

X-halo

by D E L M E D I C A

Breath Thermometer for asthmatics



PRESIDENT'S
DESIGN AWARD
DESIGNER OF THE YEAR 2009

President's select X-halo

Breakthrough technology, once again, receives the highest honours

X-Halo, Delmedica's revolutionary patented Breath Thermometer has won the coveted honour of 'Design of the Year' at Singapore's President's Design Award Singapore 2009 (www.designsingapore.org/pda).

This follows closely on the recently attained iF award that saw the Philips' designed X-Halo winning the highest accolade for innovative excellence.

Daphne Flynn, Director of Philips Design: *"The challenge was to find a way of accurately measuring exhaled breath temperature with a device which can be comfortably used by patients, including children. Use should be intuitive for them. We imagine that the user will find the device easy to experience and will be delighted with freedom / empowerment of being able to predict an asthma attack. The solution we have designed is a hand held device that is reusable. We wanted to make using X-halo intriguing and almost fun for the patient while diagnostically easy to set up and retrieve information for the doctor."*

X-Halo is a huge milestone in the diagnosis, management and, ultimately, fight against Asthma.

Jas Gill, Managing Director of Delmedica: *"X-halo represents a market re-defining product which will allow asthmatics to manage their asthma as never before and doctors to switch from a reactive to a proactive approach to the management of their patient's asthma."*

"With 300 million chronic asthmatics worldwide, the asthma market is large and growing due, greatly, to increasing global urbanization and an emerging awareness of the condition. We believe that the total serviceable market for this product is US\$15 Billion, representing a substantial opportunity for Delmedica's patented technology."

Asthma is the first respiratory condition which has been proven to be predictable using this innovation and, intriguingly, paves the way for

future applications in the monitoring and diagnosis of other viral, bacterial and metabolic afflictions.

Delmedica currently adopts a trickle-down approach to the marketing of its product and in continuing to gain professional and researcher advocacy will eventually move to a mass-market approach to sales through retail and distribution channels.

This is in conjunction with an ongoing program of research and diversification of the X-Halo line. For application to other medical conditions and target audiences.

As Jas Gill reiterates: *"The integration of such an exacting technology into such a stringently regulated industry needs to be a measured and well-documented one. X-Halo has already secured ISO and CE approval and is supported by extensive medical research and peer-reviewed papers. With such an effective and patent-protected innovation, Delmedica and its product, X-Halo is poised to make a significant impact on what is an increasingly receptive ... and expanding market."*

Making a Marked Impact

ISO approvals pave the way for CE marks

Delmedica are pleased to announce the granting of their ISO 9001 accreditation as well as in successfully passing stage two audits for ISO13485 and the Medical Device Directive CE mark.

Jas Gill: *"Both ISOs, in harmony with CE issuance, provide excellent leverage in securing global market acceptance of X-Halo. Not only does it evidence the extremely high standards of production but it also underscores the huge significance and sales potential of the product."*

Official release of the CE mark, by the European certification organization TUV SUD, is anticipated by mid-March 2010.



Future X-Halo Applications

Broadening the approvals platform provides higher sales springboard

Delmedica is on the cusp of adding to its regulatory approvals by submitting documentation for FDA 510K. This would provide the company with an opportunity to undertake clinical studies in the United States to further bolster the already well-documented, peer-reviewed, independent research results.

"Delmedica is now pursuing product registrations for X-Halo with the relevant health authorities in various countries, beginning with Singapore and Italy" explains Mr. Gill.

Furthermore, Delmedica is strengthening its patent portfolio by submitting an additional PCT application for a complimentary technology that allows X-Halo to be used to determine the part of the lung that is actually suffering from inflammation.

This technology will be of major significance to drug manufacturers, allowing them to test the efficiency of their drug in comparison to their competitors and allowing them to develop drugs that target different parts of the lung.

"This new technology, in its own right, will open a wealth of possibilities to Delmedica; not only in its direct sale but also in generating investor interest and active market participation, of X-Halo, by the drug industries."

As endorsements and accolades continue to accrue, so does the interest and enquiries associated with X-Halo's entry into the global market.

Jas Gill concludes: "2010 promises to be a defining year in the chapter of Delmedica and the story of X-Halo. It's an exciting time that will see the eventual emergence of X-Halo as a medical and household name. And, of course, in Delmedica broadening the scope and application of such a revolutionary technology."

Senior Appointments

Marvin Mah enters the fold as Sales and Marketing Director

With the increasing developments and interest in Delmedica the group are pleased to announce the appointment of Mr. Mah.

Marvin, based out of Singapore, will drive the sales of the X-Halo product through the recruitment of key distributors, in providing strategic marketing guidance and intelligence and in initiating a product-training program designed to grow the business globally. His prime emphasis will be in first developing the European market.

Mr. Mah arrives with an impeccable record having served as the Marketing Director at GE Healthcare for the Respiratory & Sleep Apnea business throughout the Asia Pacific following the acquisition of his employer, VersaMed Medical Systems Ltd, in early 2008. Whilst with VersaMed he helped secure record annual sales for Southeast Asia and ANZ, recording 53% and 72% growth from 2007 respectively.

Prior to this, Marvin was employed at Tyco Healthcare in Asia, where as the Division Director for Respiratory Products, he oversaw a diverse portfolio that generated \$21 million in sales annually. Marvin is also an experienced respiratory therapist having worked 8 years in Canada where he held consulting and research posts in the public health sector.

Marvin delivers wealth of first hand experience in the respiratory product sector, combining his clinical and educational expertise with proven sales and marketing success.

Delmedica looks forward to Marvin Mah helping facilitate the growth of the X-halo business.



ABOUT DELMEDICA INVESTMENTS

Based in Singapore, Delmedica Investments are a specialist funding company offering investors access to the immense potential of the global biotechnology industry. Via their impressive resources and network of health care professionals, Delmedica identify new opportunities with tangible commercial potential, opportunities that represent low risk, high-growth and clear exit strategies. Recently the healthcare industry replaced technology as the fastest growing sector in the U.S., now accounting for 12% of the total U.S. economy. Find out how Delmedica offers the investor access to innovations that represent the future of the health care industry.

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