

Advanced Medical Diagnostics

Advanced Medical Diagnostics SA ("AMD") is a Belgian company focused on the development and bringing to market of an innovative Computerized Aided Diagnostic ("CAD") technology for ultrasound named HistoScanning. HistoScanning is designed to supplement ultrasound based clinical management of cancer patients. AMD is a fully owned subsidiary of Advanced Medical Diagnostics Holding SA.

Cancer is a major contributor to morbidity and mortality throughout the world. The most common treatment is surgical intervention typically very effective, if the cancerous tumor is removed while in the early stage of the disease. Patients diagnosed with advanced disease are usually treated with chemotherapy drugs or radiotherapy systems which are very expensive and less effective. With health care costs rising steeply, there is a strong requirement for accurate, low cost and timely diagnostic tools to ensure that patients receive the best and most appropriate treatment. It is the mission of Advanced Medical Diagnostics to provide innovative CAD applications to enhance the accuracy of existing ultrasound devices used in routine management of cancer diseases.

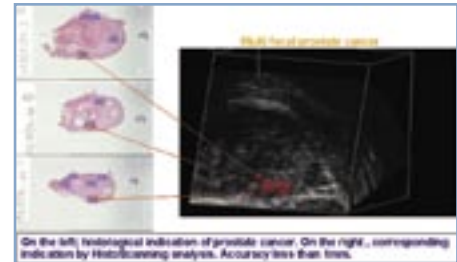
The company's strategy is to deploy its technology by:

- Developing applications where there is a clear unmet clinical need and significant market opportunity.
- Validating each application through controlled clinical trials at acknowledged centers of excellence.
- Establishing a distribution route appropriate for each application to maximize market penetration and commercial return
- Launching applications in all major developed markets.

The company is focused on developing and bringing to market three products:

- a) Ovarian HistoScanning ("OVHS"); aimed at supporting the clinical management of patients presenting with symptomatic pelvic. Currently non-invasive discrimination between benign and cancerous ovary and detection of ovarian cancer at an early stage remain challenging. In about 70% of patients, ovarian cancer is diagnosed at an advanced stage, leading to a poor prognosis: in Europe, in the 1990s, the average age-adjusted 5-year survival of ovarian cancer patients was 37%. AMD's OVHS was clinically validated in a multi center clinical study involving a network of leading European and Israeli medical centers proving to be superior in sensitivity for detecting cancerous ovarian tumours while having no less good specificity than other existing methods.
- b) Prostate HistoScanning ("PHS"); aimed at improving ultrasound based staging of patients presenting with abnormal level of PSA and are therefore referred to ultrasound guided biopsy. This product is subject to ongoing clinical studies so far presenting high potential to improve biopsies guided by ultrasound.
- c) Breast HistoScanning (BHS); will support and enhance ultrasound based detection of malignancies in the breast. This application is in its initial step of development through collaboration with the Instituto Europeo di Oncologia in Milan. The program aims at: Reduction of unnecessary breast biopsies and development of breast cancer screening for women with mammographically dense breasts.

The company is aiming at developing a service related business model which will secure a continuous stream of revenues proportional to the amount of use. Such a model seems very appropriate to the current OVHS commercially available product. First agreement based on such business model is in place with the Instituto Europeo di Oncologia in Milan. The company intends to present the same principals of commercial use to major medical centers through Europe.



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References

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