

# Northview Ventures Invests in Perimeter Medical Imaging

Perimeter Medical Imaging Inc., a developer of real time imaging systems for in surgery tumor margin assessment, announced today an investment and consulting services agreement with Northview Ventures and Associates General Partnership. Northview will take an active role in the supporting Perimeter's executive team and work closely with the company on the business and market engagement strategy. Northview has extensive experience around capital market and finance strategy, as well as business development planning and execution. The group consists of former investment bankers and med-tech executives with in-depth industry experience as operators of clinical stage life sciences companies. Perimeter will benefit from the expertise that Northview offers.

Northview will initially focus on supporting financial planning, commercial and competitive assessments of Perimeter's product portfolio, identification of synergistic products for future consideration, and expanding strategic partnerships to ensure that Perimeter looks at the broad market opportunity, thereby allowing Perimeter's team to focus on delivering their current product to market. Perimeter's initial product will focus on providing margin information to surgeons performing lumpectomies. Currently, there are 170,000 lumpectomies annually in the USA alone, which translates to a significant market opportunity for Perimeter.

Doug Janzen, Co-founder and Managing Director of Northview Ventures, says "After significant due diligence, including discussions with surgeons and market opportunity evaluation, we have made the decision to add Perimeter to our portfolio of clients. Beyond the client engagement, Northview's Founder's Fund has invested into Perimeter since we believe in both the product and the management team's ability to deliver." Mr. Janzen has been involved in the Life Sciences industry for the past 19 years. Prior to Northview, he was President and CEO of Cardiome Pharma, a NASDAQ listed drug development company that raised over \$300M from investors and completed over \$1Billion in licensing deals during his tenure. Mr. Janzen will also be joining Perimeter's Board of Directors.

"With our product development well underway, adding Northview's capabilities will extend our abilities to expand our reach. Furthermore, I am confident that Perimeter has identified a true market need and will deliver a product that solves a clinical problem resulting in better patient outcomes" said Paul Weber, President and CEO of Perimeter Medical.

## About Northview Ventures

Based in Vancouver, Northview Ventures is a strategic investment and consulting firm focused on the life sciences industry. Northview's team combines end-user insight with our operational, commercial and business development expertise to develop and advance growth strategies for our clients.

Northview provides clients with support ranging from market and product assessments,

finance, business development, licensing and M&A, new product planning, corporate strategy and planning, through to creating and managing new companies as founders and operators. [www.northviewventures.ca](http://www.northviewventures.ca)

### **About Perimeter Medical Imaging Inc.**

Perimeter Medical develops, patents, and commercializes advanced surgical imaging tools that allow surgeons, radiologists and pathologists to better assess microscopic tissue structures during the surgical procedure. Perimeter's OTISTM is the only solution that provides clinicians with an ultra high resolution image of the entire surface of the removed tissue specimen, providing accurate information in real time, enabling better decisions and ultimately reducing the need for follow-on 2nd surgeries. Perimeter is a privately owned Canadian company. For more information, visit [www.perimetermed.com](http://www.perimetermed.com).

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\* CAUTION - OTIS is an investigational device limited by Federal (or United States) law to investigational use.