ASX: IPD

10 September 2012

ASX RELEASE

ASX ANNOUNCEMENT – ImpediMed Company Presentation

Brisbane, Australia - **ImpediMed Limited (ASX: IPD)** refers shareholders to the attached Company update presentation.

Richard Carreon
CEO

ENDS

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The L-Dex scale is a tool to assist in the clinical assessment of unilateral lymphoedema of arm and leg in women and the leg in men by a medical provider. The L-Dex scale is not intended to diagnose or predict lymphoedema of an extremity.

About ImpediMed
ImpediMed Limited is the world leader in the development and distribution of medical devices employing Bioimpedance Spectroscopy (BIS) technologies for use in the non-invasive clinical assessment and monitoring of fluid status. ImpediMed's primary product range consists of a number of medical devices that aid surgeons, oncologists, therapists and radiation oncologists in the clinical assessment of patients for the potential onset of secondary lymphoedema. Pre-operative clinical assessment in cancer survivors, before the onset of symptoms, may prevent the condition from becoming a lifelong management issue and thus improve the quality of life of the cancer survivor. ImpediMed has the first medical device with an FDA clearance in the United States to aid health care professionals, clinically assess secondary unilateral lymphoedema of the arm and leg in women and the leg in men.

For more information, visit: www.impedimed.com.au

Business Update

Richard Carreon, President & CEO
September 2012

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Relevant Experience – Richard Carreon

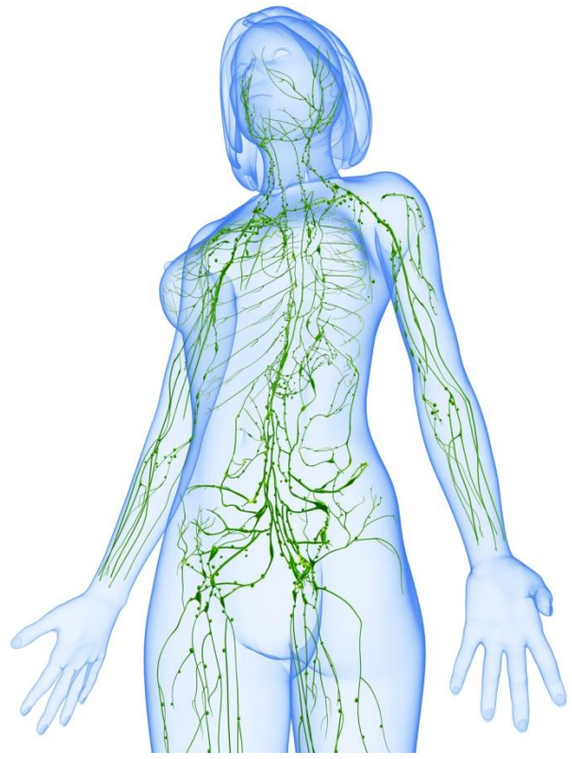
Commercialisation	Responsible for commercialising 5 therapies and 1 diagnostic device (upon FDA approval)
Women's Health	Worked closely with the physicians, societies, and advocacy groups involved in women's health issues
Cancer	Involved with the major centers for cancer research, Key Opinion Leaders (KOLs), and targeted societies
Men's Health	Worked closely with the physicians and societies involved with men's health issues
Reimbursement	Involved in the strategy and execution of obtaining reasonable reimbursement levels

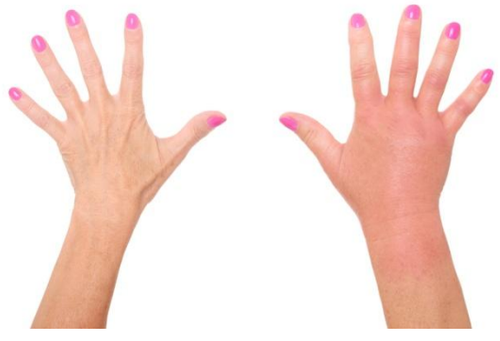
Key ImpediMed Business Attributes

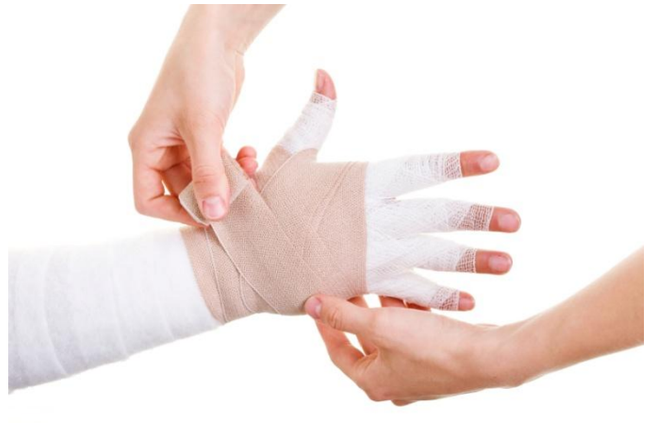
- Bioimpedance Spectroscopy Technology - A growth platform
- First-mover advantage
- Sizable Market Opportunity
- Building evidence of strong health economic drivers
- Clinical Data – Over 50 peer reviewed journals, published abstracts, and manuscripts
- Regulatory Approvals - US, AUS, EU, HK
- Substantial IP Portfolio – 28 families
- High margin disposables
- Growing number of Key Opinion Leaders (KOLs) across multiple specialties
- Driving L-Dex to become part of the complete breast cancer care continuum

Lymphoedema

"Lymphoedema – oedema that results from chronic lymphatic insufficiency – is a chronic debilitating disease that is frequently misdiagnosed, treated too late, or not treated at all"





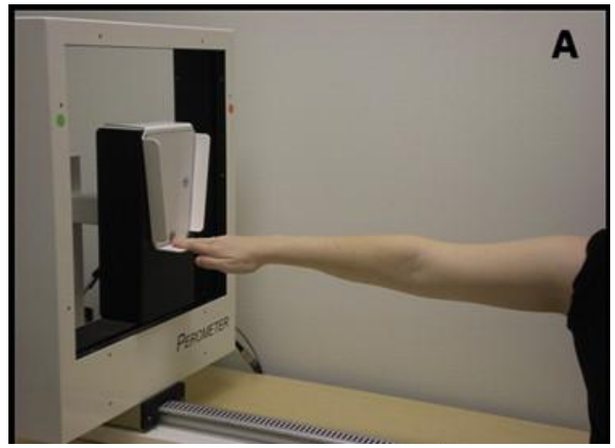


Source: Szuba, A., et al., *The third circulation: radionuclide lymphoscintigraphy in the evaluation of lymphedema.* J Nucl Med, 2003. **44**(1): p. 43-57.

Background

- **Current Measurements**
  - Tape
  - Water displacement
  - Perometry

- **Drawbacks**
  - Difficult to replicate
  - No standardized cut-off
  - Not widely available in the patient care continuum
  - Not FDA cleared for lymphoedema assessment
  - May not detect subclinical lymphoedema



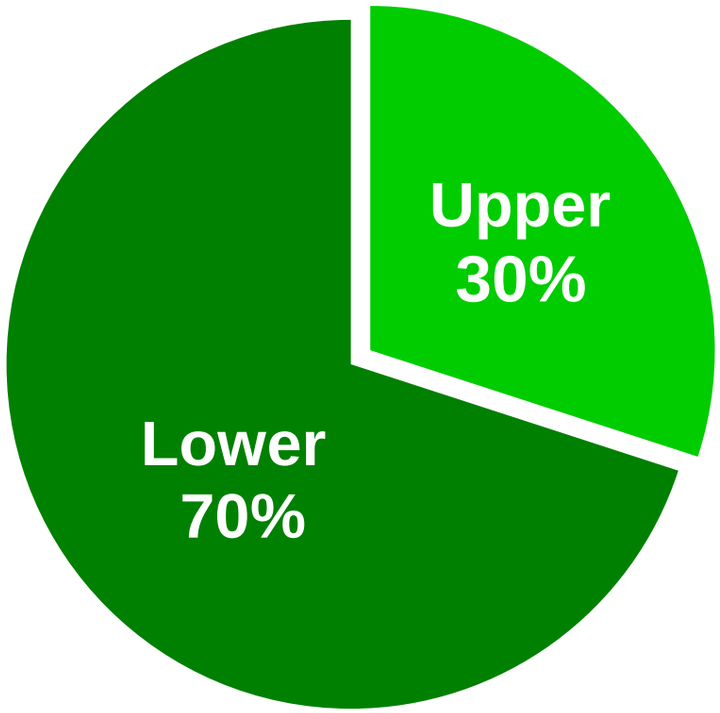
The Market

Incidence

1% to 47%

The incidence of lymphoedema after axillary lymph node dissection ranges from 13-47%[1-5]. After sentinel lymph node biopsy, the incidence of lymphoedema is significantly lower and ranges from 1-16.8%[1-4]. The American Oncology Group (ACOSOG) has recently published results of the 2010 and 2011 trials looking at sentinel lymph node biopsy for breast cancer and found a 5% LE rate for sentinel lymph node only[6].

Opportunity



Lower body lymphoedema is estimated to be two plus times great then upper body lymphoedema.

Impact

~$2 Billion over 5 years

Estimated cost to the U.S. Healthcare system for treating breast cancer related lymphoedema

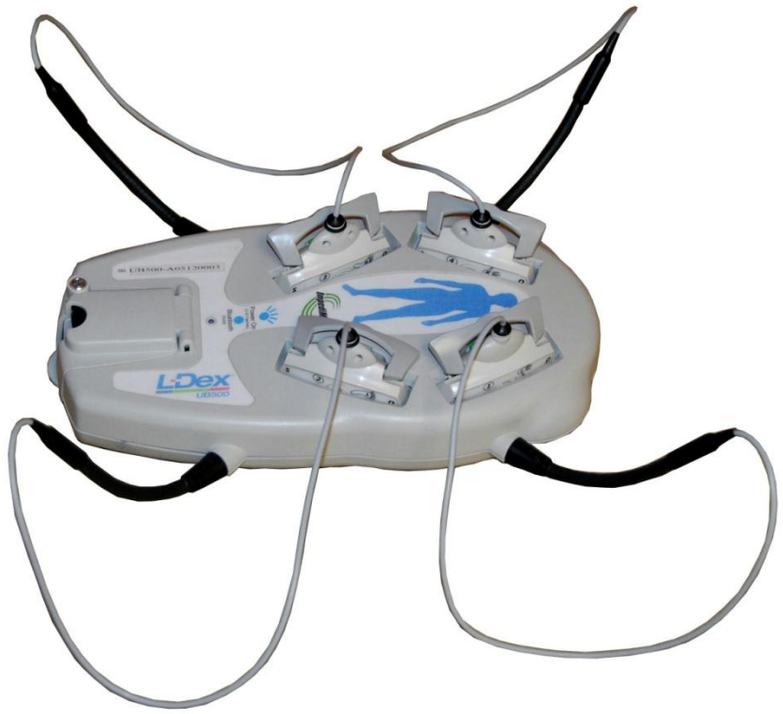
Product Platforms

L-Dex ® U400

FDA Cleared

Provides a direct measure for extracellular fluid (ECF) to aid in the clinical assessment and monitoring of subclinical fluid changes associated with unilateral limb lymphoedema as a result of trauma to lymphatic system

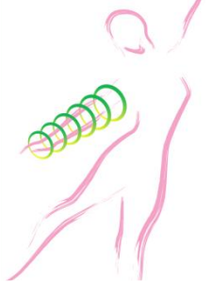
L-Dex ® UB500



In development and not FDA cleared

Extends the direct measure capabilities to aid in the clinical assessment and monitoring of subclinical fluid changes associated with bilateral limb lymphoedema as a result of trauma to lymphatic system

How We Win



Disciplined Execution

- Focus, integrate, stage, and execute an aggressive market development strategy
  - Expand beyond single centers
  - Target key multi center sites
  - Target Health Maintenance Organizations (HMOs)
  - Target Accountable Care Organizations (ACOs)
- Continue to scrutinize our cost structure and expenses
- Focus on building our core business
- Quality versus quantity

Accelerate Adoption

- Refine physician/clinician and patient programs to drive adoption, utilization, and compliance
- Develop high quality reference sites
- Build Clinical Evidence
  - Short Term - leverage existing data
  - Medium Term - expand data sets to fill payors perceived gaps
  - Long Term – trials that expand our indications and /or build clinical and cost savings evidence

Favorable Reimbursement

- Secure local and regional reimbursement while executing national reimbursement strategy
- Expand reimbursement resources as opportunities present themselves
- Focus on regional Medicare Administrative Contractors (MACs)
- Obtain support of key specialty societies
- Category III Code to Category I Code initiative

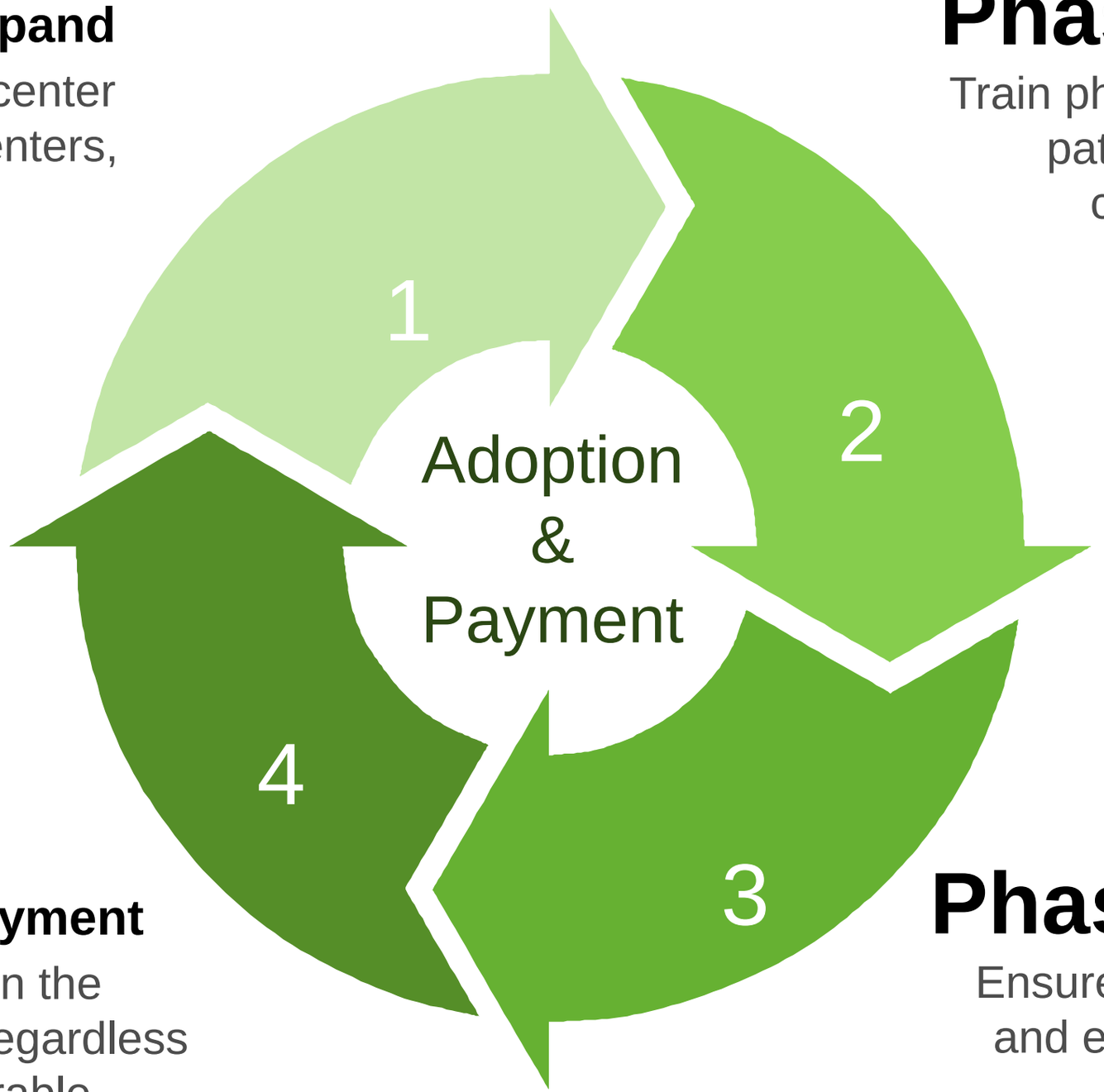
Integrated Revenue Strategy

Phase 1 - Expand

Sell key centers (multi center sites, KOLs in single centers, HMOs, and ACOs in strategically important geographies

Phase 2 - Adoption

Train physicians/clinicians and patients, in key centers to collect clinical evidence and cost savings data



Phase 4 - Payment

Meet with every payor in the targeted geographies regardless of size to drive for favorable reimbursement

Phase 3 - Utilization

Ensure every reading is billed and every denial is appealed

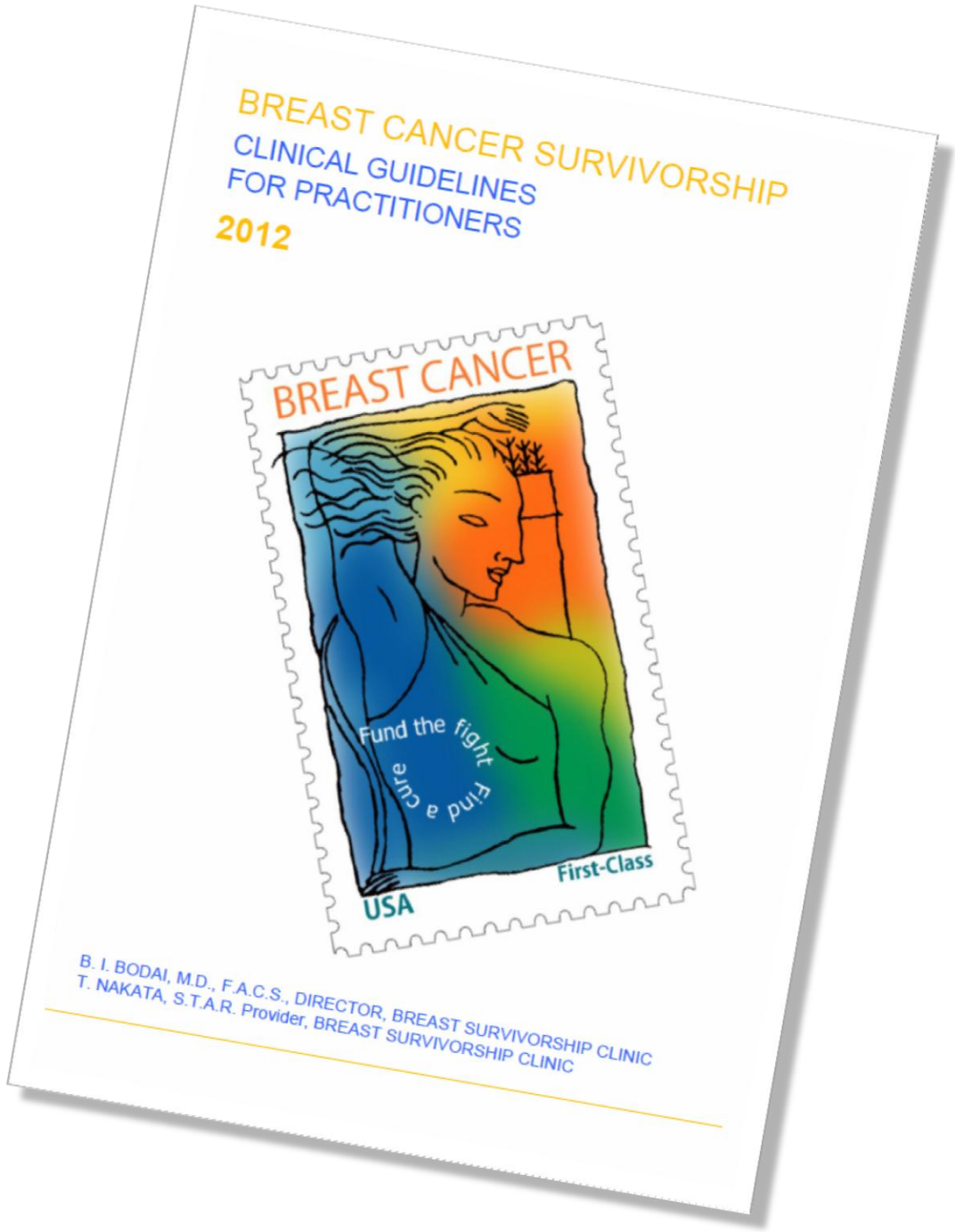
Integrated Growth Strategy

- Focus on key geographies that have high potential for expansion of existing customers and adding new customers
- Train key centers as reference sites
- Obtain payment for readings at local and regional payers
- Expand adoption

Illustrative Only

Health Maintenance Organization

- The new Kaiser Breast Cancer Survivorship Clinic has begun seeing patients from two local system hospitals
- Standardized L-Dex protocol is being implemented
- Lymphoedema screening part of electronic medical record for participating system hospitals



Multi Centers

- Operates 94 centers in 16 states
- Initial installation in 6 centers in 3 states
- Standing order L-Dex procedure for all breast cancer patients has been established
- Establishing procedural data base to further study utilisation of L-Dex and lymphoedema protocol for:
  - Refining use
  - Publications

21st Century Oncology

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