



**BioSig Technologies, Inc. (NASDAQ: BSGM)** is a medical technology company that is developing a proprietary biomedical signal processing platform initially aimed at **addressing unmet clinical needs** within the rapidly growing \$4.6 billion electrophysiology (EP) marketplace. Led by a proven management team, world-class Board of Directors and Scientific Advisory Board, Los Angeles-based BioSig is preparing to commercialize its PURE EP™ System. PURE EP™ is a signal acquisition and processing system designed to assist electrophysiologists in making clinical decisions in real-time to help identify areas of tissue that create a heart rhythm disturbance (arrhythmia). PURE EP™ is designed to support catheter ablation cases, working in parallel with existing recording and mapping systems. **BioSig’s goal is to improve the standards of care in electrophysiology and increase the number of patients who can have their condition successfully treated during the first procedure.**

**PURE EP™ System**



**Key Growth Drivers**

- Advanced Technology** – The non-invasive **PURE EP System** is a computerized system intended for acquiring, digitizing, amplifying, filtering, measuring and calculating, displaying, recording and storing of electrocardiographic and intracardiac signals for patients undergoing electrophysiology (EP) procedures in an EP laboratory. The system is indicated for use under the supervision of licensed healthcare practitioners who are responsible for interpreting the data. The PURE EP System aims to minimize noise and artifacts, and acquire high-fidelity cardiac signals. Improving cardiac signals may potentially increase the diagnostic value of these signals, thereby possibly **improving accuracy and efficiency of the EP studies and ablation procedures**. The PURE EP™ System received FDA 510(k) clearance in August 2018.
- Market Opportunity** – Market Research Engine states the **global electrophysiology (EP) device** market is expected to exceed more than **US \$8.5 billion by 2024** and is growing at a compound annual growth rate (CAGR) of 10.6%. The Company also operates within the rapidly emerging field of **bioelectronic medicine**, estimated at **\$3.75 billion in 2017 with projected annual growth of 14.2%**.
- KOL Support** – The Company had achieved proof of concept validation through **UCLA**, and performed thirteen pre-clinical studies at Mayo Clinic, MN and one study at Mt Sinai, NY to date. The Company’s Scientific Advisory Board is led by Dr. **Andrea Natale**, who had successful first in human use with the PURE EP™ System at Texas Cardiac Arrhythmia Institute in February 2019; and Dr. **Samuel Asirvatham** of Mayo Clinic which will also be performing clinical studies with PURE EP™ in 2019. BioSig also collaborates with **other centers of excellence** to refine and, ultimately, commercialize its

**Recent Highlights**

- **Successfully conducted patient cases** using PURE EP™ System at **Indiana University & Greenville Memorial Hospital**
- Welcomed **D.A. Wallach & Frank Quintero** as new members of our **Advisory Board**
- Completed private placement for **\$8,620,506** in March 2019
- Appointed **Barry Keenan, Ph.D, MBA, PMP**, to drive **New Product Development**
- **Successful First In Human Use** of the **PURE EP™ System** at **Texas Cardiac Arrhythmia Institute**
- **Mayo Clinic** to Launch **PURE EP™ First-in-Human Studies**
- Announced Commencement of Trading on **Nasdaq Capital Market**
- Received **FDA 510(k) Clearance** for PURE EP™ System

**Market Snapshot**  
NASDAQ: BSGM

<b>Price*</b> (5/14/19)	\$8.44
<b>Average Volume</b> (50 day)	118,497
<b>52-Wk. Range</b>	\$3.50 - \$9.97
<b>Float</b>	16.98M
<b>Shares Outstanding</b>	20.21M
<b>Market Cap</b>	\$170.58M

\*1-for-2.5 reverse stock split adjusted common stock effective Sept 11, 2018

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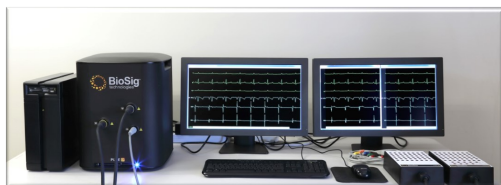
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## PURE EP™ System

Proprietary Hardware and Software with Advanced Signal Processing Capabilities:

- To **Improve Signal Clarity** Through Reduction of 'Noise' and Artifacts
- To **Minimize Need for Repeat Procedures**
- To **Preserve Important Clinical Information**
- To **Shorten Procedure Times**
- To **Increase Confidence** in Performing **Complex Ablations**



## Global EP Market—10.6% Growth from 2016-2024 reaching \$8.5B by 2024

- **Global Ablation:** 865,000 patients in 2015 to **1,350,000 in 2020.**
- **US Procedure Growth:** **13.5% annual rate**, from 440,629 in 2017 to 830,390 in 2022. Accompanied by an 11.7% growth in revenues, from \$1.85 billion in 2015 to **\$3.220 billion in 2020.**
- The **FDA** (www.fda.gov) presented at the Heart Rhythm Society 2017 and spoke of the **importance of technological innovation in the EP field.**



## Management

**Kenneth L. Londoner, MBA, Founder, Chairman, Chief Executive Officer, Director**

Endicott Management Partners; J & W Seligman & Co; Director: Alliqua

**Steve Chaussy, CPA, Chief Financial Officer**

Liberski Inc; Anna & Co; Penske Truck Leasing, Ford, Hogg & Cobbe

**Natasha Drapeau, Executive Vice President**

IG Group Plc, London, UK; Augeous Consulting, Geneva, Switzerland

**Barry Keenan, Ph.D, MBA, PMP, VP, Engineering**

Medtronic, Nexeon MedSystems, Alfred Mann Institute for Biomedical Engineering; Alfred Mann Foundation for Scientific Research

**John Kowalski, VP, Sales**

Biosense Webster (Johnson & Johnson)

**Amy Scott, VP, Strategic Partnerships**

Biosense Webster (Johnson & Johnson)

**Tiffini Wittwer, FDA and Regulatory Advisor**

Trice Medical; Embrella Cardiovascular; Cardica

## Analyst Coverage

Laidlaw & Co (UK) Ltd.

ROTH Capital Partners

Chardan Capital Markets, LLC.

## Proven Team

BioSig is comprised of a stellar cast of a **proven management team** with a **world-class Scientific Advisory Board** and a **premier Board of Directors** with high levels of inside equity ownership.

BioSig brought together **leading physicians, executives and engineering experts from leading medical centers of excellence, healthcare programs, Fortune 500 Companies and elite educational institutions** including Mayo Clinic, Mount Sinai Medical Center, UCLA, Johnson & Johnson, Nasdaq and Prudential Securities.

**Kenneth L. Londoner, Chairman & CEO**, has a wealth of knowledge and experience that spans many decades and includes founding, running, and serving as Director to a number of life science companies. Mr. Londoner began his career with J. & W. Seligman & Co., Inc., a leading institutional money management firm where he rose from research analyst to managing \$3.5 billion in mutual funds, pension funds, and international assets. **Steve Chaussy, CFO** has acted as a consultant for small publicly traded entities with a special emphasis towards SEC reporting and compliance; and served as CFO for a large private distribution and wholesaling company, where he gained international experience.

Their **many accomplishments and years of experience** of the management team, as well as the Board of Directors and Scientific Advisory Board, is unmatched and provides BioSig a **clear advantage in the market.**

## Investment Highlights

- 2018—raised \$13.5 million
- **10-year Strategic Collaboration—Mayo Clinic**
- **Achieved Successful First Commercial Use of PURE EP™**
- Core competency in Basic Science, Capital Markets and Capital Architecture
- **IP Strategy** Led by Sherpa Technology Group and Sterne Kessler Goldstein & Fox
- **FDA clearance** achieved; CE Mark—2019
- Proven Management Team, Board of Directors and Scientific Advisory Board
- **Global and Growing Addressable Market**
- Operates Within Rapidly Emerging Field of **Bioelectronic Medicine**
- **High-Growth Sector Earns Innovation Premium, Aggressive M&A**

Collaborating with **Leading EPs** from:



## Current Cardiac Arrhythmia Epidemic (1 in 18 or 14.4M Americans)

Two of the most **prevalent and potentially deadly** types of arrhythmias today are **Atrial Fibrillation (AF)** and **Ventricular Tachycardia (VT)**. Ventricular arrhythmias account for approximately **450,000 sudden deaths per year** in the United States alone. Catheter ablation is fast becoming a first line therapy, driving demand for improved technologies. AF is the most common arrhythmia affecting **33.5 million people worldwide**, with as many as 6.1 million people in the U.S. now and expected 8-12 million by 2050. AF increases the risk of stroke 4x to 5x and contributes to ~750,000 hospitalizations per year. The direct cost of AF is approximately \$6B annually; adding other indirect costs brings **AF total cost to \$26B.**

## Directors

**Roy T. Tanaka, Director**

Former Pres: Biosense Webster/J&J; Dir: Tomo Therapy, Volcano Corp, Advanced Cardiac Therapeutics, VytronUS, Coherex Medical

**Donald E. Foley, Director**

CEO & Chair: Wilmington Trust; Sr VP, Treas & Dir: ITT Corp; Asst Treas: International Paper Co.

**David Weild IV, MBA, Director**

Current Chairman & CEO; Weild & Co.; Vice Chairman: NASDAQ; Head of Corporate Finance & Equity Markets: Prudential Securities

**Patrick J. Gallagher, MBA, Director**

Mg Dir: Laidlaw & Co.; Kinex Pharmaceuticals; Director: Cingulate Therapeutics, BDR Research Group, GC Capital Partners, Kidder Peabody

**Jeffrey F. O'Donnell, Sr., Director**

Current CEO, Director: Trice Medical; Current Chair: SpectraWave; Director: AdvaMed Accel; Founder: Embrella Cardiovascular (sold to Edwards Lifesciences); CEO: PhotoMedex, Radiance Medical (Cardiovascular Dynamics), Kensey Nash; Sales/Mktg Mngt: Boston Scientific, Guidant, J&J; Former Director: Cardiac Science, Endologix

**Seth H. Z. Fischer, Director**

Former CEO & Dir: Vivus, Inc; Former WW Chairman: J&J, Cardiovascular

**Andrew Filler, Director**

Current Partner & General Counsel: Sherpa Technology Group, Nanosys; IP Counsel: Previo Genetics; Board: Aira Technologies. Former: Caliper Life Sciences (sold to Perkin Elmer), Weil, Gotshal & Manges