



## Investor Presentation

Bell Potter Healthcare Conference

IMRICOR MEDICAL SYSTEMS, INC (ASX:IMR)

[WWW.IMRICOR.COM](http://WWW.IMRICOR.COM)

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# Introduction to Imricor



# Transitioning cardiac ablation into a new kind of lab

## Conventional x-ray EP lab



Everyone else

X-ray  
to  
iCMR

## iCMR EP lab (interventional cardiac magnetic resonance)



Only Imricor

### Physicians, Patients, Hospitals

- Same kinds of tools, same procedures
- Advantages of MRI imaging
- No radiation for patient or physician
- No lead gowns for medical personnel
- MRI generates extra revenue for hospital

### Imricor

- Imricor captures 100% of consumable device revenue
- No competition
- No other EP procedures can be performed in iCMR

### Annual consumable device revenue per iCMR

Initially AFL: US\$245k

Add VT: ~ US\$500k

Add Afib: > US\$1 m

1000+ ablation centers in EU  
1100+ ablation centers in US



# A strong and growing market in cardiac ablation

## Drivers of Global Catheter Ablation Market



Increased incidence of cardiac disease



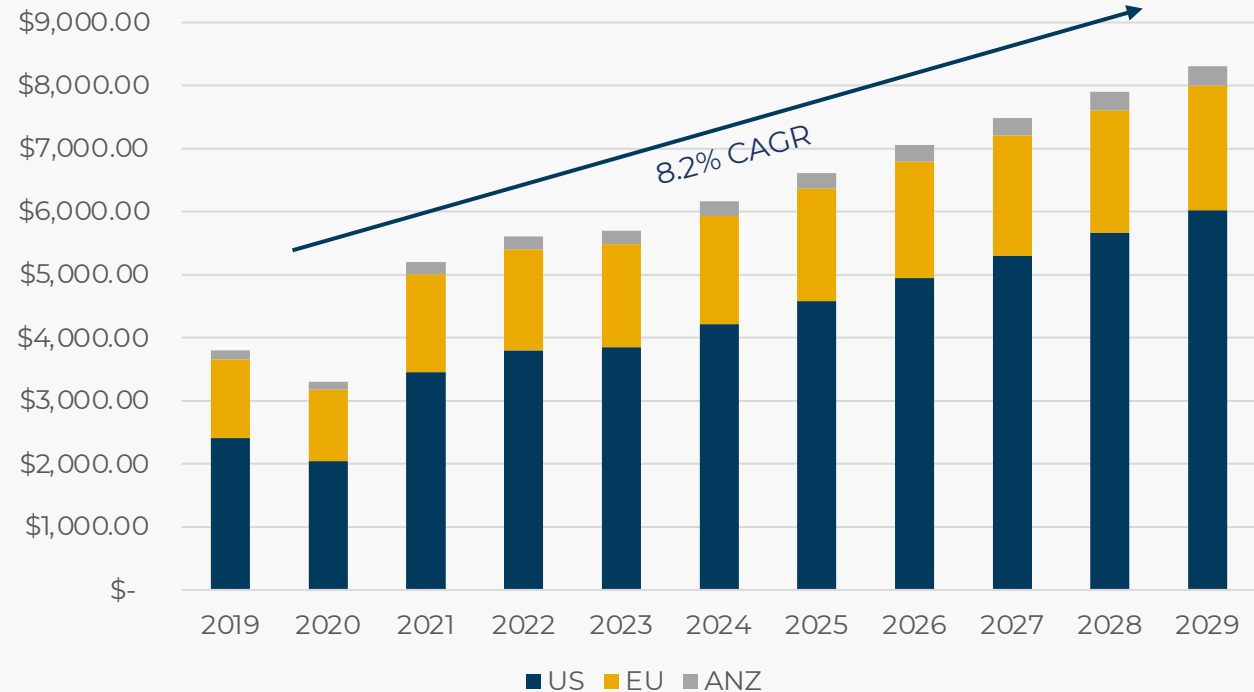
Shift towards minimally invasive procedures



Cost effectiveness of catheter ablation as treatment option

## Cardiac Ablation Disposables Market: US, EU, ANZ

CATHETER SALES (USD M)



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



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  
 Decision Research Group, Targeted Research



# Path to significant scale

## Today



## Growing with new Indications



## Expanding Geographies



## Addressing Entire Market

### *iCMR Atrial Flutter Ablations (AFL) in the EU*

- Approximately 1000 sites, 70 procedures per site, US\$3,500 per procedure = US\$245k per iCMR lab
- Early adopting labs are often higher volume sites
- Nine active sites today, growing by 3 in last quarter
- These sites are set up for next step

### *iCMR Ventricular Tachycardia Ablations (VT) in the EU*

- Key driver for adoption, with MRI adding significant value
- Expected to double EU revenue
- Higher ASP and higher reimbursement for VT ablations
- VT clinical trial expected to begin in 2022, expected to catalyse market immediately

### *FDA approval in US*

- Over 1100 sites
- Higher reimbursement compared to EU
- US revenue expected to be approximately 2x EU revenue
- IDE approval of a clinical trial expected in 2022

### *Atrial Fibrillation Ablations (Afib) worldwide*

- Same consumable products used for VT
- Largest volume of procedures
- Access to full market potential of US\$6bn

Once a site adopts iCMR ablations, only Imricor can provide the consumables. **Imricor has no competition in the iCMR lab.**



# Our focus for the year ahead

## 1

### Commercialisation

- Activating sites
- Increasing procedure volumes across active sites
- Increased utilisation of MRI partners to drive the pipeline of iCMR labs
- Renewed sales focus on establishing sites where iCMR labs are owned by cardiology department

## 2

### VT Trial

- Trial approved in Europe
- Commence trial
- Ensure trial remains on time schedule

## 3

### Funding

- Exploring economic incentive programs from regional government agencies
- Continue spending reduction measures
- Pursuing other financing options that minimize dilution



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