

The logo for GRAF Medical Imaging, Inc. features the word "GRAF" in a bold, sans-serif font. The letter "G" is red and contains a white arrow pointing upwards and to the right. The letters "R", "A", and "F" are grey. The logo is centered on a white background that is part of a larger graphic with red and grey geometric shapes.

Medical Imaging, Inc.

---

*Partners in Life*



## A New Brand in X-ray

---

Proven Products, Expanding Markets

# The Plan is Simple...



**Provide users more choice, lower cost and higher value**

**Provide independent dealers more products and better margins**

**Provide imaging manufacturers a ready path-to-market**

**Build a platform for unlimited growth  
“Amazon of Medical Devices”**

# Major brands sell direct to end-users



*Limits Choice*



*Fixes Price*



***Excludes Independent dealers***



## Dealers

---

Face tough competition against major brands

- Limited product mix
- Restricted access to customers
- Used / refurbished equipment



## Manufacturers

---

High barriers to enter US market

- High cost
- FDA approvals
- Language / Cultural Barriers
- Limited network

## X-ray's New Brand

Connects Medical Imaging  
manufacturers to US dealers

A ready path-to-market



# Connections

## A Network of Dealers



### High Quality Equipment

Brand new equipment  
Newest technology  
Dealers compete “head to head”  
with major brands.



### Plug and Play

Hassle-free installation  
Reliable technical support



### Lower Price, Higher Profit

Prices 20% less than major brands  
Generous margins for dealers



### Platform for growth

More manufacturers  
More and more products  
No limits to expansion

# Connections

## A Consortium of Manufacturers



### Larger Market

— Access to US market  
Largest market for diagnostic imaging products



### FDA

— All FDA and regulatory clearances handled by GRAF



### Shared Success

— As shareholders, manufacturers have a vested interest in the overall success of GRAF.



### Enhanced Identity

— All products marketed and sold under the GRAF brand

Full line of products  
Reliable support  
Extended warranty

X-ray to MRI

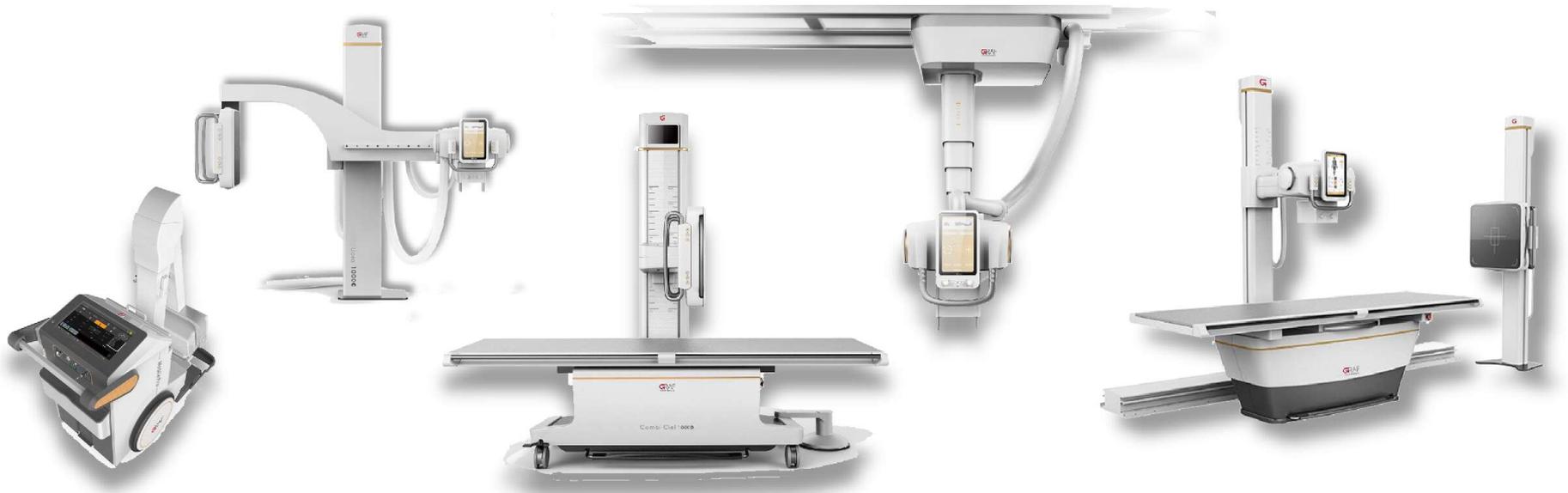
World-class systems



**GRAF**  
Medical Imaging, Inc.

# Direct Digital Radiography

multiple configurations



# C-arm Fluoroscopy

a model for every application



# Interventional Cardiology/ Angiography

Cath Lab



# MRI

three models





## Urology

### *ESWL Lithotripters*

- Non-invasive treatment of kidney stones
- Built-in C-arm to locate stones
- Electromagnetic shock waves crush stones
- Outpatient procedure
- No anesthesia
- Painless



## X-Ray Generator *Alternative-Energy Technology*

- Works with any power source ANYWHERE
- Provides access to emerging markets
- Saves money in developed countries
- No need for 3 Phase electric service
- Lower power bills



## Veterinary *Imaging Products for Animal Healthcare*

- Increasing numbers of pet owners
- US veterinary spending approaching \$20 Bn
- Products exempt from FDA
- Can be marketed and sold immediately
- Significant revenue Year 1

# How it works

Products identified for market demands  
Manufacturers vetted for quality and stability  
Dealers chosen for long-standing, trusted customer relationships

**NO LIMITS TO EXPANSION**



# How it pays

Consistently high EBITDA  
20 – 25%



## Consortium Manufacturers

GRAF's purchase margin **40%**



## Dealer Network

Sales margin **35%**



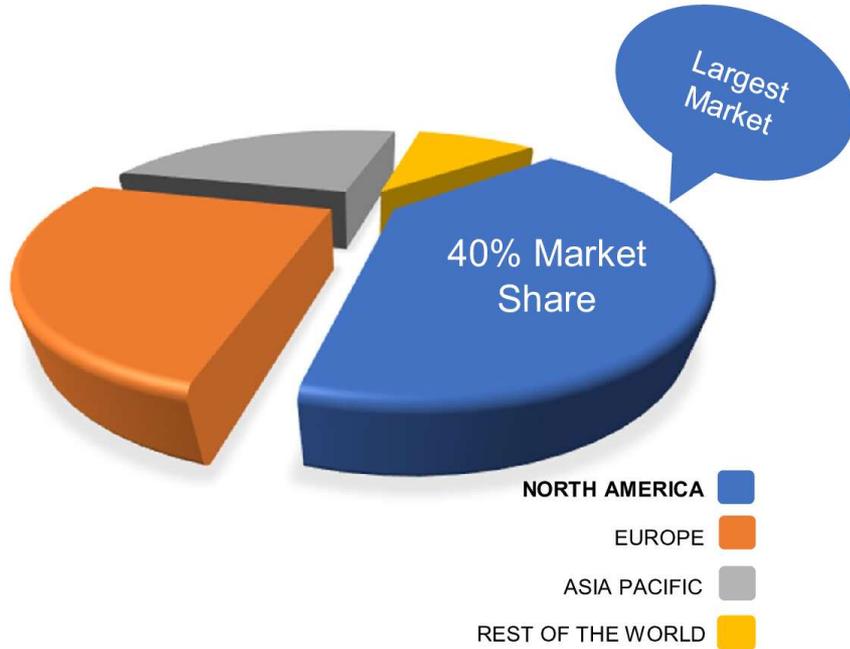
## Clinical Users

Savings over major brands **20%**

# Market

## Global Medical Imaging Equipment Market

2019 Value: **US\$32.9Bn**



- Increasing emphasis on early diagnosis
- Advancement in medical technology
- Increasing demand for advanced X-ray devices

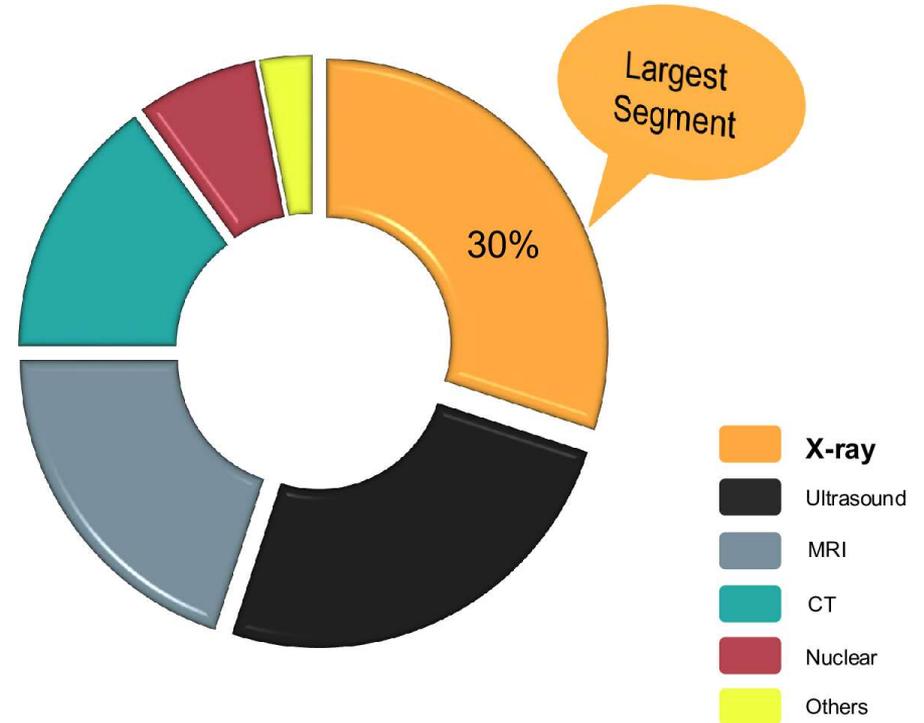


# Market Segmentation

## Global Medical Imaging Equipment Market

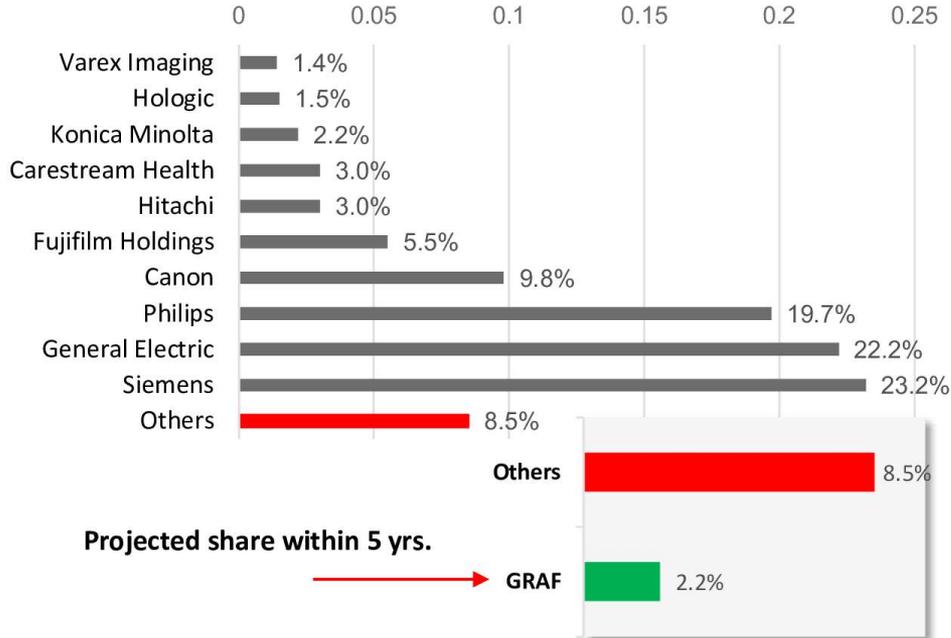
### Digital X-ray is largest market segment

- Ubiquitous usage
- Prevalence of orthopedic injury
- Rising patient awareness
- Less exposure to radiation
- Higher quality of images
- Cost-effective diagnostic techniques
- Efficient procedural systems



# Competitive Landscape

Global Market Share % (2017)

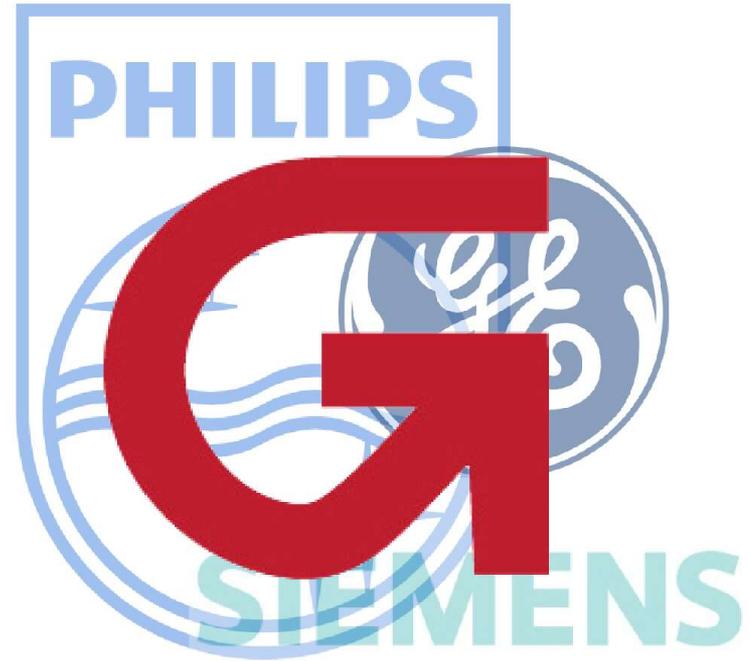


Manufacturer	Full Line of Equipment	Only X-ray Tubes and Receptors	No Mobile C Arms
Varex Imaging		X	
Hologic			
Konica Minolta			X
Carestream Health			X
Hitachi			X
Fujifilm Holdings			X
Canon			X
<b>Philips</b>	<b>X</b>		
<b>General Electric</b>	<b>X</b>		
<b>Siemens</b>	<b>X</b>		
<b>GRAF</b>	<b>X</b>		

These projections are based on industry trends, customers circumstances and other factors, and they involve risks, variables and uncertainties. Actual performance results may differ from those projected. No guarantee is presented or implied as to the accuracy of specific forecasts, projections or predictive statements contained herein.

# Our plan is different

- Disrupts the traditional sales model
- Unleashes independent dealers
- High-end systems priced lower
- Hundreds of sales reps at no cost to GRAF
- On-going R&D at no cost to GRAF



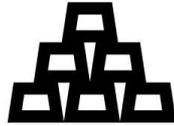
# The pieces are in place

6



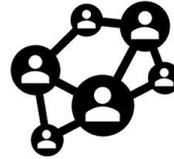
Six Consortium  
Member  
manufacturers

21



21 New Products

70<sub>+</sub>



Over 70 Distribution  
Partners

70



Founders with 70 years combined  
experience in X-ray



Website created  
and growing



Dedicated Law  
Firm Retained

# Consortium Members

## **X-ray SWISS**

Alternative-energy technology

## **Perlove**

Mobile surgical C-arms; Digital radiographic systems; Veterinary imaging

## **WDM**

Cath Labs; MRI; Digital radiographic systems; Mobile X-ray systems

## **New Element**

Urology treatment systems (Lithotripters)

## **Almax Imaging**

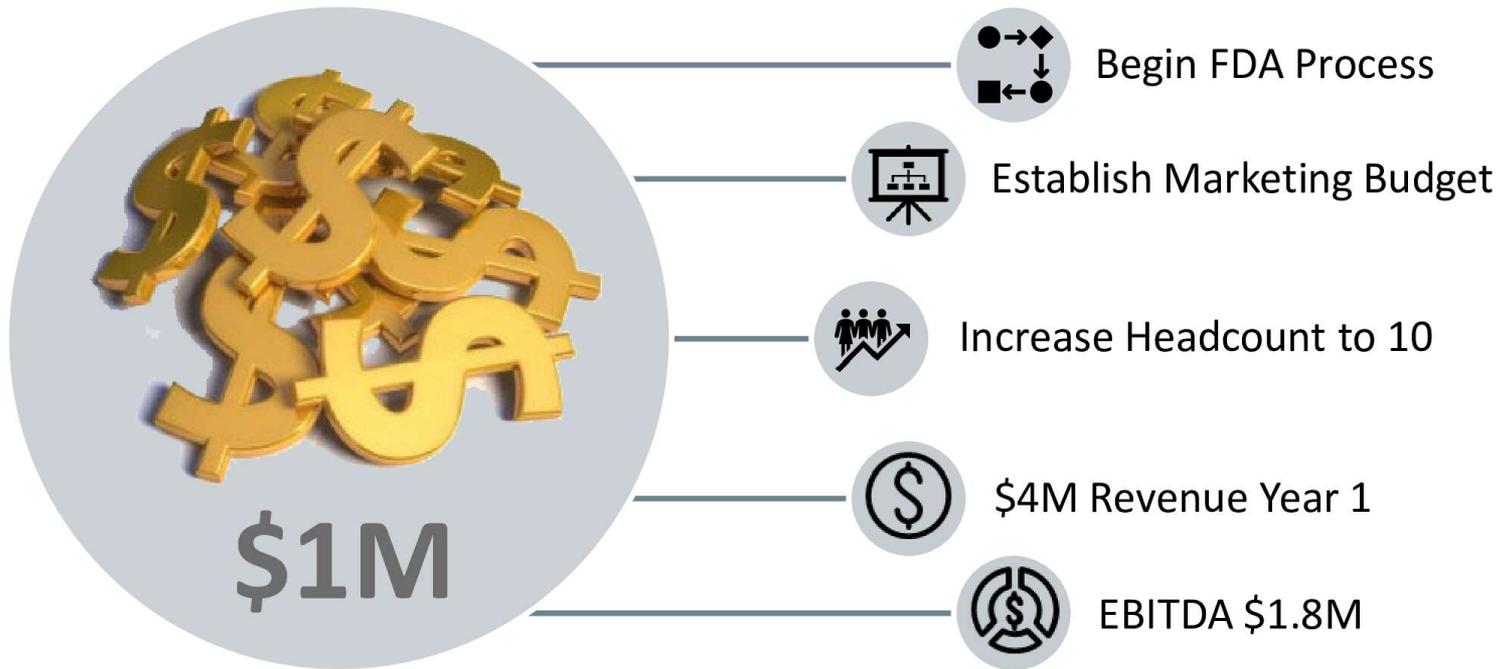
Mobile surgical C-arms; Mobile X-ray systems and Veterinary imaging systems

## **M. I. Tech**

Lithotripters; Stents and Consumer health products



# Seed Round Funding



These projections are based on industry trends, customers circumstances and other factors, and they involve risks, variables and uncertainties. Actual performance results may differ from those projected. No guarantee is presented or implied as to the accuracy of specific forecasts, projections or predictive statements contained herein.

# Revenue Forecast

	Year 1	Year 2	Year 3	Year4	Year 5
Revenue*	\$4,627	\$16,398	\$24,535	\$67, 919	\$188,152
Units sold	44	148	202	644	1,596
EBITDA*	\$617	\$3,854	\$5,612	\$16,328	\$45,223
Head Count	10	19	29	88	212

*\*(in 000's)*

These projections are based on industry trends, customers circumstances and other factors, and they involve risks, variables and uncertainties. Actual performance results may differ from those projected. No guarantee is presented or implied as to the accuracy of specific forecasts, projections or predictive statements contained herein.

# Next Steps



These projections are based on industry trends, customers circumstances and other factors, and they involve risks, variables and uncertainties. Actual performance results may differ from those projected. No guarantee is presented or implied as to the accuracy of specific forecasts, projections or predictive statements contained herein.

**Gary Kohler**  
25 years in X-ray  
Entrepreneur  
Broadcasting  
Advertising  
Sales and Marketing  
President/CEO



**Bruno Wuest**  
44 years in X-ray  
Entrepreneur  
MBA  
Design Engineer

Executive Chairman

Founders

**Susi Lugo**  
MBA  
Supply/Business Analyst  
BS, Marketing



VP Sales & Mkt

# Our Team



**Monica DeMarco**  
7 years in X-ray  
Business Administration  
Sales, Public Relations  
Mechanical engineering  
COO



**Simon Clow** B.S., R.T.  
(CI) (ARRT)  
Vascular Radiography  
Radiology Administration

Applications Spl.



**Daniel Sickinger**  
10 years in X-ray  
EE with background in IT  
Network Consultant  
Electronics repair  
Sr. Engineer



**Harshana Nakandala** B.S.  
(CCNA) (MCSE) (ITIL) (CCNA Security)  
6 years in X-ray  
Cisco Technologies Integration  
Microsoft Specialist

Manager, IT/Cybersecurity



**Thanujaa Nakandala**  
MBA  
Risk Management, Fraud Control VISA  
Finance & Reconciliation HSBC

Finance Manager



**Dawn Hearn**  
17 years  
Corporate accounting  
Business strategy analyst  
Corporate tax specialist

Accountant

# Our Advisors



**Russell D. Goode, MD**, (Orthopaedic Trauma Surgeon)  
Independent Board Member  
University of South Alabama School of Medicine with honors (2010)  
University of South Alabama School of Medicine, Orthopaedic Residency (2012)  
Orthopaedic Trauma Fellowship, University of Missouri (2016)  
Orthopaedic surgeon with The Orthopaedic Group (2016-2018)  
Currently with Alabama Orthopaedic Clinic, PC.



**Robert S. Adams**, (Arbitrator, American Arbitration Assn.)  
Independent Board Member  
Professional arbitrator and mediator for over 20 years  
Consultant for private and governmental organizations  
Owner of Templeton Resolution Group and  
Rocky Mountain Resolve



**Jim Lewis**, Attorney  
Specialized in business law and litigation for over 25 years.  
Concentrates on corporate and securities law.  
Member of the National Association of Securities Dealers Board of Arbitrators.  
NASD arbitrator and advocate on numerous securities-broker-dealer disputes.  
Assists development-stage corporations to raise equity capital and position themselves for public offerings.  
University of Utah, BS degree. University of San Diego. Law degree.  
Member of the Utah State Bar, and its litigation, real property, business law, securities, and corporate counsel sections.

THANK YOU



Medical Imaging, Inc.

---

*Partners in Life*