IDENTI
MEDICAL DATA SENSING

WE DON'T SCAN,
WE SNAP&GO™

IPO Presentation

May 2021

Legal clarification

The environment - operating and procedure rooms in hospitals

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Facts about the environment:

01 //
Large gap between medical and operational capabilities.

02 //
Operating and procedure rooms are essential sources of income and expenditure.

03 //
Over 25% of procedures / surgeries are not planned in advance.

04 //
In the average operating suite, there are over 100 medical staff on each shift.

05 //
The level of documentation and registration of transplanted and consumed inventory during operations is low to non-existent despite huge investments in information systems.

06 //
The cost of medical equipment implanted in a patient during surgery ranges from tens of dollars to $40K per item.

07 //
Inventory is managed as a "black hole" often knowing what goes into the operating room, but not knowing what is consumed or put back in stock.

IDENTI has developed an advanced and proven system for turning the "black hole" into a managed environment with reliability above 98%, saving millions of dollars a year for hospitals while meeting the ever-tightening regulations.

Company profile

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> A leading company in its field for managing and documenting implanted medical inventory used during medical procedures based on image processing technologies and IoT in the cloud.

- IDENTI combines an array of cameras and other devices with artificial intelligence for the collection, processing and transfer of data from operating rooms to hospitals, multinational implant manufacturers, and logistics companies.

- The technology provides cloud-based services that enable hospitals to document 98% of the items used in the operating room, thus saving millions of dollars a year while meeting the regulatory requirements for digital documentation of implants in medical files.

- IDENTI is in a phase of accelerated growth after most hospitals and medical equipment suppliers in Israel are connected to the Company's cloud services. In addition, initial installations in the United States, Europe and Japan are underway.

105 // **Active Customers**
Connected to cloud-based services

6 // **Patents**
For technological developments and organizational processes

SaaS // **Revenue Model**
Integrated SaaS

7.1M NIS // **Revenue**
For 2020

100% // **Founder owned**
Self-financed development and sales (Bootstrapped)

Company development - start of activity with hospitals and corporations

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Medtronic
Implant management systems for Medtronic (TAVI) products in hospitals

CLALIT HEALTH SERVICES
Won tender for integration of technology in all Clalit's hospitals

שראל
Won tender to integrate drug management technology in operating rooms of government hospitals

YAMATO GLOBAL LOGISTICS JAPAN CO., LTD.
First installation in Japanese logistics company; new service outsourced supply chain

ASSISTANCE PUBLIQUE HÔPITAUX DE PARIS
Won tender for management of implants for a French GPO, covering 650 hospitals in France

Commercial launch

| 2017 | 2018 | 2019 | 2020 | 2021 |

Cloud capabilities & RFID technologies

Commercial version of legacy systems released

Commercial version of narcotics system released

Beta installations of ML integrated image recognition systems

Commercial version of image recognition systems released

NewYork-Presbyterian Queens
Preliminary deployment and launch in a large network of hospitals in America

SHEBA Tel HaShomer City of Health
Launch of systems in Sheba hospital's operating rooms

B|BRAUN SHARING EXPERTISE
Signed agreement for commercial distribution for managing surgical sewing threads

משרד הבריאות Israel Ministry of Health
Snap & Go as a primary means of gathering information in operating and procedure rooms

Johnson&Johnson
First installation in Mexico for management of hospital implant inventory

Experienced management team

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Shlomo Matityaho
CEO and Founder

In-depth knowledge of international medical high-tech primarily in the field of improving operational and business processes; MBA from Tel Aviv University and BSc from the Technion in Industry, Management and Information Systems.

Alon Negbi
VP Research & Development

25 years experience leading software and technology product development teams. BSc in Engineering and Information Systems from Ben-Gurion University.

Shmulik Bakerman
VP Sales & Business Development

Experienced in the health systems in Israel; served as Deputy CEO of Israeli GPO organization; holds MBA BSc in Industrial Engineering and Management from the Technion.

Limor Balilti
Project and Customer Support Manager

Rich background in managing complex projects for software implementation and customer management at Advice Electronics. BSc in Industrial Engineering and Management.

Or Lomnitz
Director of Marketing and Strategic Partnerships

Rich background in marketing management and international strategy; experience in digital marketing at Microsoft; MBA from Ben Gurion University.

Snapshot in the United States

Only **48%** // **Transplanted and consumed inventory that is actually documented**

during surgery in hospitals' information systems

$7.7B // **Annual losses**

to US hospitals due to lack of accurate information

FDA // **Regulatory requirements for digital documentation**

of transplanted items in patient files

American Heart Association.

AHRMM
Advancing Health Care through
Supply Chain Excellence

AORN
SAFE SURGERY TOGETHER

RESOURCES
https:://www.marketsandmarkets.com/Market Reports/healthcare it 252 html

8

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The average US hospital loses $10.2 million a year

$2.7M
annually

Lack of usage reporting = loss of income

The average hospital in the United States suffers from a loss of about 1% of its gross margin from its main sources of income - operating and procedure rooms - due to poor documentation which affects their ability to be reimbursed by insurance companies and to charge patients correctly.

$200K
annually

Lack of connectivity between hospital systems and their providers

Poor or no communication between the various systems in the hospital and their medical providers' systems.

$1.8M
annually

Exposure to medical malpractice lawsuits due to poor monitoring of recalled and expired products

The average US hospital is exposed to lawsuits resulting from a lack of digital information about batch numbers and expiration dates.

$5.1M
annually

Inefficiencies and reduced inventory

Financial loss due to waste is estimated at 5-15% annually.

$137K
annually

Regulatory requirements for documentation compliance

Hospitals are required to maintain support systems to meet regulatory requirements.

RESOURCES
- The Gold Standard for Item Master Management, 2018 Vizient
- Unique Device Identification (UDI) Barcode Scanning at the Point of Care Work Group Report , AHRMM 2019 , Association for Health Care Resource & Materials Management, the Association of peri Operative Registered Nurses (AORN), Health care Purchasing News (HPN), and a number of GPO's
- 100 Surgery Center Benchmarks , 2013 Becker's Hospital Review
- Understanding Costs of Care in the Operating Room , 2018 Christopher P. Chi ders, MD ; Melinda Maggard Gibbons, MD, MSHS 1
- The Healthcare Imperative: Lowering Costs and Improving Outcomes: Workshop Series Summary 2010 Institute of Medicine (US) Roundtable on Evidence Based Medicine; Editors: Pierre L Yong, Robert S Saunders, and Leigh Anne Olsen .Washington (DC):National Academies Press (US).
- Excess Administrative Costs Burden the U.S. Health Care System , 2019 Center of American Progress
- The Critical Link Between Cost, Quality, and Outcomes (CQO) and Unique Device Identification (UDI UDI), 2019 AHRMM a professional membership group of the American Hospital Association (AHA)- How sourcing excellence can lower hospital costs . Health International 2010

Primary reasons for revenue loss

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Reliance on medical staff

- Lack of motivation
- Confusion around multiple barcodes
- Valuable time "stolen" from patient care

Dependency on barcodes

- Multiple barcodes on the product
- Focus on SKU only
- "Tower of Babel" – too many standards

Databases not up to date

- Items do not exist in the system
- Manufacturer's part number does not sync with the hospital's part number

Hard-to-use software

- Complex user interface
- Requires ongoing training and guidance
- Error messages and conditions

With in-depth understanding of the medical field and its unique challenges, IDENTI developed a platform based on cloud computing, artificial intelligence and machine learning that documents. . .

Over 98% of the items used in the operating room

IDENTI's Solution
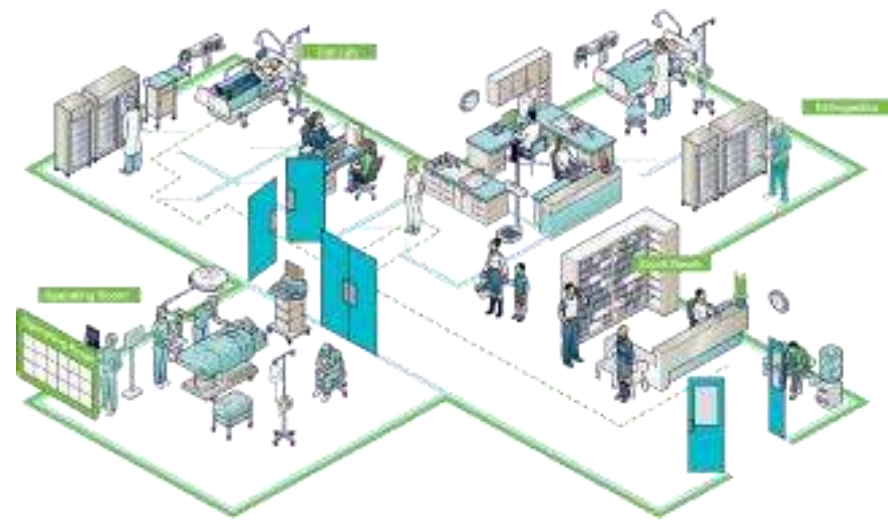
01 // Automatic sensors collect data in operating rooms.

02 // Data is processed on a cloud platform using medical implant databases and human services

03 // Hospitals and medical centers, medical implant corporations and global shipping companies

A cloud platform based on artificial intelligence, existing databases and a back-office system that relies on a network of sensors placed within the hospital. The information collected is processed, analyzed and transmitted to customers' information systems.

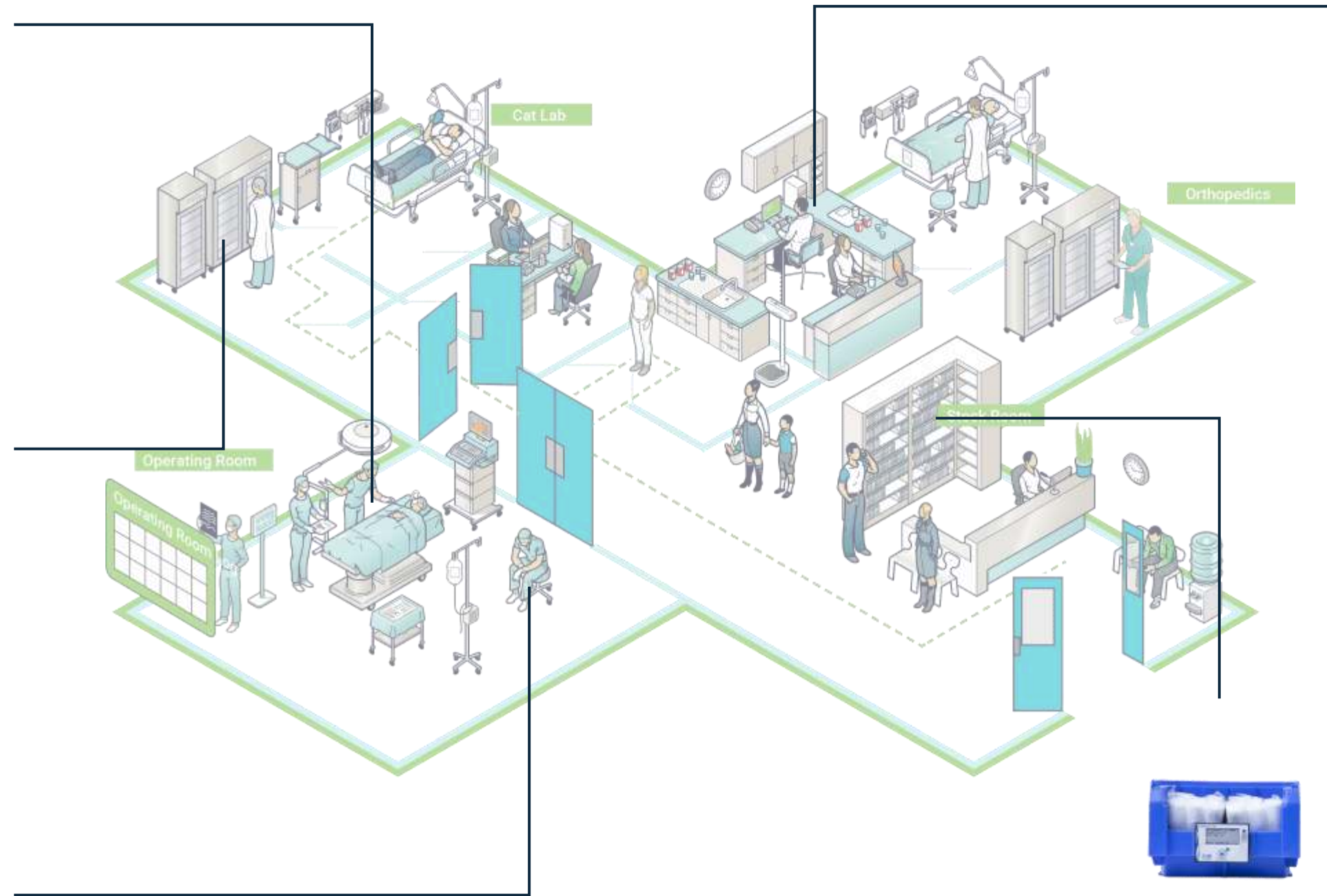# Array Of Sensors and Data Collection Stations in the Hospital

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SNAP&GO™

SMARTCABINET™

NARCOTICCABINET

KANBAN&PAR

MOBILE APPS &
HAND SCANNER

Automated and autonomous solutions are easy to operate

Which reduces the burden on the medical staff and significantly increases the quality of data reporting.

Advanced hardware disciplines from the IoT world

Product identification through image processing, secure access with face recognition, smart weighing, RFID, mobile applications and more.

Documentation in the operating room using image processing

SNAP & GO ™ sensors

Full documentation and analysis of items consumed during surgeries

Within seconds, an item is photographed, identified and the information is routed through a global database containing raw data and an artificial intelligence and machine learning algorithm. The information is then sent directly to hospital systems and their providers. An unidentified item is supported by IDENTI's Back Office Service Team.

Cloud-based technology, artificial intelligence and machine learning
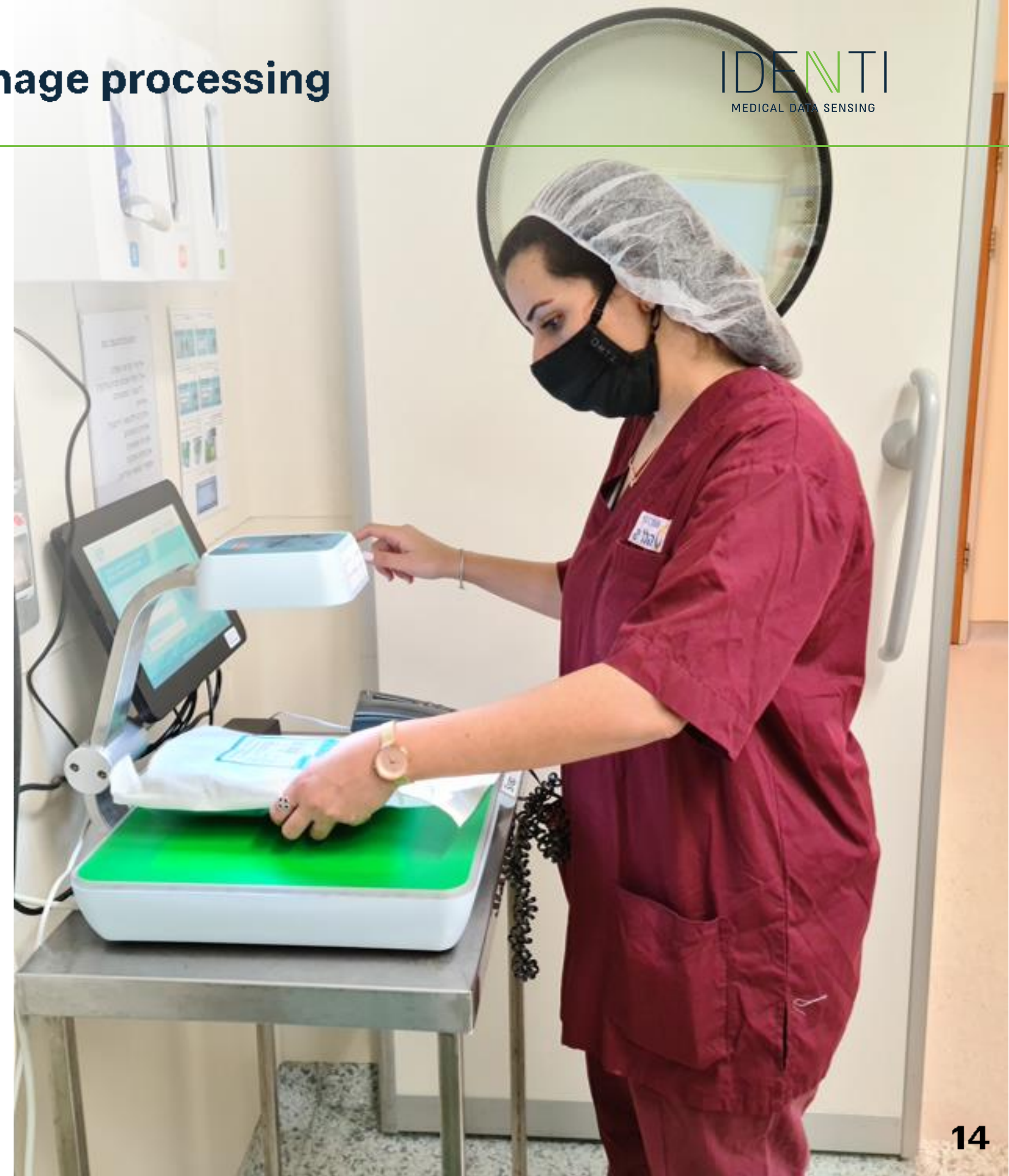
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Image processing engine based on artificial intelligence and machine learning

Neural networks implemented in the cloud software and sensors allow a process of continuous and automatic improvement of data collection capabilities in the operating and procedure rooms.

Cloud software

That includes an advanced interface engine and connectivity to sensors and applications. In addition, push notifications and real-time alerts are sent to stakeholders on demand.

Completion of missing capabilities for existing software in the hospital

The system interfaces as an add-on to existing clinical software (EHR) and operational software (ERP) feeding them information without the need to replace existing systems.

Data lake

A global ID database combines the raw information of tens of thousands medical implants and drugs into one data bank. The global ID database is updated daily and continues to grow through the information received from the sensors, machine learning applications and information collected from external databases.

Competitive advantage

Combination of patent protected hardware and software technologies
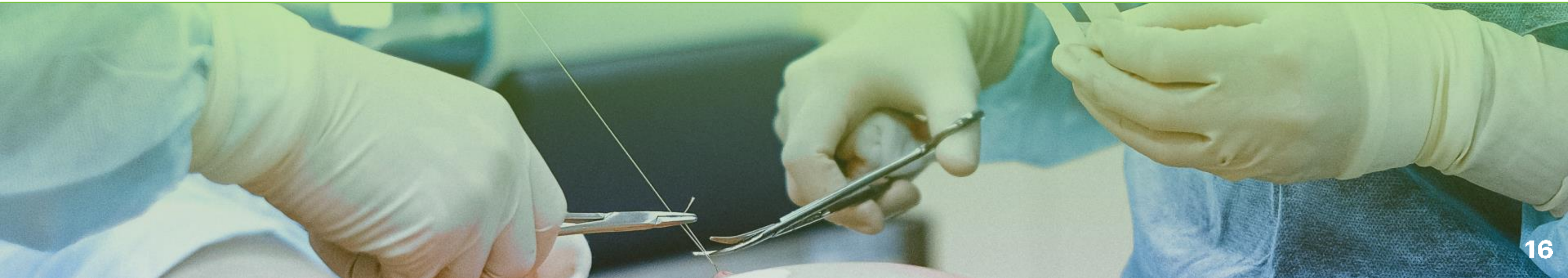
Image processing used to automatically detect item data
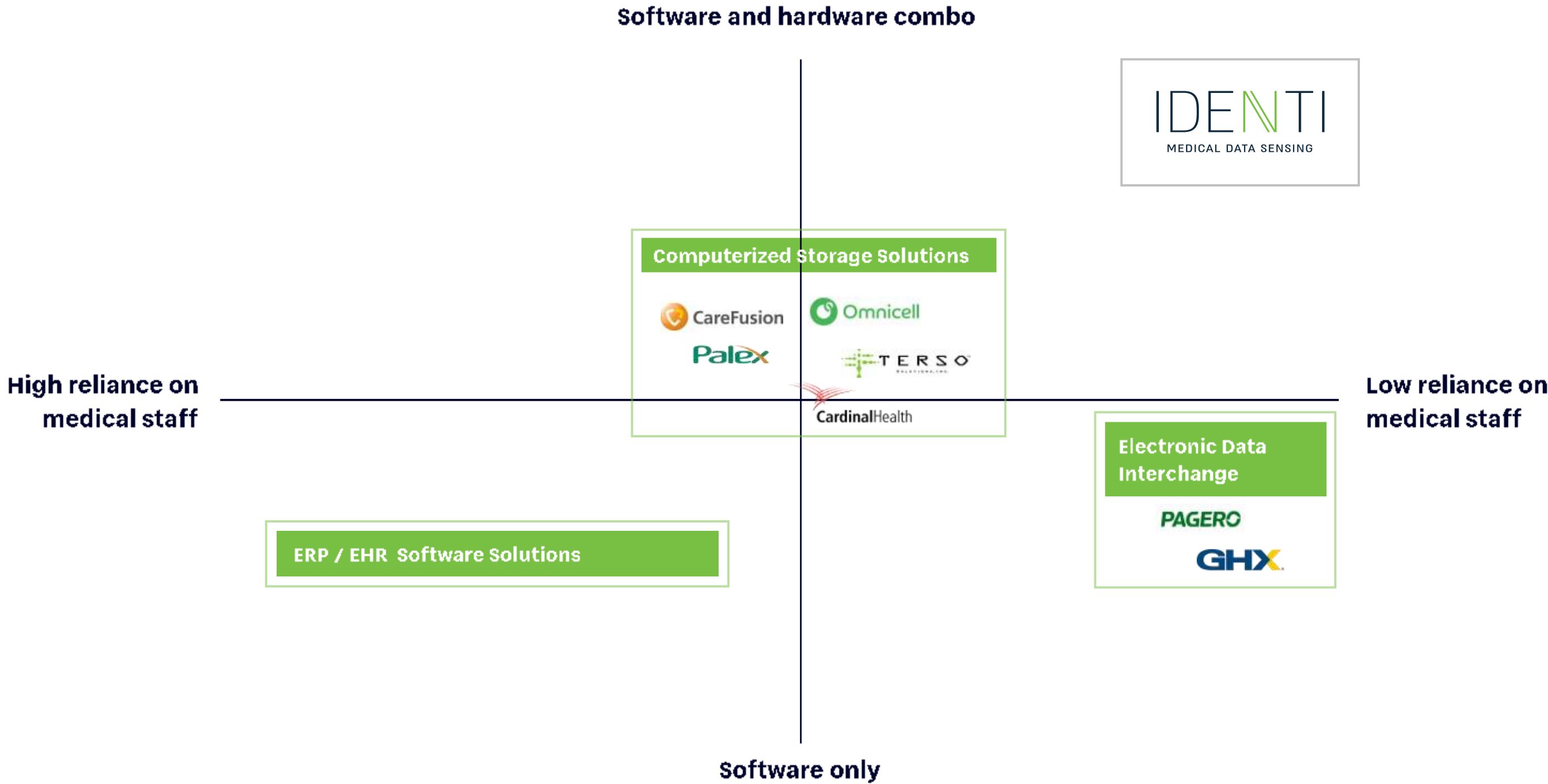
Dynamic global database of medical implants
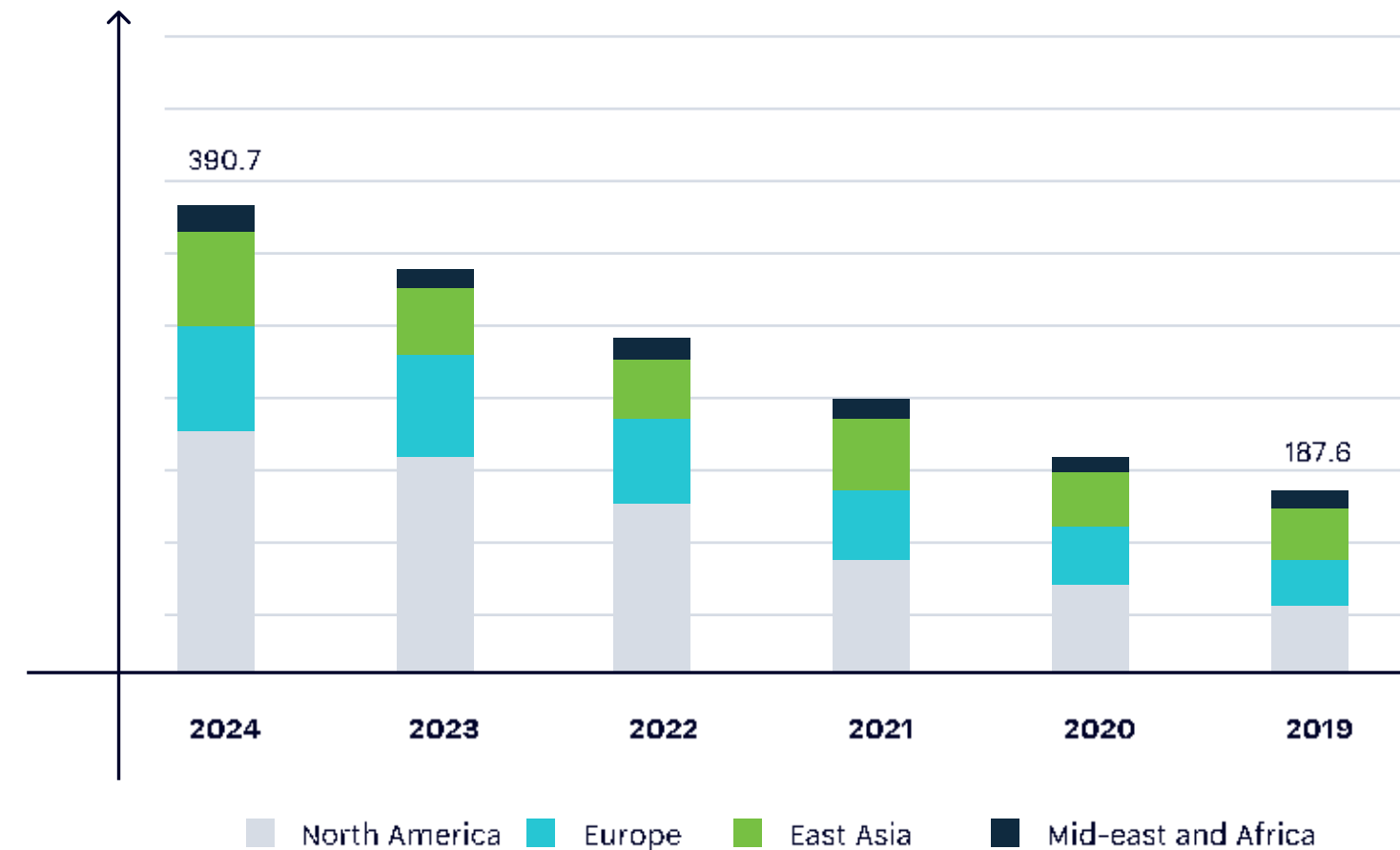
Ease of use

Flexible interface engine

Competition and opportunity

Software and hardware combo

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Computerized Storage Solutions

CareFusion Omnicell

Palex TERSO

CardinalHealth

High reliance on medical staff

Low reliance on medical staff

Electronic Data Interchange

PAGERO

GHX

ERP / EHR Software Solutions

Software only

17

IDENTI is part of global growth in the medical IT field

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The IT solutions market in the Healthcare Information Technology industry was estimated at $187.6B in 2019 and is expected to grow by 15.8% each year until it reaches $390.7B by 2024.

Healthcare IT Market by Region (USD Billion)

Legend: North America | Europe | East Asia | Mid-east and Africa

Market potential

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Surgery Room

Procedure Rooms

Hospital Rooms

Market potential

	Surgery Rooms	Procedure Rooms	Hospital Rooms
Target market size in phase 1 - number of rooms / departments	+ 347K	+ 325K	+ 260K
Annual Unit sales ($)	$2.1B	$8.1B	$3.9B
Annual SaaS fees ($)	$0.7B	$1.0B	$0.4B
Total ($)	$2.8B	$9.1B	$4.3B

TOTAL ($)	$14.1B	$2.1B
	Annual potential from unit sales	Annual potential from SaaS

// Data based on 25,000 hospitals in North America, Western Europe and Japan

// Business model: One-time purchase of unit + annual SaaS fee

Johnson & Johnson

Neil Ackerman,
Global Supply Chain Digital Executive,
Expected to be appointed to the
Company's Board of Directors

"IDENTI has the knowledge and experience to translate the day-to-day challenges faced by medical providers and hospitals into workable, automated, simple to use global solutions. The reason why I support IDENTI is that the solutions they provide ensure business value, economic viability and adherence to regulations for all customers and stakeholders."

Primary customers

HADASSAH UNIVERSITY

ASSUTA

COLUMBUS HOSPITAL

SOURASKY MEDICAL CENTER – ICHILOV

BEILINSON AND HASHARON HOSPITALS

PROMEDEO

SOROKA MEDICAL CENTER

NUVANCE HEALTH

ROUEN NORMANDIE

WYOMING MEDICAL CENTER

IOWA MEDICAL CENTER

HILLEL YAFFE MEDICAL CENTER

Strategy and purpose of this offering

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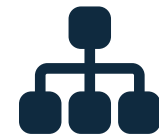MEDICAL DATA SENSING

Expanding the use of the company's systems among existing and new customers while focusing on significant growth in international markets over the next three years by:

Creating the operational infrastructure required for rapid expansion in the US market

(Full, support and installation team, new business models)

Significant expansion of the research and development team

Signing cooperation and distribution agreements with software companies

(As a channel for rapid penetration into hospitals)

Establishment of a sales network in the American and European markets

(Based on an organic sales team and distributors)

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Breakthrough technology

Validated by hospitals and
international corporations

A deep understanding of the medical field

Over 15 years in the medical field

Integration of advanced technologies

Patent protected

Proven business model

Saas-based

Significant growth opportunities

Among existing and new customers

Real unmet need

By companies that provide systems to hospitals

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Thank you
www.identimedical.com