



BioSig Technologies, Inc. (NASDAQ: BSGM) is a medical technology company that has developed a proprietary biomedical signal processing platform designed to improve the electrophysiology (EP) marketplace. With the global (EP) market estimated at \$4.5B in 2017 and projected to reach \$7.4B in 2022 with a 10.4% growth rate, BioSig is commencing a targeted commercial release of PURE EP™ System and expecting to generate revenue in 2020. The Company's first product, PURE EP™ System, is a computerized system designed to reveal the full range of cardiac signals and to provide physicians with signal clarity during electrophysiology (EP) procedures performed to address cardiac arrhythmias. The PURE EP™ System received FDA 510(k) clearance in August 2018. BioSig successfully completed 100 patient cases with its PURE EP™ System to date and is currently enrolling patients at the Texas Cardiac Arrhythmia Institute at St. David's Medical Center and Mayo Clinic's Florida campus.

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** – **First successful clinical use of PURE EP™ System was led by two globally recognized leaders: Dr. Andrea Natale** of Texas Cardiac Arrhythmia Institute and **Prof. John M. Miller** of Indiana University. The Company achieved proof of concept validation through UCLA, and performed eighteen pre-clinical studies at Mayo Clinic, MN under the leadership of Samuel J. Asirvatham, M.D., Mayo Clinic's Vice-Chair of Innovation and Medical Director, Electrophysiology Laboratory.

**Market Snapshot
NASDAQ: BSGM**

Price (2/19/20)	\$4.80
Average Volume (30 day)	128,570
52-Wk. Range	\$4.18 - \$9.97
Float	15.93M
Shares Outstanding	22.26M
Market Cap	\$106.84M

Recent Highlights

- Successfully completed **100th patient cases** with its PURE EP™ System
- Commenced patient cases at Mayo Clinic, the second institution to begin patient enrollments with PURE EP™ System
- Announced that the US Patent Office allowed a **fifth utility patent** covering its PURE EP™ System
- Announced **partnership with Reified** on development of artificial intelligence (AI) solutions in healthcare
- Commenced its **first clinical trial** for its PURE EP™ System
- Opened a **technology development office** in Rochester, Minnesota
- Signed a **new licensing agreement** with **Mayo Clinic** in Sept. '19 – **3 new agreements** signed in Nov '19
- BioSig's subsidiary **NeuroClear Technologies, Inc.** raised **\$3.7 million** in an initial seed round
- Allowed additional foundational **US Patent** for its PURE EP™ System
- Appointed **five new senior industry hires: Andrew Ballou** - Vice President of Investor Relations; **Julie Stephenson**, BSN, MBA - Senior Director of Clinical Affairs; **Olivier Chaudoir** - Director of Marketing; **Manasi Patwardhan** - Director of Strategic Planning; **Sasha Gentling**, CFA - Director of Business Development and Investments
- Added as a member of the **Russell 3000® Index**
- Appointed **Jerome Zeldis, M.D., Ph.D., Samuel E. Navarro**, and **Martha Pease** to **Board of Directors**
- Received **\$4.6 million** in cash warrant and option exercises
- Successfully conducted **patient cases** using PURE EP™ System at **Indiana University School of Medicine, Texas Cardiac Arrhythmia Institute** and **Greenville Memorial Hospital**

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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.
- **Global Procedure Growth:** **8.4%** annual rate, from 973,220 in 2017 to **1,455 million** in 2022.
- 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)

Andrew Ballou, VP, Investor Relations

Janney Montgomery Scott LLC., RBC Capital Markets

Julie Stephenson, VP, Clinical Affairs

Medtronic, Boston Scientific, Guidant Corporation

Olivier Chaudoir, Sr. Director of Marketing

Biosense Webster, DePuy Synthes

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** 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

- Member of the **Russell 3000® Index**
- **Successfully Conducted First Patient Cases** with PURE EP™
- **Management and Insiders Own Approx. 68% of Shares**
- **10-year Strategic Collaboration with Mayo Clinic**
- 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—2020
- Proven Management Team and Board of Directors
- **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

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

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

Jerome Zeldis, M.D., Ph.D, Director - Chief Medical Officer and President of Clinical Research, Medical Affairs Drug Safety, Quality, and Regulatory at Sorrento Therapeutics, Inc.

Samuel E. Navarro, Director - Managing Partner: Gravitas Healthcare, LLC; Former Managing Director and Global Head of Medical Technology Investment Banking: Cowen & Company

Martha Pease, Director - Current Partner and Director at BCG (Boston Consulting Group)