



**BioSig Technologies, Inc. (NASDAQ: BSGM)** is a medical technology company developing a proprietary biomedical signal processing platform designed to **improve signal fidelity** and uncover the full range of ECG and intra-cardiac signals within the rapidly growing \$4.6 billion electrophysiology (EP) marketplace. Led by a proven management team, world-class Board of Directors and Scientific Advisory Board, Los Angeles-based BioSig is preparing to commercialize its PURE EP™ System. PURE EP™ is a signal acquisition and processing system designed to assist electrophysiologists in making clinical decisions in real-time to help identify areas of tissue that create a heart rhythm disturbance (arrhythmia). PURE EP™ is designed to support catheter ablation cases, working in parallel with existing recording and mapping systems. **BioSig's goal is to improve the standards of care in electrophysiology and increase the number of patients who can have their condition successfully treated during the first procedure.**

### PURE EP™ System



### Key Growth Drivers

- Advanced Technology** – The non-invasive **PURE EP System** is a computerized system intended for acquiring, digitizing, amplifying, filtering, measuring and calculating, displaying, recording and storing of electrocardiographic and intracardiac signals for patients undergoing electrophysiology (EP) procedures in an EP laboratory. The system is indicated for use under the supervision of licensed healthcare practitioners who are responsible for interpreting the data. The PURE EP System aims to minimize noise and artifacts, and acquire high-fidelity cardiac signals. Improving cardiac signals may potentially increase the diagnostic value of these signals, thereby possibly **improving accuracy and efficiency of the EP studies and ablation procedures**. The PURE EP™ System received FDA 510(k) clearance in August 2018.
- Market Opportunity** – Market Research Engine states the **global electrophysiology (EP) device** market is expected to exceed more than **US \$8.5 billion by 2024** and is growing at a compound annual growth rate (CAGR) of 10.6%. The Company also operates within the rapidly emerging field of **bioelectronic medicine**, estimated at **\$3.75 billion in 2017 with projected annual growth of 14.2%**.
- KOL Support** – **First successful clinical use of PURE EP™ System was led by two globally recognized leaders: Dr. Andrea Natale** of Texas Cardiac Arrhythmia Institute and **Prof. John M. Miller** of Indiana University. The Company achieved proof of concept validation through UCLA, and performed eighteen pre-clinical studies at Mayo Clinic, MN under the leadership of Samuel J. Asirvatham, M.D., Mayo Clinic's Vice-Chair of Innovation and Medical Director, Electrophysiology Laboratory.

### Recent Highlights

- Opened a **technology development office** in Rochester, Minnesota
- Signed a **new licensing agreement** with **Mayo Clinic**
- BioSig's subsidiary **NeuroClear Technologies, Inc.** raised **\$3.7 million** in an initial seed round
- Allowed additional foundational **US Patent** for its PURE EP™ System
- Appointed **four new senior industry hires: Andrew Ballou** - Vice President of Investor Relations; **Julie Stephenson**, BSN, MBA - Senior Director of Clinical Affairs; **Olivier Chaudoir** - Director of Marketing; **Manasi Patwardhan** - Director of Strategic Planning
- Added as a member of the **Russell 3000® Index**
- Appointed **Jerome Zeldis, M.D., Ph.D., Samuel E. Navarro**, and **Martha Pease** to **Board of Directors**
- Received **\$4.6 million** in cash warrant and option exercises
- Announced that the US Patent & Trademark Office allowed **33 patent claims** covering its PURE EP™ System
- Successfully conducted **patient cases** using PURE EP™ System at **Indiana University School of Medicine, Texas Cardiac Arrhythmia Institute** and **Greenville Memorial Hospital**
- Appointed **Frank J. Quintero** and **D.A. Wallach** to **Advisory Board**
- Completed **private placement** for **\$8,620,506** in March 2019

### Market Snapshot NASDAQ: BSGM

Price (11/05/19)	\$6.63
Average Volume (50 day)	65,316
52-Wk. Range	\$3.55 - \$9.97
Float	16.24M
Shares Outstanding	22.17M
Market Cap	\$147M

### BioSig Technologies, Inc.

54 Wilton Road, 2nd Floor  
Westport, CT 06880  
[www.biosig.com](http://www.biosig.com)  
[info@biosigtech.com](mailto:info@biosigtech.com)

### Contact:

**Kenneth L. Londoner**  
Phone: +1 (203) 409-5444, x119  
[klondoner@biosigtech.com](mailto:klondoner@biosigtech.com)

### Investor Relations

Phone: +1-310-620-9320  
[ir@biosigtech.com](mailto:ir@biosigtech.com)

## PURE EP™ System

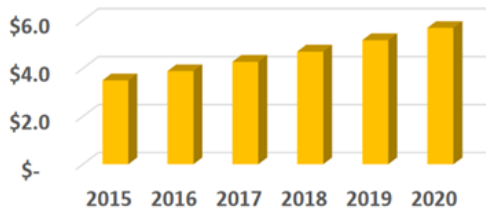
Proprietary Hardware and Software with Advanced Signal Processing Capabilities:

- To **Improve Signal Clarity** Through Reduction of 'Noise' and Artifacts
- To **Minimize Need for Repeat Procedures**
- To **Preserve Important Clinical Information**
- To **Shorten Procedure Times**
- To **Increase Confidence** in Performing Complex Ablations



## Global EP Market—10.6% Growth from 2016-2024 reaching \$8.5B by 2024

- **Global Ablation:** 865,000 patients in 2015 to 1,350,000 in 2020.
- **Global Procedure Growth:** 8.4% annual rate, from 973,220 in 2017 to 1,455 million in 2022.
- The **FDA** (www.fda.gov) presented at the Heart Rhythm Society 2017 and spoke of the importance of technological innovation in the EP field.



## Management

**Kenneth L. Londoner, MBA, Founder, Chairman, Chief Executive Officer, Director**

Endicott Management Partners; J & W Seligman & Co; Director: Alliqua

**Steve Chaussy, CPA, Chief Financial Officer**

Liberski Inc; Anna & Co; Penske Truck Leasing, Ford, Hogg & Cobbe

**Natasha Drapeau, Executive Vice President**

IG Group Plc, London, UK; Augeous Consulting, Geneva, Switzerland

**Barry Keenan, Ph.D, MBA, PMP, VP, Engineering**

Medtronic, Nexeon MedSystems, Alfred Mann Institute for Biomedical Engineering; Alfred Mann Foundation for Scientific Research

**John Kowalski, VP, Sales**

Biosense Webster (Johnson & Johnson)

**Andrew Ballou, VP, Investor Relations**

Janney Montgomery Scott LLC., RBC Capital Markets

**Julie Stephenson, Sr. Director of Clinical Affairs**

Medtronic, Boston Scientific, Guidant Corporation

**Olivier Chaudoir, Director of Marketing**

Biosense Webster, DePuy Synthes

## Analyst Coverage

Laidlaw & Co (UK) Ltd.

ROTH Capital Partners

Chardan Capital Markets, LLC.

## Proven Team

BioSig is comprised of a stellar cast of a **proven management team** and a **premier Board of Directors** with high levels of inside equity ownership.

BioSig brought together **leading physicians, executives and engineering experts from leading medical centers of excellence, healthcare programs, Fortune 500 Companies and elite educational institutions** including Mayo Clinic, Mount Sinai Medical Center, UCLA, Johnson & Johnson, Nasdaq and Prudential Securities.

**Kenneth L. Londoner, Chairman & CEO**, has a wealth of knowledge and experience that spans many decades and includes founding, running, and serving as Director to a number of life science companies. Mr. Londoner began his career with J. & W. Seligman & Co., Inc., a leading institutional money management firm where he rose from research analyst to managing \$3.5 billion in mutual funds, pension funds, and international assets. **Steve Chaussy, CFO** has acted as a consultant for small publicly traded entities with a special emphasis towards SEC reporting and compliance; and served as CFO for a large private distribution and wholesaling company, where he gained international experience.

Their **many accomplishments and years of experience** of the management team, as well as the Board of Directors and Scientific Advisory Board, is unmatched and provides BioSig a **clear advantage in the market**.

## Investment Highlights

- Member of the **Russell 3000® Index**
- **Successfully Conducted First Patient Cases** with PURE EP™
- **Stock Appreciation 92% YTD**
- **Management and Insiders Own Approx. 68% of Shares**
- **10-year Strategic Collaboration with Mayo Clinic**
- Core competency in Basic Science, Capital Markets and Capital Architecture
- **IP Strategy** Led by Sherpa Technology Group and Sterne Kessler Goldstein & Fox
- **FDA clearance** achieved; CE Mark—2020
- Proven Management Team and Board of Directors
- **Global and Growing Addressable Market**
- Operates Within Rapidly Emerging Field of **Bioelectronic Medicine**
- **High-Growth Sector Earns Innovation Premium, Aggressive M&A**

Collaborating with **Leading EPs** from:



## Current Cardiac Arrhythmia Epidemic (1 in 18 or 14.4M Americans)

Two of the most **prevalent** and **potentially deadly** types of arrhythmias today are **Atrial Fibrillation (AF)** and **Ventricular Tachycardia (VT)**. Ventricular arrhythmias account for approximately **450,000 sudden deaths per year** in the United States alone. Catheter ablation is fast becoming a first line therapy, driving demand for improved technologies. AF is the most common arrhythmia affecting **33.5 million people worldwide**, with as many as 6.1 million people in the U.S. now and expected 8-12 million by 2050. AF increases the risk of stroke 4x to 5x and contributes to ~750,000 hospitalizations per year. The direct cost of AF is approximately \$6B annually; adding other indirect costs brings **AF total cost to \$26B**.

## Directors

**Donald E. Foley, Director** - CEO & Chair: Wilmington Trust; Sr VP, Treas & Dir: ITT Corp; Asst Treas: International Paper Co.

**David Weild IV, MBA, Director** - Current Chairman & CEO; Weild & Co.; Vice Chairman: NASDAQ; Head of Corporate Finance & Equity Markets: Prudential Securities

**Patrick J. Gallagher, MBA, Director** - Mg Dir: Laidlaw & Co.; Kinex Pharmaceuticals; Director: Cingulate Therapeutics, BDR Research Group, GC Capital Partners, Kidder Peabody

**Jeffrey F. O'Donnell, Sr., Director** - Current CEO, Director: Trice Medical; Current Chair: SpectraWave; Director: AdvaMed Accel; Founder: Embrella Cardiovascular (sold to Edwards Lifesciences); CEO: PhotoMedex, Radiance Medical (Cardiovascular Dynamics), Kensey Nash; Sales/Mktg Mngt: Boston Scientific, Guidant, J&J; Former Director: Cardiac Science, Endologix

**Andrew Filler, Director** - Current Partner & General Counsel: Sherpa Technology Group, Nanosys; IP Counsel: Previo Genetics; Board: Aira Technologies. Former: Caliper Life Sciences (sold to Perkin Elmer), Weil, Gotshal & Manges

**Jerome Zeldis, M.D., Ph.D, Director** - Chief Medical Officer and President of Clinical Research, Medical Affairs Drug Safety, Quality, and Regulatory at Sorrento Therapeutics, Inc.

**Samuel E. Navarro, Director** - Managing Partner: Gravitas Healthcare, LLC; Former Managing Director and Global Head of Medical Technology Investment Banking: Cowen & Company

**Martha Pease, Director** - Current Partner and Director at BCG (Boston Consulting Group)