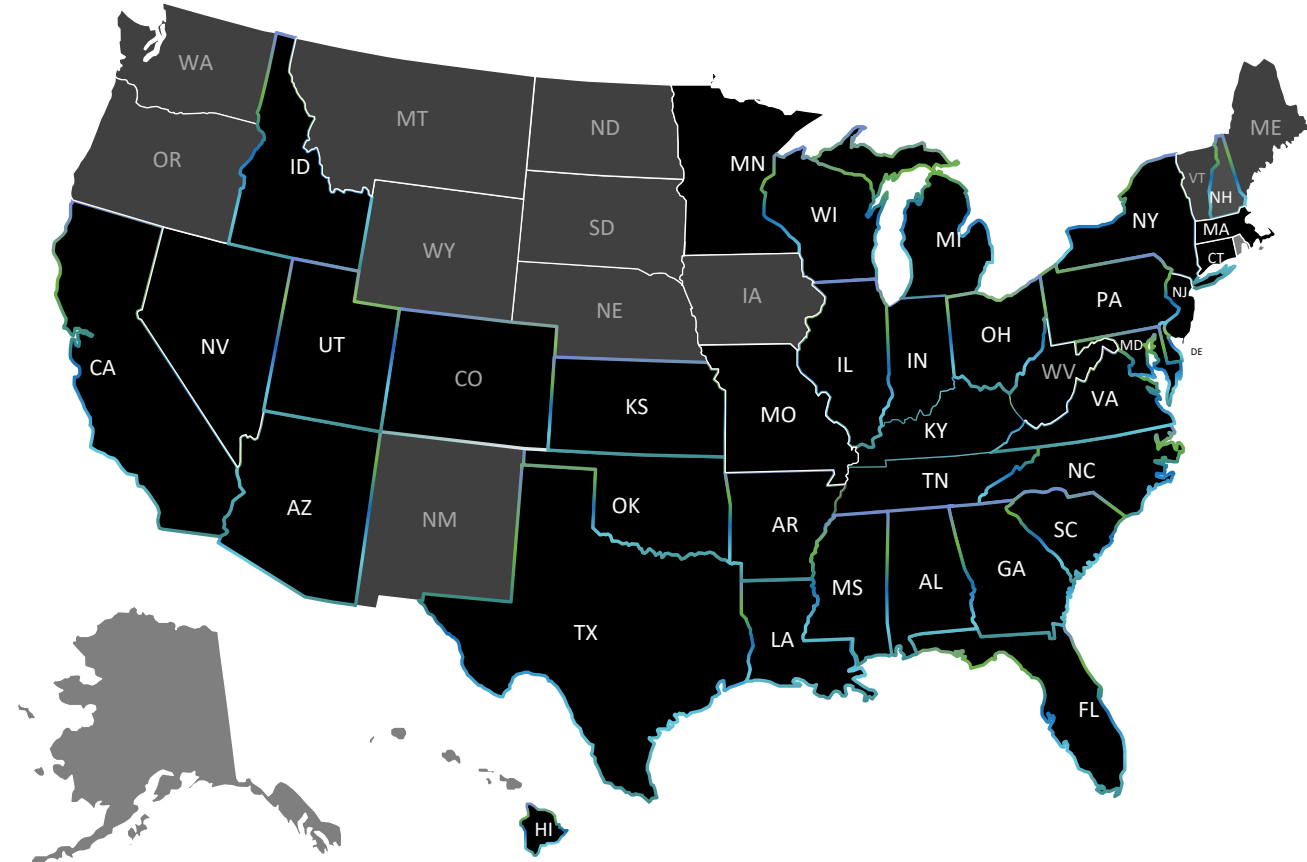
Biotricity Competitive Differentiators

 DISRUPTIVE BUSINESS MODEL	 NETWORK EFFECT	 DISRUPTIVE TECHNOLOGY
<ul style="list-style-type: none"> ✓ Insourced business model, enabling physicians to increase profit and 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 over 20 existing CPT billing codes. 	<ul style="list-style-type: none"> ✓ Diagnostic brings more data & action ✓ Complementary products from stages of disease progression support vertical strategy ✓ Increase in quality of patient care while increasing revenue creates a strong referral network ✓ Referral network plus a product platform create a network effect influencing both patients and providers 	<ul style="list-style-type: none"> ✓ Turn-key solution: device, software, and cloud platform ✓ Multiple products for different stages of disease progression ✓ Each product/technology is linked to a unique CPT code ✓ Standardized commercial strategy ✓ Recurring and Reoccurring revenue models delivering industry leading retention rates



Current Footprint – Bioflux & Biotres

- Portfolio of complementary technologies
 - Bioheart – launched January 2021
 - Biotres - FDA cleared January 2022
 - Biocare Health App – launched January 2023
 - Biocare Cardiac- launched October 2023
 - Biotres Pro – launched November 2023
- Large Scale production in place
- Medicare reimbursement in place
- **Cardiologists across 34 states use the Bioflux daily**
- **Currently have over 500 centers across 34 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

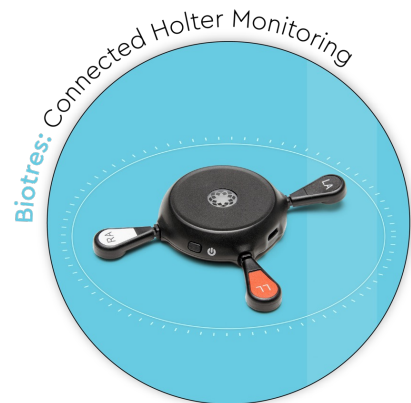
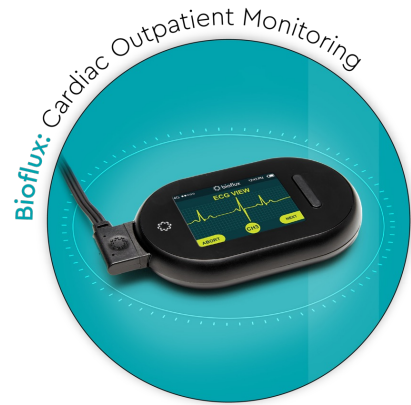


Clinical Ecosystem Evidence

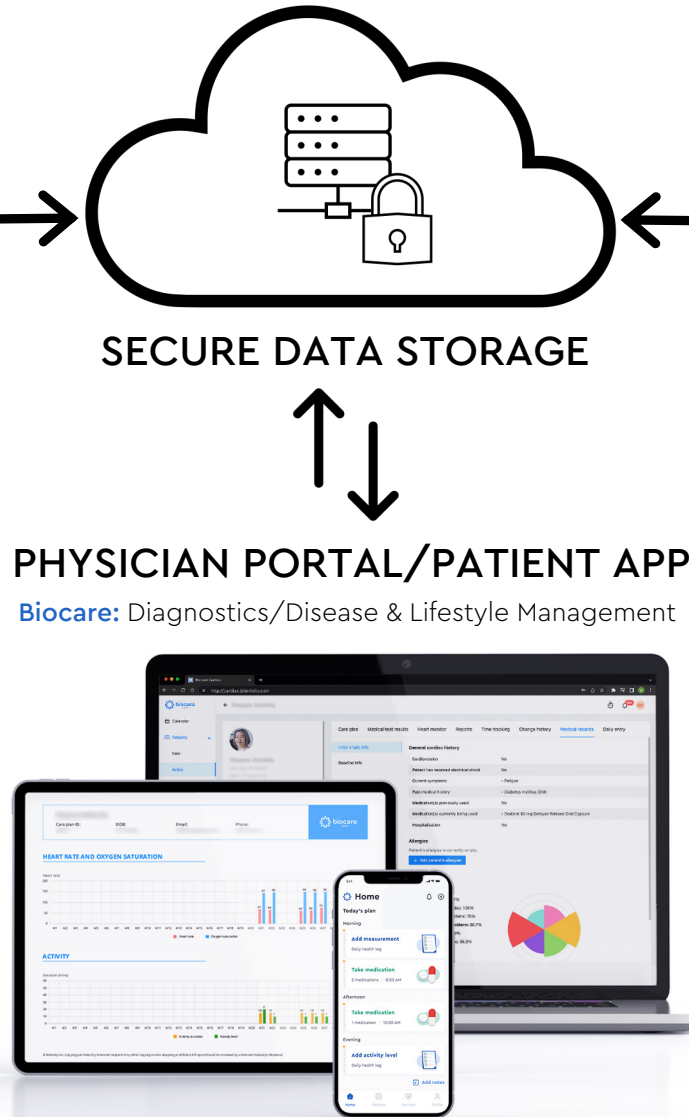
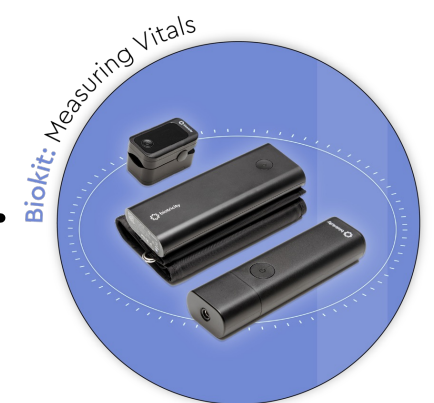
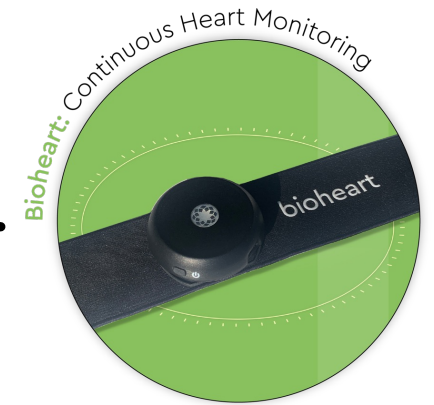
- Network: 2198 Physicians and Growing
 - 98,200 studies expected for next 12 months
- 178,756 Studies Conducted
 - 53% MCT
 - 30% holter
 - 10% event
 - 7% extended holter
- 208,604 reports reviewed by physicians
 - Reports include notifications, weekly summaries, etc.
 - IDTF model uses in-house physicians 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



DIAGNOSTIC TOOLS



DISEASE & LIFESTYLE MANAGEMENT TOOLS





- **Bioflux** is a 3-lead **for active cardiac monitoring** designed for patients who have risk factors for or are diagnosed with certain cardiac issues.
- Cellular & GPS enabled complete with Bioflux Software
- Bioflux can operate as a Holter, Extended Holter, and COM.
- Digital report to inform diagnosis & management.
Reads are insurance-reimbursable using existing CPT billing codes
- Bioflux was launched in April 2019

a biotricity solution





- **Biotres** is a 3-lead patch solution **for passive arrhythmia monitoring** designed for patients who have risk factors for, or are diagnosed with certain cardiac issues
- Biotres can operate as a Holter, Extended Holter, and MCT.
- Now cleared, Biotres will ensure **advanced capability** while focusing on **ease of use** for the patient
- Biotres was launched in May 2022
- PATENT PENDING

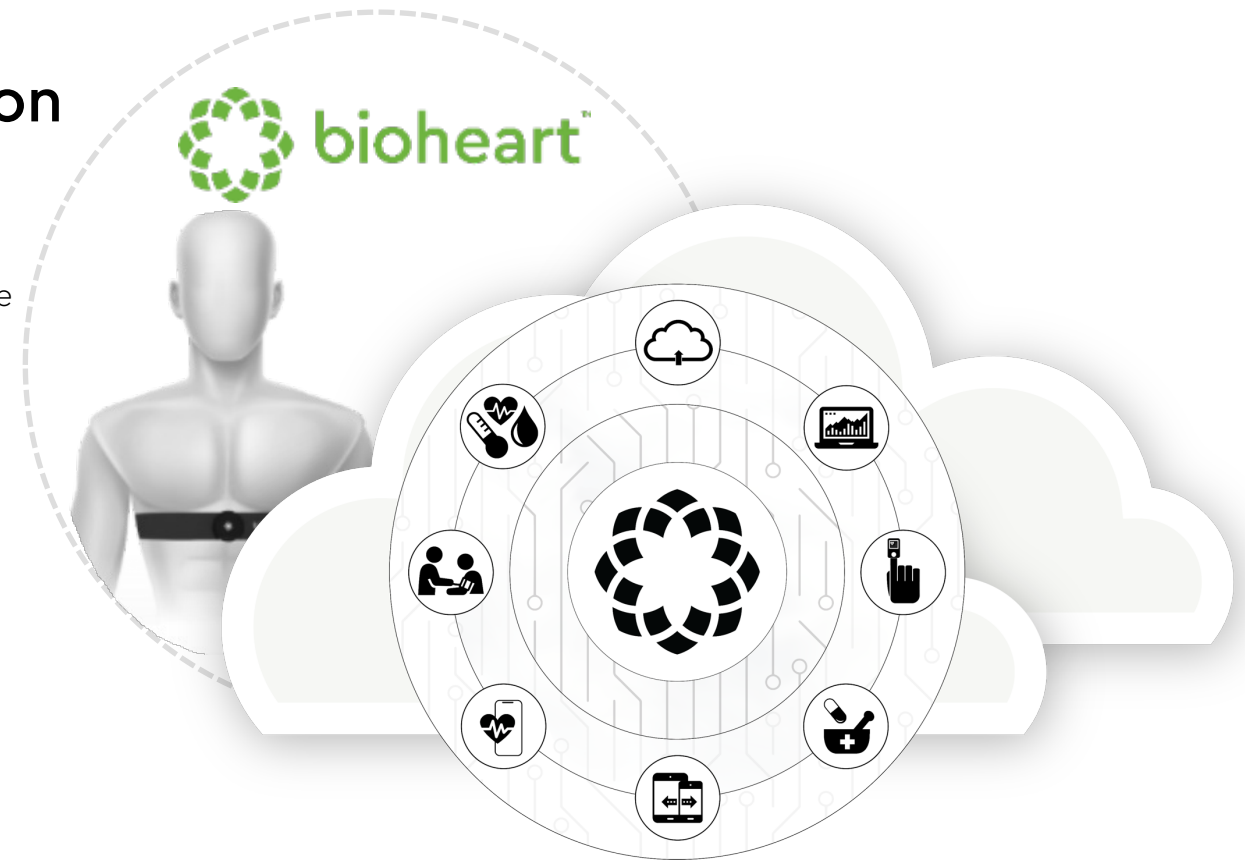
a biotricity solution





3 Lead Heart Rhythm – 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 to give the individual holistic insights
- Can set normal heart rate range and **receive alerts** when out of range.
- **AWARDED BY TIME MAGAZINE BEST INVENTION OF 2022**
- **PURCHASE HERE**
- PATENT PENDING



a biotricity solution



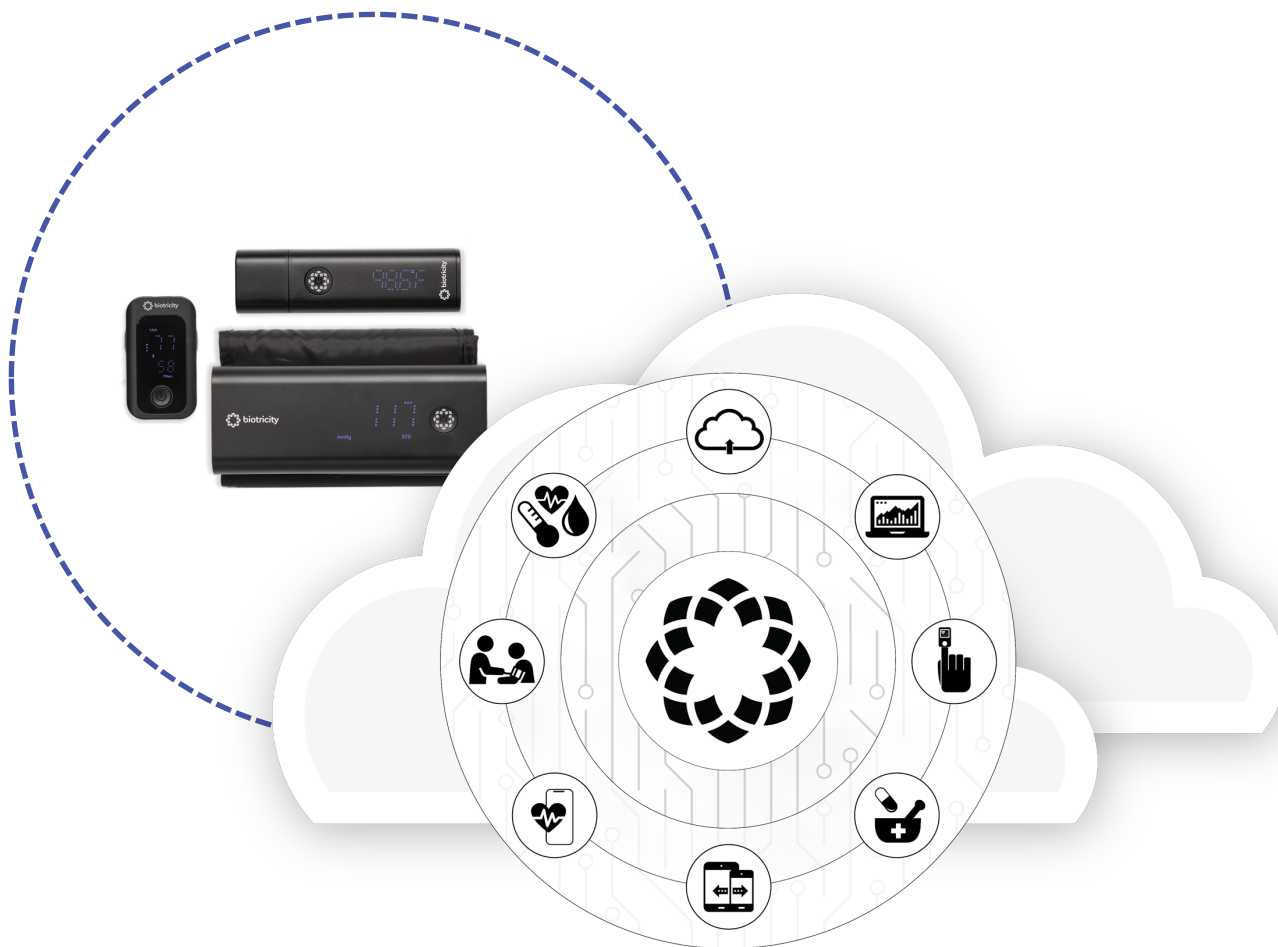


Biocare is a HIPAA-compliant virtual clinic and disease management platform designed to meet cardiologists' needs for patient management.

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**
- **Connected Diagnostic Tools**
- **Connected Personal Medical Devices (Biokit)**
- **Direct to patient Communication**
- **Configurable trigger-based Notifications**



Product Platform

Vertical and Horizontal Strategy

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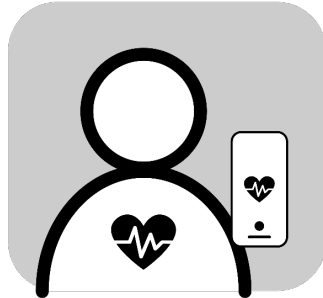
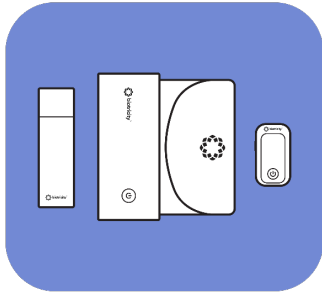


DIAGNOSTIC TOOLS



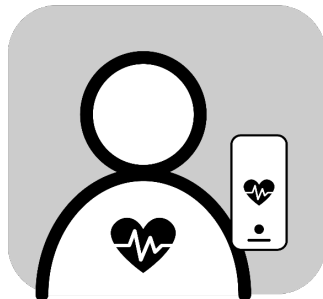
MONITOR/RECORD/TRANSMIT

DISEASE MANAGEMENT



MEASURE VITALS/TRANSMIT

LIFESTYLE MANAGEMENT



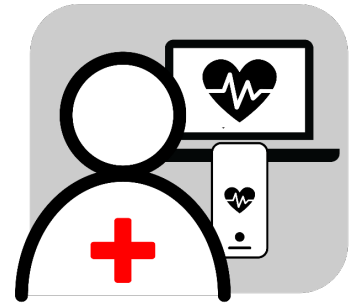
MONITOR/RECORD/TRANSMIT



biosphere



PATIENT MANAGEMENT



ANALYZE/INTERPRET/DIAGNOSE



Disjointed Care & Multiple Workflows:

Nurses are multiplexing through many systems

Diagnostics | CCM | EMR | ILR | Telemedicine | RPM



CLINIC ECOSYSTEM WITHOUT BIOTRICITY

Biocare Diagnostics

RPM Vendor

CCM Vendor

ILR Vendor

Telemed Vendor



CLINIC ECOSYSTEM WITH BIOTRICITY

- ✓ Diagnostics
- ✓ RPM
- ✓ CCM
- ✓ ILR
- ✓ Telemed



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





biotricityTM

Redefining Healthcare to work for you

