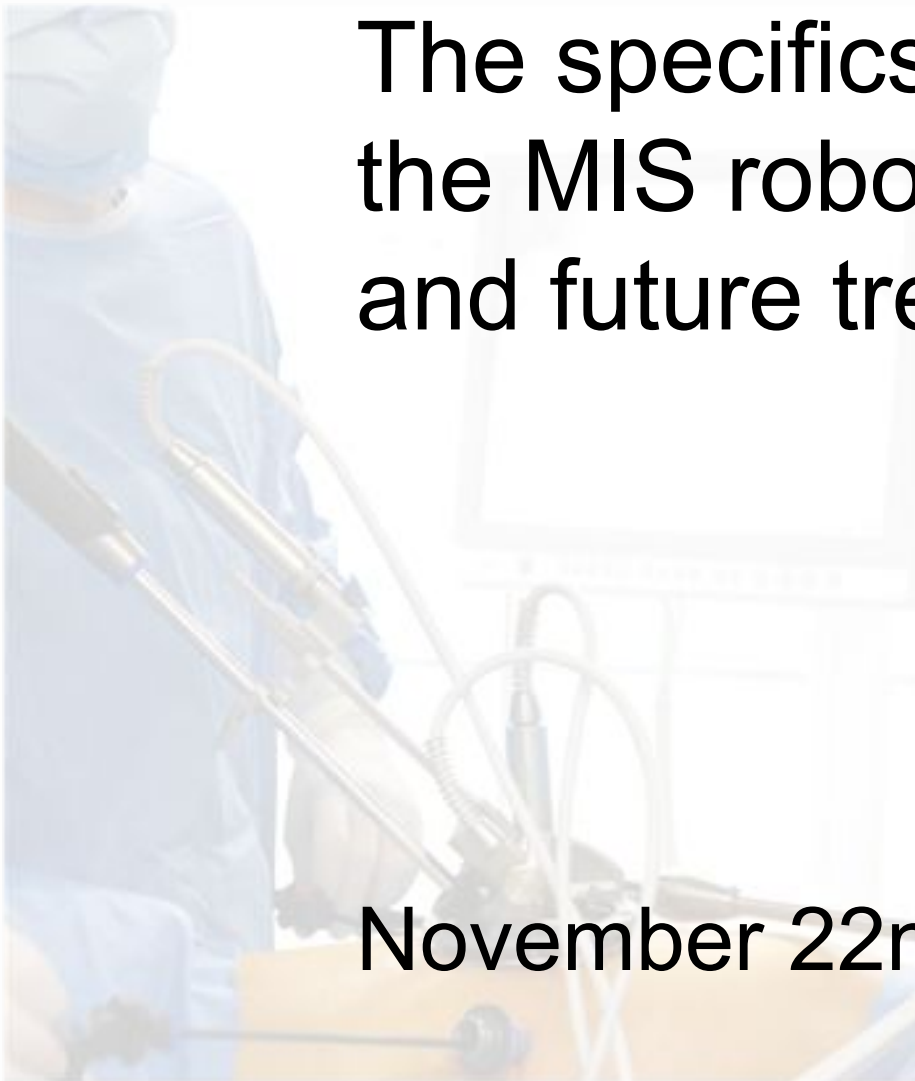


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The specifics of the MIS robotics market and future trends



November 22nd, 2010

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Laparoscopic Surgery

- Colorectal
- HBP
- Gynecology
- Urology

Market

- About 5.6M surgeries WW
- About \$15,000M (devices)

Actors

- Johnson & Johnson (Ethicon)
- Tyco (Covidien)
- Stryker
- Karl Storz
- Olympus
- Intuitive Surgical
- ...

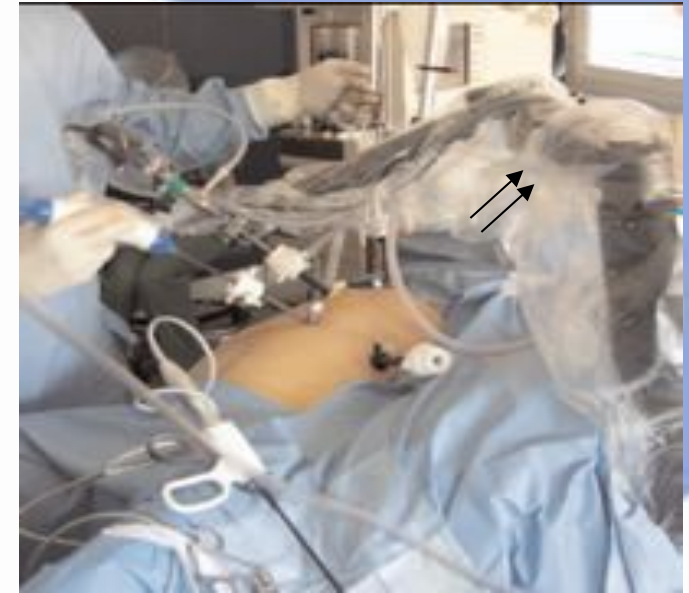


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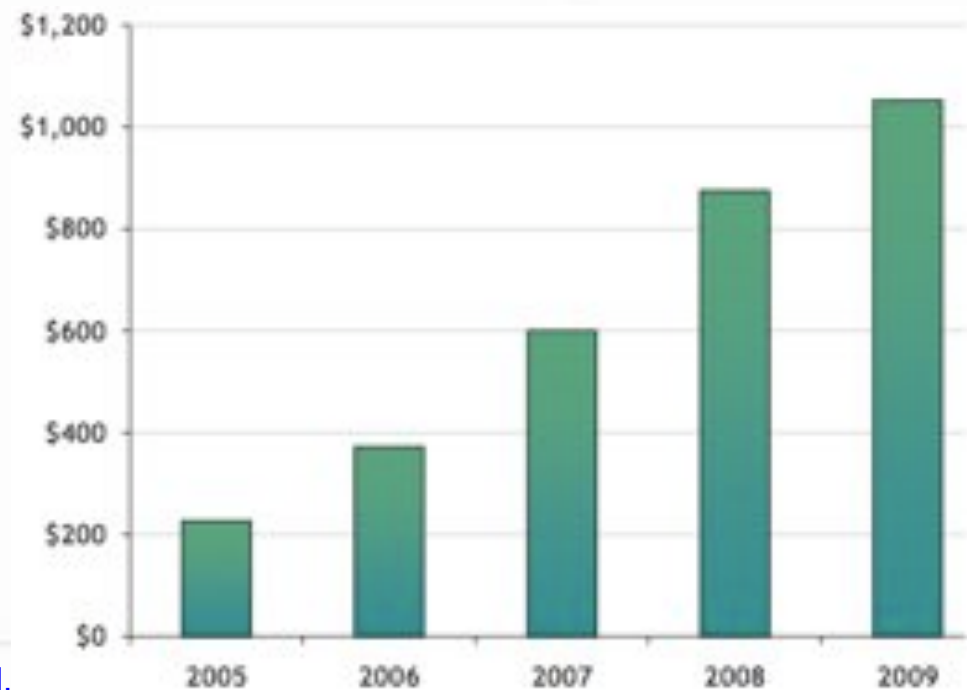
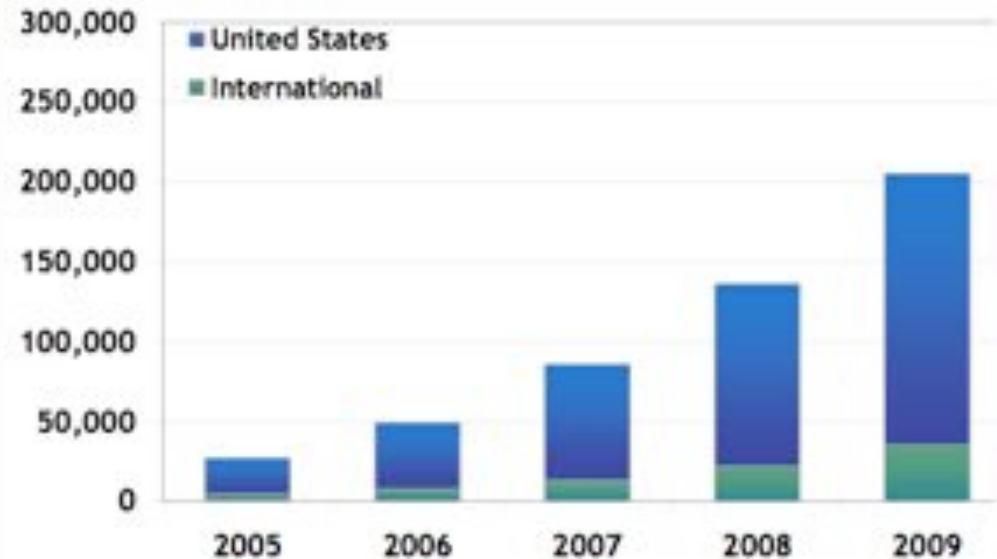
Robotics: A new market

- 👉 First surgical robot in the mid 90s
 - AESOP, Computer Motion – Motorized endoscope holder
 - Stable Image, surgeon voice control
 - 1,000 systems sold WW
 - \$100k / system
- 👉 Intuitive monopoly
 - Only robotic system providing endoscope control, 3D and articulated instrumentation
 - First use in cardiac surgery
 - Now mainly for prostatectomy
 - 1.5M€ capital equipment
 - 1.5k€ per procedure
 - 100k€ annual maintenance



A fast market penetration

- 👉 200,000+ procedures in 2009
 - 90,000 RP
 - 70,000 Hysterectomies
- 👉 \$1,050M revenues in 2009
- 👉 1,660 da Vinci WW
 - 1,200 in USA
 - 300 in Europe



And no proven health benefits!

- 👉 Large studies comparing cancer treatment and complications of robotics / laparoscopy / open surgery
- 👉 April 2010 – Journal of Urology – Sloan Kettering (NY) – 6,000 men
- 👉 Nov 2009 – JAMA – >8,000 men
- 👉 ...
- 👉 Results
 - Similar cancer treatment efficacy
 - Similar adverse events (ED, incontinence)
 - Operative time for robotics > lap > open
 - Hospital stay open > robotics/lap
- 👉 Few studies really compared robotics to laparoscopy

What drove the robotics market?

- 👉 Laparoscopic instrumentation has not improved significantly in the last two decades
 - Straight stick instruments making suture difficult
 - HD imaging – still 2D vision
 - Lack of innovation from industry leaders
- 👉 A strong IP portfolio and aggressive IP strategy
 - Intuitive acquired computer motion after extensive IP law suits
 - Intuitive recently acquired Novare (non robotic articulated instruments)
- 👉 Faster Learning curve
- 👉 A patient oriented marketing
 - The robot which cures cancer
 - In USA MIS = Robotics
 - Patient asks their physician for robotics surgery
 - Hospital must buy to keep recruiting patients
 - USA trends (1,600+ robots installed) rapidly coming to Europe

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Our challenge: How to penetrate the robotics market?

👉 Competition arrives slowly

- Titan medical (Canada) – da Vinci like system



👉 Innovation

- Bringing alternative solutions for wider applications (Da Vinci is limited to prostatectomy and hysterectomy procedures)
- Tactile feedback
- Miniaturized and modular robotics

👉 Health economics considerations!

- Da Vinci surgery cost more than DRG
- Bring a solution with similar clinical outcomes and greatly reduced costs

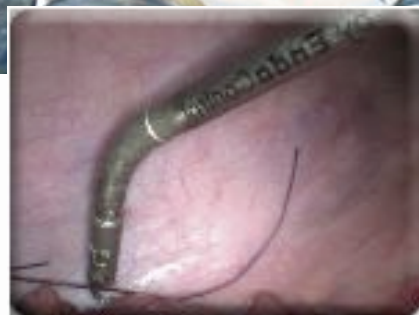
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JAiMY – 5mm Motorized Articulated Instrument

- 2 distal robotic movements
- Provide both rigidity and fine movements
- 7 DoF
- Reusable (autoclave)
- Q2 2011



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endo
control

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Company Vision

EndoControl will shift the paradigms of conventional MIS surgery with each product symbiotically connecting into a MIS Surgical system that overcomes the limitations of both conventional Laparoscopic approaches and present robotic approaches.

Challenges

Prove similar clinical outcomes

Marketing

Using health economics considerations



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QUESTIONS?

