



BIOTRICITY'S CORPORATE OVERVIEW

OTC.QB.BTCY



IMPORTANT CAUTIONS REGARDING FORWARD-LOOKING STATEMENTS

This document has been compiled by Biotricity and its management team. This document is strictly confidential. It contains information only for the person to whom it is transmitted and is provided with the express understanding that the recipient will use it for the purposes of evaluation of Biotricity and a potential business opportunity.

The information contained herein has been prepared to assist interested parties in making their own evaluation of Biotricity and does not purport to contain all of the information that any such party may require. Therefore, parties should conduct their own investigations and analysis of Biotricity and of the information contained in the document.

This document includes certain statements, estimates, and projections with respect to the anticipated future performance of the Company. Such statements, estimates and projections reflect various assumptions made by the management of Biotricity concerning anticipated results, which involve significant elements of subjective judgement and analysis and may or may not prove to be correct. No representation or warranty is made to the accuracy of such statements, estimates or projections.



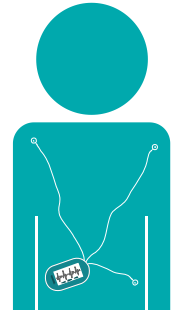
AGENDA



- Biotricity Overview
- Market Overview & Execution Strategy
- Future Trajectory
- Team

Biotricity: Who We Are

- We are a remote monitoring solutions company, specializing on chronic illnesses in the diagnostic and post-diagnostic markets
- Our first solution, Bioflux™, targets the underserved market of Mobile Cardiac Telemetry (MCT) 1 with a technologically superior product
- Our disruptive turnkey solution technology and business model, offers 10x more revenue to physicians with no upfront capital cost vs. opportunities in the current market
- Our revenue model is based on usage of already approved billing reimbursement codes
- Product launch in Q2 of 2018 and cash flow break even by Q4 2019



*Source: Global Diagnostic ECG Market (2010 to 2014), Research and Markets, 2014

A top-down view of a desk setup. In the top left, a white cup of tea with a tea bag sits on a saucer. Next to it is a white plate with two apples. A teal placemat covers the center of the desk. On the placemat is a white plate, a crossword puzzle with a pen and glasses resting on it, and a black glucose meter. A teal semi-transparent banner is overlaid on the left side of the image, containing the agenda text.

AGENDA

Biotricity Overview



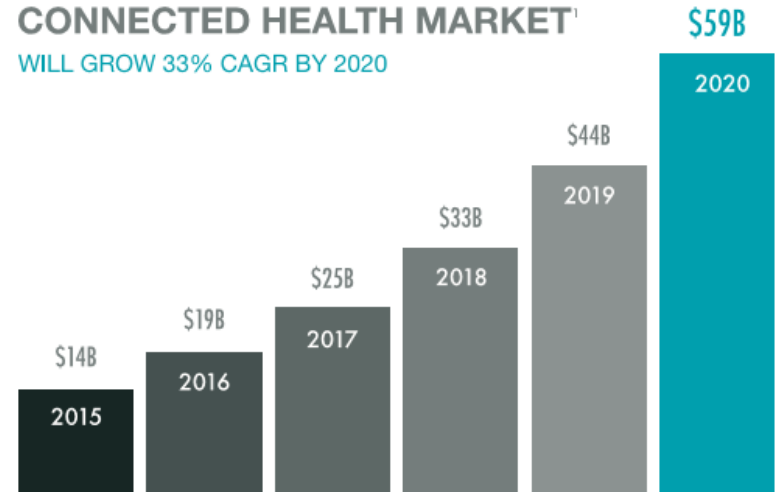
Market Overview & Execution Strategy

Future Trajectory

Team

The High-Growth, Multi-Billion Dollar Connected-Health Market

- The total connected health market is growing at a **33% CAGR**, reaching **\$59 billion by 2020**¹
- **36 million health care patients to be equipped with remote monitoring devices by 2020**
– up 49% annually from 5 million in 2015²
- **50%+ of hospitals and health systems** are now using remote patient monitoring to improve risk management and improve care quality³



1. <http://www.marketsandmarkets.com/Market-Reports/mhealth-apps-and-solutions-market-1232.html>

2. www.fiercemobilehealthcare.com/story/report-remote-health-monitoring-jumps-51-percent/2015-12-14

3. <http://www.fiercemobilehealthcare.com/story/remote-patient-monitoring-tools-gaining-traction-chronic-disease-management/2015-11-21>

Remote Cardiac Monitoring

Saves Cost, Preserves Life, Improves Outcomes

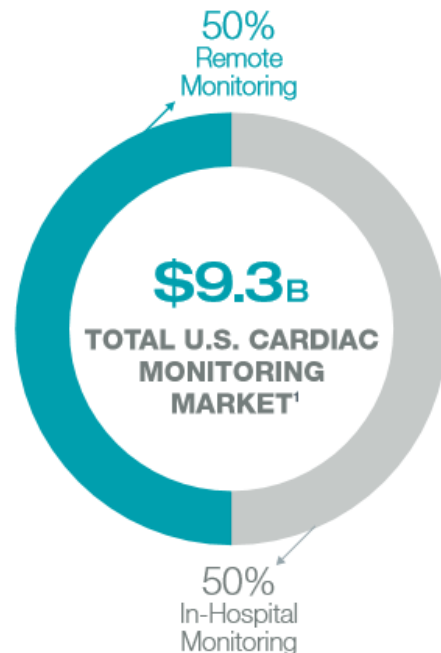
Provider Benefits

- **36% fewer** cardiac or device related hospital visits⁶
- **2.8 days shorter** average stay¹
- **\$3,700 lower cost** per patient-year^{1,2}
- **Saves physician time** without lowering patient satisfaction even as number of patients with devices increase^{8,9}

Patient Benefits

- **2.4x increased chance** of survival⁵
- **79% faster** event detection⁴
- **50% reduction** in relative death risk³
- Avoids difficult/expensive travel⁷

18% fewer overall hospitalizations¹
66% fewer arrhythmia & stroke hospitalizations⁵



1. <http://www.massdevice.com/hrs-2015-remote-cardiac-monitoring-cuts-hospital-visits-healthcare-costs/>

2. <http://www.cardiovascularbusiness.com/topics/electrophysiology-arrhythmia/hrs15-remote-monitoring-leads-cost-savings-and-fewer-hospitalizations>

3. Saxon LA et al. Long-term outcome after ICD and CRT implantation and influence of remote device follow-up: the ALTITUDE survival study. *Circulation*. 2010 Dec 7;122(23):2359-67

4. Crossley GH et al. The CONNECT Trial The Value of Wireless Remote Monitoring With Automatic Clinician Alerts. *J Am Coll Cardiol*. 2011 Mar 8;57(10):1181-9

5. Mabo P. et al. A Randomized Trial of Long-Term Remote Monitoring of Pacemaker Recipients (The COMPAS Trial). *European Heart Journal* 2011; doi: 10.1093/eurheartj/ehr419

6. Perego et al. Remote Monitoring Reduces Healthcare Utilization and Improves Quality of Care in Heart Failure Patients with Implantable Defibrillator: The EVOLVO Study. *HRS Scientific Sessions 2012*

7. Marzegalli M et al. Remote monitoring of CRT-ICD: the multicenter Italian CareLink evaluation—ease of use, acceptance, and organizational implications. *Pacing Clin Electrophysiol* 2008;31:1259–64.

8. Masella C et al. Assessment of a remote monitoring system for implantable cardioverter defibrillators. *J Telemed Telecare* 2008;14:290–4

9. Marzegalli M et al. Remote monitoring of CRT-ICD: the multicenter Italian CareLink evaluation—ease of use, acceptance, and organizational implications. *Pacing Clin Electrophysiol* 2008;31:1259–64.

Biotricity's Disruptive Solution






Disruptive Business Model

- **Insourced** business model, enabling physicians to bill directly
- No upfront cost for physician, physician pays only when device is used – top line profit
- Device is typically used 48 times a year
- Turn-key solution for physician
- **Recurring** Revenue with high margin for Biotricity
- **Approved CPT code** 93228/93229

Disruptive Technology

- Turn key solution: device, software, and 3rd Party FDA Approved monitoring center
- One piece device that is the smallest in the market
- Built in global GPS and GSM platform
- Wider array of arrhythmia detection
- Faster sampling rate with performance equivalence to a \$90,000 stress echo

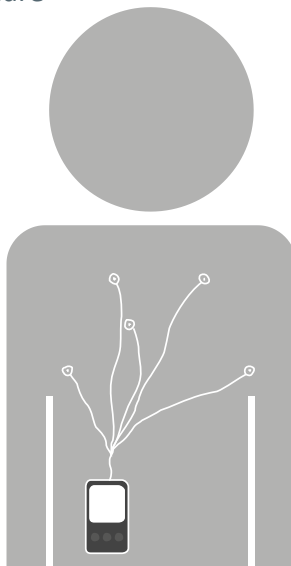
Cardiac Monitoring Landscape

 Patch Holter	 Holter	 Event Loop	 Implantable	 Mobile Cardiac Telemetry (MCT)
<ul style="list-style-type: none"> Up to 14 days 	<ul style="list-style-type: none"> 24-48 hours 	<ul style="list-style-type: none"> Up to 30 days 	<ul style="list-style-type: none"> Up to 3 years 	<ul style="list-style-type: none"> Up to 30 days
<ul style="list-style-type: none"> Continuous 	<ul style="list-style-type: none"> Continuous 	<ul style="list-style-type: none"> Events only (not Continuous) 	<ul style="list-style-type: none"> Events only (not Continuous) 	<ul style="list-style-type: none"> Continuous and Events
<ul style="list-style-type: none"> No Arrhythmia Detection 	<ul style="list-style-type: none"> No Arrhythmia Detection 	<ul style="list-style-type: none"> Basic Arrhythmia Detection 	<ul style="list-style-type: none"> Basic Arrhythmia Detection 	<ul style="list-style-type: none"> Complete Arrhythmia Detection
<ul style="list-style-type: none"> No Connectivity 	<ul style="list-style-type: none"> No Connectivity 	<ul style="list-style-type: none"> No Connectivity 	<ul style="list-style-type: none"> No Connectivity 	<ul style="list-style-type: none"> Real-time Connectivity and Emergency Response
<ul style="list-style-type: none"> 18 to 60% Diagnostic Yield, depending on duration 	<ul style="list-style-type: none"> 24% Diagnostic Yield 	<ul style="list-style-type: none"> 28 to 60% Diagnostic Yield, depending on duration 	<ul style="list-style-type: none"> 73% Diagnostic Yield 	<ul style="list-style-type: none"> 78% Diagnostic Yield

Competitive Landscape: Holter & Event Loop vs. MCT

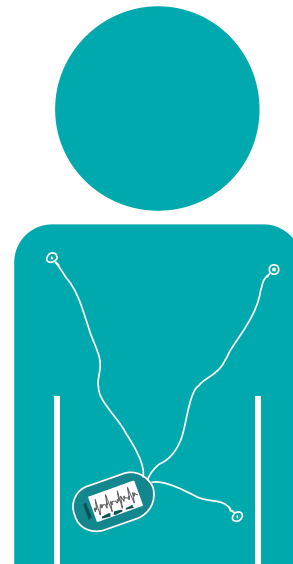
Holter & Event Loop

- Older technology with **80%** market share lacks real-time communication capabilities—data analyzed by physician only subsequent to monitoring
- Records heart activity over a prescribed period (1-30 days)
- Very limited or absent arrhythmia detection
- Billing codes for Holter reimburse at **\$100 average**, Event Loop at **\$200**



Mobile Cardiac Telemetry (MCT)

- Newer technology with 20% market share
- **24/7 monitoring** via **real-time**, wireless connectivity reduces physician liability
- Real-time identification of arrhythmias with instantaneous transmission of data for analysis and response by physician
- Safer: vastly superior arrhythmia detection
- Billing codes for MCT reimburse at **\$850**



Current MCT Market Landscape Creates Opportunity

- MCT market is monopolized by four major outsourced providers who are reimbursed \$850 per diagnostic test
- Current MCT providers have high overhead expenses, use very expensive devices, and have limited geographic distribution
- Physicians earn a referral fee of only ~\$25 for MCT testing – versus ~\$150 for Event Loop & Holter tests
- As a result, physicians are less likely to prescribe MCT testing unless dealing with high-risk patients



Competitive Analysis

PRODUCT FEATURES



biotricity

SCOTTCARE[™]
cardiovascular solutions

BioTelemetry[™]
formerly Cardionet

RHYTHMEDI[™]



Preventice
SOLUTIONS

Global Platform	●	⊘	⊘	⊘	⊘
GPS	●	⊘	⊘	⊘	⊘
Compact	●	⊙	⊙	●	●
High-Quality Arrhythmia Detection	●	⊙	●	⊙	⊘
Doctor-Enabled Billing	●	⊙	⊘	⊙	⊘
3 Lead	●	●	●	●	●
One-Piece Device	●	●	⊙	●	⊙

● Available ⊙ Partially Available ⊘ Not Available

OTC.QB.BTCY

Downloaded from www.hvst.com by IP address 172.28.0.10 on 07/21/2025



biotricity

Our Value Proposition to Physicians, Hospitals, and Testing Facilities—Example

Traditional MCT Solutions	Bioflux MCT Solution
Physician is given MCT devices and allows an IDTF to monitor patients.	Fee-for-service use only. Clients are able to own their devices and monitoring software at a very low price while maintaining 100% control of their patients.
Clinician bills for CPT93228 (\$35*) (Professional Review)	Clinician bills for BOTH CPT93228 (\$35*) and CPT 93229 (\$1,150*)
IDTF bills/collects CPT93229 (\$1,150*) (Technical Monitoring)	\$650 Biotricity technology fee (less if monitoring done by clinic)
\$35 average reimbursement per test to physician*	\$535 net revenue per test to Physician
12 tests per year per device	12 tests per year per device
\$420 Annual Revenue Per Device	\$6,000 Annual Revenue Per Device <small>*Test reimbursement may vary based on insurance coverage</small>

Bioflux MCT Offers a **Significant Increase in Client Revenue When Compared to Current Industry Solutions**, while Providing More Effective, Safer and More Convenient Monitoring for Both the Doctor & Patient

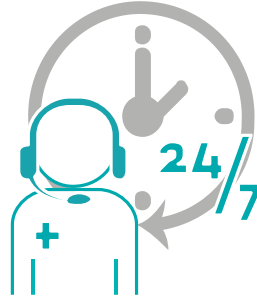
Our Market Opportunity:

The Bioflux Mobile Cardiac Telemetry Solution



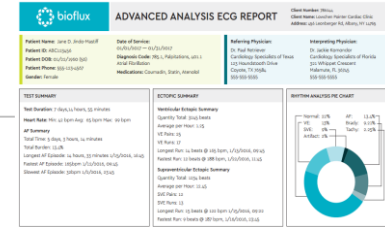
Bioflux MCT Device

Cellular & GPS enabled
complete with
Bioflux Software



Monitoring Centre

Third party ECG
monitoring centre
allows for
24/7 real-time
monitoring



Clinically Accurate

Digital report to inform
diagnosis & management.

Reads are insurance-
reimbursable using existing CPT
billing codes

Bioflux MCT Device & Solution

Compact, one-piece device collects 1,000 samples/second— **4x the industry average**

Global cellular connectivity
(GSM) - IoT

GPS enabled

Approved CPT Code:
93228/93229

Samples at the **same speed** as a
\$90,000 stress echo machine

Up to 48-hours of continuous transmission, plus an
Additional 48-hours on a clip-on **extended battery**

LCD touch-screen interface

3rd Party Call Center
for alerts – **FDA Authorized**

Cloud Integrated Software
and Reporting

Ties in **seamlessly** to existing
workflows and software



Biotricity's Solution Vs. Competition

BioFlux

- Complete Arrhythmia detection
- One Piece integrated solution
- Smallest device
- High sampling rate for improved diagnostics
- Insourced business model – low operational expense, highly disruptive

Competition

- Incomplete arrhythmia detection
- Most are two-piece solutions
- Bigger and more cumbersome
- Sampling rate is lower
- High operational costs in business approach – difficult to complete due to infrastructure

Sales and Marketing Strategy

- **N. American target market:** 225,000 physician offices, 6,000 hospitals, and Ambulatory Surgery Centers (ASCs)
- Initial direct sales approach in four key markets: Texas, Oklahoma, Kansas, Michigan, and NY



Biotricity's Partners

Strategic Partners

- **AT&T:** to provide network connectivity for Biotricity's remote monitoring, IoT-connected solutions
- **Global to Local:** partnered with Biotricity to build innovative solutions for outcome measurements of chronic disease patients in underserved populations



Research & Development Partnerships

- Current projects funded by the **NRCC** include a project to determine if ECG readings have predictive value for use in preventative healthcare applications
- Biotricity maintains ownership of all intellectual property





AGENDA

Biotricity Overview

Market Overview & Execution Strategy



Future Trajectory

Team

Bioflux 2.0

- Bioflux 2.0 will be able to detect:
 1. atrial fibrillation (AFib) and other arrhythmias like Bioflux 1.0
 2. congestive heart failure (CHF)
 3. hypertension
- Incorporates a **chronic care application**
 - Collects patient metrics such as ECG, respiratory rate, temperature, and motion information
 - Provides patients with direct feedback to **increase adherence and engagement**
- Dry-lead, strap based device for **easy use** and more **efficient monitoring**
- Will incorporate AI and deep data diagnostic solution **to maximize detection and accuracy**

Biotricity & Artificial Intelligence Today

Biotricity has trained AI on *tens of thousands* of patient ECG data; its AI can now identify ECG abnormalities with **90% accuracy**, improving data screening for ECG technicians and speeding up the response time.



We are currently testing our AI to ensure accuracy integrity.

Future Artificial Intelligence Solution

- Biotricity is developing a complete deep data & AI solution that will be deployed in every technology the Company brings to market
- Deep data and AI will:
 1. Enable **faster diagnostics and improve accuracy** by training AI to look for anomalies and better synthesize data for physician consumption
 2. Understand user behavior and engage with patients to drive **better adherence and engagement**
 3. Enable a more **holistic view** of a patient's condition which can be leveraged in the Company's chronic care solution.

Future Technology Applications

Markets Adjacent to Remote Patient Monitoring



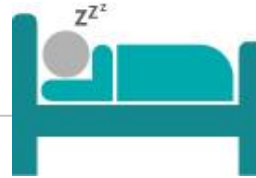
COPD Monitoring

COPD and Asthma devices
market will reach
\$41.3 Million by 2022¹



Fetal ECG Monitoring

Fetal monitoring analysis
market will reach 2.81 Billion
by 2022²



Sleep Apnea Monitoring

Sleep monitoring devices
market will reach
5.3 Billion by 2020³



Diabetes Monitoring

Diabetes glucose monitoring
market will reach 26 Billion by
2021⁴

1. www.alliedmarketresearch.com/COPD-asthma-devices-market
2. www.zionmarketresearch.com/report/fetal-monitoring-analysis-market
3. www.marketsandmarkets.com/PressReleases/sleep-apnea-devices.asp
4. www.marketsandmarkets.com/Market-Reports/fetal-monitoring-market-35700261.html

Future R&D



bioapnea

SLEEP APNEA MONITORING

Biotricity is working on the development of an at-home sleep apnea solution that will combine its Bioflux ECG technology with a number of other sensors to simplify sleep apnea monitoring and diagnostics.



bionatal

FETAL & MATERNAL MONITORING

Biotricity is developing Bionatal, a remote doppler and ECG solution designed to monitor expecting mothers that have a higher risk pregnancy. Bionatal will be designed for home use with remote connectivity, just like our Bioflux.

Future R&D



biobreathe

COPD MONITORING



biobetes

DIABETES MONITORING

A top-down view of a desk setup. In the top left, a white cup of tea with a tea bag sits on a saucer. Above it, a white bowl contains two apples, one red and one green. In the center, a teal placemat holds a white plate. To the right of the plate, a crossword puzzle is spread out, with a pair of glasses and a pen resting on it. At the bottom center, a black digital scale is visible.

AGENDA

Biotricity Overview

Market Overview & Execution Strategy

Future Trajectory



Team

Management

Waqas Al-Siddiq, *Chairman, CEO & Founder*

Waqas is a leading expert on wireless security; he has been published in textbooks and leading journals since age 19. He developed wireless security for remote sensors for the United States Department of Defense.

John Ayanoglou, *Chief Financial Officer*

John has over 25 years of accounting, finance, and operations experience, having previously served as CFO of several public companies and a regulated financial institution.

Spencer LaDow, *Vice President, Engineering*

Spencer is an expert in wireless communication and has conducted projects with the United States Department of Defense. Expert in wireless communication and product development within a regulatory context, FAA/FCC.

Amir Ali, *Chief Development Officer*

Amir is a serial entrepreneur with over 20 years of experience in launching companies and producing innovative products, services, and solutions. He specializes in electronic and embedded based products from concept to commercialization, and has placed over 70 products on the market.

Mark Sather, *Director of Diagnostic Cardiology*

Mark was the Global Product Manager and Clinical Development Manager at ScottCare Cardiovascular Solutions, where his team launched multiple new cardiac monitoring products including MCT, long-term Holter monitoring, and implantable cardiac device patient management systems.

Casey Shattuck, *Global Vice President, Sales*

Casey Shattuck has a strong 33-year track record for achieving growth in businesses he has managed. He has extensive experience in leading cardiac and vascular “start-up” companies which have led to numerous successful acquisitions.

Board & Advisory Team

BOARD OF DIRECTORS

Waqas Al-Siddiq – Chairman, CEO & Founder

David Rosa – Seasoned medical device executive with proven leadership at multibillion corporations and early stage device companies. Most recently was CEO of Sunshine Heart and held prior senior executive roles at St. Jude Medical, Boston Scientific (SCIMED) and A-Med Systems.

Dr. Norman Betts – Accomplished financial executive currently on the Boards of Directors of the Bank of Canada, Tembec Inc., New Brunswick Power Corporation, 49 North Resources Inc., Adex Mining Inc., Tanzanian Royalty Exploration Inc. and the University of New Brunswick Pension Plan for Academic Employees.

ADVISORY BOARD

Dr. Rony Shimony, MD, FACC – Associate Professor of Medicine and Cardiology at the Icahn School of Medicine at Mount Sinai, and Director of Clinical Cardiology at Mount Sinai West in New York. Dr. Shimony is an internationally recognized clinical cardiologist who brings over 25 years of experience in cardiac patient care and related technology.

Dr. Daniel Sands, MD, MPH – Passionate about healthcare transformation, non-visit based care, collaboration in healthcare, and participatory medicine. Spent six years at Cisco as chief medical informatics officer, and was chief medical officer for Zix Corporation, a leader in secure e-mail and e-prescribing.

Dr. David Liepert, MD – Practicing anesthesiologist specializing in the care of the critically ill for over 20 years. Currently the Director of Anesthesia in Preoperative Medicine at Rockyview General Hospital in Calgary, Alberta.

John Rother, JD – CEO of the National Coalition on Health Care, America's oldest and most diverse group working to achieve comprehensive health system change. Consistently named as one of the most powerful people in Healthcare.

Thomas C. Nelson – President of Share Our Strength, a national nonprofit that is ending childhood hunger in America. Previously was COO for the AARP, where he led the build-out of its state strategy in all 53 US states and territories.

Bernard Rice – Former senior financial executive at IBM and General Partner of IBM Venture Capital Group.

Dr. Reed Ferber, ATC – Associate Professor in the Faculty of Kinesiology and the Director and Chief Scientific Officer of the Running Injury Clinic at the University of Calgary. Has worked with world-leading wearable technology companies such as Garmin, Fitbit, and Orpyx.

Key Highlights

- Well positioned to disrupt the \$1B mobile cardiac monitoring industry
- Proprietary solution is significantly more effective, safer and convenient
- Transformative business model with cutting edge technology ***designed to drive adoption***
 - Offers 10x more revenue to providers with no upfront capital cost
 - Turnkey solution for physician includes all components of MCT monitoring
- Revenue model based on usage with already approved billing codes (CPT 93228 / 93229)
- Product in market generating revenue by Q3 2018
 - FDA 510(k) cleared
- Pipeline of over 4 products and a platform that can be utilized across all of them
- Cash flow break even by end of 2019 if growth is not pursued. Plan is to pursue growth and do a growth financing
- Extensible IP platform: Future applications include fetal ECG, sleep apnea and diabetes monitoring



Biotricity Inc.
Waqas Al-Siddiq
CEO & Founder
www.biotricity.com

Investor Relations
investors@biotricity.com