



# Improved Care Enteral Feeding Device

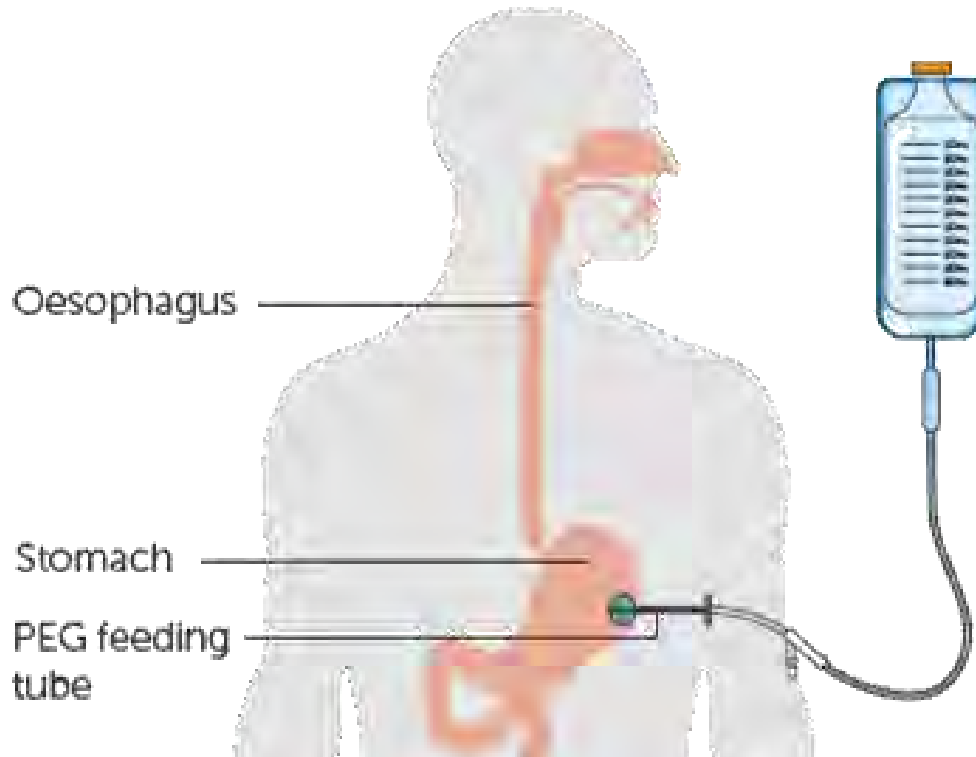


**Shahar Millis, MBA**  
**CEO**

Trendlines Medical Asia Road Show  
July 2016

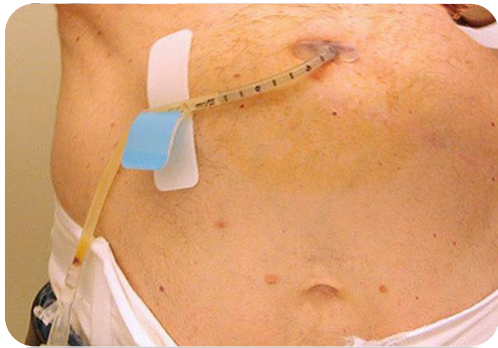
# Enteral Feeding

## Long-Term Solution for Adequate Nutrition



- Cancer
- Stroke
- Neurological conditions

# Significant Reduction in Quality of Life



Long, Heavy Tubes



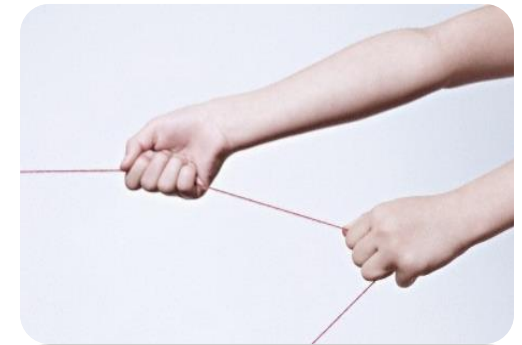
Skin Conditions



Clog and Degrade



Frustration

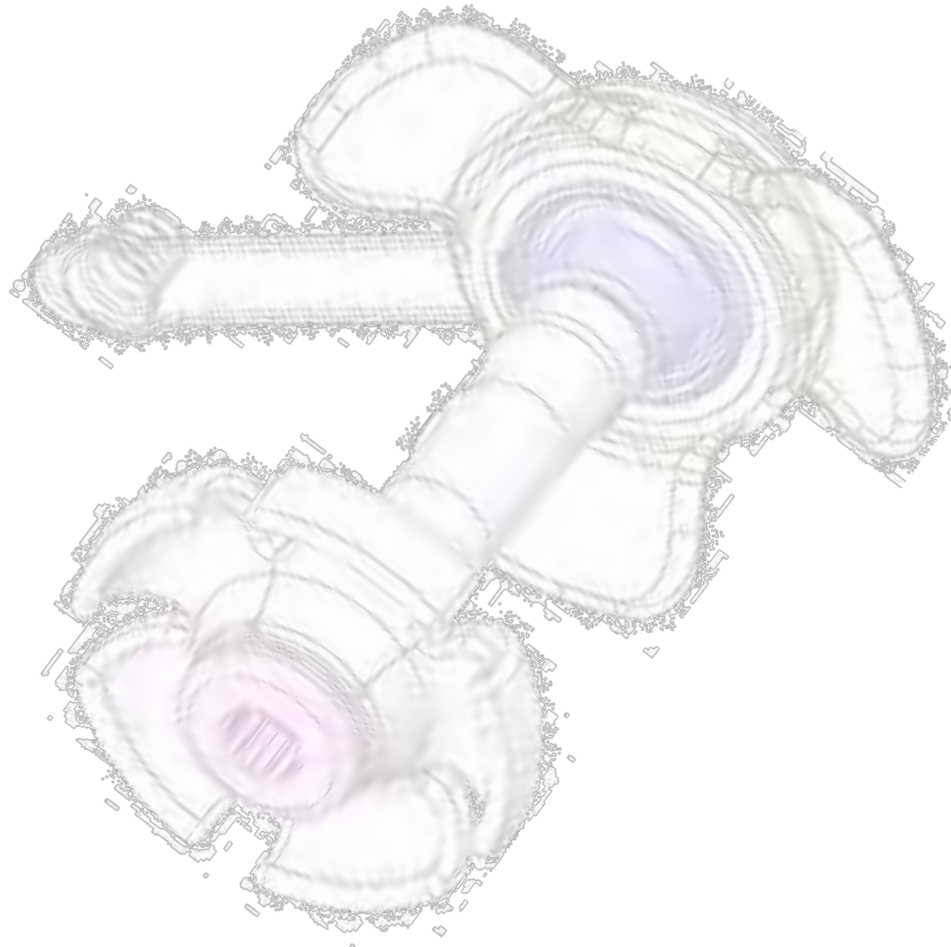


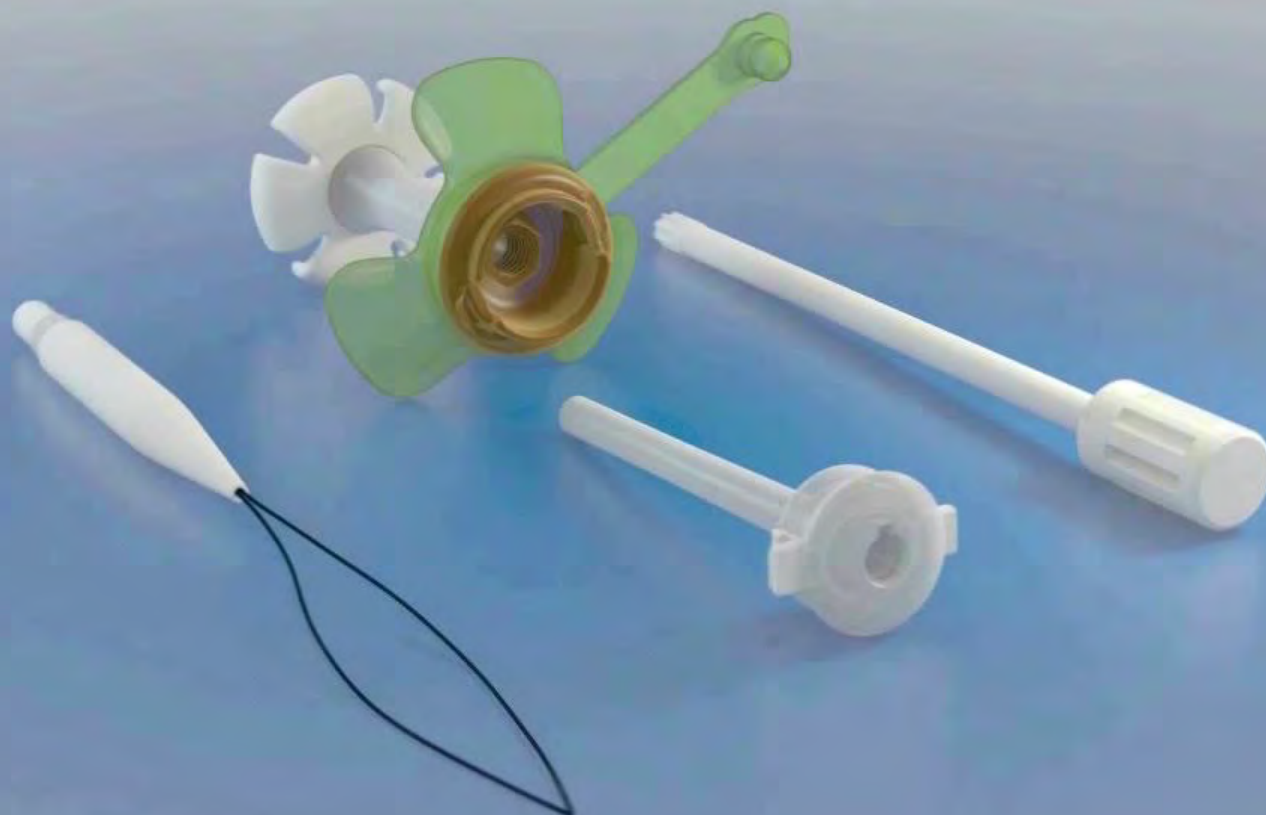
Dislodge



Pain; Urgent  
Hospital Visits

# Fidmi's Low-Profile Enteral Feeding Device Improves Quality of Life





# Fidmi's Added Value



## Patients

- Better quality of life
- No painful replacements
- No clogging



## Caregivers

- Easy to handle and safe
- Saves time – no declogging
- Reduced complication rate



## Hospitals

- Reduced ER visits
- Reduced costs



## Partners

- Ongoing patient commitment / brand loyalty
- Larger margins on disposables



# Great Feedback From Leading Physicians



"I love the idea, concept, and device.  
I think you can create a MAJOR paradigm shift in these devices."

**Stephen M. Cohen, MD, FACS, FASCRS;** Hunter Holmes McGuire VA Medical Center, Richmond, Virginia



"Unique, interesting and innovative design. Could be a dynamic change in the way we do PEGs."

**Amol Bapaye, MD, FASGE, FSGEI, FAIGE;** Deenanath Mangeshkar Hospital & Research Centre, Pune, India



"I like a number of aspects of your design, in particular the enteral bumper stabilizer."

**Shelby Sullivan, MD, Ass't. Prof. of Medicine; Dir., Bariatric Endoscopy,** Washington University in St. Louis



"...fall away pieces are unique and intriguing... I like the bumper raised off the skin"

**Bret T. Petersen, MD, Prof. of Medicine;** Mayo Clinic Div. of Gastroenterology and Hepatology, Rochester, Minnesota

# Millions of Tubes Inserted Each Year

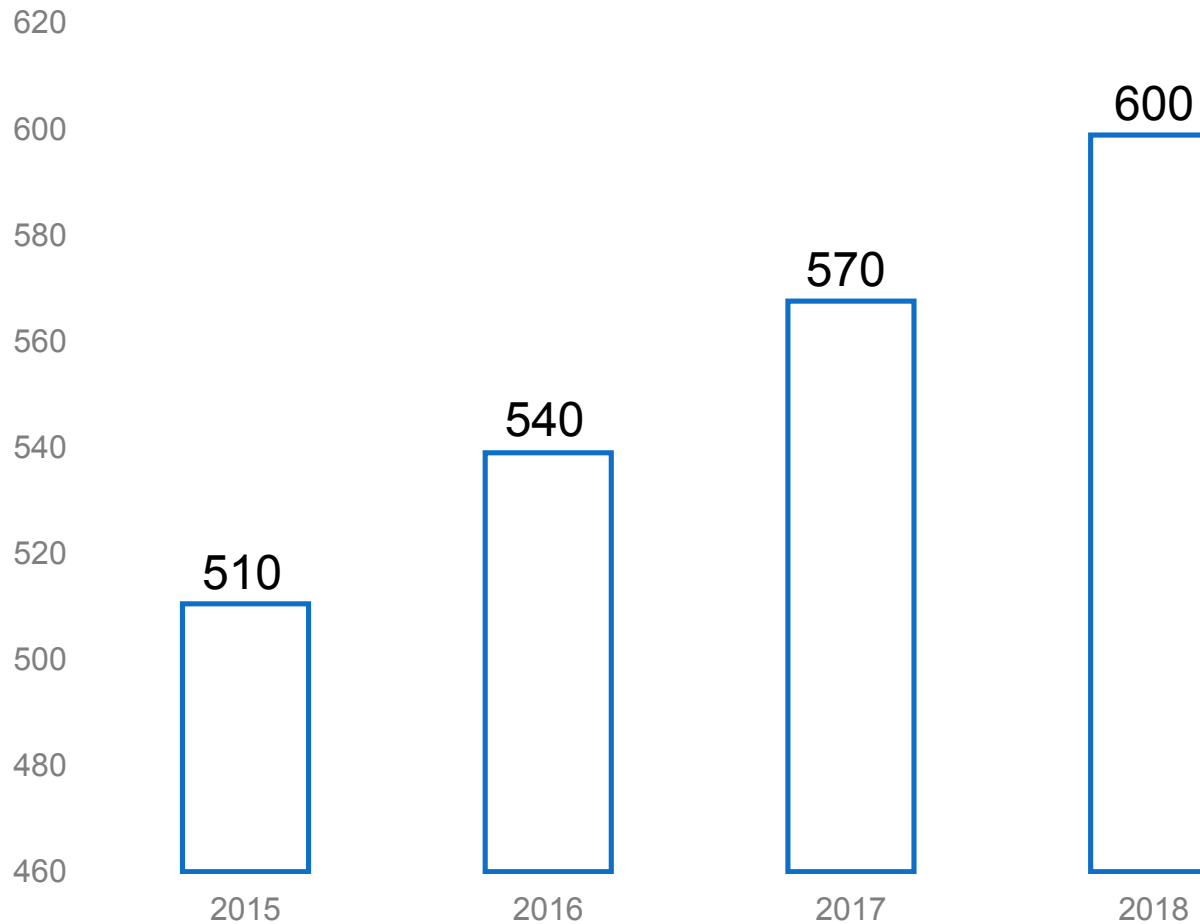
- **> 1.3 million tubes placed** in new patients
- **4 million tubes replaced** with new tubes in existing patients





# US\$540 Million Market and Growing

Market Value (Million US\$)



6% CAGR

PEG, Low Profile & Gastrostomy Market

Source: Transparency Market Research

# Lots of Potential Partners

**BAIRD**

ACCESS SYSTEMS



**FRESENIUS  
KABI**

caring for life



**HALYARD**

FORMERLY KIMBERLY-CLARK HEALTH CARE

**CORPAK<sup>®</sup>**  
MED SYSTEMS

**Boston  
Scientific**

**COOK<sup>®</sup>**  
MEDICAL



**Medtronic**



**COVIDIEN**

**CONMED<sup>®</sup>**

**US endoscopy**

**B | BRAUN**

**AMT**

Applied Medical Technology, Inc.



**Nestlé Health Science**

NOURISHING PERSONAL HEALTH

**NUTRICIA**  
Advanced Medical Nutrition

**fidmi**<sup>medical</sup>

# The Fidmi Medical Opportunity

- Large market opportunity
- Strong IP – 2 patents pending
- Extremely positive feedback from physicians
- Quick to market
- Players are interested



**Thank You**



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