



biotricity[®]

Redefining Healthcare
to work for you



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.

Innovative Business Model

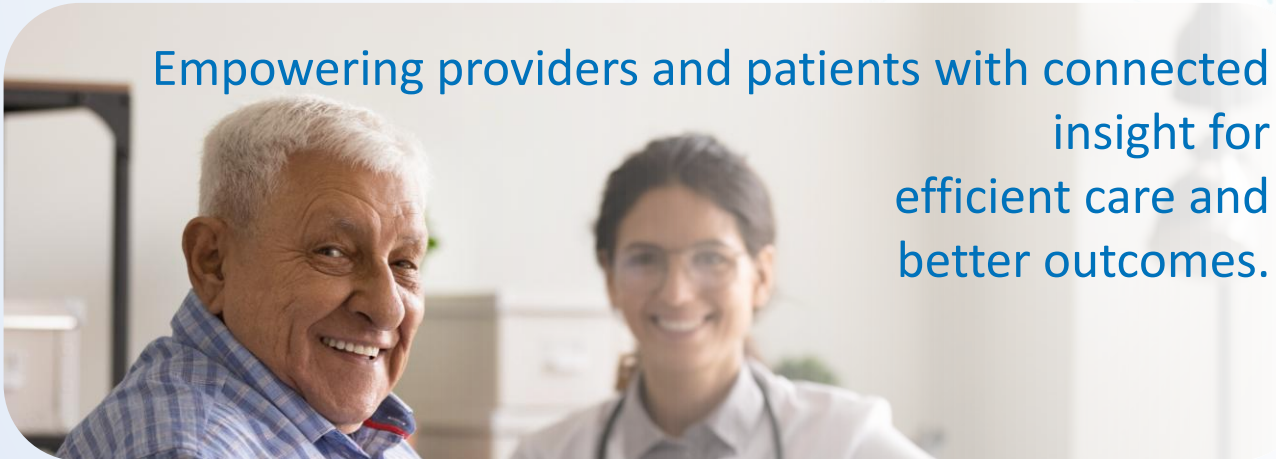
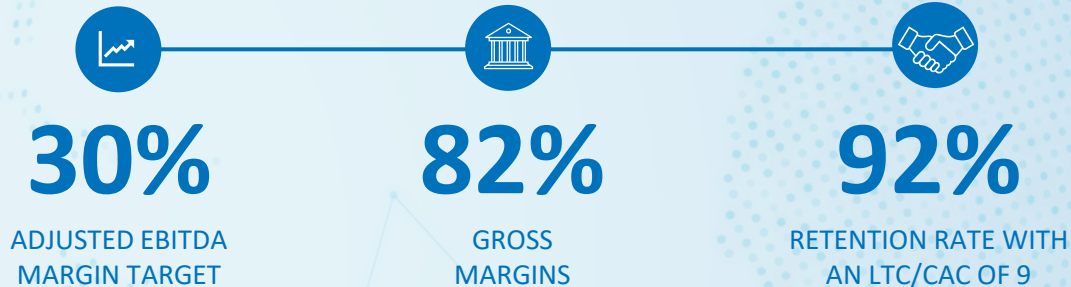
STREAMLINES CARE DELIVERY | SCALES REIMBURSABLE SERVICES | INCREASES REVENUE & RETENTION

REVENUE GROWTH



93% RE-OCCURRING REVENUE

PROFITABILITY ACHIEVED



MARKET OPPORTUNITY

\$40B
TAM
UP FROM \$1B

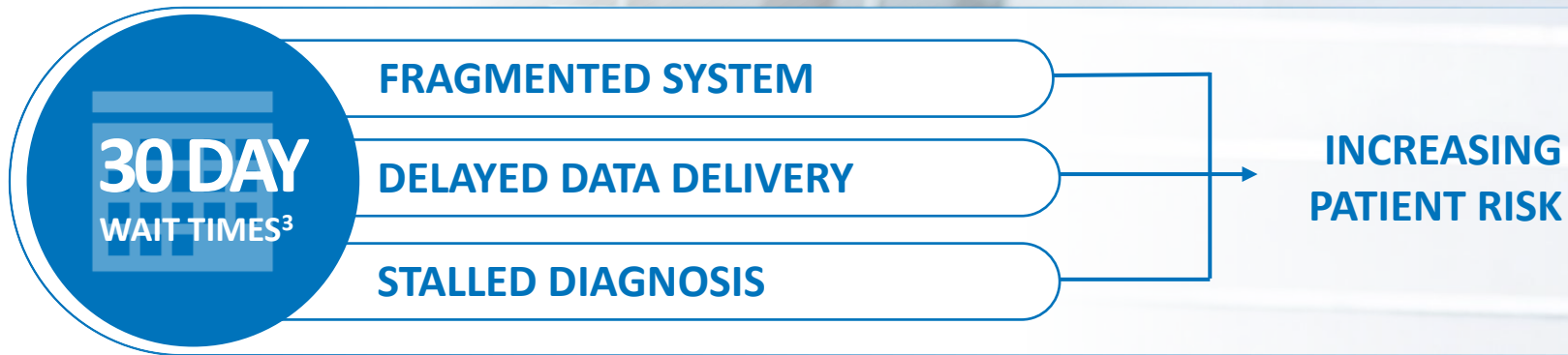
ECONOMIES OF SCALE

10%
G&A & OPS
COST

The Price of Today's

Disconnected, Reactive Cardiac Care

CARDIOLOGIST SHORTAGES² RESULT IN:



CAUSING



*2, 3, 4, 5, 6 See Resources Slide 1

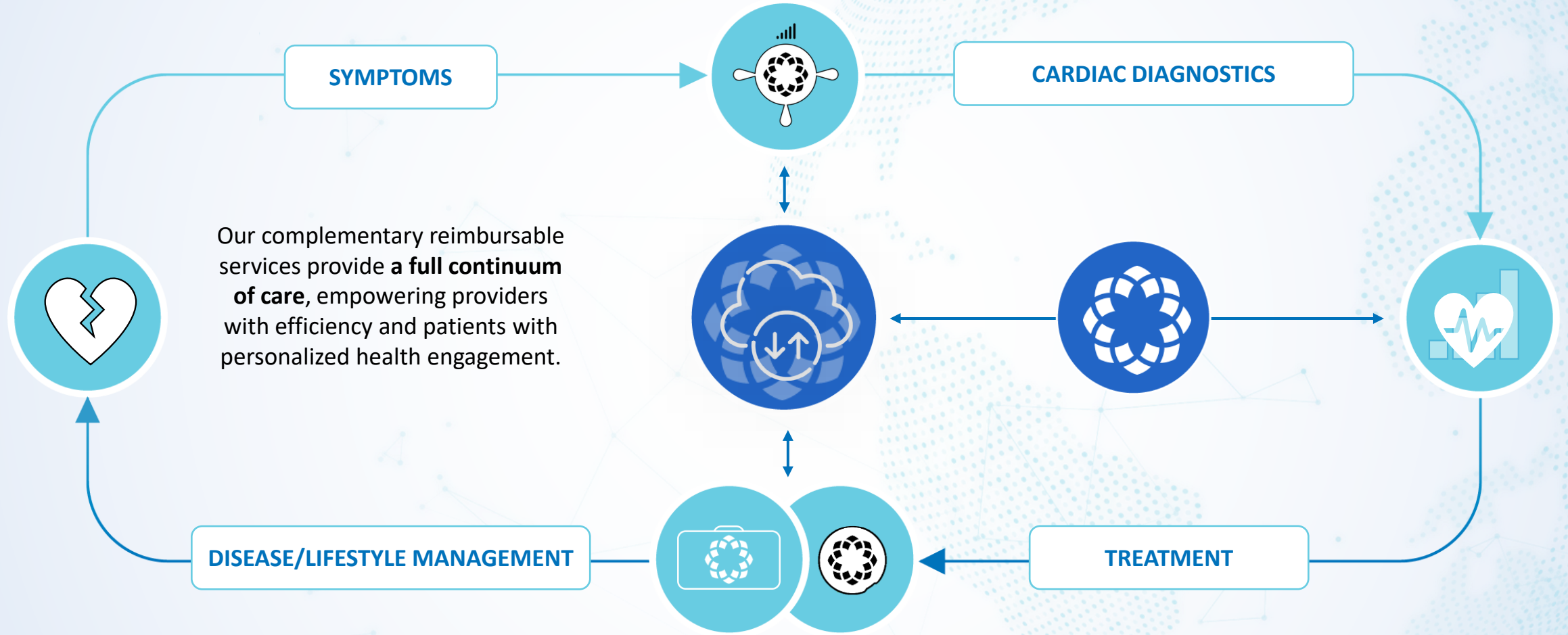
Closing Gaps in Cardiac Care, with a Proven Diagnostics Platform

We achieved what others couldn't, transforming a low-margin operational burden into a **profitable solution** by:

- ✓ **Simplifying workflows** consolidating with one vendor
- ✓ Delivering **3-channels** in a 1-channel form factor, improving data integrity and compliance
- ✓ Eliminating management of a secondary devices with **built-in cellular** connectivity
- ✓ Facilitating faster diagnoses with **24/7 accessibility** and **industry leading report turnaround**

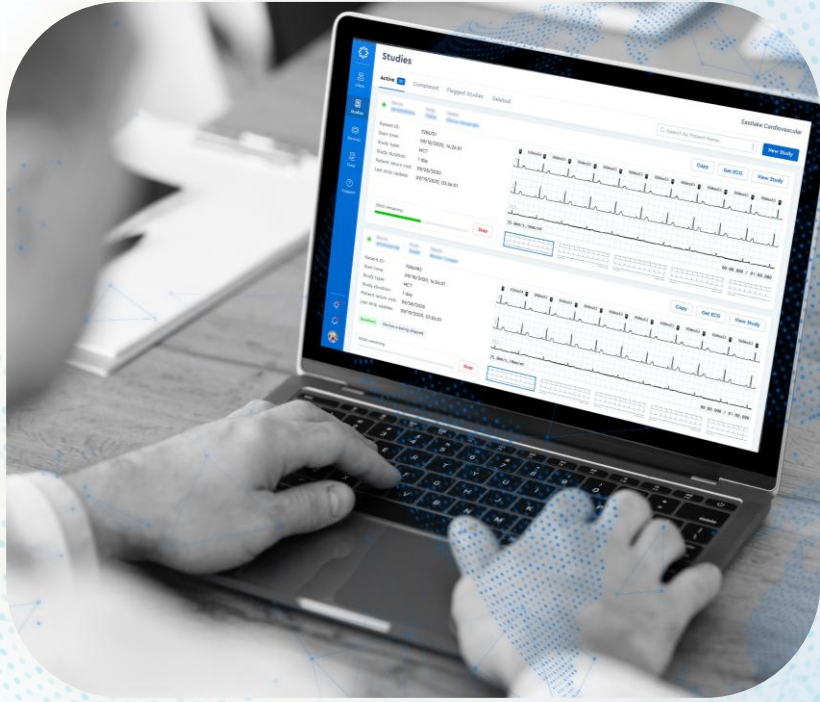
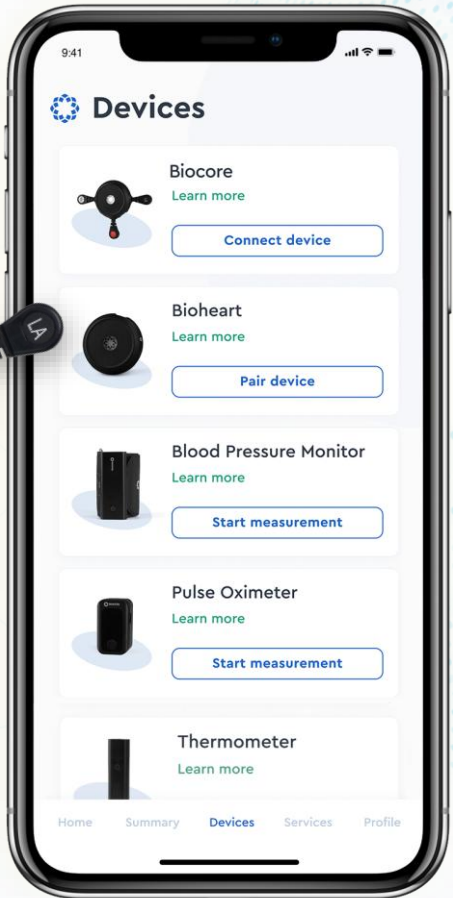
The result is more **efficient care delivery, improved outcomes, and increased revenue** for the clinic!

We're Streamlining the Chronic Care Journey...



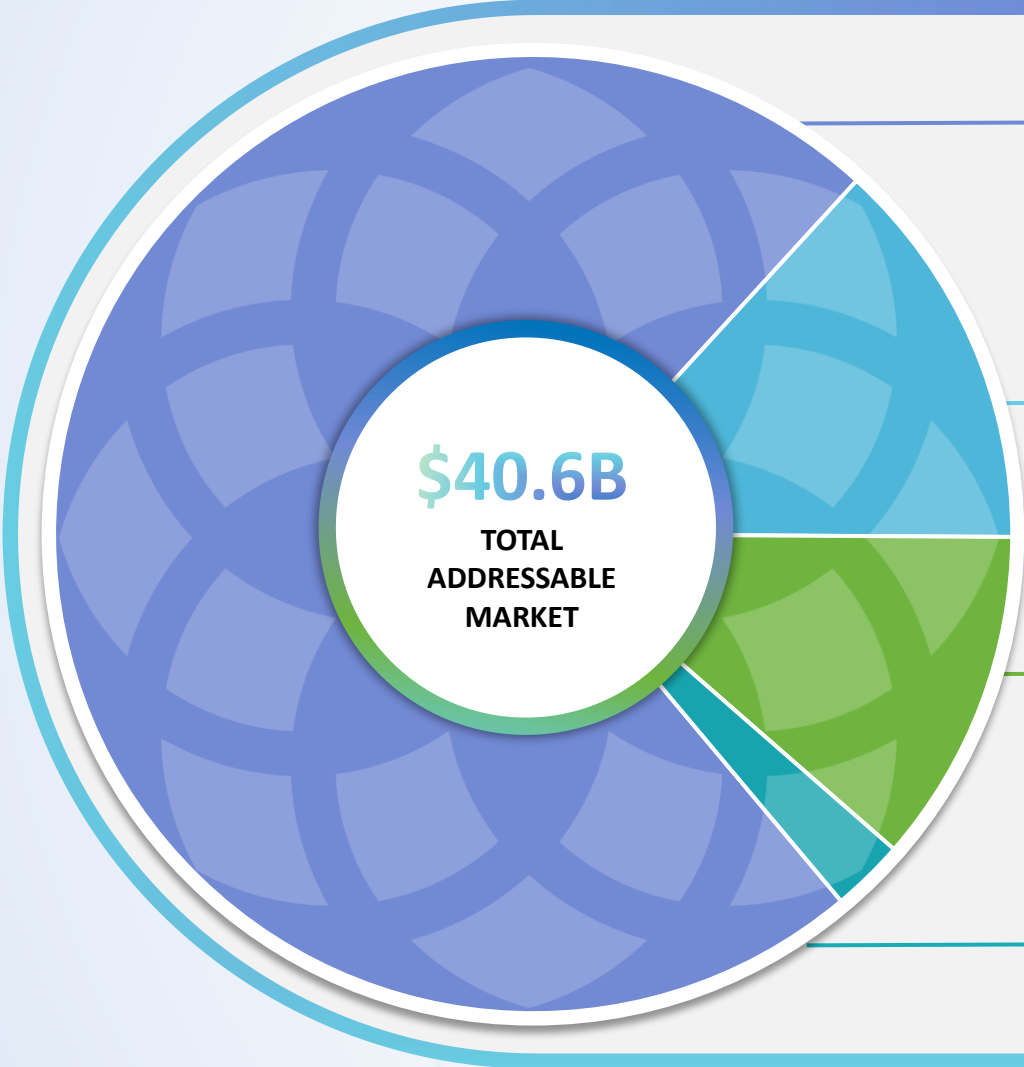
...from Diagnostics to Longitudinal Care

State-of-the-Art Technology That Makes Health Data More Accessible Than Ever



Improving Outcomes & Daily Lives

Market Opportunity



\$29.6B DISEASE MANAGEMENT

\$ 5.4B AMBULATORY CARDIAC MONITORING

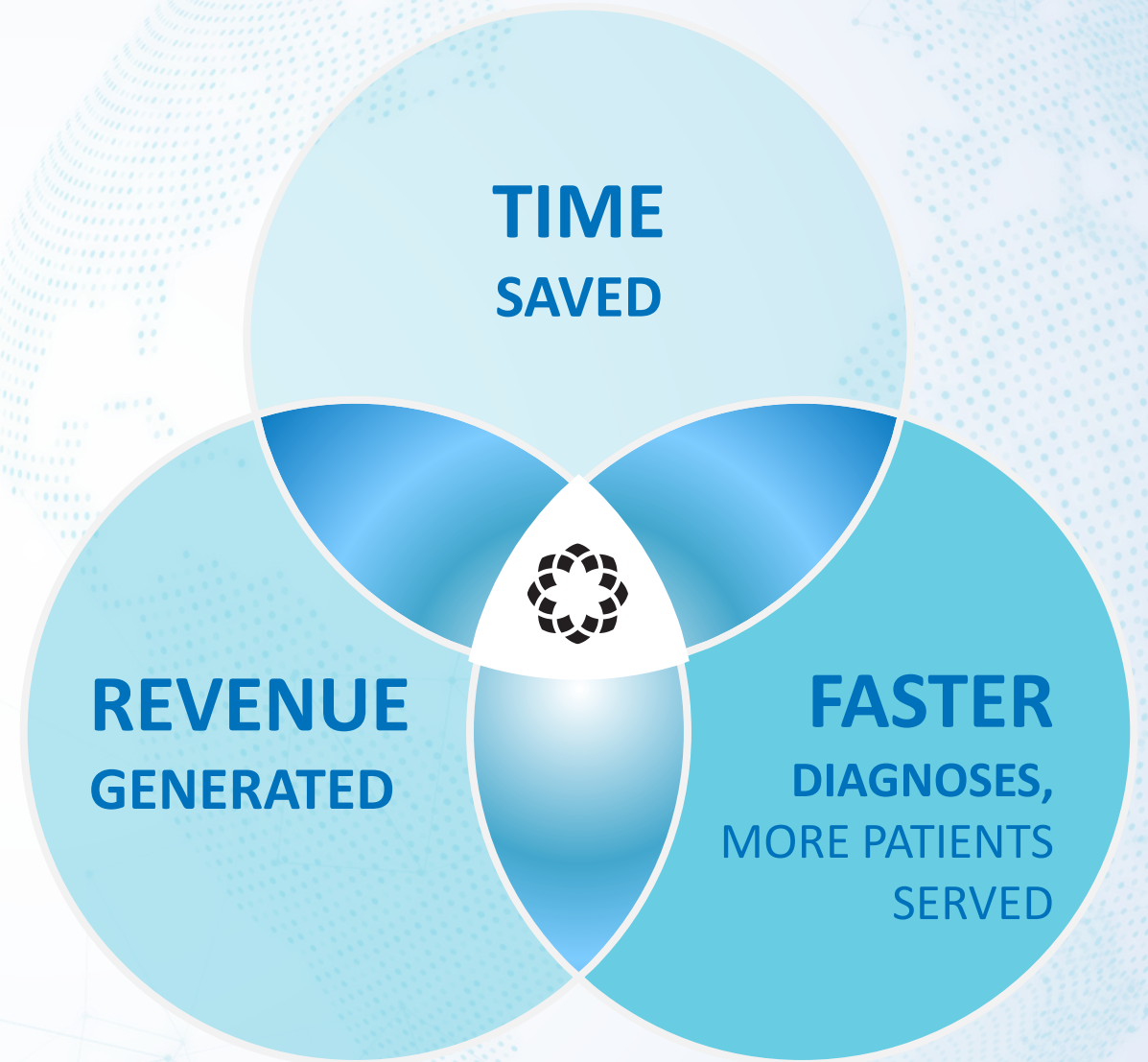
\$ 4.6B LIFESTYLE MANAGEMENT

\$ 1.0B IMPLANTABLE DEVICE MANAGEMENT

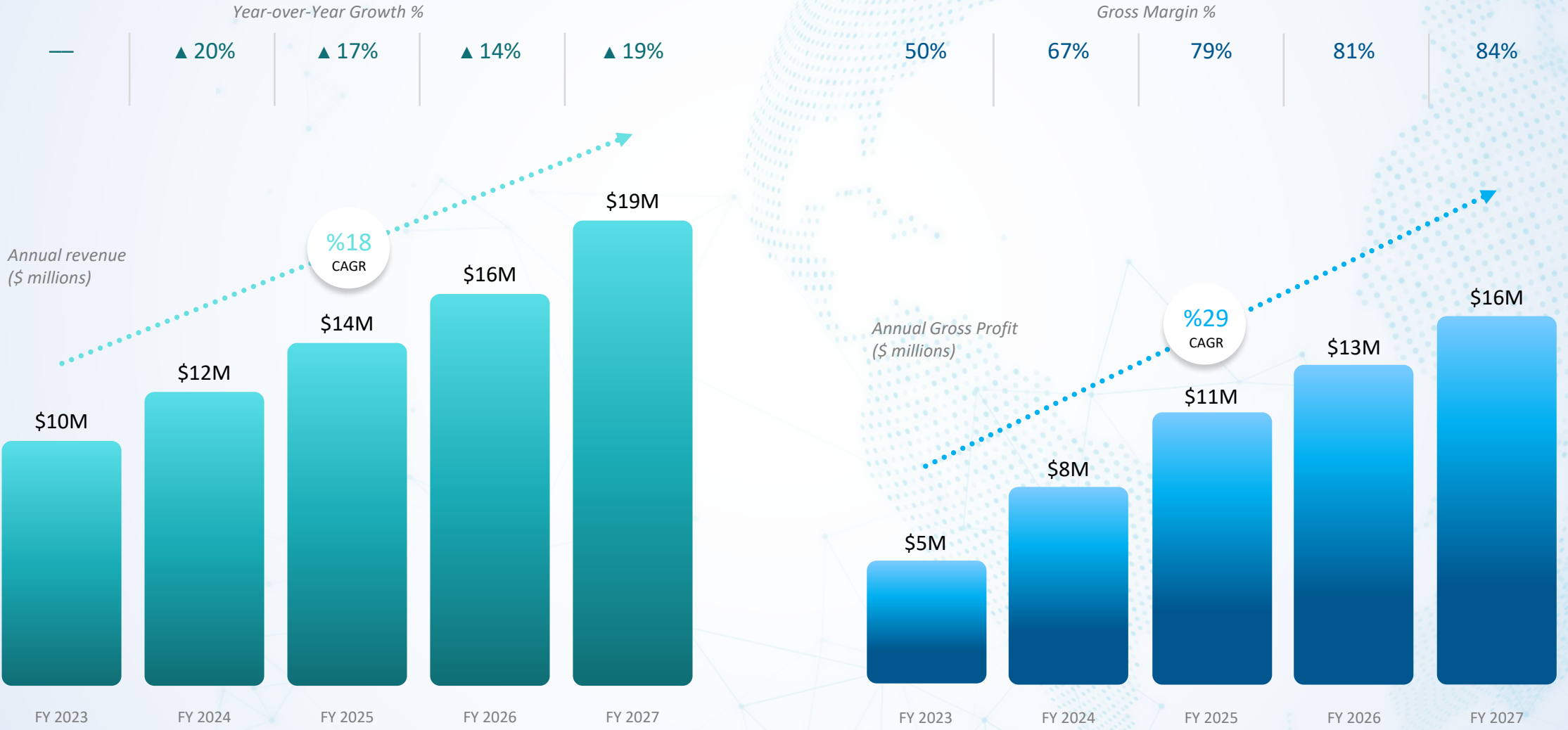
See Resources Slide 2

Customer Driven Innovation

Rapid, feedback-led feature development and platform innovation drives strong adoption, rapid scale, and high retention



Annual Revenue & Profits



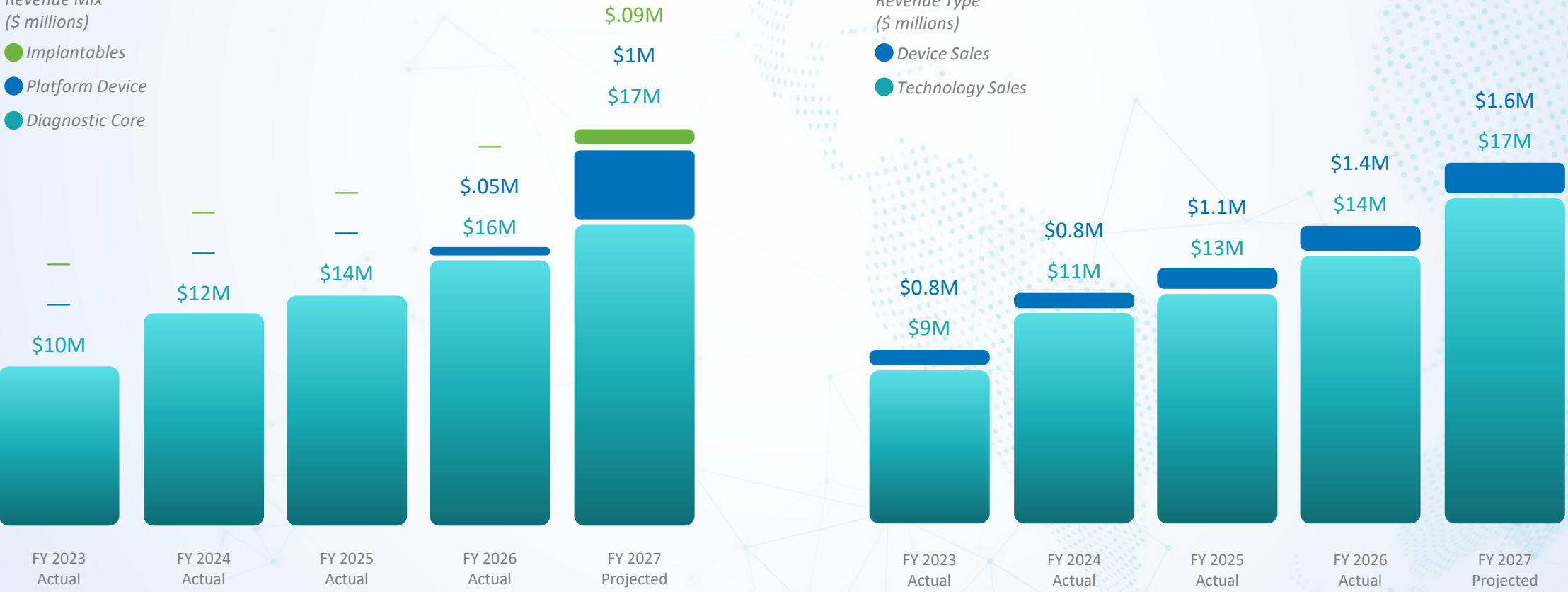
Revenue Mix & Type

Revenue Mix (\$ millions)

- Implantables
- Platform Device
- Diagnostic Core

Revenue Type (\$ millions)

- Device Sales
- Technology Sales



Biocare Health App Users

2023

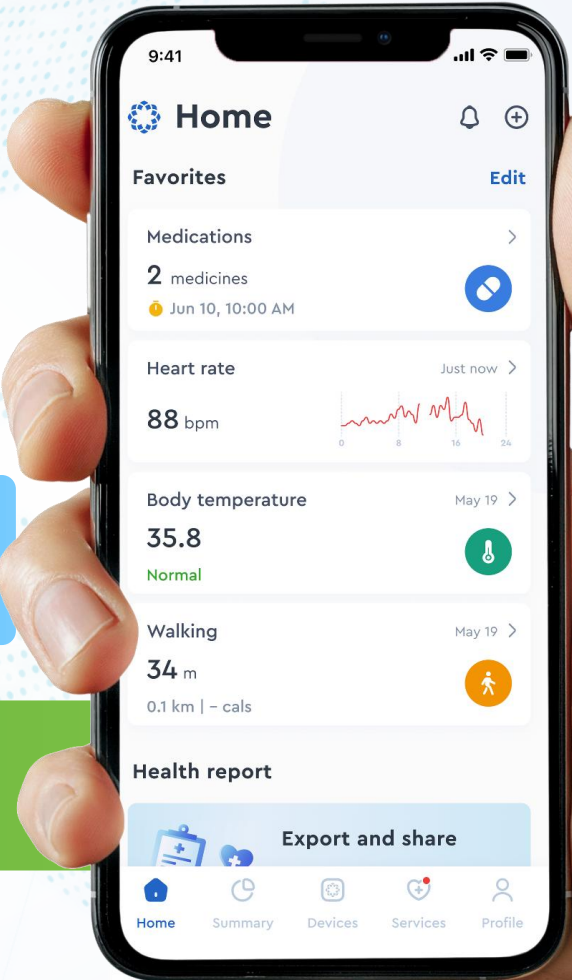
4,624

2024

25,389

2025

44,085



Biotricity's Edge

Optimizing Outcomes ...



and Provider Profitability



biotricity[®]

Redefining Healthcare
to work for you

2T+

BEATS RECORDED

400K+

USERS MONITORED

TRUSTED BY OVER

2500

PHYSICIANS

Biotricity Awards & Accolades

Winner
GOOD DESIGN[®]
Award



FAST
COMPANY



**WORLD HEART
FEDERATION**[®]



biotricity[®]

Redefining Healthcare
to work for you

Resources 1

1. <https://biotricity.com/2023/08/30/biotricity-achieves-14-million-revenue-run-rate-in-august-2023/>
2. <https://www.acc.org/About-ACC/Press-Releases/2024/07/08/18/25/Almost-Half-of-US-Counties-Have-No-Cardiologists-Despite-Higher-Prevalence-of-CV-Risk-Factors-Mortality>
3. <https://ir.amnhealthcare.com/news-releases/news-release-details/new-survey-shows-physician-appointment-wait-times-surge-19-2022>
4. <https://www.cdc.gov/heart-disease/data-research/facts-stats/index.html#:~:text=Heart%20disease%20is%20the%20leading,lost%20productivity%20due%20to%20death>
5. <https://newsroom.heart.org/news/population-shifts-risk-factors-may-triple-u-s-cardiovascular-disease-costs-by-2050#:~:text=June%2004%2C%202024-,Population%20shifts%2C%20risk%20factors%20may%20triple%20U.S.%20cardiovascular%20disease%20costs,American%20Heart%20Association%20presidential%20advisories>
6. <https://world-heart-federation.org/what-we-do/prevention/>

Resources 2

UK: estimate

UK Office for National Statistics: Hospital Episode Statistics, NHS Digital, 2019-2020

UK Healthcare Market Review 33ed, LaingBuisson, 2021. Accessed 5 January 2022.

The UK private health market, Kings Fund, 2014. Accessed 5 January 2022.

NHS England and the Health and Social Care Information Centre, NHS Hospital Data and Datasets: A Consultation. Published July 22, 2013.

The Health and Social Care Information Centre, Hospital Episodes Statistics (HES): Improving the quality and value of hospital data. Published 2011.

Prioritized EU countries: estimate

Ohlrogge etc. Burden of Atrial Fibrillation and Flutter by National Income: Results From the Global Burden of Disease 2019 Database. J AM Heart Assoc. 2023; 12:2030438;supplemental data tables <https://www.ahajournals.org/doi/suppl/1.1161/JAHA.123.030438>

Global population and healthcare spend per capita, World Bank, 2019 and 2020. Accessed February 29, 2024. <https://data.worldbank.org>

The Burden of Cardiovascular Disease and Diabetes, OECD, 2011. Accessed 5 January 2022.

Federal Statistical Office of Germany and Gesundheitsberichterstattung; Dutch Healthcare Authority; Swedish ICD & Pacemaker Registry and Swedish Society for Clinical Physiology.

Japan

Ire, Shoichi and Tiroshi Tada. The Relationship between Holter Electrocardiography and Atrial Fibrillation Diagnosis using Real-World Data in Japan: A Claims-Based Retrospective Study. Int Heart J, 2023; 64: 178-187.

Japan Ministry of Health Labor and Welfare.

US Core ACM Market Sizing

iRhythm estimates based off combination of Internal Data, Medicare Public-Use Files, IQVIA data, Definitive Healthcare data, Komodo Health Data, and other publicly-available information.

Expansion opportunity in symptomatic market

U.S. Census Bureau. "U.S. Census Bureau Profile." https://data.census.gov/profile/United_States?g=010XX00US. Accessed January 12, 2025.

CDC ambulatory care use and physician office visits. CDC, published October 26, 2024. Accessed January 12, 2025. <http://www.cdc.gov/nchs/fastats/physician-visits.htm>

Wexler RX, Pleister A, Raman SV. Palpitations: Evaluation in the Primary Care Setting. Am Fam Physician. 2017 Dec 15;96(12):784-789.

Weber BE, Kapoor WN. Evaluation and outcomes of patients with palpitations. The American Journal of Medicine. 1966;14(6):138-148.

Expansion opportunity in at-risk market

Steinhubl at al. Effect of a Home-Based Wearable Continuous ECG Monitoring Patch on Detection of Undiagnosed Atrial Fibrillation. The mSToPS Randomized Clinical Trial. JAMA. 2018. Jul 10;320(2):146-155.

U.S. Census Bureau. "Age and Sex." American Community Survey, ACS 1-Year Estimates Subject Tables, Table S0101, 2022. http://data.census.gov/table/ACSST1Y2022.S0101?q=Age_and_Sex. Accessed on February 29, 2024.

4 out of 5 Medicare Advantage survey respondents indicated they would be more satisfied and likely to stay with their current plan if an early AFib detection program were offered to them at no cost. Market Survey of 200 respondents currently enrolled in a Medicare Advantage plan. Data on File. iRhythm Technologies, 2022.

Nancy Ochieng, Jeannie Fuglesten Biniek, Meredith Freed, Anthony Damico, and Tricia Neuman. 2023. "Medicare Advantage in 2023: Enrollment Update and Key Trends: Published August 09, 2023. Accessed February 29, 2024. <http://www.kff.org/medicare/issue-brief/medicare-advantage-in-2023-enrollment-update-and-key-trends/#>

American College of Cardiology. (2024, Jul 8). Almost Half of US Counties Have No Cardiologists Despite Higher Prevalence of CV Risk Factors, Mortality [Press Release]. <http://acc.org/About-ACC/Press-Releases/2024/07/08/25/Almost-Half-of-US-Counties-Have-No-Cardiologists-Despite-Higher-Prevalence-of-CV-Risk-Factors-Mortality>

Pallikadavath SP, et. al. High number of unnecessary referrals to cardiology clinics for benign palpitations due to poor adherence to local referral guidelines. European Journal of Arrhythmia & Electrophysiology. 2024;10(1):1-2

Pallikadavath S, et. al. Palpitation referrals from primary care to secondary care cardiology outpatient clinic: assessing adherence guidelines, Family Practice, 2021;38(2):127-131.

Abbott AV. Diagnostic Approach to Palpitations. Am Fam Physician. 2005;71(4):743-750

Weber BE, Kapoor WN. Evaluation and outcomes of patients with palpitations. Am J Med. 1996;100:138-48.

American College of Cardiology. (February 23, 2023). Five Things Physicians and Patients Should Question. <http://www.acc.org/-/media/Non-Clinical/Files-PDFs-Excel-MS-Word-etc/2023/04/ACC-5-Things-List-2023.pdf>

<https://www.imarcgroup.com/united-states-cardiac-holter-monitor-market>

<https://www.gminsights.com/industry-analysis/mobile-cardiac-telemetry-systems-market>

<https://www.coherentmarketinsights.com/industry-reports/cardiac-event-monitor-market>

<https://www.gminsights.com/industry-analysis/remote-cardiac-monitoring-market>

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

<https://www.arizton.com/market-reports/wearable-ecg-devices-market>

<https://www.mordorintelligence.com/industry-reports/global-electrocardiograph-ecg-market-industry>

<https://www.arizton.com/market-reports/wearable-ecg-devices-market>

<https://www.sciencedirect.com/science/article/abs/pii/S1089947221002409>

[https://www.ahajournals.org/doi/10.1161/01.cir.97.21.2129#:~:text=\(See%20Table%205.%20During%20the%20study%2C%20defibrillator,were%20lower%2C%20however%2C%20by%20\\$8800%20on%20average.](https://www.ahajournals.org/doi/10.1161/01.cir.97.21.2129#:~:text=(See%20Table%205.%20During%20the%20study%2C%20defibrillator,were%20lower%2C%20however%2C%20by%20$8800%20on%20average.)