



SyntheticMR

Ulrik Harrysson CEO

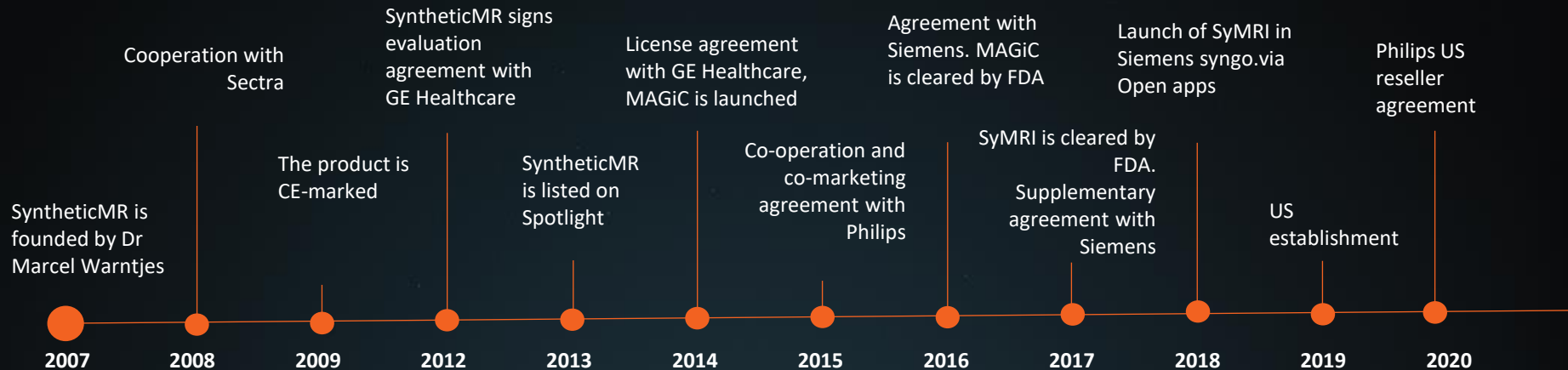
Agenda

- SyntheticMR in brief
- Market
- Key market drivers
- Offerings
- Financials
- Key initiatives 2020
- Q&A

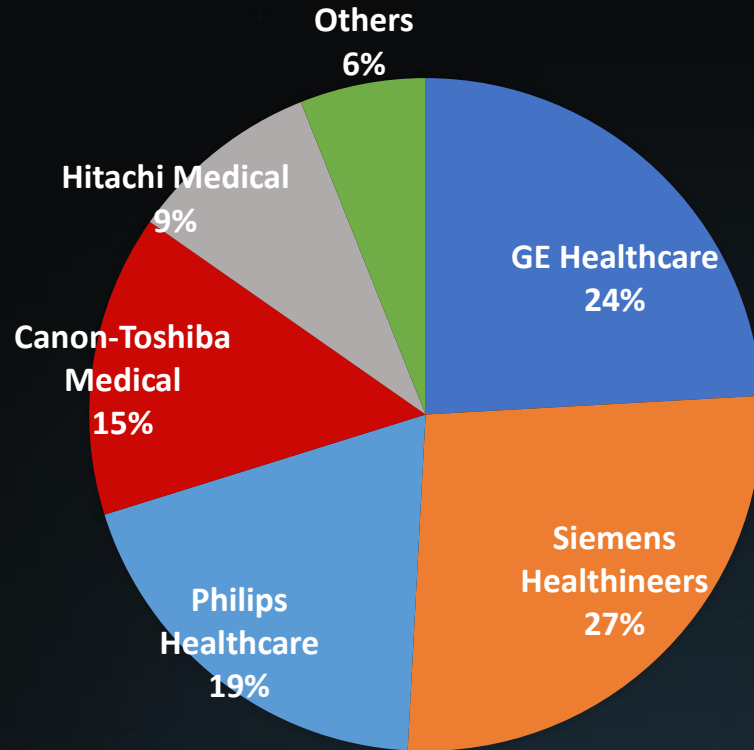


SyntheticMR in brief

- Develops, markets and sells software (SyMRI®) within the global MRI industry
- Delivers more effective MRI workflow
- Delivers quantitative information for improved diagnostic confidence
- Better patient experience and satisfaction

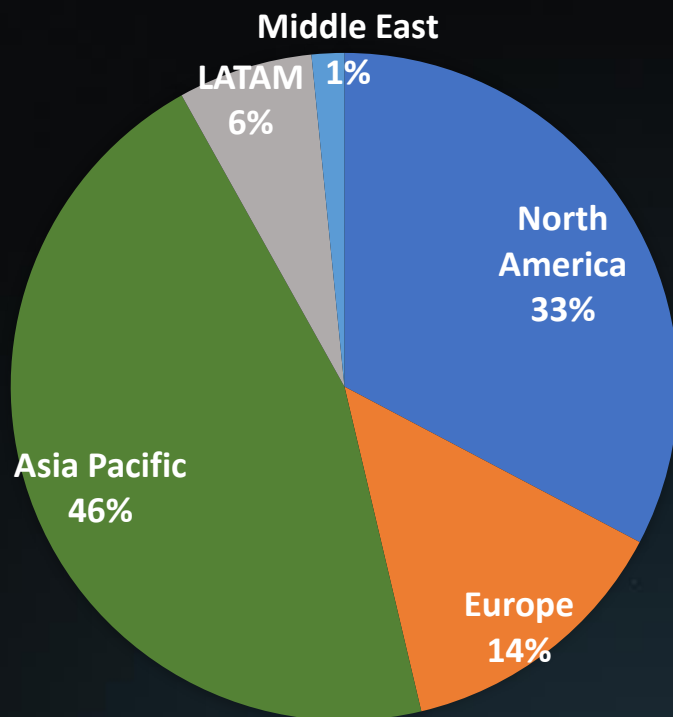


MRI market figures



- GE, Siemens and Philips = 70 percent market share
- Estimated value at $\approx$ \$5 bn 2019
- Growth rate $\approx$ 6%
- Installed base $\approx$ 40.000
- New systems per year $\approx$ 5.000

Market size



- USA is the largest single market with 2019 revenues of \$1.3 bn
- China is the second largest with 2019 revenues of \$995 mn
- India is the third largest market globally with 2019 revenues of \$303 mn
- Japan is the third largest market in the APAC region after India and China, with 2019 revenues of \$180 mn
- Germany and France are the largest markets in Europe with 2019 revenues of \$130 mn and \$113 mn respectively

Ref: Frost & Sullivan 2019

Frost & Sullivan 2020

Key market drivers

Shorter scan time

- Increased adoption rate of MRI versus CT
- Pressure to lower cost and increase patient throughput
- Patient experience

Faster workflow

- Increased number of scans put pressure on radiologists
- More scans to read per day per radiologist
- Increased need for volumes and automated data

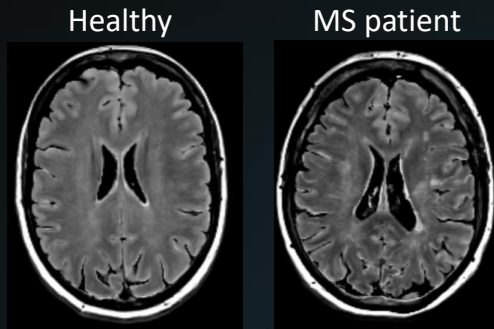
Precision medicine

- Patients require personalized medicine
- Increased demand for data and quantitative imaging

SyMRI vs conventional MRI

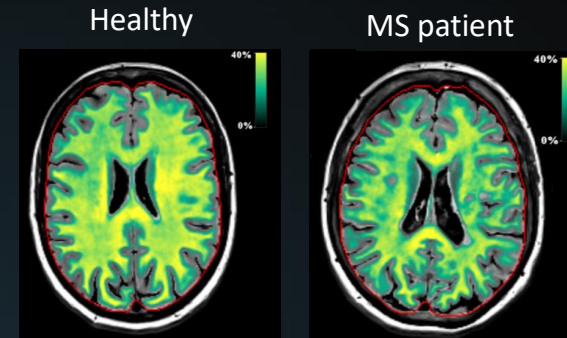
Conventional MRI

- Scan times 20 - 30 minutes
- Black and white images
- Gray-scale estimations
- Subjective assessment



SyMRI (synthetic MRI)

- Scan time 5-6 minutes
- Quantitative adjustable images
- Absolute tissue properties
- Objective decision support



Myelin	178 mL	126 mL
BPF	88,5 %	83,0 %

SyMRI

Faster workflow – Better diagnosis – Improved patient experience

Shorter scan time



- Scan time reduction 19.06 min -> 6 min
- Lower costs and increased throughput
- Improved patient experience

Faster workflow



- More information to the clinician
- Objective rather than subjective assessment
- Fast post-processing

Precision medicine



- Shorter time to diagnosis
- Better treatment monitoring
- Improved follow-up

What our customers say:

"The ability to add multi-parametric maps and myelin into our clinical routine will be a great benefit to our patients"

- Dr Wende Gibbs, Mayo Clinic

"With this technology we get more information in one third of the time"

- Dr Alex Rovira, Hospital Vall d'Hebron

Not only does this save time on the scanner and improves patient experience, it also provides a new realm of clinical information not previously available outside research institutions. It will impact and improve patient care right out of the box!"

- Dr Bert Maulsby, ProScan Naples

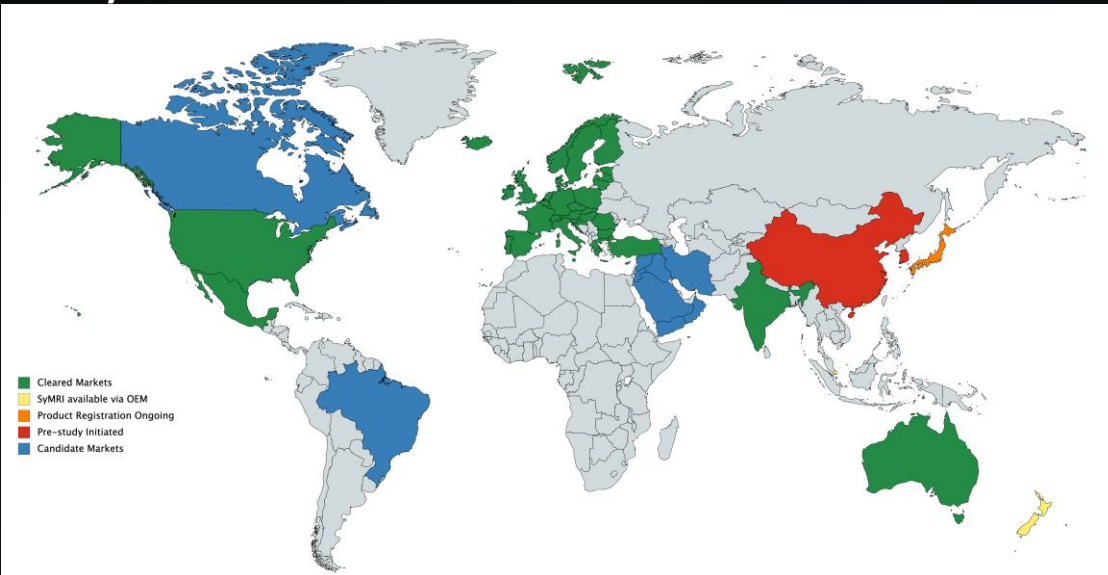
"The improved tissue-specificity opens avenues for more targeted evaluations of treatment effects, especially for promising new drugs that may enhance remyelination in MS"

- Dr Tobias Granberg, Karolinska Institutet

Market access

Products

SyMRI



MAGiC – GE Healthcare global license agreement

Channels

From OEM global HQ focus only

- Local/regional OEM collaboration
- Stronger OEM global HQ partnership
- SyntheticMR sales representatives
 - USA (subsidiary)
 - India
 - Japan
 - EU

Financial overview

Q2 2020

Net sales

9,9 MSEK (12,9 MSEK)

EBIT

- 3,0 MSEK (3,2 MSEK)

Operating margin

- 30% (25%)

YTD Q2 2020

Net sales

22,4 MSEK (23,2 MSEK)

EBIT

- 2,2 MSEK (6,1 MSEK)

Operating margin

- 10% (26%)

YTD Q2 2020

Cash flow from

- Operating activities -4,4 MSEK
- Investing activities -2,3 MSEK
- Financing activities -0,5 MSEK

Cash flow for period -7,2 MSEK

Cash closing balance 27,4 MSEK

Business models

GE

- MAGiC – One-off license fee

Philips

- SyMRI – License fee incl. service and support

Siemens

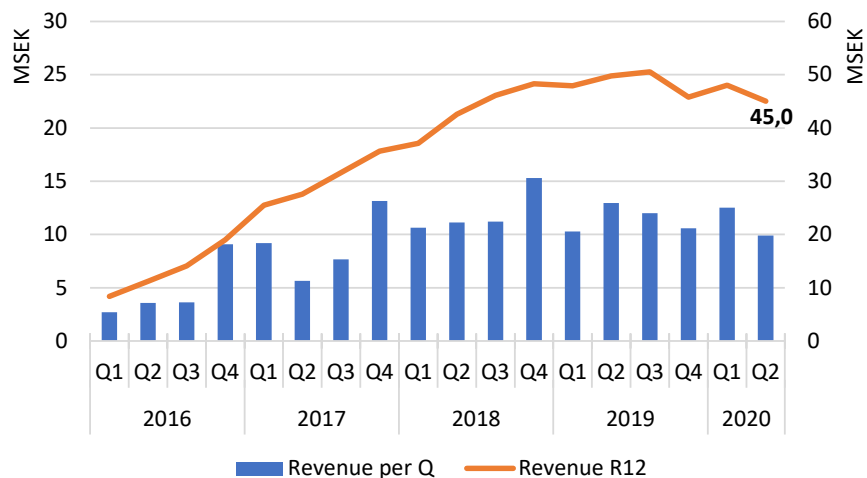
- SyMRI syngo.via – Subscription incl. service and support

Pricing initiative

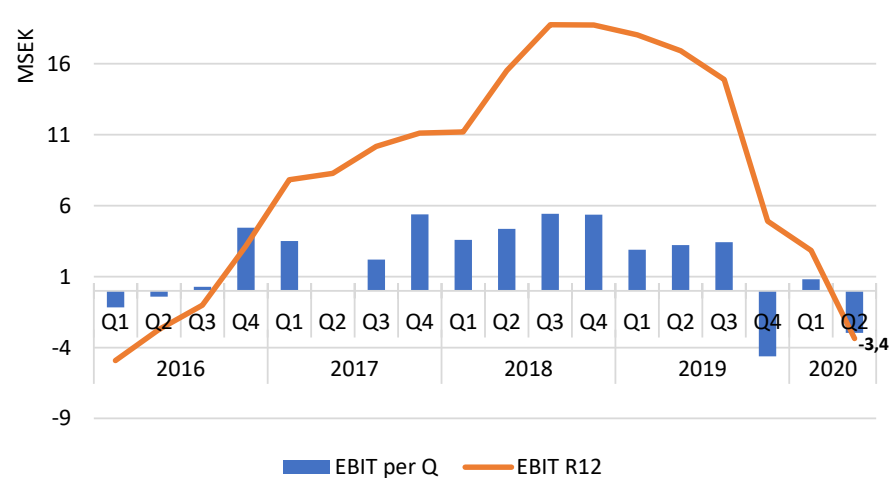
Increase recurring revenue from existing and new partners and end customers

→ Subscription pricing model

Revenue

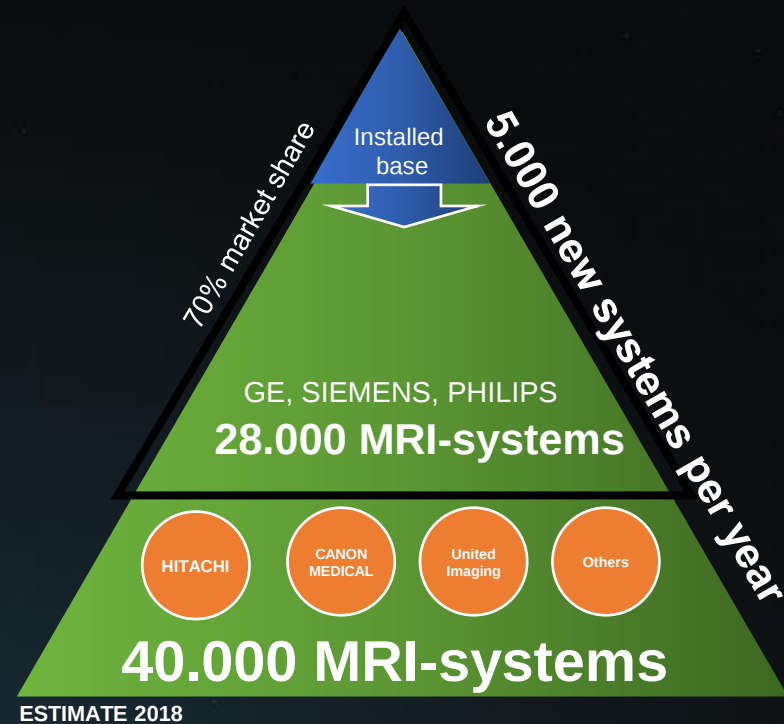


EBIT



Key initiatives 2020

- Market expansion in USA, India, Japan, Germany and Nordic
- Regional OEM collaboration
- Global existing and new partnership development
- Market awareness building
- Reference sites development and engagement – influence marketing
- Product roadmap execution



SyntheticMR



www.symri.com

Storgatan 11
SE-582 23 Linköping
Sweden