

# 16<sup>th</sup> MDMA Annual Meeting

## OUS Commercialization

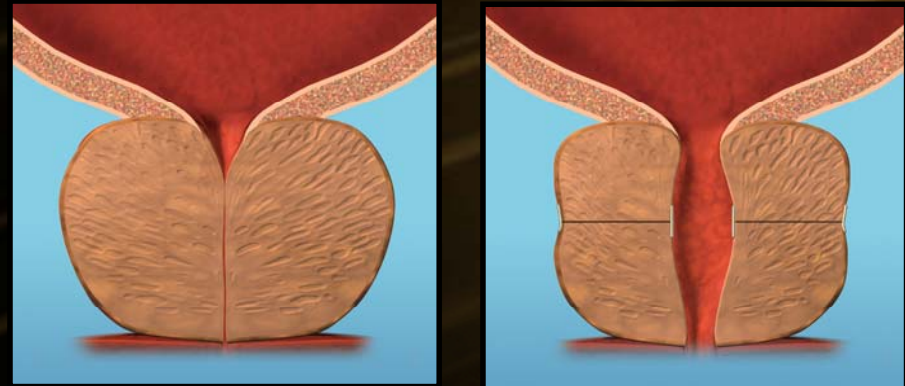
Chris Rowland

# Introduction

- NeoTract founded in 2004 out of ExploraMed incubator funded by New Enterprise Associates.
- ExploraMed History
  - EndoMatrix, Inc. – acquired by C.R. Bard in 1997
  - TransVascular, Inc. – acquired by MDT in 2003
  - Acclarent, Inc – acquired by JNJ for \$785M in 2010
  - NeoTract, Inc.
  - Vibrynt, Inc.
  - Moximed, Inc.

# Summary

- Significant opportunity remains in BPH
- Unique UroLift® approach
- Encouraging clinical results
- Issued U.S. patents with patents pending
- Proven management team
- OUS commercialization underway



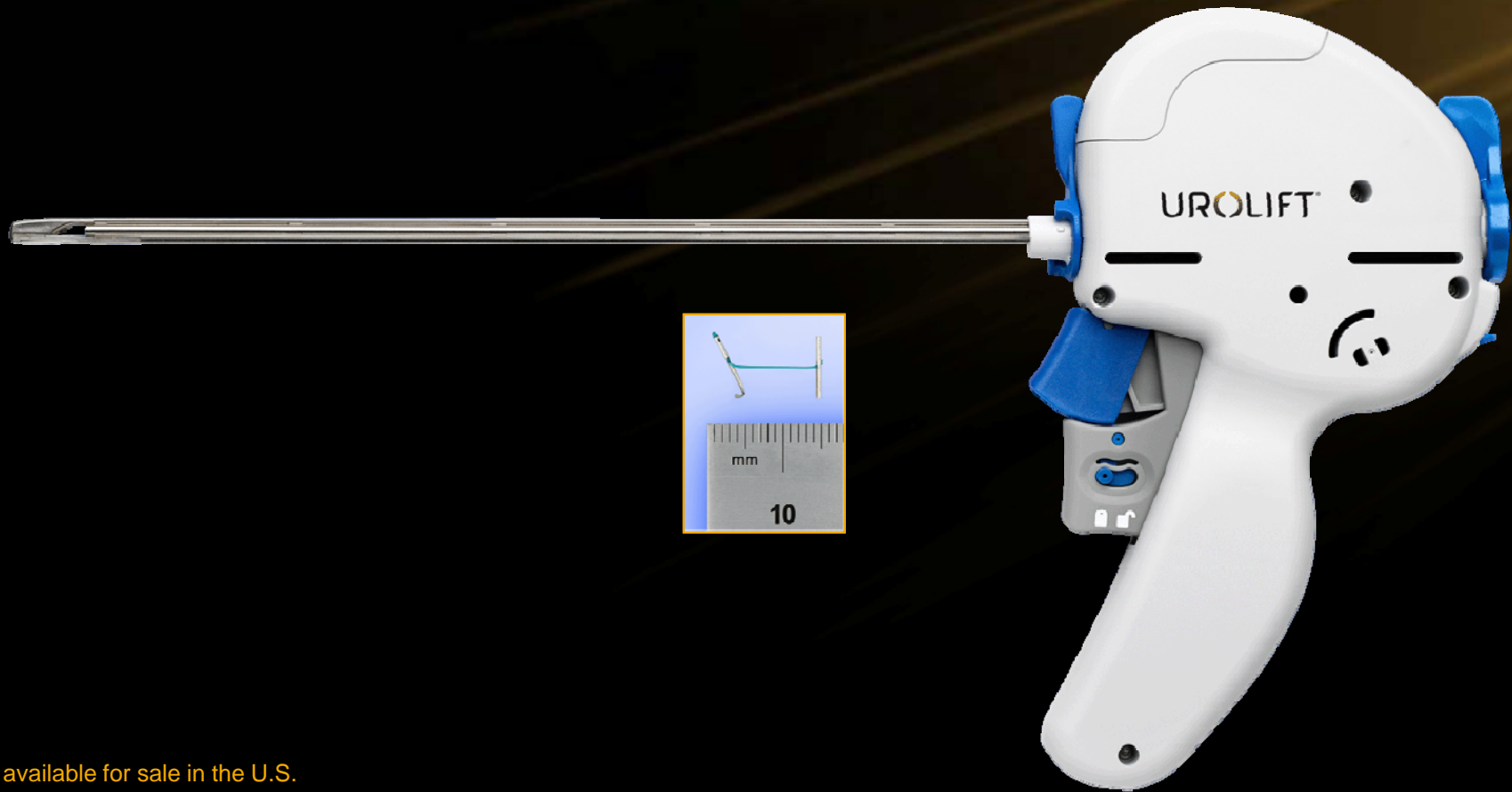
# Background

- Boston Scientific
  - 17 years Marketing, Product Development, Sales, General Management
  - Global Roles, Including Expat Assignments
  - Distributor to Direct, Direct to Distributor, Sales Agents to Direct to Distributors...
- Given Imaging
  - 3 years running the Americas
  - Hybrid Sales Model with Direct, Distributors and Sales Agents
- Neotract
  - Commercialization in back half 2010
  - Distributor Model with Direct Employees

## Issues to Consider

- 'Inch Wide and a Mile Deep'
- Barriers to Entry
- Quick Export Revenue, Build Experience
- Self Pay? Private Pay? Case Volume?
- Response to New Technologies?
- Get the Clock Started in F, D and UK
- Direct? Distributor? Sales Agents? Hybrid?
- In Market Pricing vs Reimbursement
- Patent Protection
- Manufacturing and Distribution
- Limited License, Corporate Partnership

# OUS Commercialization



Not available for sale in the U.S.