

**Investor Presentation** Q4 2020

Game Changing
Cancer Care



CSE: IME | OTCQB: IMEXF | Frankfurt & Stuttgart Symbol: DPD2

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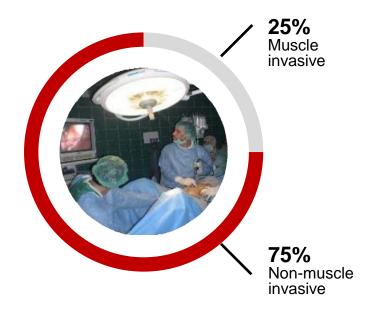
**Surgical Imaging Company** 

# Dramatically improve physicians' ability to visualize cancer during Minimally Invasive Surgery (MIS)

- Breakthrough technology, works with an FDA approved imaging agent
- Initial target \$400M bladder cancer market a "hotbutton" urology issue looking for innovation
- Development risk mitigated; functional products built
- Regulatory plan in place meetings with FDA underway
- Well protected IP 3 key patents issued
- Strong Boston-based team that has done it before; Worldclass Scientific Advisory Board - this is an execution play
- Active M&A market environment various liquidity options



# Bladder Cancer Imagin Initial Target Market



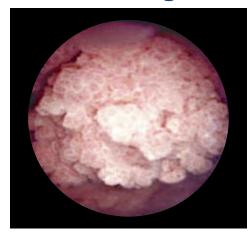
- \$4B bladder cancer surveillance
- > 50% recurrence rate in non-muscle
- > 600,000 living in fear of recurrence
- 81,190 new cases/year; 17,240 deaths\*



# **Current Standard of Care – White Light**

Significant Unmet Medical Need Remains

#### **White Light**



Tumor visible above organ wall

 Highly effective for visualizing cancerous tumors that protrude above the bladder wall

Limitations of White Light



Flat tumors not visible

- Flat tumors may look the same as normal tissues
- White light not effective in visualizing the margins of the tumor



30-year-old technology



~95% of market today



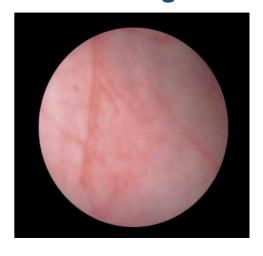
>50% recurrence rate in non-muscle



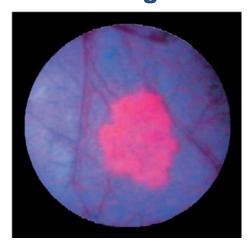
# **Promising New Modality – Blue Light**

Contrast Agents with Blue Filter over White Light, Fluorescence

**White Light** 



**Blue Light** 



## **Key Message: Market Development Underway**

- Published data supports 25% more tumors, 33% more carcinoma in situ (CIS) found
- Blue light added to American Urology Association (AUA)
   Guidelines
- Re-imbursement codes in place

#### **Benefits:**

- Blue light excites fluorescence in the tumor, highlighting the cancerous tissue
- Easier to detect flat cancers and visualize margins



# The Challenges: Today's Blue Light

Surgeons Can View Only One Image at a Time

# White Light OR OR

White light image shows the full landscape of the bladder... but does not highlight cancer

Blue light, excellent job highlighting cancerous tissues in the bladder

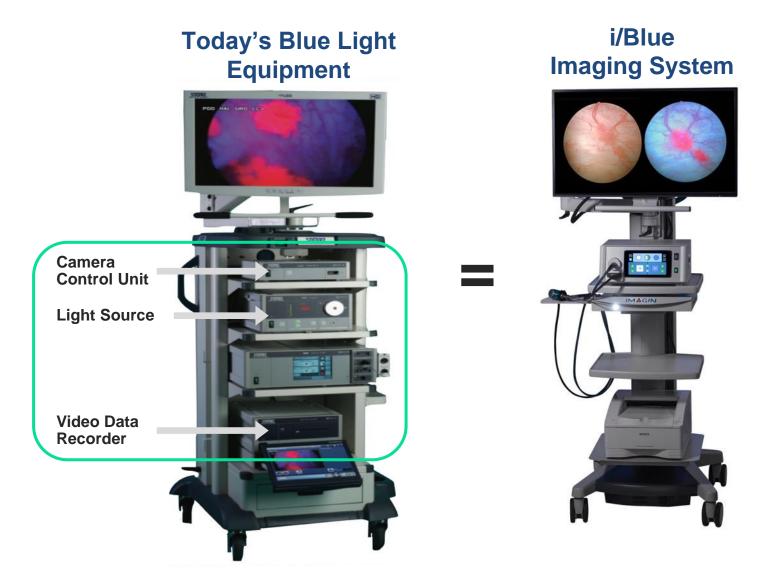
#### **Limitations**

- Surgeons cannot operate using the blue light image
- Blue image not in real-time, may loose orientation in bladder
- Surgeon must manually "switch" between two different images
- Today's Blue light exclusively available from only one scope manufacturer



# Imagin i/Blue Imaging System

Corrects Limitations of Today's Blue Light



# **Advanced Technology**

- Simultaneous acquisition of white and blue light images
- Camera head designed to work with most scopes on market



# i/Blue System Control Unit

State-of-the-art Key Component



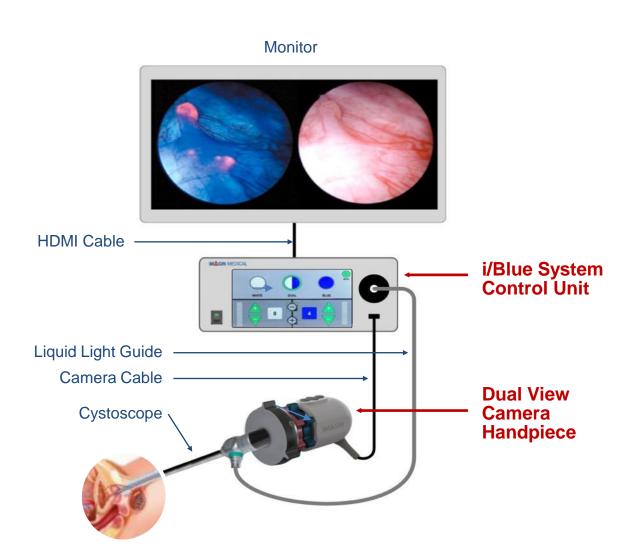
#### **Benefits:**

- Dual wavelength light source, two-channel camera control unit, data recorder and power supply
- Simultaneously displays white and blue light illumination to the interior of the bladder



#### **Dual View Camera Head**

#### State-of-the-art Key Component



#### **Benefits:**

- Sophisticated optical filters split the image into white light and blue light channels
- Simultaneous display of white and blue light video streams and single frame captures
- System agnostic designed to work with most manufacturers endoscopes





# **New Standard of Care: i/Blue™ Imaging System\***

Making Blue Light Cystoscopy Practical



## i/Blue Value Proposition

- Simultaneous acquisition of differing images
  - No toggling back and forth
  - Shows cancer in context
  - Enables surgeon to better visualize and resect the cancer
- DV Camera Head System Agnostic
  - Today blue light exclusive to only one scope manufacturer

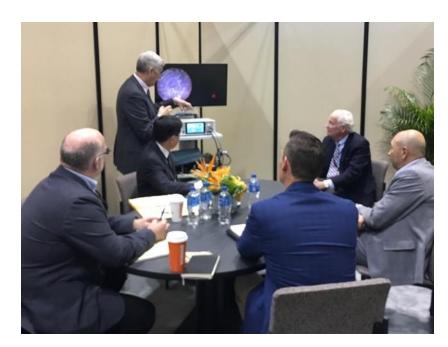


- i/Blue designed to work with most endoscopes on the market
- Dramatically expands market size



# Focus Groups, User Needs/Product Validated

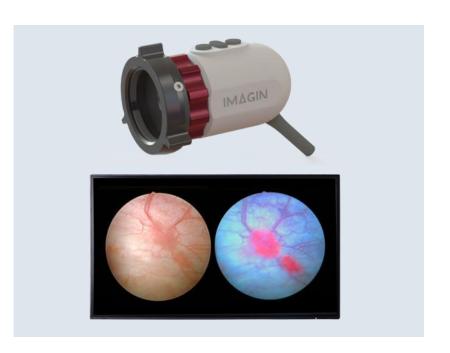
**American Urology Association Annual Meeting** 



Meetings with Clinical Opinion Leaders



System Control Unit



**Dual View Camera** 



# **Building Imagin Medical**

To Success



#### **Regulatory Plan in Place**

Process underway, Q-Submission and initial meetings completed



#### **On-Going Development**

Expansion/multiple MIS procedures, accommodates multiple contrast agents, i/Vision combines multiple illumination sources



#### **Well Protected Intellectual Property**

4 key issued and pending patents



#### **Growth Strategy**

Bladder cancer surgery – Bladder cancer fluorescence imaging biopsy. Immediate credibility, independent SR, expand to laparoscopic surgery



#### **Strong Management Team**

Experienced group that has done it before



# **Experienced Management Team**

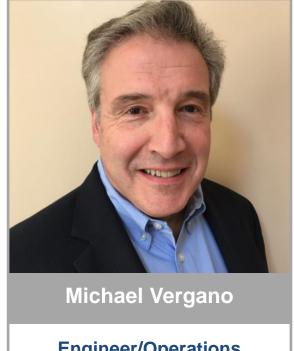
# Strong Boston-based Management Team That Has Done It Before



**Chief Financial Officer** 

intact

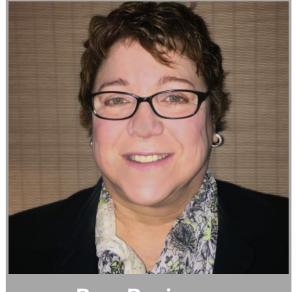
Deloitte & Touche



**Engineer/Operations Manager** 

Ciba Corning Diagnostics

Scientific Scientific



Pam Papineau

Regulatory & Quality System Manager

Baxter

Scientific





brought many new technologies to market, and successfully sold companies.

Imagin team has

# **Strong M&A Environment**

If You Can't Beat Them, Buy Them





#### **PINPOINT**

- Introduced Q4, 2007
- White light + ICG fluorescence endoscopic system
- Visualization of blood flow and tissue perfusion during surgery
- Ability to <u>overlay/combine</u>
   white light and fluorescence
   imaging in real time



# **stryker**<sup>®</sup>

#### **System 1588**

- Introduced Q1, 2016
- White light + ICG fluorescence endoscopic system
- Visualization of blood flow and tissue perfusion during surgery
- Surgeons need to <u>toggle</u> back and fourth between white light and fluorescence image

June 2017: "Stryker Corp. to acquire Novadaq Technologies for \$701 million"



# **Financial Highlights**

 Liquidity and share capital CSE: IME; OTCQB: IMEXF

#### **Current Share Structure**

Share Class (as of 11/01/2020)	# of Shares
Common Shares	8,917,008
Warrants Outstanding*	1,966,790
Options Outstanding	535,000
Fully Diluted Shares Outstanding	11,418,798

## **Insider Ownership**

Shares Held by Insiders	515,417
Insider Ownership	5.78%

US \$ Equivalents Jan 2022: 1,966,790 @ \$2.20 = \$4.3M



# **In Summary**

Key Investment Risks Removed, High Investment Return

#### Innovation changes medical practice

Medical markets evolve when advanced technology becomes available, physicians recognize the need for improvement and patients demand it.

**White Light** 

**Today's Blue Light** 

i/Blue Imaging System











Disruptive Imaging Technology

Mitigated R&D Risk

Experienced Management Team

Strong M&A Market

# Thank You!

#### **CONTACT INFORMATION:**

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