



***Annual General Meeting  
November 23rd 2010***

Australia's Leading HealthCare IT Company

**pro♦medicus**  
OUR SUPPORT. YOUR SUCCESS.



# PRO MEDICUS

- Peter Kempen- Chairman

# Board Members



- Sam Hupert – CEO & Deputy Chairman
- Anthony Hall – Executive Director
- Peter Jonson – Non-Executive Director



# Officers



- Clayton Hatch – Finance Manager/Company Secretary
- Stuart Painter – Ernst and Young Auditor

In absentia:

- Danny Tauber – Chief Operating Officer
- Malte Westerhoff – Managing Director (Visage - Germany)
- John Danahy – National Business Manager (Visage - USA)



# Pro Medicus – In Perspective



- 2007/08 – Sustained profit growth and optimism re acquisition opportunity.
- 2008/09 – A time of change facing the global financial crisis, and changes with overseas partner (Agfa) . Visage acquisition.
- 2009/10 – A time of transition to a challenging but potentially much stronger future. Company re engineered.

# Board Changes



- Mel Ward AO
- David Chambers
- Peter Jonson

## New Director

- Rod Lyle





# PRO MEDICUS

- Sam Hupert- CEO

# Pro Medicus – Key milestones



- Release of the Visage 7.0 platform
- Right sizing of US operations
- Significant progress with new RIS technology platform
- Continued growth of Amira
- 3 Key sales of Visage 7.0 in Australia
- Increased brand awareness in US & Europe.

# Pro Medicus – Integration



- Alignment of R&D teams in Melbourne and Berlin
- New management structure
- Unified accounting and support systems
- Flexibility to use resources across three continents



# Pro Medicus – Visage 7.0



## Previously

- A niche market 3-D product
- Addressed 5% to 10% of market

## Now

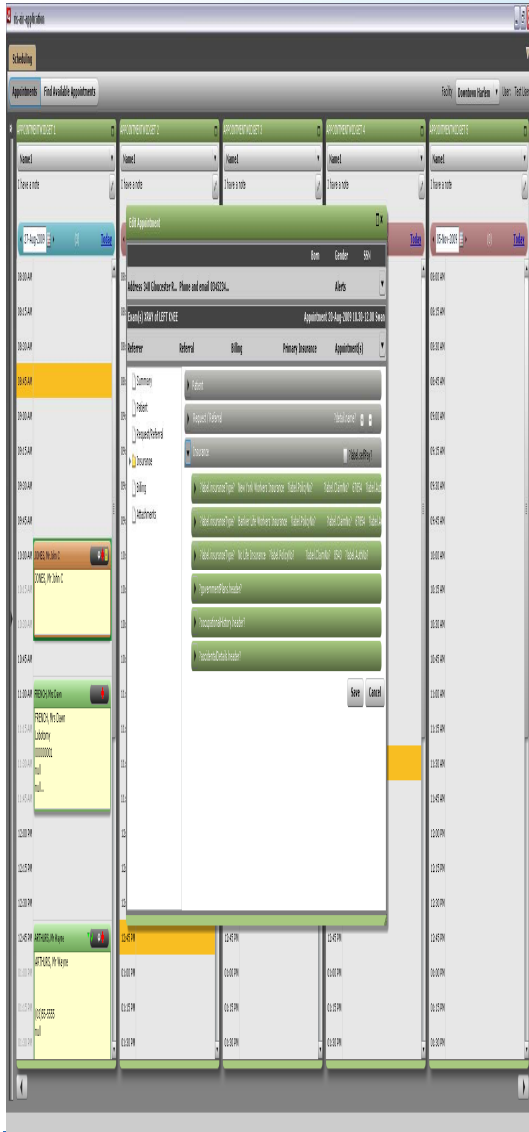
- Unique 2-D/3-D thin client platform - Universal viewer
- New generation 3-D PACS
- Addresses up to 85% of market
- Seen as technological leader
- Strong competitive advantage

# Pro Medicus – US Operations



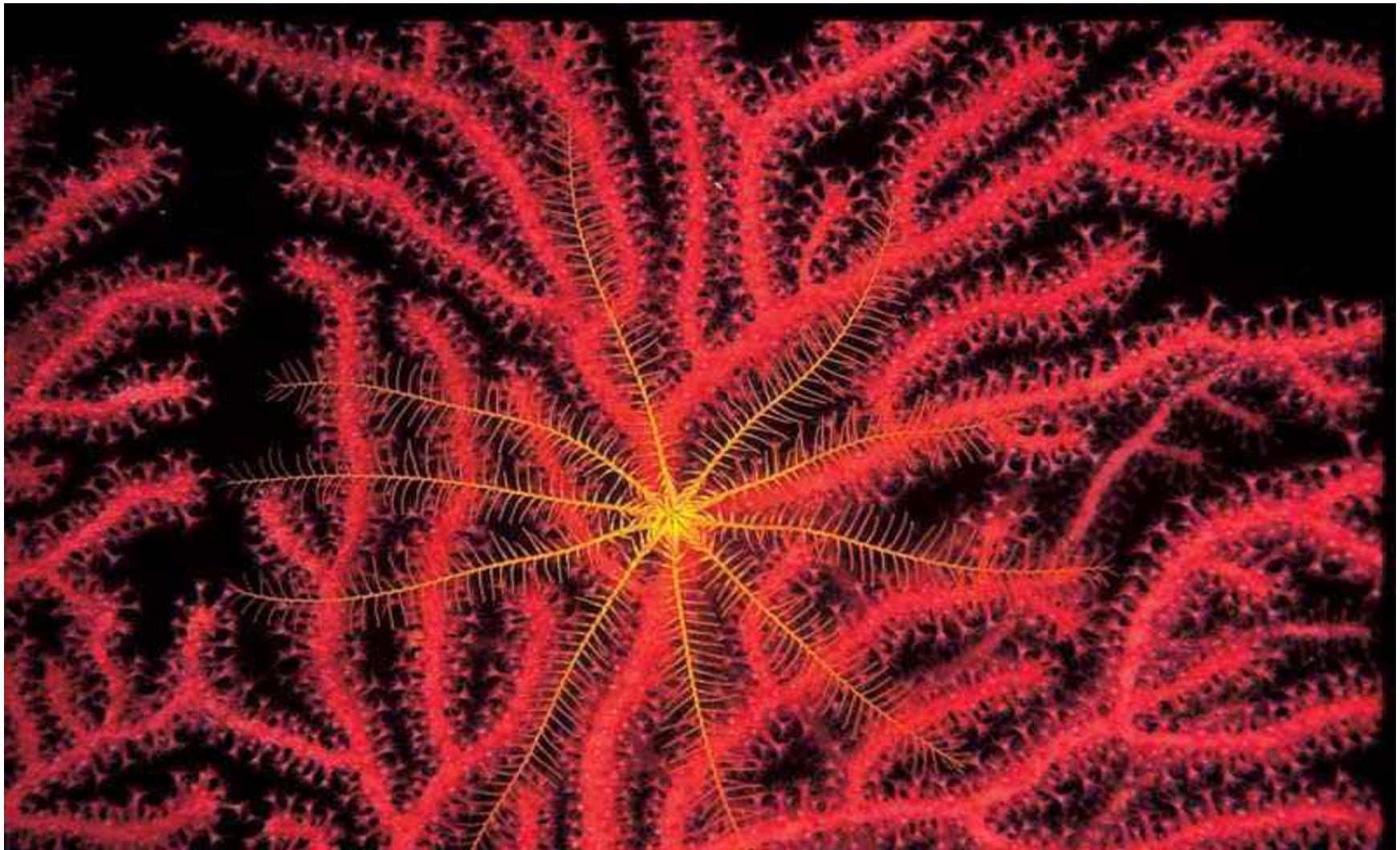
- New general manager – 17 years industry experience
- New offices based in San Diego
- Right sizing of staff numbers
- More experienced sales staff
- Greater use of electronic marketing
- Decreased operating costs by \$1M per annum

# Pro Medicus – “Coral”



- Entirely new technology platform
- 3 Years in development
- Release in December/January time frame
- Repositions company as clear technology leader
- Reduced cost of ongoing development
- More cost effective to support

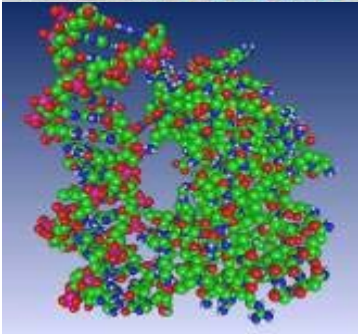
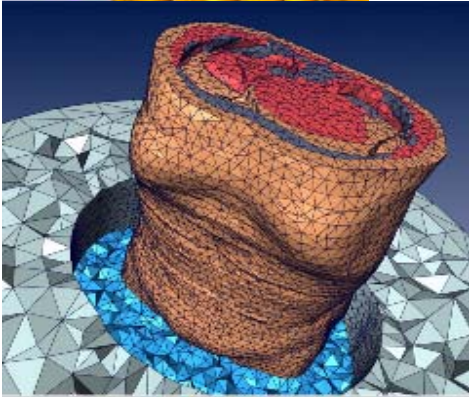
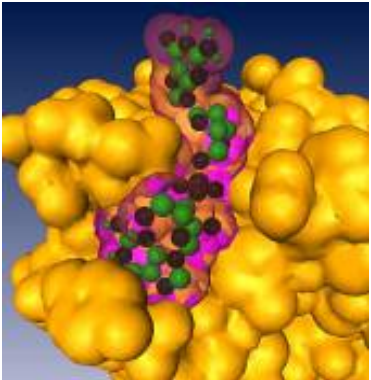
“Coral” – everything is new !



# Pro Medicus – Amira



13



- 3D Toolkit for Life Sciences
- Sold through Web Store
- Sales still growing strongly - 15% plus pa
- Increases awareness of Visage brand

# Pro Medicus – Key Sales



- 3 major sales of Visage 7.0 in Australia
- Both new and existing clients
- Helped develop new competencies
- Forms base for future referral

# Pro Medicus – Marketing



- Electronic marketing successful
- Leverages technology advantage
- Validated by recent Frost and Sullivan award
- Increased lead generation

F R O S T      S U L L I V A N

# RSNA Ad Campaign – Visage 7



Now Apple  
MAC  
Compatible

**true.**  
Total Radiology Unified Experience

  
**VISAGE  
IMAGING®**  
*Visioneering Science for Life*

**Introducing Visage® 7**  
Experience true efficiency with one thin client application  
for reading everything from plain film to cardiac CT.  
RSNA Booth #8320 North Hall  
[www.visageimaging.com](http://www.visageimaging.com)

FROST & SULLIVAN

Healthcare Innovation  
of the Year Award

# Pro Medicus, now truly global...



## A Full Suite of Enterprise PACS/RIS/Visualization and E:Health Business Software Solutions

- Visage 7.0 - 3D PACS & Universal Viewer
- New Technology RIS Platform – “Coral”
- 70 employees, in three centers (US, Germany and Australia)
- ISO 9001 + 13485 certified, FDA/CE/CAMCAS cleared medical products



# 2010/11 1<sup>st</sup> half to date



- Consolidation period for new technology
- Australian market affected by government changes
- “Headwind” from adverse currency impact.
- Increase in US and European opportunities
- Momentum expected to build into the 2<sup>nd</sup> half

# Opportunities



- Greater penetration of US markets
- Up-selling opportunities for Australian business
- Public hospitals both here and overseas
- New dealer channels and “pay per view” revenue streams.
- Push into Europe – particularly UK

**true.**  
Total Radiology Unified Experience

**VISAGE  
IMAGING®**  
*Visioneering Science for Life*

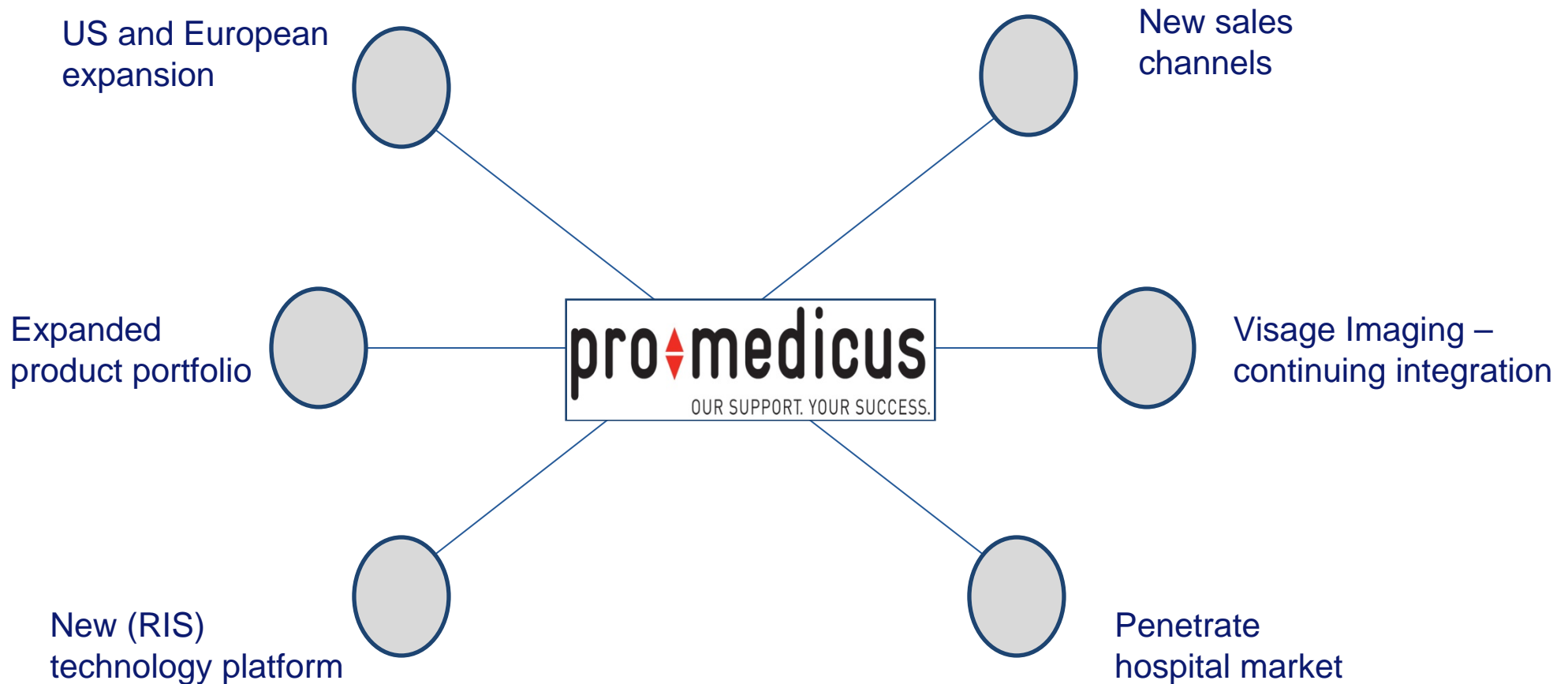
**Introducing Visage® 7**  
Experience true efficiency with one thin client application  
for reading everything from plain film to cardiac CT.  
RSNA Booth #8320 North Hall  
[www.visageimaging.com](http://www.visageimaging.com)

# 2010/11 Financial Outlook



- Increased benefits to flow from Visage acquisition
- Technology value proposition to drive higher margins
- Continued investment in product development.
- Increased percentage of revenue from offshore
- Currency impact may remain an issue
- 2<sup>nd</sup> half to be stronger than 1st

# Growth strategies for 2010/2011



# Pioneer in communications

**MELVYN KEITH WARD, AO**  
ENGINEER, BUSINESSMAN  
12-12-1941 — 1-10-2010

By **DAVID JELLIE**

**M**EL Ward, the last managing director of Telecom Australia and the first person to make a mobile phone call in Australia, has died of cancer at his home in Jan Juc on Victoria's west coast. He was 68.

Ward substantially contributed to the everyday life of almost all Australians through his pioneering contributions in the fields of digitisation of Australia's telephony and data networks and in mobile telecommunications technologies.

He was also an active supporter of the arts in Australia and was on the board of the Australian Ballet from 1991 to 2002, including chairman for the last three of those years. From 2002 to 2006 he chaired



culminated in the implementation of the world's first computer-controlled digital telephone exchange built in

the first person in Australia to make a call on a hand-held, portable phone from the Sydney Opera House on February 22

the Year, and in 1991 he was awarded the Australian Institute of Management's John Storey Medal for distinguished contrib

the merger of OTC, W and the warning and tend to resignate Telecom.

After Telecom, accepted many directions in many transactions in Brash & Logica & Sedgwick, Pro AXA Asia Holdings Cola Am Newspapers and field Serv

In 199 Victorian Professional En



# PROMEDICUS

- My thanks to Directors for their strong contribution
- Thanks to our management and staff for their innovative creativity and hard work.

# RESOLUTION OF SHAREHOLDERS



- Resolution 2 – To adopt the Remuneration Report (non binding)

## FOR

67,746,792

82.61%

## OPEN

194,035

0.24%

## AGAINST

14,070,197

17.15%

# RESOLUTION OF SHAREHOLDERS



- Resolution 3B – To elect as a Director Anthony Hall

## FOR

51,713,584

99.51%

## OPEN

204,035

0.39%

## AGAINST

51,752

0.10%