

# Observe Medical

**Company presentation with trading update**

**7 October 2025**  
**Jørgen Mann, CEO**

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## WHO, HOW AND WHY

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# Strategic Vision: Nordic Medtech Platform

Scalable and profitable growth, product development, regulatory performance and effective manufacturing

## Proprietary products

Commercialisation and portfolio development of proprietary products

## Platform for innovative Nordic ecosystem

Start-ups with limited access to commercial, regulatory and manufacturing competencies and capacity

## Growth & Optimisation

Explore M&A and integration opportunities. Optimise and scale on our platform.



Patient welfare



Health economics



Data accuracy

# Observe Medical

## Nordic medtech company with global reach

### Strong Medtech Portfolio

#### UnoMeter™ family



#### Biim



#### Distribution and M&A Opportunities



### Scalable Platform



**Manufacturing**



**Product Development**

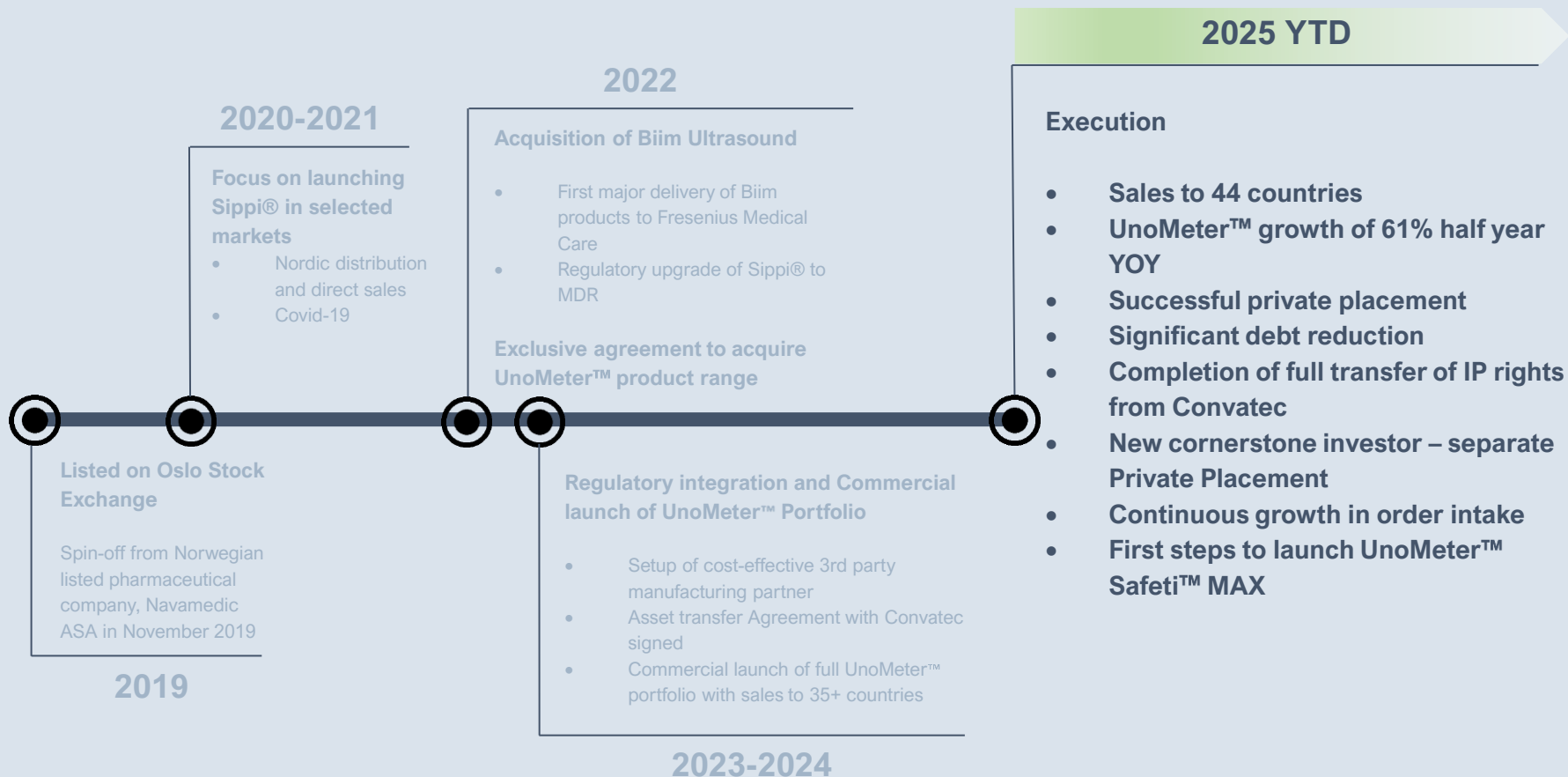


**Sales & Distribution**



**Quality & Regulatory**

# Execution



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## TRADING UPDATE

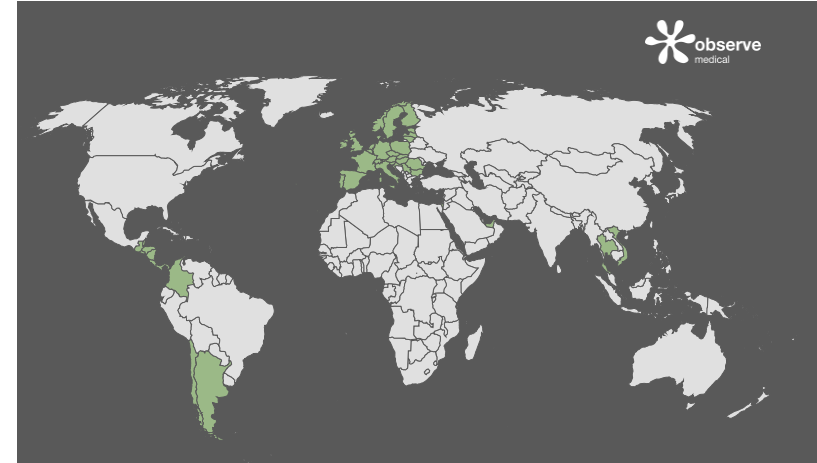
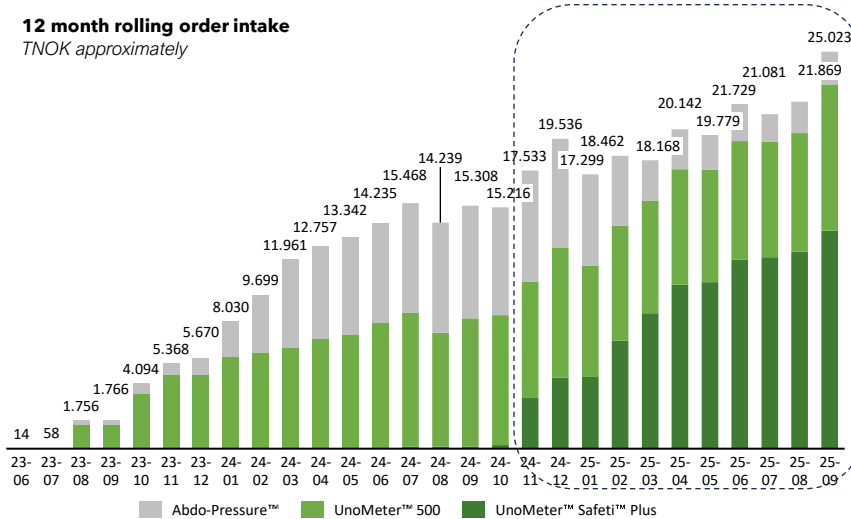
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# Global presence established - growth to follow distributor tender wins

## 12 month rolling order intake

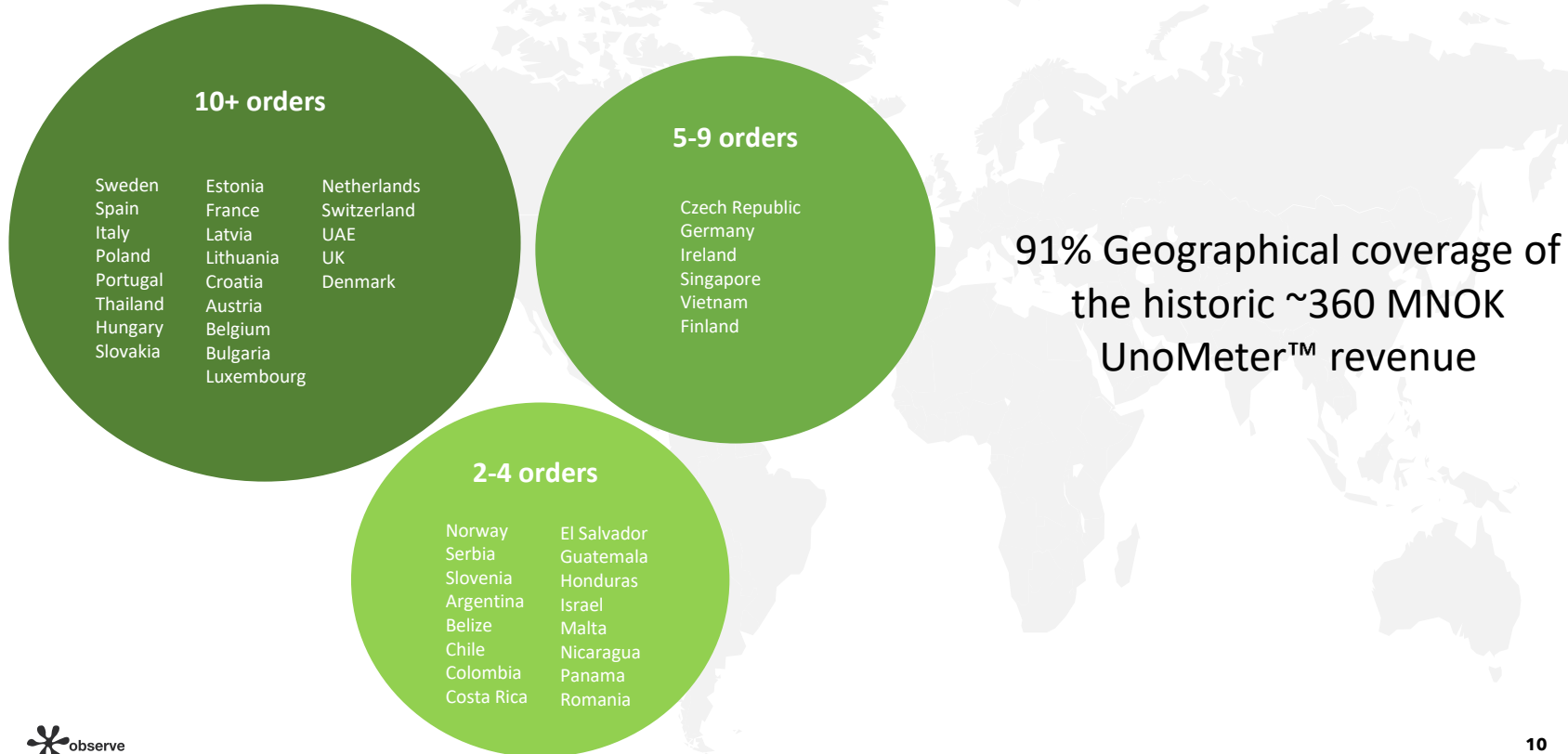
TNOK approximately



- Reached strategic goal of global distribution with a network of distributors established in 44 countries

- Growth through increasing market share in established regions (Europe, South America, Asia), while selectively expanding geographical footprint

# Solid global momentum

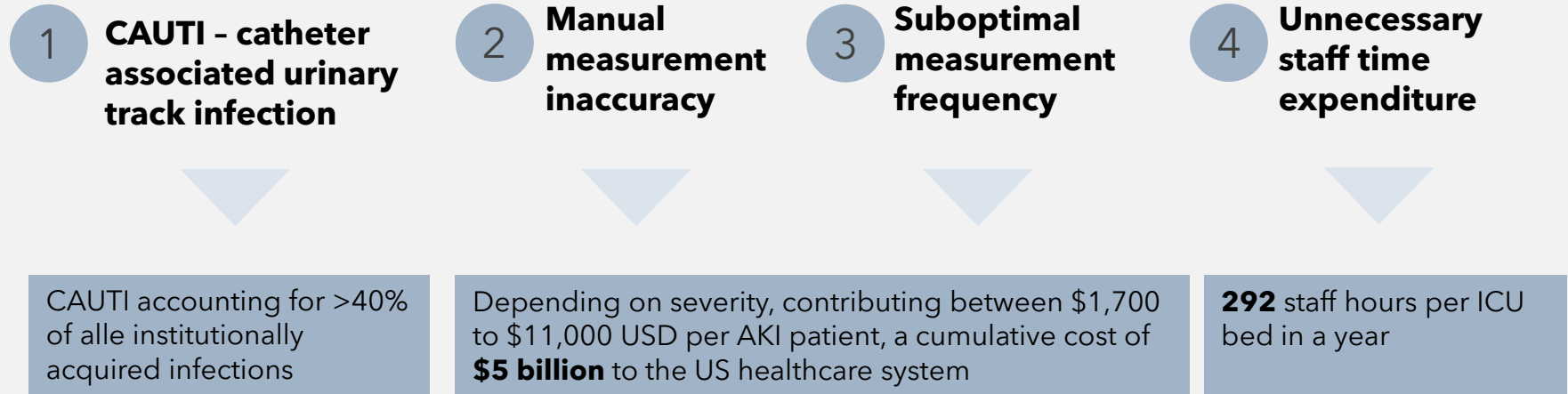


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## **PRODUCT DEVELOPMENT AND ROADMAP**

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# The unmet challenge in intensive care..



# Preparations for launch of UnoMeter™ Safeti™ MAX

- We use technology developed for Sippi, protected by several patents to reduce risks related to CAUTI - catheter associated urinary infection.
- Production capacity is established, and we are able to start the production of UnoMeter MAX tomorrow
- **Pilot study is ongoing as of 6 October to validate and document the effect UnoMeter™ Safeti™ MAX**
- Expected launch Q4 2025/Q1 2026



# UnoMeter™ Sippi® - next generation



**Burdens of current clinical practice:**



**Patient welfare:  
Risk of infections**



**Data accuracy:  
Inaccurate patient data**



**Health economics:  
Time-consuming**

**Sippi® addresses the challenges:**



**Hindering risk factors**  
for hospital acquired infections

- ✓ Limits risk due to less direct patient contact by personnel
- ✓ Reducing risk factors for infections (SippSense®, SippCoat®)



**Improved quality**  
of patient data

- ✓ Higher accuracy vs. manual urine meters
- ✓ Reduces risk of human error recording data
- ✓ Reflecting perception of higher reliability



**Reduced time** spent by staff and improved ease of use

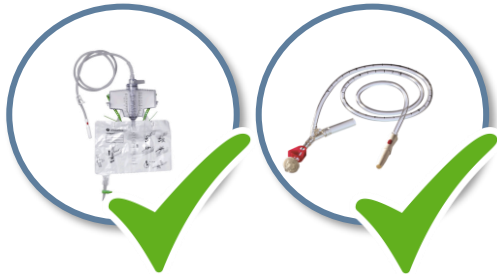
- ✓ Documented reduction in resources compared to manual systems
- ✓ Wireless and easy to use
- ✓ Boosts operational efficiency

# Taking the position as global leader in Urine Output Measurement

Recapture the market through UnoMeter family of products

Upsell Sippi and Safeti Max to existing clients at higher price points and better margins

Expand portfolio to allow access to full market potential



UnoMeter™ 500 Abdo-Pressure™



UnoMeter™ Safeti™ Plus



UnoMeter™ Safeti™ Max  
with patented infection  
control technology



UnoMeter™/  
Sippi®



UnoMeter™ Safeti™ Max  
- **US design** with patented  
infection control technology

2023-2024

Q4 2025/Q1 2026

2026/2027

# Meeting the challenge in intensive care

1

**CAUTI - catheter associated urinary tract infection**



CAUTI accounting for >40% of all institutionally acquired infections

2

**Manual measurement inaccuracy**



Depending on severity, contributing between \$1,700 to \$11,000 USD per AKI patient, a cumulative cost of **\$5 billion** to the US healthcare system

3

**Suboptimal measurement frequency**



4

**Unnecessary staff time expenditure**

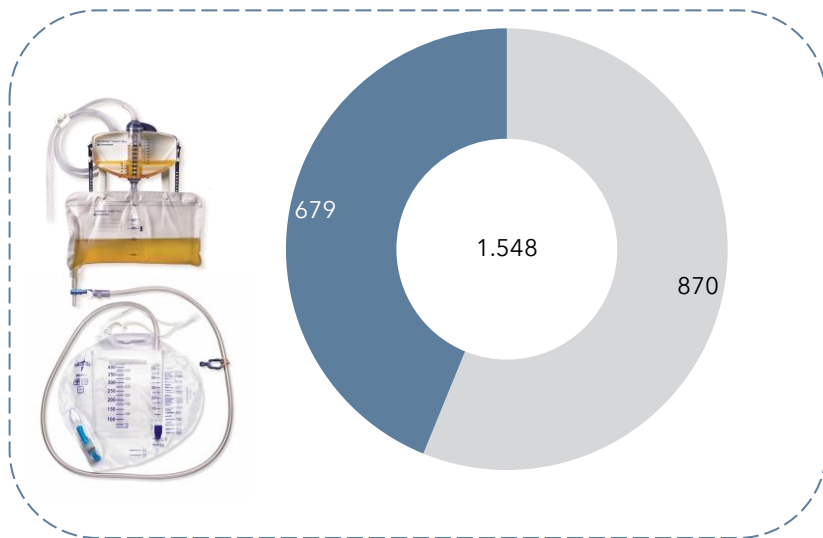


**292** staff hours per ICU bed in a year



# Innovation pipeline drives market to NOK 4 billion

## Current market value for manual systems NOK 1.5 bn



■ Market potential OM design\* ■ Market potential US Design

## Sippi®

### ✓ Current global market potential

~400k  
ICU beds



~0.5M  
Sippi® base units



24M  
admitted to ICU p.a.



+30M  
Sippi® disposable bags p.a.



- ✓ Upsell Sippi to existing customers at higher price points and better margins
- ✓ Sales generated through sales of Base units and disposable system
- ✓ Sippi® will give access to additional geographies
- ✓ Market trends indicate ICU-related capabilities volume growth of ~20-30%

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## Q&A

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