

# ABOUT MEDICSIGHT.

## ABOUT MEDICSIGHT PLC.

Medicsight PLC is an industry leader in the development of Computer-Aided Detection (CAD) and image analysis software which assists in the early detection and diagnosis of disease. Medicsight's CAD solutions automatically highlight suspicious areas on computerized tomography (CT) scans, helping radiologists to identify, measure and analyze early indicators of potential disease. Medicsight's CAD software has been validated using one of the world's largest and most population diverse databases of verified patient CT scan data. Medicsight's ColonCAD™ and LungCAD™ software products are seamlessly integrated with the advanced 3D visualization workstations of several industry-leading imaging equipment partners. For more information, see [www.medicsight.com](http://www.medicsight.com).

## MARKET OPPORTUNITY.

### Medicsight Opportunity.

- Global spending on healthcare information technology is growing and expected to top \$88 billion by the end of 2009, a 2.2% increase over 2008 even in the global recession.<sup>1</sup>
- World Health Organisation (WHO) indicates that lung and colorectal cancers are the most prevalent cancers in the western world.
- CT imaging is becoming more widely adopted as a routine cancer screening procedure.
- CT is considered quick, safe and non-invasive, but interpretation of CT scan data is time-consuming due to technological advances in the amount of data generated.

### Medicsight Key Markets.

- Europe, North America, Japan, China, Korea, Australia, Brazil, Canada.
- Medicsight's CAD software has now been approved in several major markets with regulatory clearance submissions in Japan and the U.S. currently pending.

### Medicsight Global Distribution Partners.

- Vital Images, Inc., Ziosoft, Inc., TeraRecon, Inc., Viatronix, Inc., INFINITT Co., Ltd., Toshiba Medical Visualisation Systems Europe, Ltd., Alma IT Systems.

### Medicsight Pipeline.

- Medicsight introduces ColonCAD™ 4.0 which marks a significant increase in performance with a 50% reduction in false positives without any significant loss in sensitivity.
- Medicsight launched MedicRead™ 3.0 Colon at ESGAR 2009, its on-line CTC package with CAD, providing tools for 2D and 3D navigation of CTC data in addition to advanced review and reporting tools.

## COMPETITIVE ADVANTAGES.

- Large installed base of imaging equipment means commercial introduction and uptake should be rapid.
- Strong commercial endorsement from Toshiba.
- Established relationships with multiple distribution partners.

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- Software validated against one of the world's largest and most population diverse verified CT scan databases.
- Regulatory approvals.
- IP protection and know-how.
- Radiology opinion leader relationships.
- Extensive clinical research program.

## INVESTMENT CONSIDERATIONS.

- Commercial endorsement for Medicsight – Medicsight has signed a preliminary agreement with the PACS division of Toshiba Medical Systems Corporation ("Toshiba") for the resale of its MedicRead™ Colon and ColonCAD™ software solutions throughout Japan. Toshiba is one of the world's leading medical imaging equipment manufacturers commanding over 50% market share of the Japanese CT market - the world's most densely CT scanner populated market.
- Near-term regulatory clearance approvals – Medicsight has submitted to acquire regulatory clearance for MedicRead™ ColonCAD in Japan (with an installed base of 7,000 MDCT scanners). Medicsight has also recently submitted a 510(k) Premarket Notification to the United States Food and Drug Administration (FDA) for clearance to market ColonCAD throughout the U.S. (with an installed base of 10,000 MDCT scanners) pending clearance by the FDA.

## FINANCIAL INFORMATION.

Recent Price (Nov 18 2009) 10p.  
 Shares Outstanding 155M.  
 Market Cap £15.5M.  
 Cash Position £12.3M.

## BOARD AND MANAGEMENT.

- David Sumner, Chairman.
- Allan Rowley, Chief Executive Officer.
- Troy Robinson, Chief Financial Officer.
- Tim Paterson-Brown, Non-Executive Director.
- Dr. John Costello, Non-Executive Director.
- Peter Venton OBE, Non-Executive Director.

## CONTACT INFORMATION.

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**References.** 1. Gartner: Global IT spending will rise in 2009 by T.P. Morgan 24th February 2009.

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

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