



A Cohesive, Global Team Focused on Driving Sales

of the **PulseFlow**TM Brand

The Diabetic Boot Company Limited
(07171606 in England and Wales)

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WALKING IS A CONTACT SPORT

26

Bones

33

Joints

100

Muscles, Tendons And Ligaments

vs Forces=1.5 x Body Weight

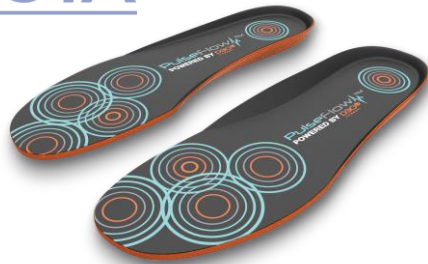


- Feet are always “At-Risk” for injury given their complex structure and role as the foundation for standing, walking and running
- Add chronic conditions that compromise blood flow to the legs and feet & risk of injury increases exponentially, as does difficulty in healing
- DBC Medical’s podiatrist-designed **Suite of PulseFlow™ product solutions** shield even the most At-Risk feet from daily destructive forces

PulseFlow™

Protection For Every Step

 **ARESTA™**



 **PREVENTA™**



 **PulseFlowDF™**



 **FOOTforte™**



PulseFlow™

Protected By



D30's Advanced Shock-Absorbing, Impact-Protecting Technology is trusted by Elite Athletes & Military Forces around the globe

Soft and flexible for maximum comfort but on impact, absorbs and dissipates energy unlike any competitive product

PulseFlow™

D30 "core" engineered to outlast and outperform the competition

- Lasts 14x longer
- 33% more shock attenuation

Goal: Risk Mitigation

- Reduces Transmitted Forces
- Lasts 14x Longer than other Insole Materials



- Advanced shock-absorbing protection in a Low-Profile design to fit everyday footwear
- Toe-to-Heel comfort and protection



- Maximum support and lasting protection, including "High-Risk" feet
- Shaped & contoured midsection reduces forward velocity while controlling motion
- Soft heel button further reduces impact pressure



PROTECTED BY
D30®

**Goal: Protect Against Trauma
& Improve Stability**

*Friction-Free, Impact Protection
+ Shock-Absorption*



- Protective insole, hidden seams & biomechanically-designed outer sole provide a protective fortress against injury, even in the home



Broad Range of Patients, in the Home, who would Benefit from Increased Blood Flow

Goal: Enhance Blood Flow to Improve Wound Healing, Reduce Oedema & Extend Remission

Wearable, Dual-Action Technology Improves Blood Flow + Offloads



- Intermittent Plantar Compression provides a healing, oxygen-rich environment
- Offloading mechanism reduces pressure, shear & friction as well as any RCW*
- Paired design facilitates bilateral stability & protection
 - Wear-time monitor encourages compliance
 - Contoured insole reduces impact forces to guard against trauma

*Removable Cast Walker

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TARGET MARKETS



Broad Intended Use

Based on US FDA 510(k) – CE Mark & Global positioning to reflect:

PulseFlowDF is intended for patients in the home who would benefit from increased blood flow to:

- Treat and assist healing of cutaneous ulceration (wounds)
- Reduce wound healing time
- Enhance arterial circulation (blood flow)
- Prevent venous stasis (slowing of blood flow)
- Reduce compartmental pressures
- Reduce Oedema (swelling)
- Reduce post-operative pain and swelling
- Reduce the need for anticoagulant medications (medications that thin the blood) and
- Prevent Deep Venous Thrombosis (blood clots in the deep veins).

Target Markets & Clinical Benefit of PulseFlowDF Treatment

Diabetes: heal wounds, reduce chronic oedema, improve oxygenated blood flow

Peripheral Artery Disease (*circulatory problem -narrowed arteries reduce blood flow to limbs*): heal ulcers + pre- and post-vascular surgery to improve surgery outcomes, as well as reduce in-patient admissions

Orthopaedic Medicine: explore the effectiveness healing ankle injury, post- surgical reconstruction of traumatic ankle and mid-foot injuries.

Musculoskeletal and Sports Medicine: deploy technology in post-workout or –injury recovery

PulseFlow™ Insoles

Target Markets

Diabetes: 1st line of defense against foot complications beginning at diabetes diagnosis + post-ulcer protection

Occupational Health: Institute personal protective equipment that starts from the ground up for industrial safety, government, healthcare workers, military applications

Primary Care: Establish baseline foot protection to combat daily destructive forces and guard against injury and pain

FOOTforte™

Target Markets

Diabetes: Protective footwear for those at High-Risk for Ulcer, Post-ulcer Step Down from PulseFlowDF treatment, Rehabilitation, In-home Protection

DIABETIC Statistics

Statistics

- Estimated 9 % of the global adult population were living with diabetes in 2017 which equates to over 425million¹
- Diabetics have a 15% to 25% lifetime risk of developing a foot ulcer^{2,3,4}
- Approximately 2% to 3% of people with diabetes experience a foot ulcer in a given year⁴
 - Equates to 68,000 people in England at an annual cost estimated at £629-£786m⁵
- Diabetics have a 30 times greater lifetime risk of having an amputation than patients without diabetes^{6,7,8}
 - Over 100 amputations are carried out every week on people with diabetes in the UK

Top 10 countries for number of adults with diabetes (20-79 years old) and their healthcare expenditure, 2017

	# Diabetics	Healthcare Expenditure (US\$)	Per Capita Expenditure (US\$)
China	114,000,000	\$ 110,000,000	\$ 0.96
India	73,000,000	\$ 32,000,000	\$ 0.44
USA	30,000,000	\$ 348,000,000	\$ 11.60
Brazil	13,000,000	\$ 24,000,000	\$ 1.85
Mexico	12,000,000	\$ 19,000,000	\$ 1.58
Indonesia	10,000,000	\$ 5,000,000	\$ 0.50
Russian Federation	9,000,000	\$ 20,000,000	\$ 2.22
Egypt	8,000,000	\$ 7,000,000	\$ 0.88
Germany	8,000,000	\$ 42,000,000	\$ 5.25
Pakistan	8,000,000	\$ 2,000,000	\$ 0.25

Total adult diabetic population (age 20-79 years old) projected to expand to 642 million by 2040⁵



Peripheral Arterial Disease (PAD): Statistics

- One in every 20 Americans over the age of 50 or 8 to 12 million people have PAD¹⁰
- In Europe and North America, an estimated 27 million individuals are affected with approximately 413,000 inpatient admissions annually attributed to PAD¹¹
- Worldwide prevalence of lower extremity PAD is between 3 and 12 percent - over 200 million people around the world live with PAD each year¹¹

Occupational Health: Foot & Back Injury Statistics

- Feet are the foundation of the body & without shock absorbing layer between foot and ground, can jolt knees, the back, and hips with each step, especially on hard surfaces like concrete
- According to the US National Safety Council, almost 10% of all injuries that result in days away from work can be attributed to foot and ankle injuries; 18.5% to the back
- Employees who work on their feet everyday are at higher risk of MSDs, with back disorders accounting for 49 percent of all work-related injuries. ¹²
- Of all occupational injuries and illnesses reported in US private industry sector in 2017, 548k in health care; 394k in manufacturing; and 386k in retail trade¹³

Marketing Strategy

Key Distribution Channels

- Hospitals: Public, Private, Veterans, Military
- Office-Based Healthcare Professionals: Wound care, Podiatry, Primary Care, Chiropractic
- Long-Term Care Facilities
- High-Street Pharmacies
- Occupational Health: Corporate, Government and Military

Strategy

- Expand current Distribution Network of experienced sales professionals with established relationships in aforementioned channels
 - ✓ Commission-driven compensation
- Support network with streamlined team of DBC Medical sales, marketing and technical specialists based in the UK and US
- Use D30® brand recognition, marketing / creative power, and strategic relationships to support “contact sport” / “collision-protection” positioning of PulseFlow Insoles
- Engage with Key Opinion Leaders in podiatry and vascular surgery to drive PulseFlowDF usage and case study development for promotional use
- Launch multi-platform social marketing program to promote PulseFlow suite of products and its various customer-focused benefits



Key Personnel

Thomas Nicolette: International business consultant with an over thirty-year track record of establishing and growing successful start-ups and established corporate entities across 6 continents in highly competitive global industries. Specialties include rightsizing organizations; optimizing product lines; maximizing the revenue potential of operations; identifying and capitalizing on both buy and sell M&A opportunities; and leading private placement fund raising and IPO listings. Thomas began his engagement with The Diabetic Boot Company in 2017 and serves as its Executive Chairman and Director.

Anthony Chow: CFA Charterholder with broad experience in direct investments. Educated in Sydney Australia, he commenced his career in 2004 with ANZ Banking Group, working in corporate banking, leveraged finance and private equity. In 2007, he moved to London to commence work for Burnbrae as an investment analyst and trader. He is also a founder of Juvenescence Limited, a leader in the field of longevity. Anthony is a long-time associate of Jim Mellon and first became involved with The Diabetic Boot Company in 2012; he currently serves as Director.

Daniel Blackman: Consultant Podiatrist with extensive experience in patient care for private citizens and military personnel, and commercial endeavors related to podiatric products. Daniel is a specialist in Biomechanics and lower limb rehabilitation through his 14-year career in the NHS and his work with the UK Air Bourne Brigade. He became medical director of an orthotics company, and designed and launched a therapeutic insole line. Daniel transferred his professional and commercial knowledge to The Diabetic Boot Company in 2016 and developed two new products to compliment the PulseFlowDF™. He now serves as DBC Medical's Chief Operating Officer.

Mike Holvey: Experienced finance leader with an extensive background in Medical Device and Consumer Goods industries. Leadership strengths include change management, business start-up and transformation projects, business performance management, finance processes, financial reporting, and strategic decision making. Mike began his affiliation with The Diabetic Boot Company in 2015, and currently serves as DBC Medical's interim CFO.

Patrice McMorrow: Marketing strategist and tactician with career focused in start-up organizations in the medical device and in vitro diagnostic industries, as well as fully-commercialized pharmaceutical and steel fabrication and machining corporations. She is accustomed to entrepreneurial business environments and leading multifunctional teams to achieve market launch, new product development and sales expansion initiatives. Patrice began her engagement with The Diabetic Boot Company in late 2017 and currently supports DBC Medical's US operations.

INCOME STATEMENT

Income Statement	2019 (£)	2020 (£)	2021 (£)
Revenue			
Pulse Flow DF	291,900	825,900	1,272,000
Aresta	151,175	474,200	762,650
Preventa	168,000	537,000	865,500
Total - Revenue	<u>611,075</u>	<u>1,837,100</u>	<u>2,900,150</u>
Cost of Goods Sold			
PulseFlow DF	113,750	308,750	478,750
Aresta	46,625	134,000	213,250
Preventa	46,625	134,000	213,250
Total - Cost of Goods Sold	<u>207,000</u>	<u>576,750</u>	<u>905,250</u>
Gross Margin	404,075	1,260,350	1,994,900
Gross Margin %	66%	69%	69%
Overhead			
Total - Overhead	1,379,285	1,429,112	1,504,342
Depreciation	12,300	17,100	19,500
Total Expenses	<u>1,391,585</u>	<u>1,446,212</u>	<u>1,523,842</u>
Net Operating Profit / (Loss)	(987,510)	(185,862)	471,058

BALANCE SHEET

Balance Sheet	2019	2020	2021
	(£)	(£)	(£)
ASSETS			
Current Assets			
Cash and Cash Equivalents	1,054,007	755,119	1,198,546
A/R - External	164,927	341,349	533,876
UK VAT Debtor Account	11,745	11,845	12,045
Inventory	290,736	213,986	83,736
Other Current Assets	47,320	47,320	47,320
Total - Current Assets	1,568,735	1,389,619	1,875,523
Plant, Property & Equipment			
Plant, Property & Equipment - Cost	57,666	72,066	79,266
Less: Accumulated Depreciation	(41,153)	(58,253)	(77,753)
Net Plant, Property & Equipment	16,513	13,813	1,513
Total Assets	1,585,248	1,403,432	1,877,036
LIABILITIES & EQUITY			
Current Liabilities			
Trade Payables	80,106	84,152	86,698
Other Creditors	60,733	60,732	60,732
PAYE Payables	6,524	6,524	6,524
Total - Current Liabilities	147,363	151,408	153,954
Total Liabilities	147,363	151,408	153,954
Shareholders' Equity			
Share Capital and Premium	12,815,964	12,815,964	12,815,964
Profit / (Loss) in Model	(987,510)	(1,173,371)	(702,313)
Retained Earnings	(10,390,569)	(10,390,569)	(10,390,569)
Total Shareholders' Equity	1,437,885	1,252,024	1,723,082
Total Liabilities & Shareholders' Equity	1,585,248	1,403,432	1,877,036

CASH FLOW

Cash Flow Forecast	2019	2020	2021
	(£)	(£)	(£)
Receipts			
Share Capital and Premium	2,000,000	0	0
Short term Financing	182,000	0	0
Sales - External	611,075	1,837,100	2,900,150
Change in A/R - External Sales	(148,873)	(176,422)	(192,527)
VAT Refunds	112,875	120,040	122,240
Total Receipts	2,757,077	1,780,718	2,829,863
Payments			
Staff Costs	660,219	660,219	750,219
Sales & Marketing	101,631	110,862	120,092
Travel & Entertaining	239,538	217,231	281,077
Overhead	377,896	336,800	352,954
Change in Creditors	(46,924)	(4,046)	(2,546)
Inventory Purchases	253,320	300,000	775,000
VAT Paid	120,045	120,140	122,440
Capex	7,200	14,400	7,200
Total Payments	1,712,925	1,755,605	2,406,436
Net Cash Flow	1,044,152	25,112	423,427

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