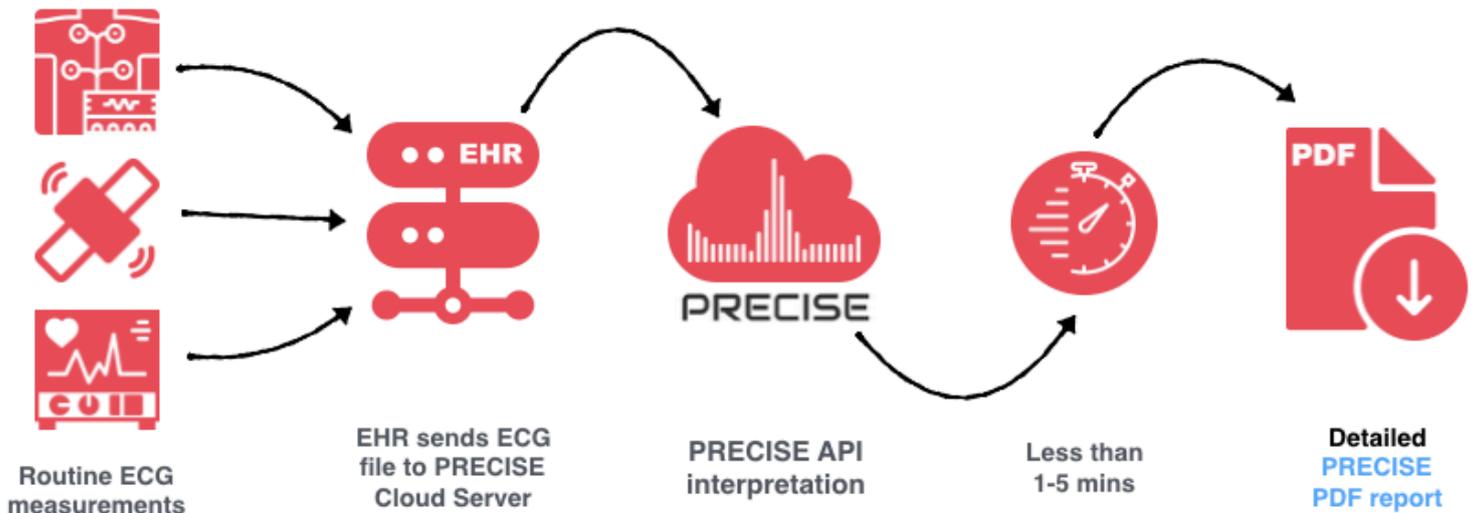


PRECISE CARDIOLOGY LIMITED

UNIQUE CLOUD BASED ECG INTERPRETATION



HEALTH TECH INVESTMENT OPPORTUNITY

PRECISE is the latest medical innovation developed and being brought to market by Planexta Inc - a health tech promoter company based in California USA, though its Hong Kong subsidiary Precise Cardiology Limited. It is a unique detailed cloud based electrocardiogram (ECG) instant interpretation product aimed initially at the medical practitioner, but with potential beyond.

The Product uses a unique cloud based algorithm to quickly analyse an ECG reading and produce within seconds a detailed report based on Heart Rate Variability Analysis and the standardised Minnesota Code classification system for electrocardiographic findings.

- **ECG IS AN UNDERESTIMATED DIAGNOSTIC APPROACH** → a lot more information is available from ECG than Doctors are now getting
- Atypical symptoms more likely overlooked by traditionally trained doctors.
- A way to bring Heart Rate Variability Analysis to medical practitioners who would not normally consider it.
- Potential to develop special reports for specific medical areas hitherto not used to ECG in their field.
- Great applicability for ECG in other medical fields including psychopathology, neurology, veterinary, post traumatic stress disorder diagnostic and treatment and remote care.
- Potential for risk scoring / life style modifications for insurance companies.
- Health Coaching and Longevity Prediction.
- API can be integrated into any electronic health record system.
- Validation research projects being scoped with major Universities such as Oxford and Hong Kong.
- Considerable big data potential as a large anonymous database of ECG readings builds up.



**** A STRATEGIC PARTNER IS NOW SOUGHT TO ASSIST THE MARKET LAUNCH OF PRECISE ****

PRECISE CARDIOLOGY LIMITED



- **Precise Cardiology Limited (PRECISE)** is seeking to sell a stake of **up to 20%** for at least **US\$2 million** to a strategic partner to help fund its go-2-market launch and strategy, as part of a Series A funding round for investors.
- The unique product offering of cloud based ECG interpretation is fully developed after more than two years of research and development by a large team of medical specialists.
- The strategic investor is expected to also be able to help **PRECISE** gain global market presence by being able to introduce it to potential customers and be able to offer meaningful advice to a health tech start up like **PRECISE** to ensure strong and stable growth strategies.
- The company is valued at **US\$ 16 to 17 million** based on seed capital backing the investment in product development and intellectual property so far to date **PLUS** the mid-range present value of future expected revenue over the next 5 years assuming conservative product uptake.
- An approximate break down of remaining go-2-market expenditure - net of incoming revenue - over the next 5 years is detailed below.

Completion of Intellectual Property Protection	US\$150,000
Clinical validation and publications	US\$150,000
Ongoing clinical trials and scientific projects	US\$500,000
CE/FDA/HIPAA/IEC clearance	US\$200,000
Marketing and business development	US\$800,000
Add payment gateway & file upload mechanism to website + RESERVE FUND	US\$200,000
TOTAL	US\$2,000,000

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**Non-Disclosure Agreement and
detailed Information Memorandum
available on request**



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