

Feedback plc

Investment Profile

- Fully funded with £4.4m cash to execute growth strategy
- Market leading with CE mark as class 1 medical device
- Well placed to grow market base and revenue streams
- Boosted value offering and proposition through commercial partnership with Axial3D

Ticker (AIM)

FDBK

Share Price (GBX)	1.00p
Shares in issue (m)	1,067
Market Cap (£M)	11
12m Hi/Low (GBX)	2.4p/0.35p

(Source; LSE, 21 December 2020)

12 Month Share Price



(Source: The London Stock Exchange December 2020)

Major Shareholders* (As of 6 November 2020)

Name	%
Unicorn Asset Management Ltd.	18.75
Thomas Charlton	10.99
Tyndall Investment Management	6.36
Jonathan Cranston	5.21
Octopus Investment Nominees Ltd.	4.69

*Denotes significant shareholdings of over 3%

(Source; company website)

Key Newsflow

Dec: Bleepa to join DIT's first virtual event to India

Nov: Bleepa selected for DigitalHealth.London 2020 Programme

Nov: Bleepa selected for WISH 2020 Innovation Awards

Nov: AGM Statement

Oct: Bleepa© adds 3D Imaging with Axial3D Partnership

Oct: Final Results

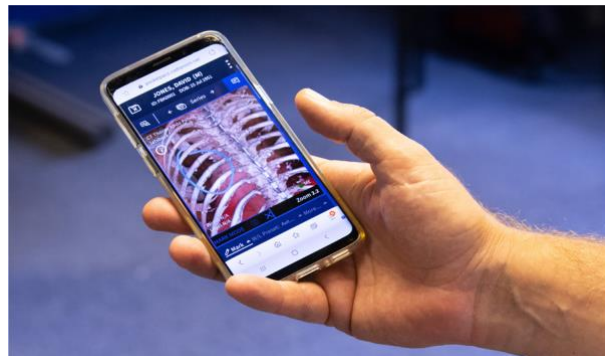
Jul: Bleepa© appointed to major NHSx framework

www.fbkmed.com

Company Overview

Feedback plc is a clinical medical imaging technology business, focussed on improving the efficiency and quality of image based communications between frontline clinicians. Its main product, Bleepa, is a revolutionary medical imaging communications app, providing an easy-to-use, high quality tool to enable remote and secure communications between front-line clinicians and teams. Importantly, it is the only CE marked medical imaging communications platform on the NHSx clinical communications tools framework. Bleepa has unparalleled functionality for everyday practice and can be accessed from any internet-connected device, enabling control of patient cases when on the go.

Its highly scalable Software as a Service ("SaaS")-based revenue model will provide increasing levels of visibility as the Company grows its customer base. With a growing distribution base and technology in place, the focus is on leveraging key relationships in order to drive sales both in the UK and internationally to all forms of care providers. As a fully certified medical device, Bleepa aims to disrupt the medical imaging communications market and, importantly, increase the accuracy and speed of clinical review. With groundwork complete the Company is well positioned to scale at pace with as it targets a substantial potential customer base.



Feedback's CE-marked core product, Bleepa, gives front-line practitioners the ability to deliberate and communicate over images and scans for patients on their mobile devices

What's New?

Following a rigorous selection process, Bleepa has **been selected for the DigitalHealth.London 2020 Accelerator Programme**, a 12-month programme made to support and speed up the adoption of digital innovations by London's NHS, relieving high pressure on services and empowering patients to manage their health. This has given Bleepa a prime opportunity to display its potential to London's NHS network. The team at Bleepa has just completed a highly successful virtual DIT lead mission to India, meeting over 20 interested parties.

This follows the Company's **signing of a commercial partnership with Axial3D** in October. Thus, granting clinicians with the ability to view and manipulate advanced 3D clinical medical images and print 3D models, in order to support clinical decision making and surgical planning for patients. This cutting-edge partnership has greatly enhanced Bleepa's value proposition to users, while consolidating Feedback's strategy to become a platform for third-party tech to generate additional revenues.

Feedback plc continued...

The Market Opportunity

Feedback’s flagship product, Bleepa, has significant advantages over its peers. The product achieved the criteria associated with the manufacture of a medical device and has been affixed with a CE mark as a class 1 medical device.

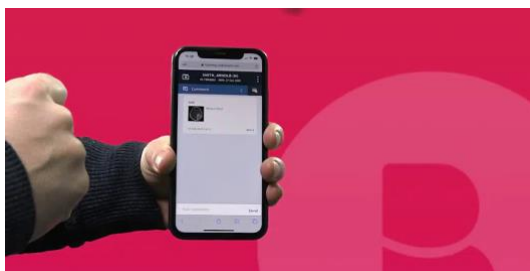
The Directors believe Bleepa is the only communication platform on the UK market that has met MD Directive certification requirements. Having a CE mark is a major step forward for the Bleepa product. The use of a non-CE marked product inappropriately may put individual clinicians and Trusts at risk of civil claims for damages arising from misuse of that product. For this reason the Medicines & Healthcare products Regulatory Agency ("MHRA") advise that all providers only use appropriately CE marked devices.



Bleepa is also expanding its proposition through the recent signing of a commercial partnership with Axial3D, enabling clinicians to view and manipulate 3D clinical medical images. This partnership is indicative of Bleepa’s ability to leverage a growing user base through partnerships and collaborations to bring more value to customers at the same time as diversifying revenue streams.

WATCH Feedback PLC:

To view a demo of the Bleepa app, [Click Here](#) or the image below:



If you are interested in staying up to date with Feedback plc’s progress, Subscribe their [YouTube Channel](#), or the [Proactive Investors](#) Channel

MEET Feedback PLC

Please contact Walbrook for more information

Management Team

Prof. Rory Shaw, Non-Exec Chairman
As a highly experienced NHS executive, Rory has previously been Medical Director of Healthcare UK, part of the Department of International Trade, as well as in the NHS for over 15 years. A named author on over 140 scientific publications, Rory is additionally a consultant respiratory physician.

Dr Tom Oakley, CEO
Dr Oakley is a qualified radiologist with extensive clinical and academic experience, combined with a successful track-record of entrepreneurial work as a Director of NHS services at Synergix Health, founding Innovation Doctor Ltd. in 2016, and Medical Director of 3D LifePrints. In these, he was instrumental to launching their services to large quantities patients and NHS trusts alike.

Lindsay Melvin, CFO
Lindsay is a chartered accountant from Grant Thornton, contributing over 30 years of financial and business experience. His most recent being the position of CEO at the Chartered Institute of Payroll Professionals (CIPP) between 2008-2016.

Investment Case

- Groundwork complete, with focus on growing market base & strong revenue growth
- Potential to scale product at pace domestically and internationally with on-cloud installations
- Strong cash of £4.4m on 30 September
- Sole medical imaging product on NHSx National Communications Framework