

# Company Summary

## Investment Profile

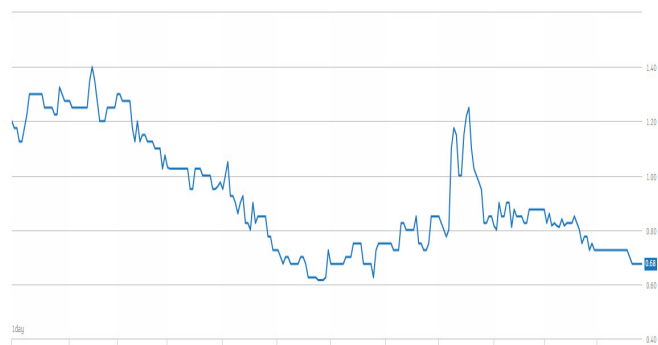
1. Well positioned to roll out the product suite internationally with £11.4m cash as of November 2021
2. Market leading with CE mark as class 1 medical device
3. Well placed to grow market base and revenue streams
4. International presence with Amazon funding to support India TB screening programme

## Share Information

<b>Ticker</b>	AIM: FDBK
<b>Share Price (GBX)</b>	0.68
<b>Shares in issue (m)</b>	2,667
<b>Market Cap (£m)</b>	18
<b>12m Hi/Low (GBX)</b>	1.45/0.58

(Source: The London Stock Exchange, 1 March 2022)

## 12-Month Share Price



(Source: The London Stock Exchange, (March 2022))

## Major Shareholders (as of March 2022)

Name	%
Unicorn Asset Management Ltd	18.21
Octopus Investments Nominees Ltd	12.75
Premier Miton Group PLC	9.50
Mole Valley Asset Management Ltd	5.36
Thomas Charlton	4.42

(Source: Company Website)

## Company Overview

Feedback plc is a specialist clinical communications business, with a mission to improve the efficiency and quality of communications for frontline clinicians and hospitals with a key focus on building solutions that enhance access to high quality patient data.

Feedback has developed a toolkit of clinical communications apps. Its core, regulatory approved product is Bleepa, a revolutionary medical imaging app enabling remote and secure communications between frontline clinicians and teams. CareLocker is an evolutionary GDPR compliant patient-centric cloud architecture - its proprietary technology enables an easy route to creation and mobilisation of individual healthcare records. Bleepa Box is a specialist tool to enable image transfer from remote settings to the Bleepa platform over mobile networks.

The Company has a number of growth opportunities domestically and internationally across a range of markets including the NHS, the veterinary market and private healthcare providers and its highly scalable Software as a Service ("SaaS")-based revenue model is expected to provide increasing levels of visibility as the Company grows its customer base.

With a comprehensive product suite and a strong balance sheet, the Company is well positioned to scale at pace as it targets both the Indian and NHS opportunities in parallel.



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?

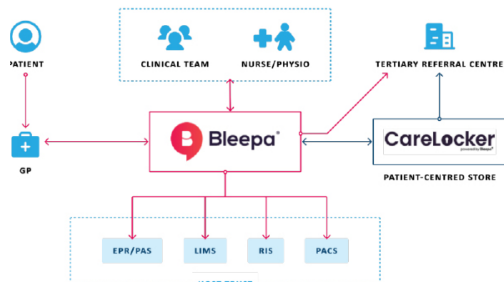
In February 2022, Feedback announced their [Interim Results for the six months ended 30 November 2021](#). Investment in the product suite drove significant international growth opportunities in the Period, with the launches of patient-centric cloud storage software, CareLocker, and the Bleepa Box for remote image uploading. Endorsements on the Company's technology was further bolstered through international MOUs and pilot schemes in India and the Sussex Integrated Care System. After raising £11.2m in November 2021, the Company is well positioned to take on both the India and NHS opportunities in parallel, and realise the business transition to Bleepa becoming the revenue-dominant product line.

This follows the post-period [non-equity funding from Amazon Web Services](#), further supporting its cloud-based tuberculosis screening programme for rural Indian communities. The TB screening pathway will connect remote communities with clinical experts and the latest technology for point of care diagnosis in almost any setting, and will be hosted by AWS.

## Growing Routes to Market

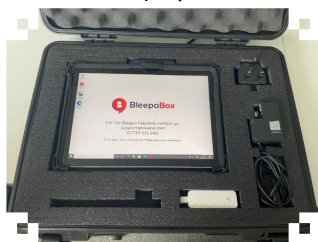
### CareLocker

CareLocker is an evolutionary GDPR compliant patient-centric cloud architecture underlying the Bleepa platform. Its proprietary technology enables an easy route to creation and mobilisation of individual healthcare records and it provides the potential to be a significant catalyst to multiple commercial opportunities. It offers opportunities for improved storage optimisation making it more cost effective and secure than traditional data storage architectures. CareLockers can be built on a patient-by-patient basis, allowing organisations to transition to a cloud architecture as patients enter care pathways rather than having to undertake the mass data migrations usually associated with cloud transitions.



### Bleepa Box

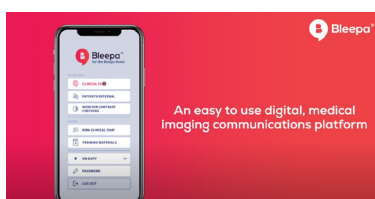
Bleepa Box is a specialist tool to enable image transfer from remote settings to the Bleepa platform. The Bleepa Box is a small tablet device that connects to imaging machines, such as X-ray, in order to securely push images to Bleepa over a mobile network from remote rural locations without the need for WiFi access. This then allows the clinician to review the images directly on Bleepa and make onward referrals or start a conversation with a specialist for input on the case whilst still on location. Rapid decision making and treatment of the patient can therefore be deployed with the first visit.



### Market Opportunities

The launch of CareLocker and the Bleepa Box have enabled Feedback to comprehensively address remote clinical working requirements, equipping it to deliver the CDC opportunity in the NHS, TB screening in rural locations in India and also in veterinary care with CVS Group, which has so far onboarded 400+ users onto Bleepa, across 20 equine veterinary practices. The CDC and India opportunities are currently in the pilot stages with key strategic partners and the Company has completed the initial technical deployments for both pilots ahead of schedule, expecting to have patients come through the pathways for both opportunities in short order. Initial results are expected in H1 2022, preceding subsequent commercial traction, and Feedback is running both opportunities in parallel given the financial support from the recent placing and open offer.

## WATCH Feedback plc



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

Click [here](#), or the left image to see Bleepa's latest demo

## Key Newsflow

Feb: [Interim Results](#)

Dec: [Received funding from Amazon Web Services in support of cloud-based tuberculosis screening](#)

Nov: [Anesh Patel appointed as CFO](#)

Nov: [Final Results](#)

Nov: [Raised £11.2 million after share placing](#)

Oct: [Secured pilot scheme with Sussex Integrated Care System](#)

Oct: [Memorandum of Understanding signed with Quest Teleradiology Solutions](#)

## 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.

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### Dr Tom Oakley, CEO

Dr Oakley is a 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.



### Anesh Patel, CFO

Anesh began his career at Ernst & Young in 2004 where he qualified as a chartered accountant. He joined Feedback from hVIVO Limited, a rapidly growing clinical services provider to pharma, biotech and government organisations.

## MEET Feedback plc

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