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EchoGuide

NextGen Needle Tip Visibility in Ultrasound

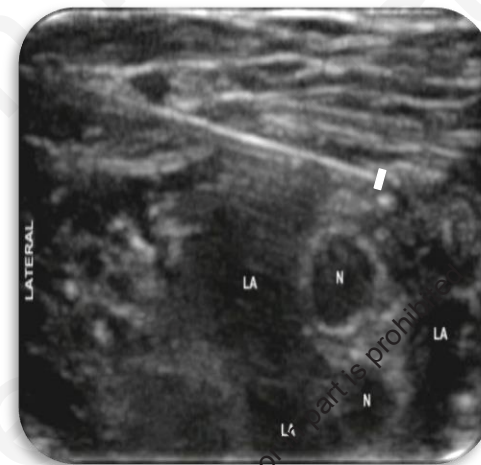
**Strategic Collaboration on UltraSound Needles:
Case of Spin-out and Potential Spin-in**

PROBLEM: UNRELIABLE NEEDLE TIP VISIBILITY IN ULTRASOUND

Ultrasound is an invaluable tool in needle guidance procedures due to:

- visualization of the anatomy with a more informed guidance for the needle pathway.
- promotion of Peripheral Nerve Blocks (PNB) - safer alternative to general anesthesia.
- greater efficiency and higher patient comfort for IV access, collection of fluids and biopsies.

“...one of the most commonly made mistakes: **advancing the needle without seeing the needle tip properly**”



CLINICAL PROBLEMS

- Lower physician confidence due to inconsistent & unreliable tip visibility
- Accidental collateral (ir)reversible damage
- Extended procedure time causes longer Length of Stay (LOS)
- Reduced effectiveness of the therapy



ECONOMIC PROBLEMS

- Ultrasound machine dependence & lock-in with one brand
- High Total Cost-of-Ownership (TCO)
- Non-intuitive use
- Require modified workflow
- High manhours for procedures and low number of procedures

UNMET NEEDS:

AFFORDABLE, SAFE AND EFFECTIVE `ULTRASOUND ASSISTED NEEDLE GUIDANCE` SOLUTION WITH ACCURATE NEEDLE TIP VISIBILITY

SOLUTION: AFFORDABLE, SAFE & EFFECTIVE ECHOGUIDE NEEDLES

We are striving to improve patients' lives by provision of an **affordable, safe and effective** ultrasound needle guidance in various clinical procedures with **100% accurate needle tip visibility** for physicians using **special needles** that go inside the body.



OUR VALUE PROPOSITION



Faster and easier visualization of the anatomy with higher efficiency



More informed and safer guidance for the needle pathway avoiding collateral damage and increase patient comfort



100% Accuracy with exact tip position



Ergonomic and intuitive to use with agnostic structure



Better affordability to maximize use and patient care

Safety

Costs

Accuracy

Speed

Agnostic

CONFIDENCE

CONSISTENCY

MARKET SIZE IS LARGE AND GROWING ANNUALLY

Ultrasound needle procedures are getting used widespread with more than **128M medical procedures (TAM)** each year:



- **PNB** market is growing at a rate of 6.8 % ¹⁾
- **Amniocentesis/ Biopsies** is growing between 3%-8% ²⁾
- **Difficult IV market** growing 3% ³⁾

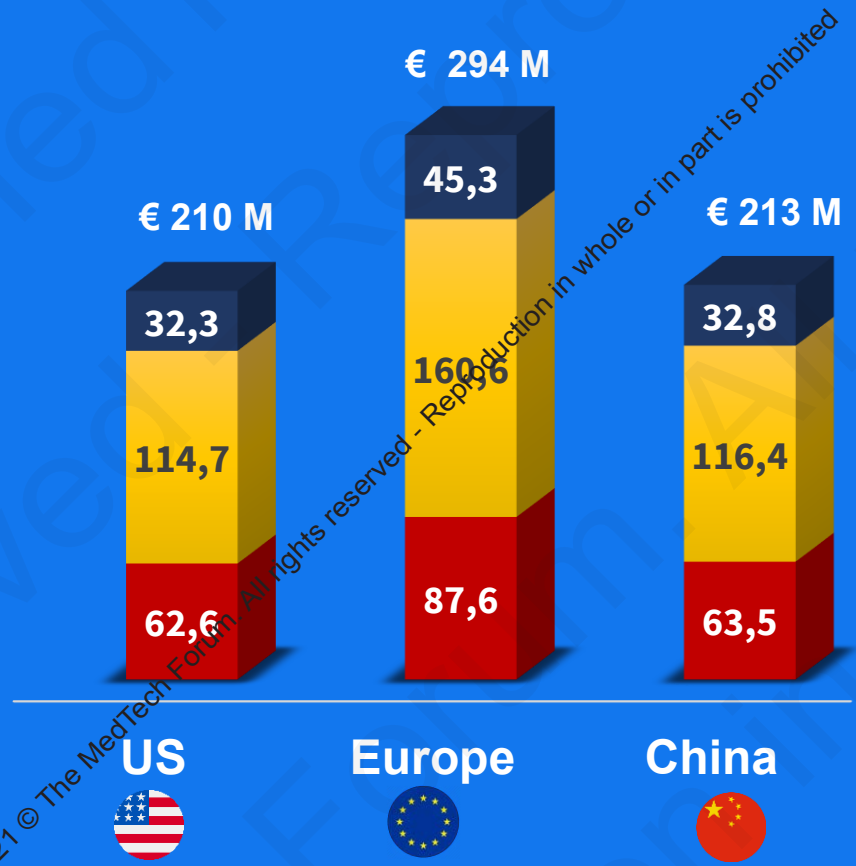
Other potential markets excluded from this study:

In Vitro Fertilization, Tendon Repairs and **Veterinary** applications.

1) Growth Rate average from Marketwatch, Grandview Research, Pharmiweb and FutureMarket Insights 6.8%
 2) <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2923730/>
 3) <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5654873/>

TOTAL GLOBAL MARKET TAM: €3.1B vs SAM: € 717M

- Adult IV (difficult)
- Biopsies & Amniocentesis
- PNB Procedures



US

Europe

China

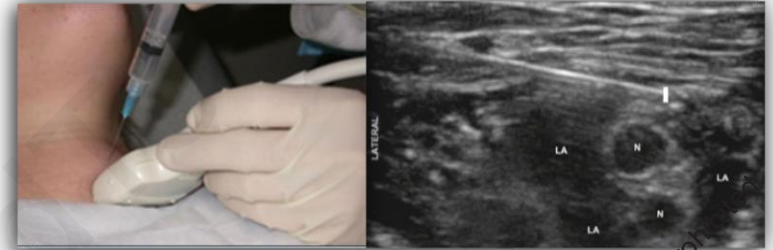
ECHOGUIDE – OVERVIEW

- EchoGuide is a **medical device company incorporated in the Netherlands by NLC and Avanos Medical.**
- Our **fully patented technology** enhances the **visualization of the needles** used with Ultrasound causing the tip of the needle to **“light up like a beacon”**
- EchoGuide started its **Proof of Prototype phase in Q1 2021.**



- The **market** consists of > **127 million procedures** including **Peripheral Nerve Blocks (PNBs), Biopsies/Amniocentesis** and **Difficult IV Access.**

“Anything that helps us see the end of the needle would be amazing & revolutionize care!”



68%

state EchoGuide fulfils an unmet need

83%

believe EchoGuide compares better to the product they typically use

77%

would advocate for EchoGuide at their facility

73%

state they would pay a premium for EchoGuide

*August 2017 research under U.S.-based Anesthesiologist who perform PNBs with ultrasound

- EchoGuide Team** is a seasoned team of experienced professionals with many years of knowhow.
- Strong Partnerships** are our key to capturing a strong share of its **€717 million addressable market.**

ECHOGUIDE – ROADMAP



1

Initial Idea Exploration:

EchoGuide by Avanos (2016)



2

Product Features:

Examine features, benefits, & interface design preferences



3

Rough prototyping & IP:

Explore and develop a rough prototype, patent the IP



4

Voice of Customer (VOC):

Collect feedback from 275 KOLs, clinical advisors & physicians



5

NLC - AVANOS

Engagement Avanos and NLC agrees on partnership



6

Strategic Planning

Fund raising kick off and financing for our activities



7

Fund raising kick off

Financing for our activities



8

Prototyping & Labwork

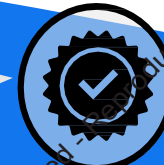
Progressing on Proof of Concept and Proof of Prototype



9

Design Freeze

Finalize the design of needle and Processor



10

FDA & CE Mark

Determine potential for diverse GotoMarkets



11

Market Launches

Determine potential for diverse GotoMarkets

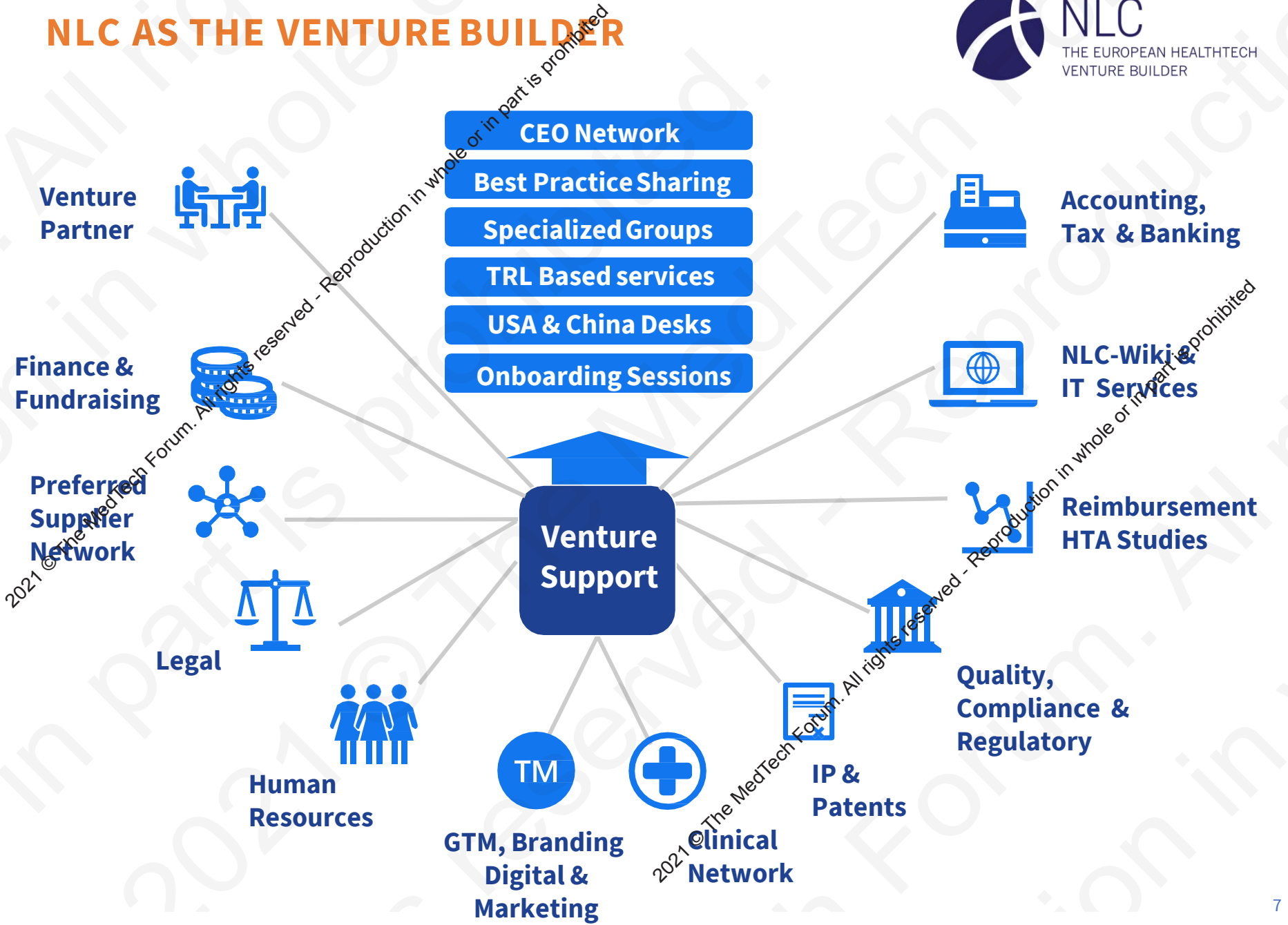


EchoGuide has already developed an early stage working prototype of the needle with the transducer to show the needle tip location

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NLC AS THE VENTURE BUILDER



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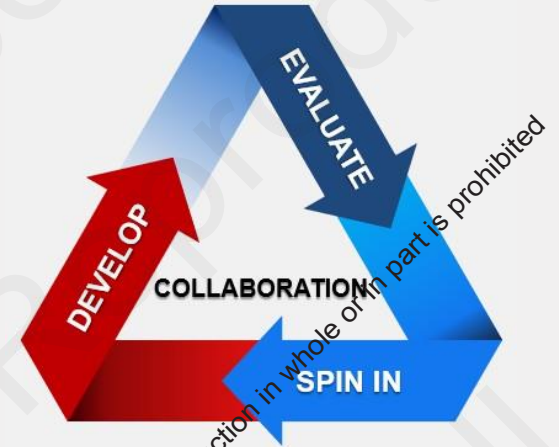
CASE OF SPIN-OUT AND POTENTIAL SPIN-IN

AVANOS



- Equipment Lease, Manhour & Knowhow
- IP & Patents
- Support for fundraising & financing
- Marketing, Research, VOC
- Commercial & Distribution

Value Maximization



Partnership with AVANOS & NLC to spin out EchoGuide – \$717M market in 2019

Active partner in various forms of support and collaboration

First right to negotiate on a potential exit with the right level of product

Spin-Out

Collaboration & Development

Potential Spin-In

SUMMARY

1

- **Strong IP** and **superior technology**
- **Working prototype** expected to be finalized soon
- **Experienced team** on board
- **Great support** from **strong partners NLC & AVANOS**
- **Current stage:** T R L 4 → Proof of Concept & Proof of Prototype

2

- **Ensure needle/processor** design & production
- **Get certifications & Launch EchoGuide in markets**
- Show **repeatable sales cycles** via disposables
- Continue the **development** work and planning

3

- **Raise funds** for development, operations & commercial growth
- Develop for **potential exit candidates (Ex: Avanos)** & prepare for it

EchoGuide: NextGen Needle Tip Visibility in Ultrasound



EchoGuide®

NextGen Needle Tip Visibility in Ultrasound

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The sole purpose of this presentation is to assist potential financial partners with familiarizing themselves with EchoGuide BV. From this perspective, the presentation provides an overview of the EchoGuide product, use, target markets and future potential.

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