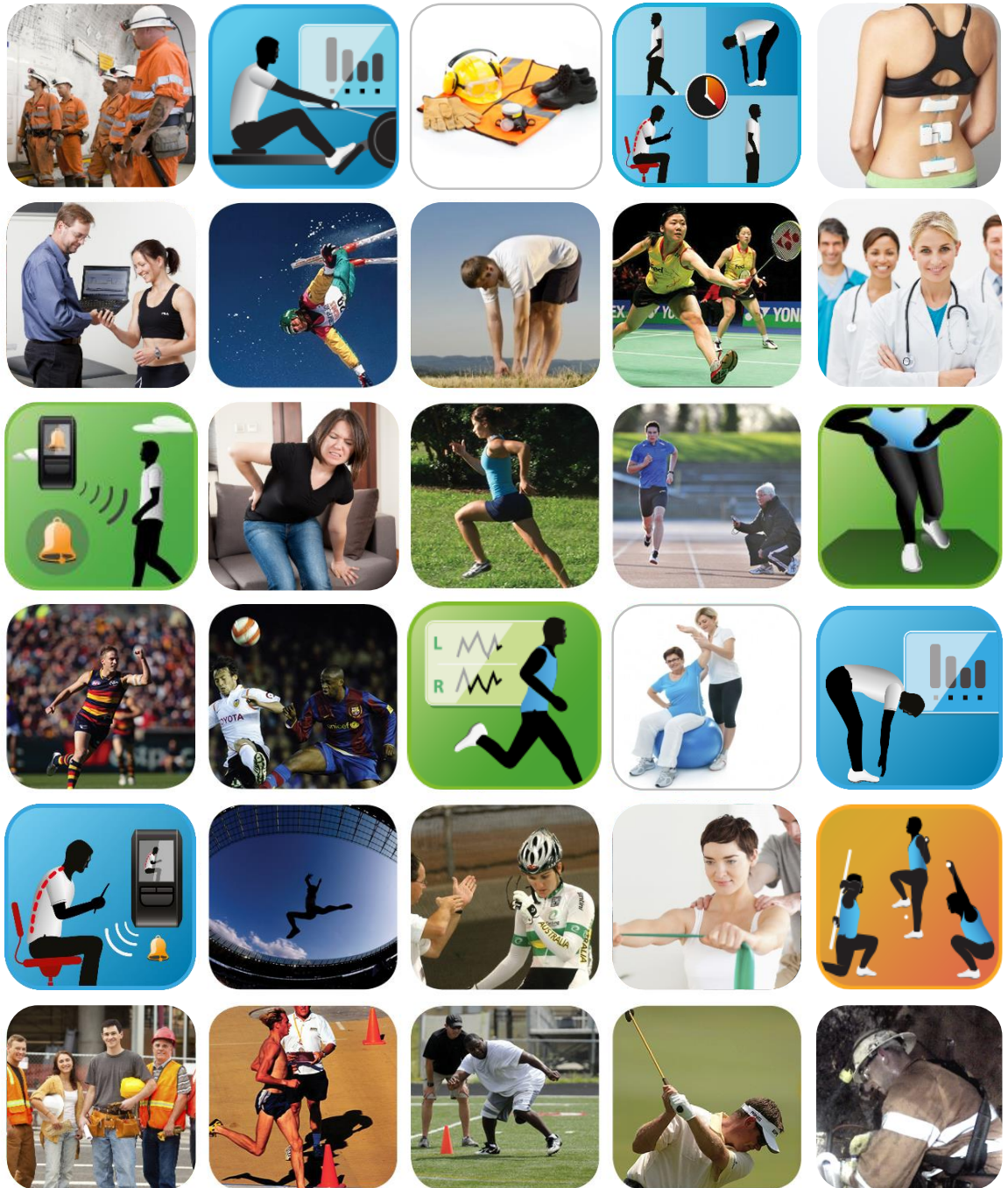




**Vi** Perform **Vi** Safe **Vi** Move

March 2014

[www.dorsavi.com](http://www.dorsavi.com)



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# Introduction

World first technology using sensors to capture and assess human movement, enabling many aspects of detailed human movement and position to be accurately captured, quantified and assessed outside a biomechanics lab, in both real-time and real situations for up to 24 hours.

Unique data allows better decision making.

Products to address Medical/Physiotherapy, Elite Sports and OH&S markets.

Strong adoption by high profile customers in Australia and overseas.

Listed on the ASX in December 2013.



## dorsaVi Limited ASX:dvl

|                                       |                |
|---------------------------------------|----------------|
| Share price<br>(issue price 40 cents) | \$0.48         |
| Shares on issue                       | 121,250,000    |
| Market capitalisation                 | \$58.2 million |
| Free float                            | 41,250,000     |

# Progress since IPO

## Corporate

Raised \$18 million via an oversubscribed IPO and listed on ASX.  
Established UK/European subsidiary dorsaVi Europe Ltd.

## Expansion of direct sales force

**Australia:** Recruitment progressing well for expanded sales and business development team with strong candidates across all main states.

**UK:** COO & three new clinical/sports sales people appointed and commencing by May 2014.

**US:** 2 sales people trained and experienced US Med devices executive to be appointed.

## New product sales

Signed new customers in Australia, Belgium and UK.

High profile new users including Hawthorn FC, NRL clubs North Qld Cowboys and Roosters, Olympic Park Sports Medicine Centre, British Gymnastics, Monash University and Orora (Amcor).

First insurer referral conversion (Major Insurer to Monash Health).



# Progress since IPO

## US Launch imminent for ViPerform

ViPerform is registered with FDA and is exempt from requiring 510k submission. Product launch ready with senior executive and 2 clinically trained sales people. FDA regulatory submission for ViMove progressing with 3<sup>rd</sup> round questions.

## New product launches

New ViMove Running Product launched this week.

## Incorporation of ViMove into universities and teaching schools

Major universities (Monash, Newcastle, and Griffith Universities, and Austin Health) are using ViMove for research and educational activities.

## Seminars and conferences raising product profile

Active participation in conferences and seminars directly targeting physicians, physiotherapists and clinicians.

(Allianz Health Scope day, Aust Pain Society, Aust Rehab Providers Conf, International Physio Congress, IASP World Congress on Pain & International Low Back Forum)

# The old way to measure movement

High tech laboratory systems that are not portable:

- Time consuming for assessment.
- Expensive.
- Artificial setting.
- Up to 2 days for results.

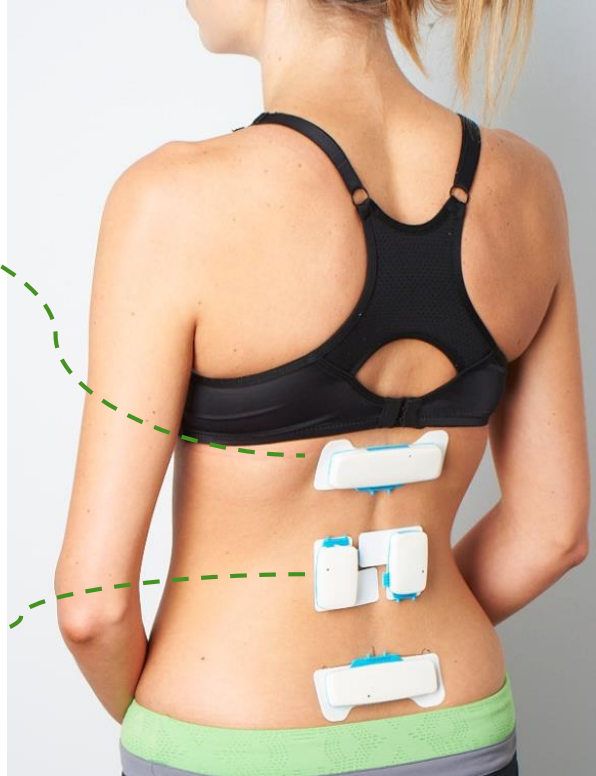
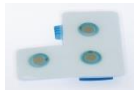


# Capture accurate data inside and outside

**Movement Sensor**



**Muscle Sensor**

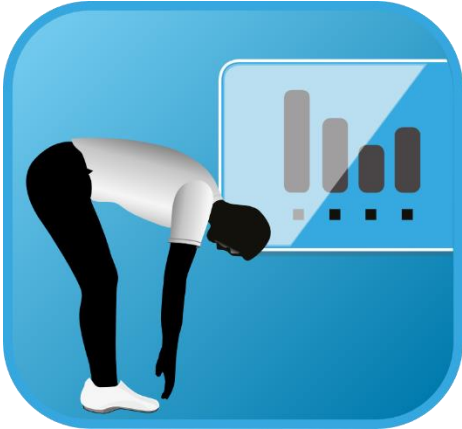
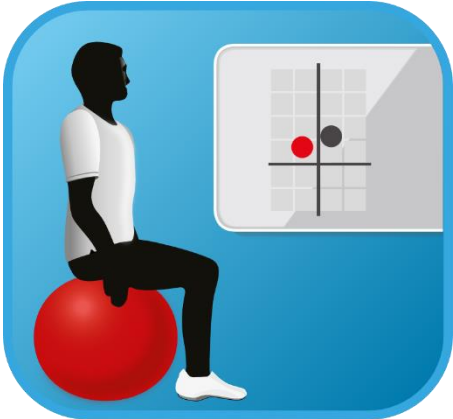
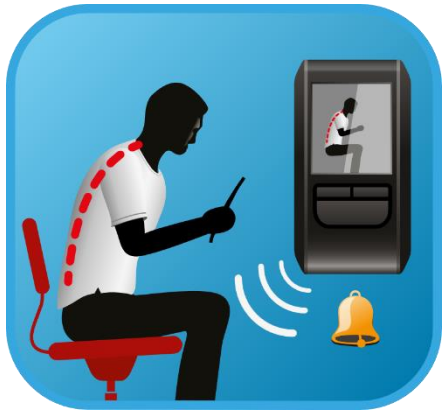


**The Recording  
and Feedback Device**



**Captures wireless data for 24 hours  
Able to display live data**

# Fundamental applications of the system

|         | In the clinic                                                                                                  | In real life                                                                                                  |
|---------|----------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| Data    | <b>1. Live Assessment</b><br> | <b>2. Monitoring</b><br>   |
| Therapy | <b>3. Live Training</b><br>  | <b>4. Biofeedback</b><br> |

# Every person's movement is unique **JUST LIKE THEIR FINGERPRINT**

dorsaVi has three ground breaking products:



*Elite and professional  
sports clubs*



*Physiotherapists and  
clinicians*



*Occupational health  
and safety*



**Vi** Perform

# Every sport has a different 'movement signature'

## AUSTRALIAN CLIENTS



Melbourne Girls Grammar  
an Anglican school



## UNITED KINGDOM CLIENTS





# ViPerform addresses multiple elements of injury management and performance

Improve technique

Reduce risk of injury

Improve recovery

More game time

Longer career

“Sports coaches can use ViPerform to screen their entire team and potential recruits, Richmond Football Club has been innovative in its adoption of ViPerform and using it to successfully prevent injuries. It leads to efficient utilisation of club resources and improves athlete longevity. At Clifton Hill Physiotherapy we are utilising ViPerform to help to optimally manage players at The Fitzroy Football Club.”

Clifton Hill Physiotherapy.



Knee



In The Gym Assessment



Hamstring



Live Training

# Benefits of Elite Sports Business

## Strong Validation

- Used by leading experts in their fields.

## Branding & Referrals

- Strong reputation source driving referrals.

## Creates New Products and IP

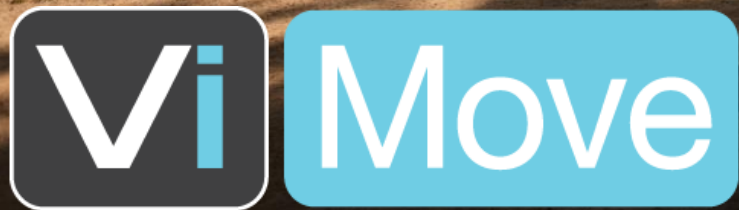
- Keeps dorsaVi at the cutting edge.

## Drives Mass Market Uptake

- Builds awareness for consumer uptake.

## Pays Its Own Way

- Annuity revenue and knowledge base.





## Clinically validated

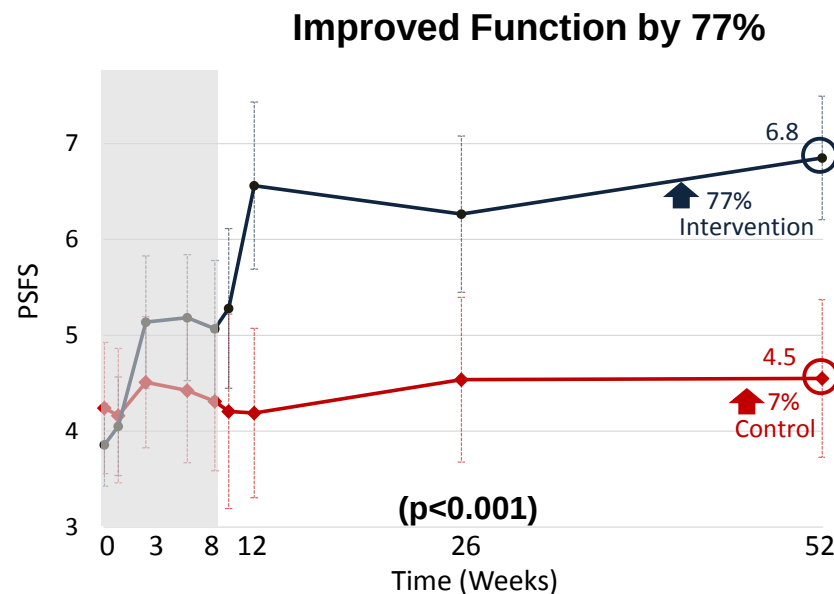
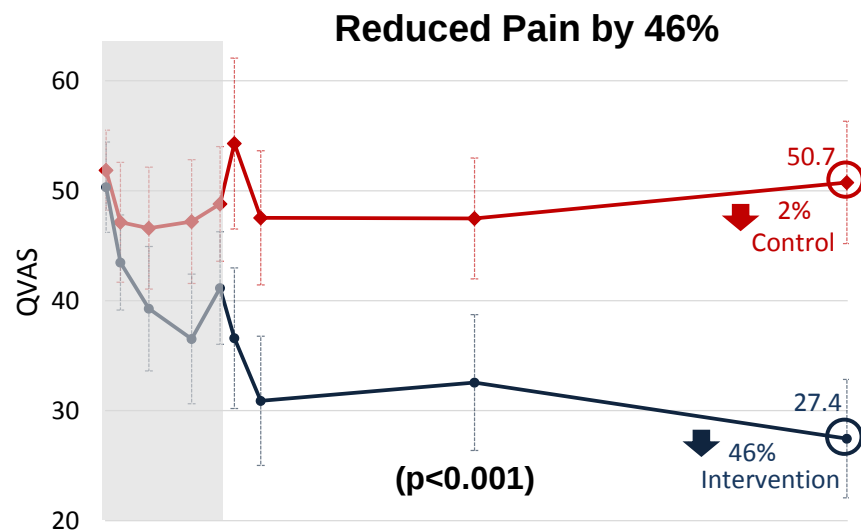
- Clinical trial undertaken at 8 sites including the Austin and Epworth Hospitals.
- 103 subject Randomised Controlled Trial with 51 control and 52 intervention subjects.
- Significant and sustained results at 52 weeks for both reduced pain and improved function.

## Reasons people see a physiotherapist

- Low back pain – 33%.
- Knee – 13%.
- Shoulder – 12%.
- Neck – 10%.

## High prevalence of low back pain

- Over a lifetime, 80% of people have low back pain (20 to 40 years old).
- Ranked 2<sup>nd</sup> to cancer as the world's largest Global Burden of Disease.
- No clinically proven protocol for managing complex problem.



# Protocol Based Treatment

|         | <br>Medical Assessment | <br>Physio Treatment |
|---------|---------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| Week 1  |                        |                                                                                                       |
| Week 2  |                                                                                                         |                      |
| Week 3  |                                                                                                         |                      |
| Week 4  |                                                                                                         |                      |
| Week 5  |                                                                                                         |                      |
| Week 6  |                        |                                                                                                       |
| Week 7  |                                                                                                         |                      |
| Week 8  |                                                                                                         |                      |
| Week 9  |                                                                                                         |                    |
| Week 10 |                                                                                                         |                    |
| Week 12 |                      |                                                                                                       |

3 Medical & 8 Physio sessions over 12 weeks

14th August 2013

record for

Jane Citizen

j.citizen7@gmail.com

practitioner

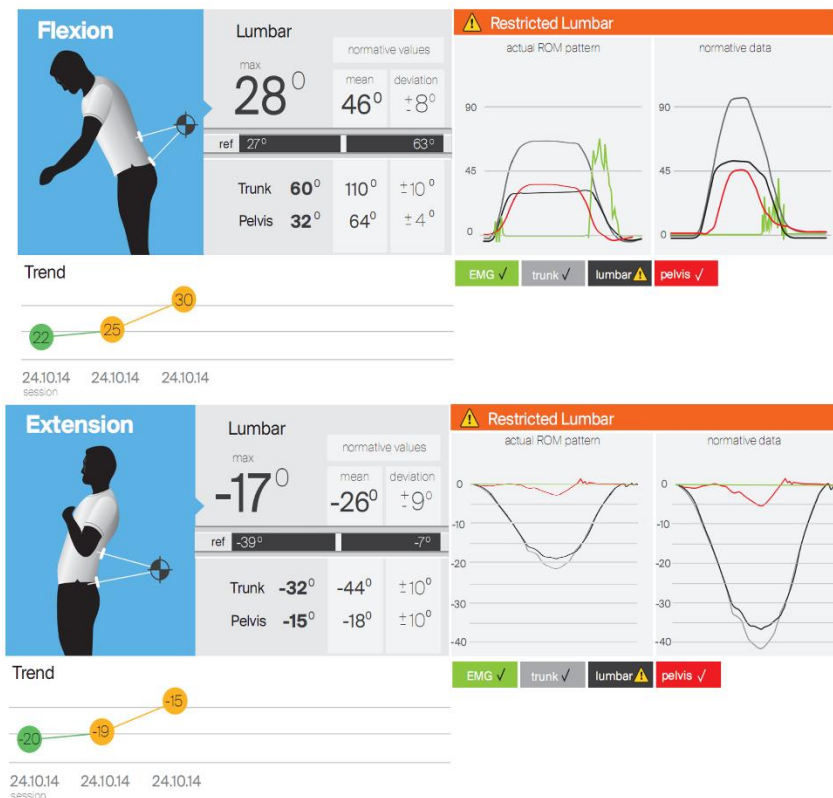
John Smith

Vi Move

Assessment Report TX019372

Spinal Clinic  
013 8999 000

| Alert                                            | Possible causes                                                                                        | Suggested management                                                                                                          |
|--------------------------------------------------|--------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| Poor movement pattern - pelvis > lumbar movement | Reduced lumbar range of motion: maybe easier to strain joint structures due to limited lumbar movement | May benefit from LIVE training/Biofeedback to facilitate single & multi-plane lumbar range of motion, also to monitor change. |
| Poor movement pattern - pelvis > lumbar movement | Reduced lumbar range of motion: maybe easier to strain joint structures due to limited lumbar movement | May benefit from LIVE training/Biofeedback to facilitate single & multi-plane lumbar range of motion, also to monitor change. |



Standardised report provides common language

# Driving sales and product awareness



- Direct sales force in Australia, US and UK established and expanding over the year:
  - Currently hiring sales professionals across major states in Australia;
  - Three sales people appointed in the UK and a further 2 in Europe; and
  - Two sales people appointed in the US
- Engaging directly with buyers through conference presentations, dedicated clinical seminars, and sponsorship.
- New customers signed include:



# Compelling Value for Physios



## Common Language

- Standardised metrics between Doctors & Physios.

## Increased Referrals

- Physicians and Doctors now referring based on defined protocol.

## More Revenue per Patient

- Patients finish course of treatment.

## Patient Loyalty and Lock in

- History of movement data.

## Less Admin, More Patients

- Automated generation of reports for Doctors & Patients.

# Scale Up for the Medical/Physiotherapy Market



## Marketing

- Public awareness campaigns
- Existing high profile clients
- KOLs speaking at local & international conferences

## Earning Potential

- Charging more per session
- Passive income

## Increasing Value

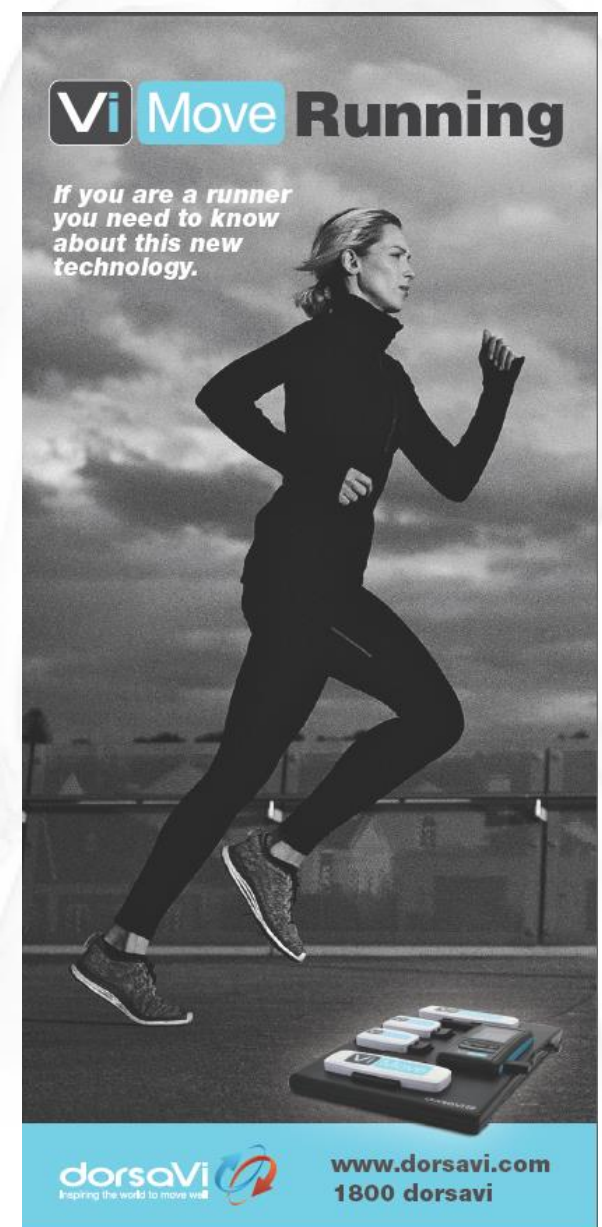
- Additional tests
- Exercises on the website

## Efficient Training Process

- e Learning
- Group training

# ViMove Running Product Launch

- Example of adapting existing products to particular sports.
- Successful pilot program ran in conjunction with Olympic Park Sports Medicine Centre.
- Broader launch this week:
  - Targeting 15 physiotherapy / sports medicine clinics.
  - Incentives to purchase ViMove by April 2014.
  - Supporting marketing and promotional campaign.
  - Driving media and social media.
- First time the consumer is being targeted in addition to the physio/clinician to drive awareness and demand.

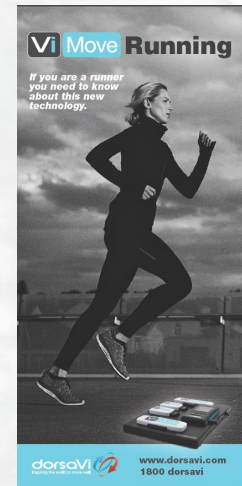
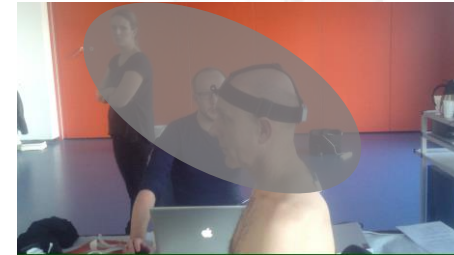
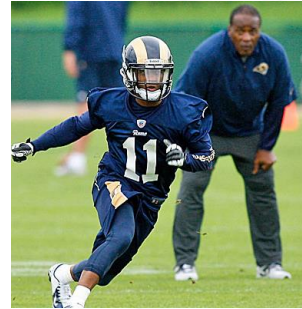


# ViMove Running



# ViPerform → ViMove Module

- US – Knee prevention application
  - Validates uniqueness
  - Relevant across many sports
  - Perfect for physio & medical market
- Denmark – Cervical Spine application
  - Interest from leading Scandinavian Uni
  - Funds R&D project
  - Ideal for Clinical and OH&S market
- UK – EPL club wants Hip application
  - Provides new insights
  - Experts guide dorsaVi tech development
  - Cross application into clinical market

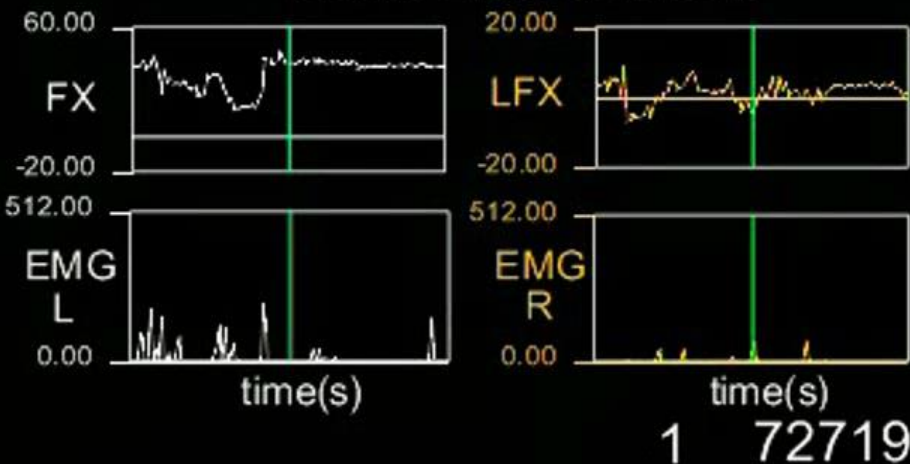


**Potential  
new IP!**

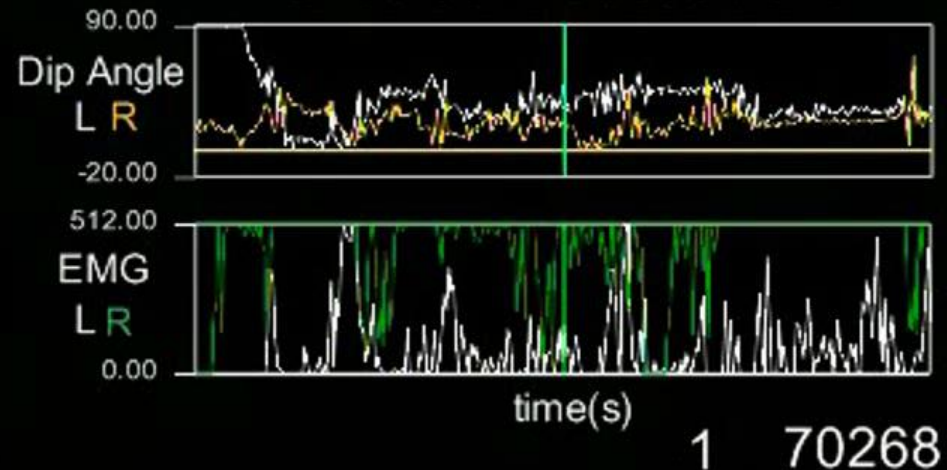




## Back Assessment



## Shoulder Assessment



# Identifying and reducing workplace risk



*New contracts secured*

---

Stage 1:  
Scaled business  
with large companies

Solution focused  
Large projects and/or annuity

BHP, Woolworths, Amcor  
Toyota, Wesfarmers, Toll, Crown

Stage 2:  
Work with large  
insurers & Government  
agencies

Leverage distribution channels

Worksafe, ISCRR, Major Insurers

Stage 3:  
Feeding clinical  
market

Drive utilisation to  
medical/physiotherapy

Kieser Training  
(140 European sites)

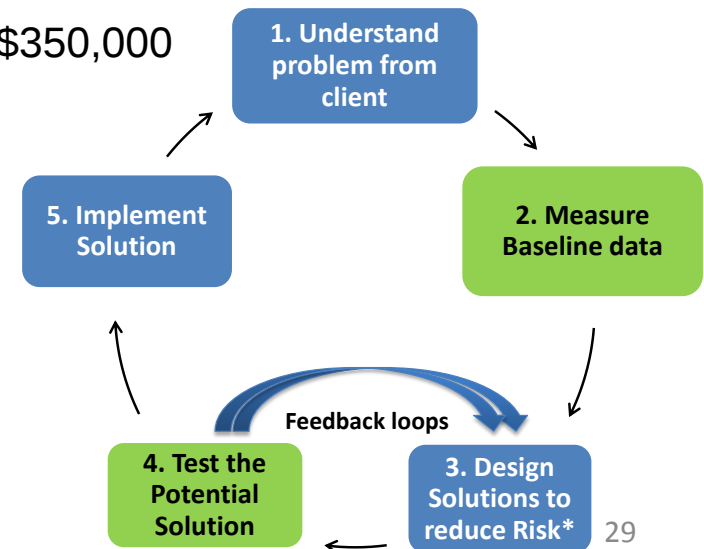
# Business model and pricing

## Business Model for ViMove and ViPerform

- Licence model \$5,000 – 7,500 p.a. per unit + consumables
- Value add with personalised web-based exercises
- Annuity based

## Business Model for ViSafe

- Project based fee
- Baseline assessment (Stage 1 & 2) \$20,000 - \$50,000
- Solution focused project (Stage 3, 4 & 5) \$50,000 - \$350,000



# dorsaVi's Global Strategic Initiatives

## Research – Clinical Trials

- Guide clinical research projects in line with dorsaVi goals

## Reimbursement

- Identify existing item codes that fit ViMove uses

## Education

- Educate the next generation of clinicians

## Awareness – Market Entry

- Engage KOLs, Conferences, Publications, Clinical Trials

## Product Evolution

- Ensure product is at the cutting edge

# dorsaVi's Strategy and International Launch

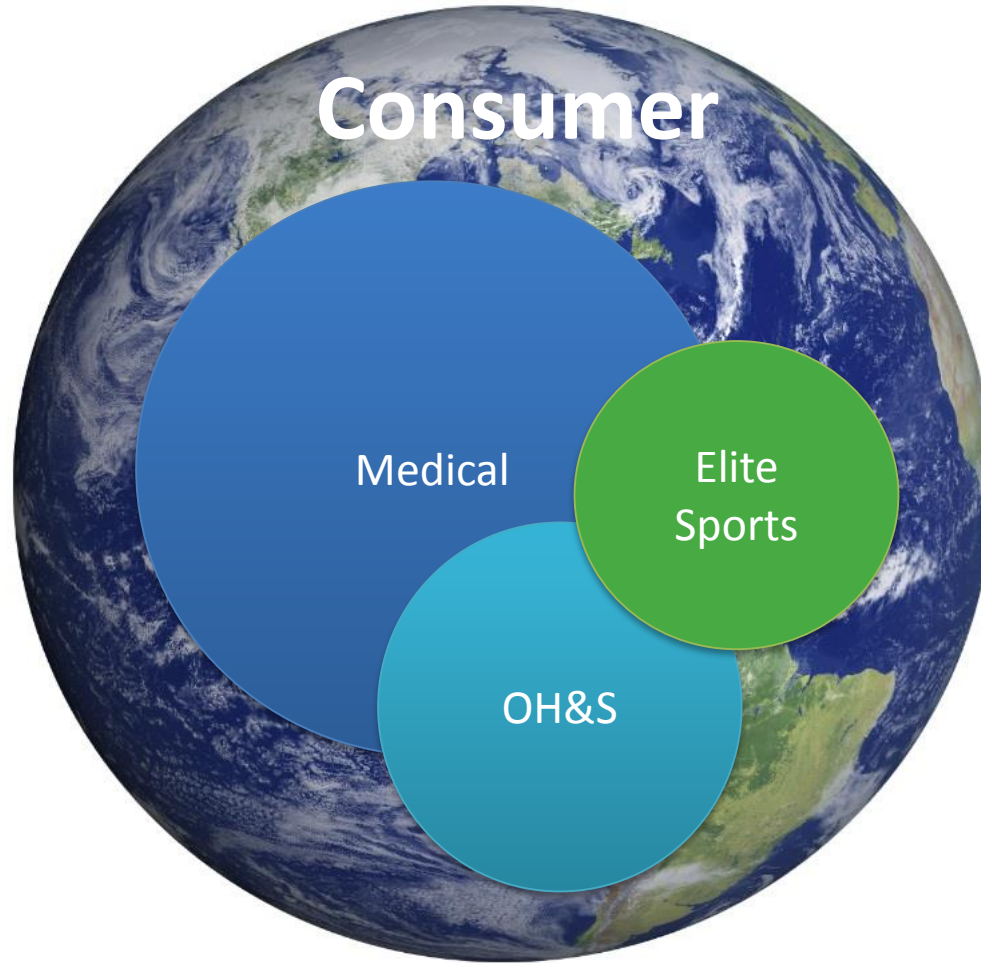
**Australia** – perfect test market, R&D for new product, base revenue

**Europe** – Clinical & Sports Sales Team, elite level intel feeds R&D (now)

**US** - Clinical & Sports Sales Team, elite level intel feeds R&D (3 months)



# The Consumer market



Thursday, February 13, 2014, 05:32 am PT (08:32 am ET)

## Apple hires yet another medical sensor expert as 'iWatch' hype grows

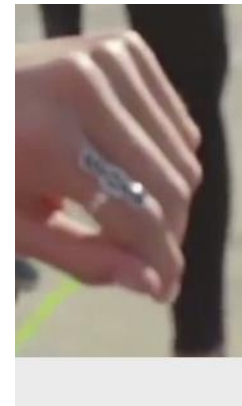
By AppleInsider Staff

Apple continues to bolster its team by hiring medical sensor experts, with the latest grab being former chief technology officer of a company that specialized in noninvasive monitoring technologies — yet another hire that will help fuel

speculation that the company is working on a so-called "iWatch" with biometric sensing capabilities.



The Masimo rainbow fingerprint sensor. Photo via Wikipedia.



Health-conscious ... Jawbones monitor movement, heartbeat and sleep. PHOTO: ROB HOMER

Mr Murdoch told a Lowy lecture last year the Jawbone was a sign of a new age in which watches and apps of all sorts would keep track of one's heart rate, blood sugar and brain signals. The wearable technology revolution won't end at your wrist though. In a marketing move this week, Foxtel revealed it had developed 4000 AFL jerseys for viewers embedded with four shock pads that will trigger whenever a player on the field, or on TV, takes a tackle. In other words, the viewer gets to feel what the player feels.



Jawbone wristband. PHOTO: ROB HOMER

NEW YORK (CNNMoney)

## The high of the smartphone and tablet revolution is wearing off and consumers and the tech industry need a fix.

Sales of mobile devices are still growing but quickly leveling off. Older gadgets like PCs are on the decline. Meanwhile, the technology industry is rushing to figure out what the next big game changer will be.

# Where is dorsaVi positioned in wearable sensors market?

## Gimmick

Data at 4-10Hz

\$200-400 purchase price

Simple data

No reference to normal data



Data at 200Hz

\$7k cost

Immediate results

Specialist quality data



## Lab quality

Data at 1000Hz

\$500k set up cost

Days to analyse data

Complex reporting



Market  
Opportunity

Complexity of data

# Financial Snapshot

|                                        | 2011             | 2012               | 2013               | H1 2014            |
|----------------------------------------|------------------|--------------------|--------------------|--------------------|
| <b>Revenue</b>                         |                  |                    |                    |                    |
| Sales revenue                          | 65,368           | 244,471            | 398,607            | 387,127            |
| <b>EBITDA</b>                          | <b>(903,107)</b> | <b>(2,332,015)</b> | <b>(2,148,749)</b> | <b>(1,290,000)</b> |
| <b>Loss from continuing operations</b> | <b>(489,409)</b> | <b>(1,510,166)</b> | <b>(1,659,235)</b> | <b>(1,074,000)</b> |
| <b>Cash position</b>                   |                  |                    |                    | <b>\$16.63M</b>    |

## Revenue Drivers for 2014

- Increase marketing using high profile clients
- Publication of Clinical Trial Results
- Exciting new applications requested from Europe and US market
- Europe – high calibre team with specific experience in required fields
- US – new and relevant in sports and clinical (conferences)
- Well positioned for a consumer product

# News Flow

## Next 12 months

Numerous major industry conference presentations

New OH&S contracts with large Australian companies

Partnership with major insurers

Additional Australian / UK Elite Sports sign ups

New high calibre hires

FDA approval of ViMove

Initial sales into the US Elite Sports market

Frequent sales and marketing updates

Quarterly Cash Flow results

# Board of Directors

**Chairman, Herb Elliott AC MBE**

Olympic Gold Medallist (Rome 1960), Deputy Chairman of Fortescue Metals Group Limited; Former Director of Ansell, Former President of Puma Nth America and Former Director of Pacific Dunlop Ltd

**Non Executive Director, Greg Tweedly BCom GAICD**

Director of Emergency Services Telecommunications Authority, former CEO Victorian Workcover Authority (WorkSafe), Former COO Transport Accident Commission

**Non Executive Director, Ash Attia BSc (Eng)(Hons), MSc (Biomed. Eng), Dip (Mktg), FAICD**

Managing Director, Asia Pacific of Thoratec Corporation

**Non Executive Director, Michael Panaccio BSc (Hons), MBA, PhD FAICD**

Co-founder of Starfish Ventures, Director ImpediMed Ltd, Former Director Sirtex Medical

**Director & CEO, Andrew Ronchi B.App.Sci (Physio), PhD RMIT Eng (Comm & Sys Eng)**

Co-founder dorsaVi, over 20 years experience as practising Physiotherapist, established and operated multiple physiotherapy practices

# Questions?

