



LBT INNOVATIONS

APAS Independence US Market Entry Strategy

21st February

Disclaimer

This document contains certain forward-looking statements that involve risks and uncertainties. Although we believe that the expectations reflected in the forward-looking statements are reasonable at this time, we can give no assurance that these expectations will prove to be correct.

Given these uncertainties, readers are cautioned not to place undue reliance on any forward-looking statements. Actual results could differ materially from those anticipated in these forward-looking statements due to many important factors, risk and uncertainties including, without limitation, risks associated with medical device development and manufacture, risks inherent in the extensive regulatory approval processes mandated by regulatory authorities, delays in clinical trials, future capital needs, general economic uncertainty and other risks detailed from time to time in the Company's announcements to the ASX.

Moreover, there can be no assurance that others will not independently develop similar products or processes or design around patents owned or licensed by the Company, or that patents owned or licensed by the Company will provide meaningful protection or competitive advantages.



The APAS[®] Independence

The **first** and only **automated culture plate reader**. Automated imaging, analysis and interpretation of agar culture. **Powered by AI.**



Improve Time Management

Remove negatives out of the workflow



Accuracy

Higher quality and consistency of results



Workplace Safety

Increase workplace safety by lowering manual handling



Cost Efficiencies

Through more efficient use of staff and reduced risk of injuries



APAS “go to market” strategy

Product:

The APAS®
Independence



Customer:

Pathology
Laboratories

Instrument Sales



Annual Software
Licence



Sales Process:

Multi-Touch
Point

Market
Awareness

Sales Force

Technical
Support

Distribution:

Regional
Distributors

Brand
Reputation

Pathology
Market
Presence

Companion
Products

US market opportunity

Total US Hospital No.

5,724 hospitals in the U.S.

- 2,903 non-profit
- 1,025 for profit
- 1,045 state owned
- 1,984 rural hospitals
- 1,328 critical access hospitals
- 400 academic medical centers
- 3,200 ICU's

US Hospitals by bed count

6-24 bed: 402
25-29 bed: 1,164
50-99 bed: 991
100-199 bed: 1,063

200-299 bed: 582
300-399 bed: 348
400-499 bed: 192
500 bed+: 266

Target market

1,388 hospitals with more than 200 beds.

Over 100 significant reference labs in the USA

Total US Market Opportunity for APAS is c.1500 Labs



Distributor strategy

To appoint a distributor we must look as though we will get to market and be extremely successful with or without a distribution partners:



Instrument placement with key reference sites

Hennepin Health, Minneapolis



Commercially viable instrument for US market

FDA cleared APAS Independence – Submitted Dec-18
Validated Urine and MRSA AMs



Build market awareness

Attend trade shows
Press releases
Publications and studies



Develop active sales pipeline with qualified leads

Identify key decision makers at target customers
Establish qualified leads



Sales pipeline development

Lead Generation

- **Step 1: Start campaign of outbound calling to develop APAS sales pipeline**
- Process: Engage lead generation company
- Target: Establish 120-240 qualified leads

Sales Representative

- **Step 2: Engage local sales representative for sales fulfillment**
- Continue to pursue sales without appointed distributor
- Attend regional conference meetings and start customer evaluations

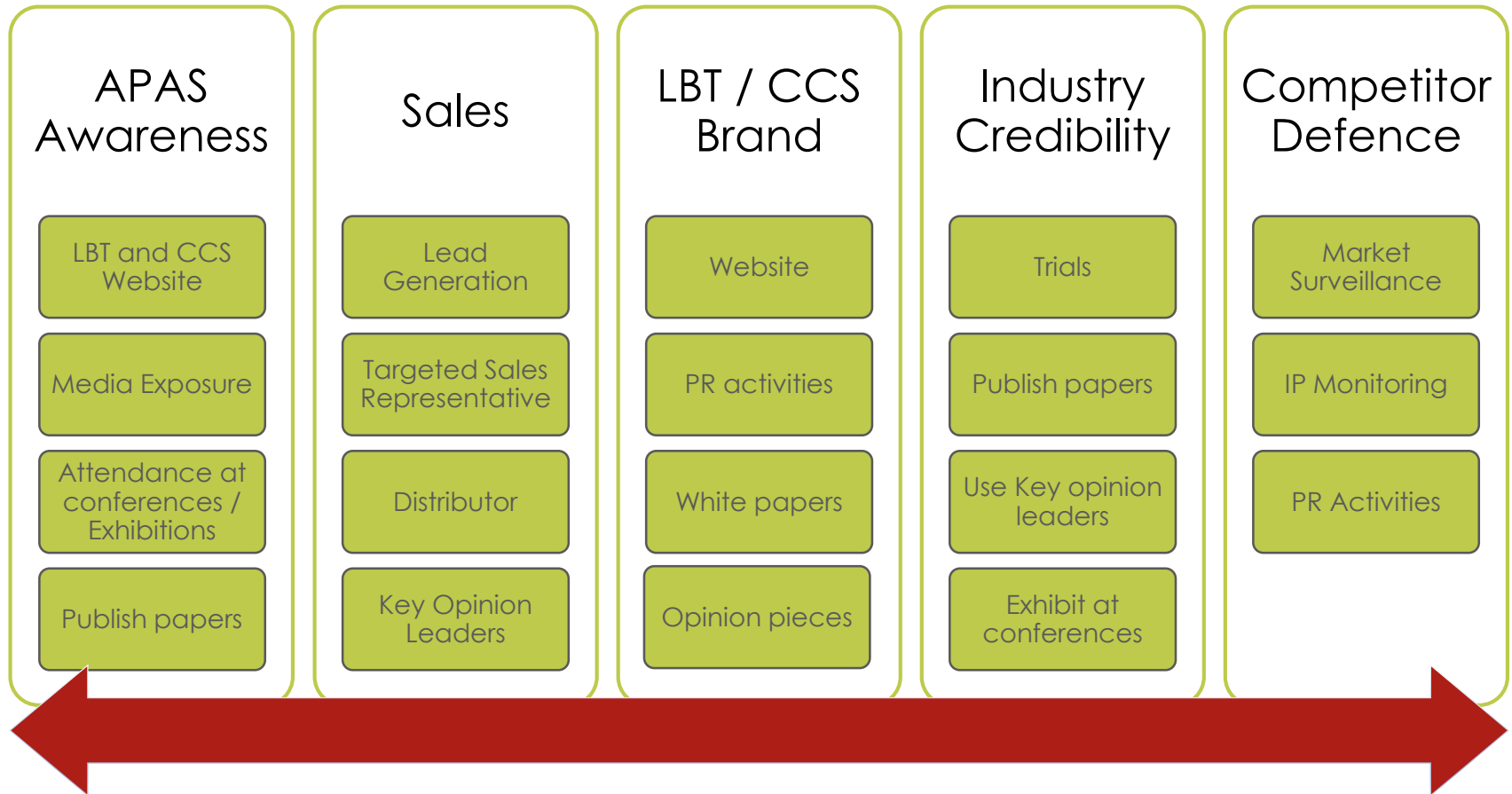
Establish Distribution

- **Step 3: Distributor Appointment**
- Demonstrate product demand through value of sales pipeline

Time: 6 months to 1 year



Marketing activities supporting US launch





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