



Together, we are creating a world where

**Cancer Can't Hide.**

# Investor Relations

---

September 2024

iCAD Business Overview

## Forward Looking Statements

Certain statements contained in this Presentation constitute “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995, including statements about the expansion of access to the Company’s products, improvement of performance, acceleration of adoption, expected benefits of ProFound AI®, the benefits of the Company’s products, and future prospects for the Company’s technology platforms and products.

Such forward-looking statements involve a number of known and unknown risks, uncertainties and other factors which may cause the actual results, performance, or achievements of the Company to be materially different from any future results, performance, or achievements expressed or implied by such forward-looking statements. Such factors include, but are not limited, to the Company’s ability to achieve business and strategic objectives, the willingness of patients to undergo mammography screening in light of risks of potential exposure to Covid-19, whether mammography screening will be treated as an essential procedure, whether ProFound AI will improve reading efficiency, improve specificity and sensitivity, reduce false positives and otherwise prove to be more beneficial for patients and clinicians, the impact of supply and manufacturing constraints or difficulties on our ability to fulfill our orders, uncertainty of future sales levels, to defend itself in litigation matters, protection of patents and other proprietary rights, product market acceptance, possible technological obsolescence of products, increased competition, government regulation, changes in Medicare or other reimbursement policies, risks relating to our existing and future debt obligations, competitive factors, the effects of a decline in the economy or markets served by the Company; and other risks detailed in the Company’s filings with the Securities and Exchange Commission. The words “believe,” “demonstrate,” “intend,” “expect,” “estimate,” “will,” “continue,” “anticipate,” “likely,” “seek,” and similar expressions identify forward-looking statements. Readers are cautioned not to place undue reliance on those forward-looking statements, which speak only as of the date the statement was made.

The Company is under no obligation to provide any updates to any information contained in this release. For additional disclosure regarding these and other risks faced by iCAD, please see the disclosure contained in our public filings with the Securities and Exchange Commission, available on the Investors section of our website at <http://www.icadmed.com> and on the SEC’s website at <http://www.sec.gov>.

# What we do.

## ProFound AI® Breast Health Suite

A highly accurate, clinically validated, concurrent AI reader designed to assist in early breast cancer detection by analyzing mammogram images in real-time.



### Unmatched Detection & Accuracy

AI examines mammography slices to localize, segment, and classify suspicious areas

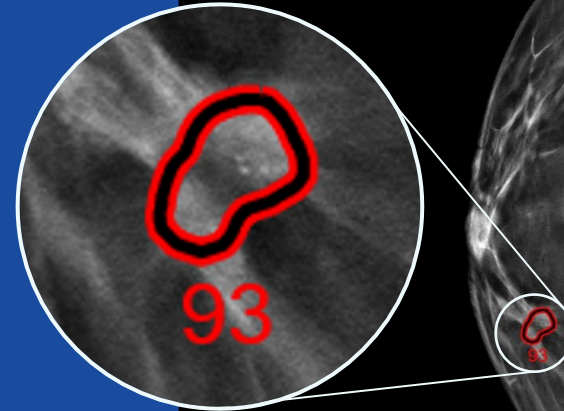
- Industry-leading AI performance in 2D + 3D mammography
- Characterizes masses, architectural distortions, asymmetries, and calcification clusters



### Global Scale & Diversity

Powered by one of the largest and most diverse global data sets ensuring broad applicability

- Trained on 6+ million images from 100+ global centers with a deep learning convolutional neural network
- Includes ~8,000 biopsy-proven cancer cases



# Why we exist.

## 20-40%

of cancers are missed in mammogram screenings.<sup>1,2,3</sup>

## 59%

of women miss their annual mammogram.<sup>4</sup>

## 14Seconds

Patient diagnosed with breast cancer every 14 seconds.<sup>5</sup>



## Early detection **saves lives.**

Increases five-year survival rate to over 99%.<sup>6</sup>  
Reduces the need for aggressive treatments.  
Provides better treatment outcomes.



## Early detection **saves costs.**

Shifting diagnoses one stage earlier for 20% of the 240K US patients diagnosed each year could save \$3.7 billion over 2-years of patient treatment and healthcare costs.

# Why Invest.

iCAD, Inc. is a global leader on a mission to create a world where cancer can't hide by providing clinically proven AI-powered solutions that accurately and reliably detect cancer earlier and improve patient outcomes.



Leading Breast AI Solution

## 2D & 3D

AI-Powered Mammography

FDA Cleared, Health Canada Licensed, and CE-Marked Solutions for **Detection, Density, Risk, Heart Health\***



Growing SaaS Organization

## 46%

T-ARR as GAAP Revenue

Total-Annual Recurring Revenue as % Annualized GAAP Revenue; **16% CAGR** achieved in Q2 2024



Underpenetrated Global Market

## 63%

Unpenetrated AI Market (US)

Only **37%** of US mammography sites are currently using artificial intelligence (AI)



World Class Customer Base

## 4000

Lifetime Customers

In over **50 countries**



Growth Focused Partnerships

## 20Y

Google Health R&D Partnership

**1st** to be offered in GE HealthCare's MyBreastAI Suite\*



Strong Cash Position

## \$20.4M

Q2 '24 Cash on Hand

No need to raise additional funding to pursue current growth initiatives



# iCAD by the Numbers

Detection Segment Only



## Recurring Revenue

Total ARR (T-ARR)

**\$9.2M<sup>1</sup>** Q2 24

T-ARR as % Annualized GAAP Revenue

**46%** Q2 24

Subscription Retention

**93%** Inception-to-date



## Detection Profitability

Cash

**\$20.4M** Q2 24

Gross Margin

**84%** Q2 24

EBITDA

**-\$1.2M** Q2 24



## Commercial Visibility

Customers

**4K** Lifetime to Date

Diversified Customer Base

**25%** Top 10 Customers percent of total ARR

Customer Satisfaction

**90** NPS Score

# iCAD's Transformation

Strong execution and solid progress

H1 2023

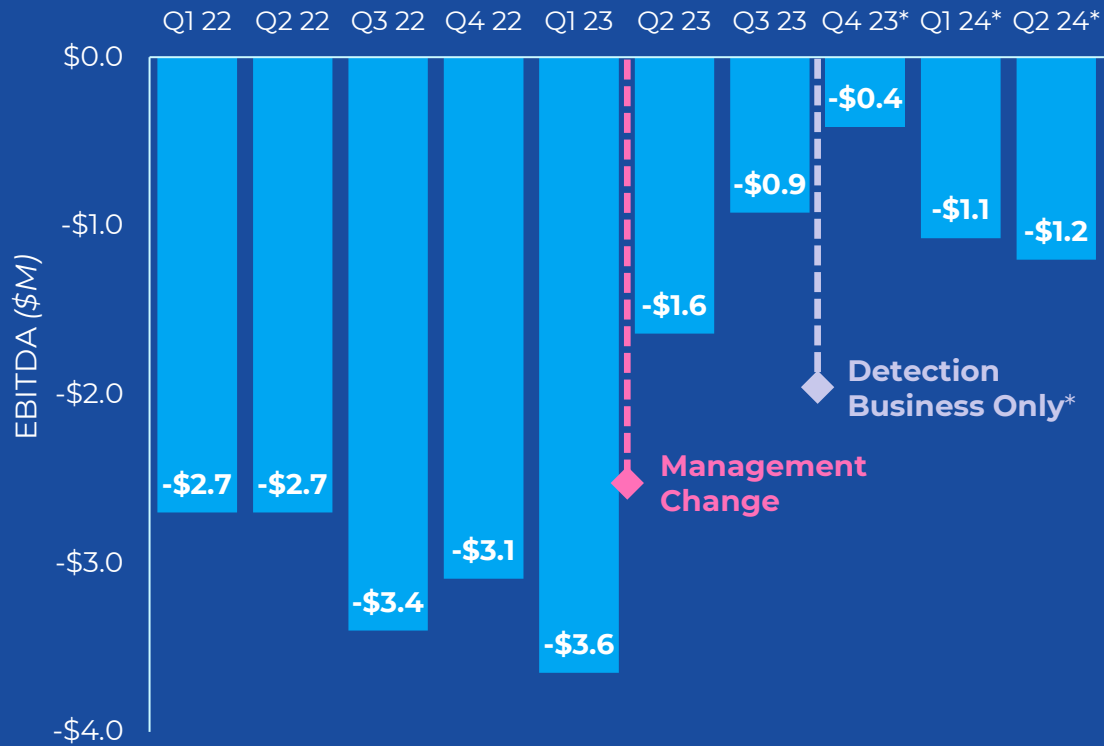
H2 2023

2024 and Beyond

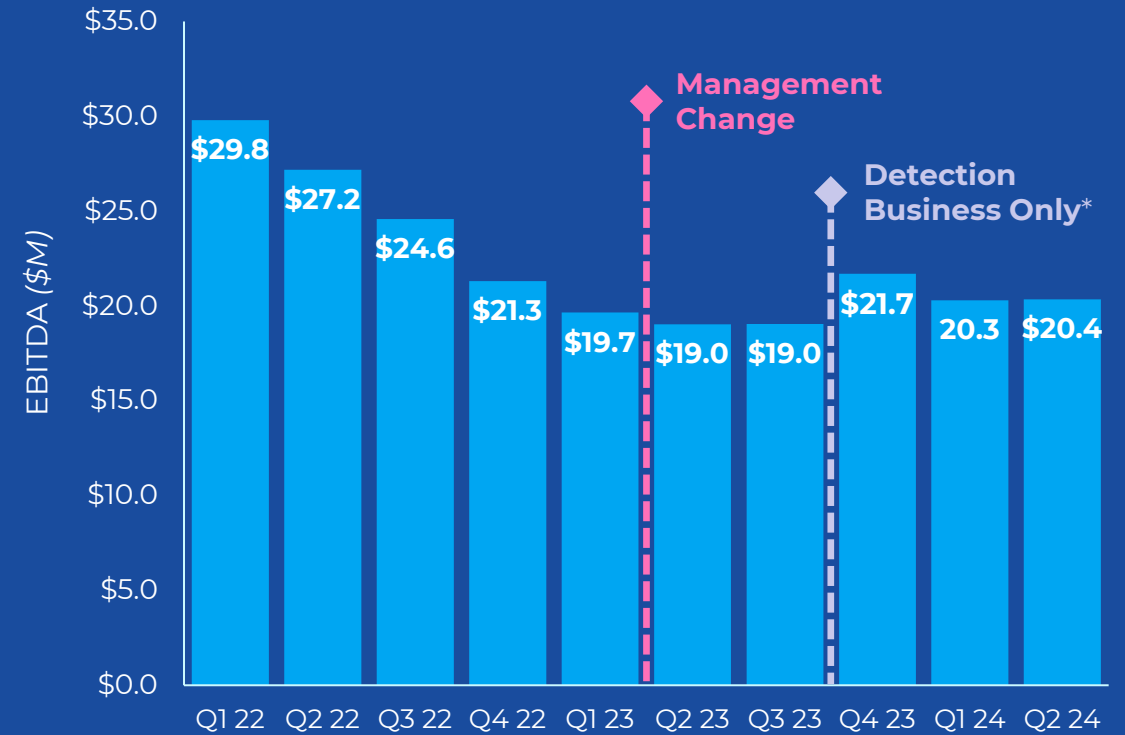


# Cash burn significantly reduced with management transition and transformation plan

EBITDA (M's)



Ending Cash Balance (M's)

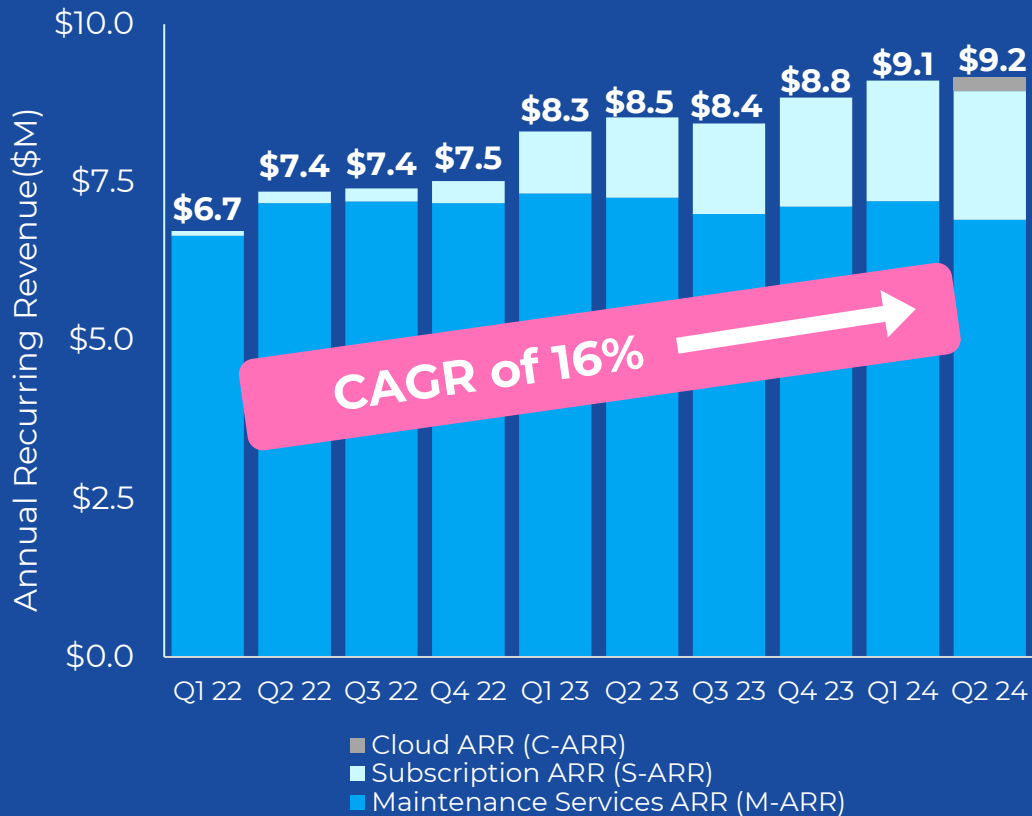




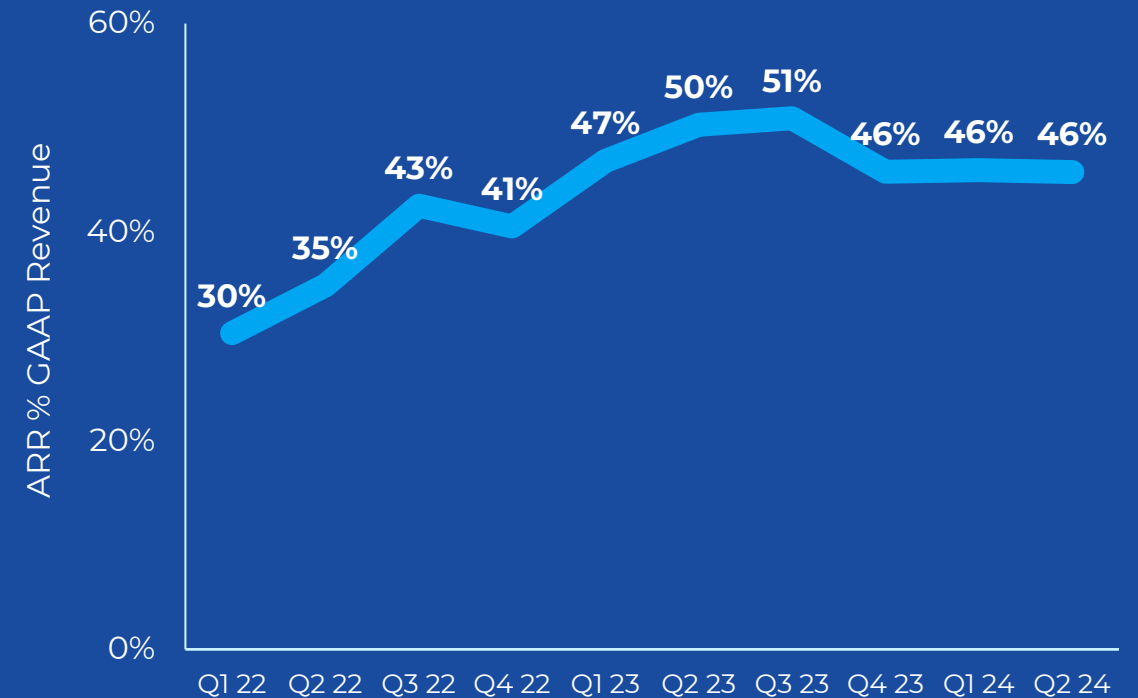
# Accelerating Annual Recurring Revenue

Growth driven by transition to subscription model

### Annual Recurring Revenue (ARR)



### ARR as % of Annualized GAAP Revenue



Total ARR (T-ARR) represents the annualized value of subscription license, maintenance contracts and active cloud services at the end of a reporting period.  
 Maintenance Services ARR (M-ARR) represents the annualized value of active perpetual license maintenance service contracts at the end of the reporting period.  
 Subscription ARR (S-ARR) represents the annualized value of active subscription or term licenses at the end of a reporting period.  
 Cloud ARR (C-ARR) represents the annualized value of active cloud services contracts at the end of a reporting period.

# ProFound Breast Health Suite

## Cancer Detection



Reduce reading times and find more cancers with improved accuracy and efficiency.

## Density Assessment



Standardized density scores, as higher density is associated with higher risk and masking cancer.

## Risk Evaluation



Identifies high risk of developing breast cancer in 1-2 years, based only on a mammogram.

## Heart Health



Automates the identification of breast arterial calcifications seen on a mammogram.

## THE PROOF

# Precise, powerful, proven

**25**

Years of Experience

**51**

Clinical Studies

**8M+**

Mammograms Read Annually

**50**

Available in 50+ Countries

**100**

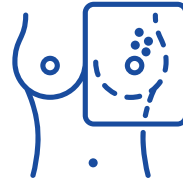
Clinical Sites Sourcing Images for Diversity

**6M+**

Millions of Diverse Images Trained Algorithm

ProFound AI is FDA Cleared. CE Marked. Health Canada Licensed. ProFound Risk is CE marked (MDD) and Health Canada Licensed. May not be available in all geographies. Heart Health may not be available in all geographies.

## ProFound AI **Detection**



Cancer's hiding place, exposed.

Reduce reading times and find more cancers with improved accuracy and efficiency for 2D and 3D mammography<sup>1</sup>.

**2x**

Enhanced clinical performance compared to other AI platforms.

**8%**

Improvement in sensitivity

**7%**

Reduction in recall rate

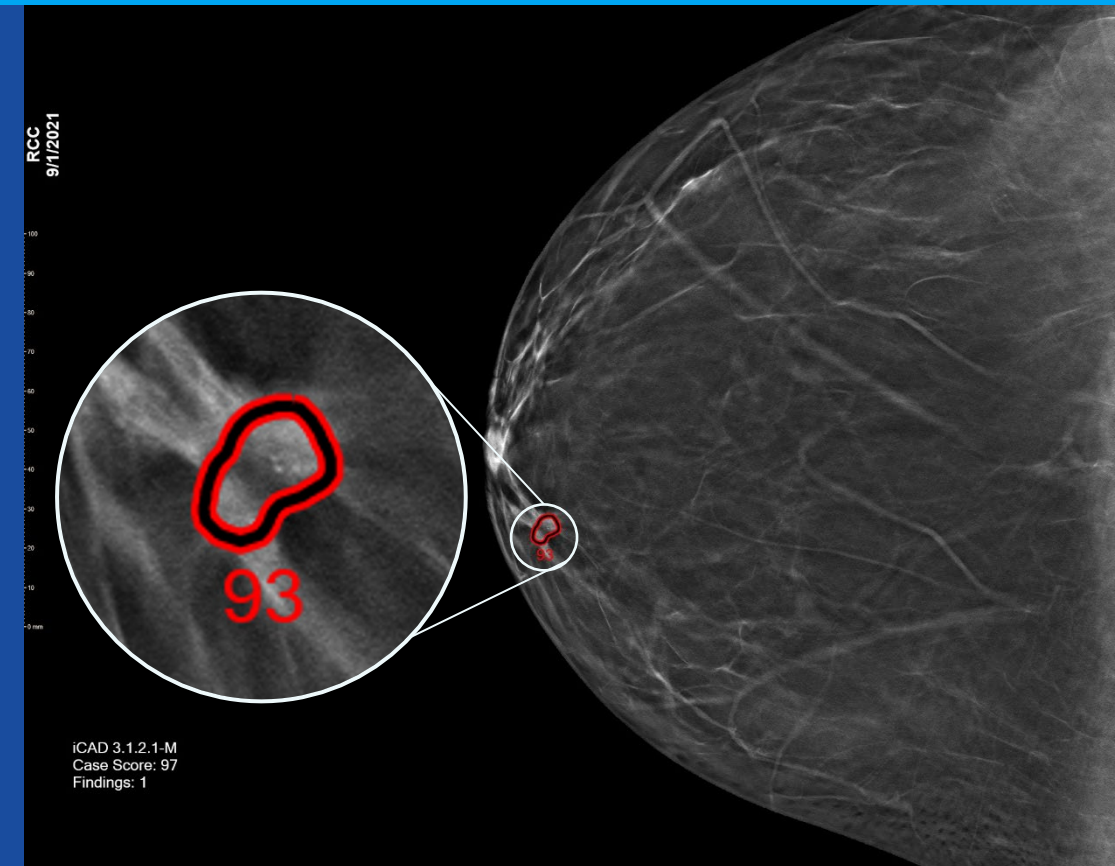
**52%**

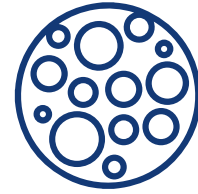
Reduction in reading time

1. Conant EF, et al. Radiology: Artificial Intelligence 2019. 2. Schilling, K. Presented Research at ECR 2023; Vienna, Austria.

## Real-world results:

**23%** relative increase in cancer detection rate without increasing the rate of recalls<sup>2</sup>

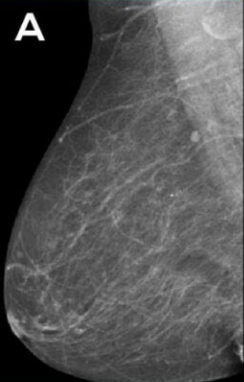
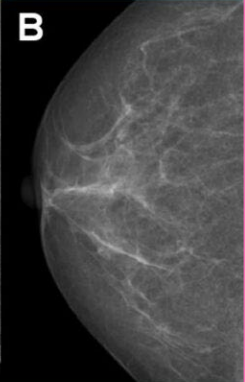
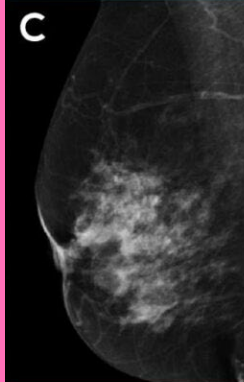
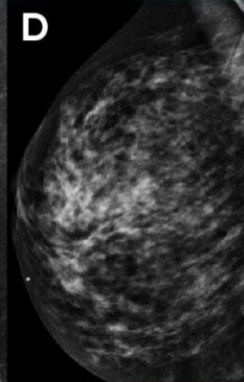




## ProFound Density

Reveal cancer's hiding place.

Unique two-part algorithm assesses the **dispersion** and localized **concentration** of breast density.

BI-RADS Breast Density Categories			
Fatty	Scattered	Heterogeneously dense	Extremely dense
<b>A</b> 	<b>B</b> 	<b>C</b> 	<b>D</b> 

High Breast Density Rating

**Consider Supplemental Screening<sup>2</sup>** (e.g. ABUS / MRI)

## Standardization matters.

- Different radiologists often assess density differently. [6-85%]<sup>1</sup>
- Care path can determine outcome.
- Communicate MQSA FDA-mandated Breast Density.



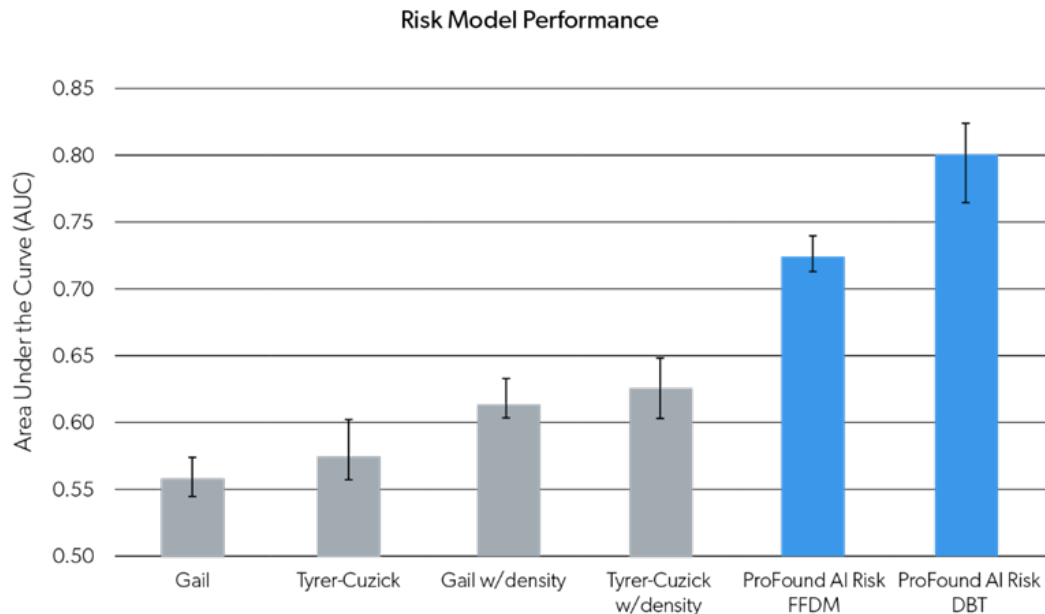
PowerLook Density Assessment is FDA Cleared. CE Marked. Health Canada Licensed.



Expose cancer before it makes its move.

**First image-based, one- or two-year risk assessment tool.**

Identifies high risk of developing breast based only on a 2D or 3D mammogram.



# Risk Evaluation Reimagined.

- ProFound Risk is **2.4x more accurate** compared to traditional lifetime models.
- **Proven 80% AUC performance**, offering similar results in women with dense and non-dense breasts.

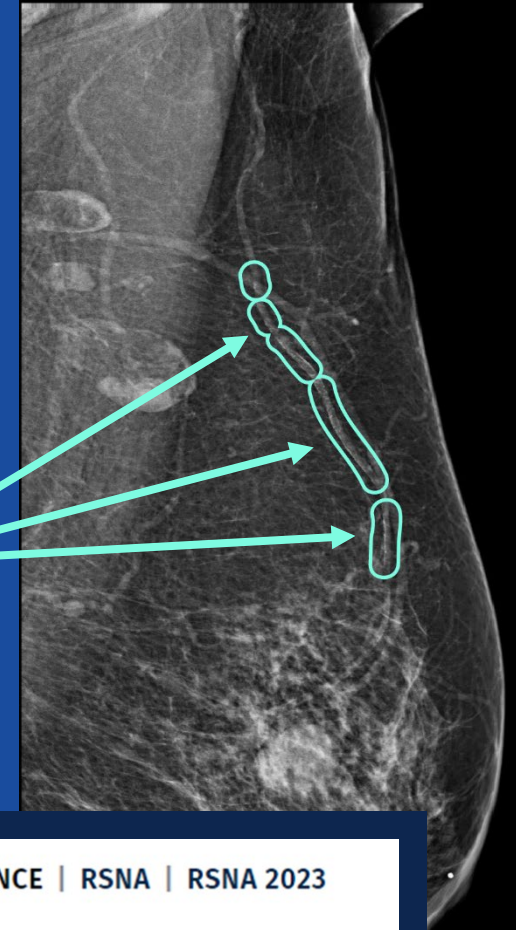


## Top 2 Health Concerns for women: Breast Cancer & Heart Disease

One mammogram evaluates breast cancer  
AND breast arterial calcifications.

Automate the identification of breast arterial calcifications  
(BAC) seen on a mammogram.

Breast Arterial  
Calcifications  
Highlighted



Clinical results have found that calcification  
in arterial vessels within the breast has proven  
to correlate with calcifications found  
elsewhere in the body.

RESOURCES | CONFERENCE | RSNA | RSNA 2023

### AI model detects breast arterial calcification on mammography

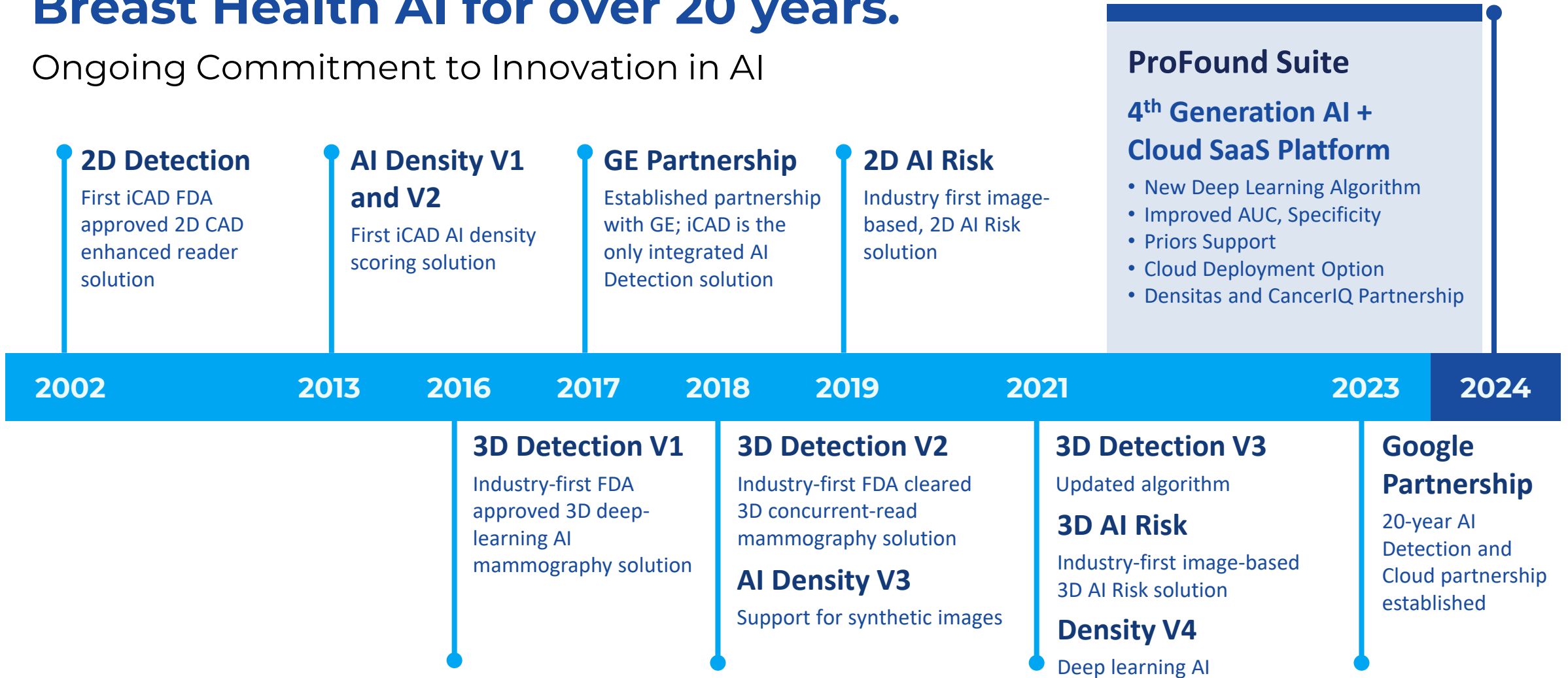
Amerigo Allegretto  
Nov 28, 2023

CHICAGO -- AI-based breast arterial calcification (BAC)  
detection on mammography is feasible and accurate,  
according to research presented November 28 at the  
RSNA 2023 annual meeting.



# US Company 1<sup>st</sup> to Deliver Leading Breast Health AI for over 20 years.

Ongoing Commitment to Innovation in AI



# ProFound Cloud Launch

Successful cloud platform launched in Q2 2024, marking a major step in iCAD's transition to a SaaS-based model. Early adoption has exceeded forecasts, with significant customer interest.

## Customer Benefits

### ▪ **Deployment Speed**

Streamlined setup allows for 50% faster processing times compared to traditional on-premises solutions.

### ▪ **Access to Latest Technology**

Customers benefit from continuous updates without need for hardware investments or warranty contracts.

### ▪ **Enhanced Functionality**

Quicker release cycles ensure customers always have access to new features and improvements.

## Shareholder Benefits

### ▪ **Predictable, High-Margin Revenue**

SaaS adoption will drive recurring revenue growth and create a more predictable economic model over time.

### ▪ **Long-Term Profitability & Cash Flow**

While some GAAP revenue recognition may be deferred in the short term, this strategy enhances long-term visibility and profitability.

### ▪ **Building ARR Pipeline**

The 10 cloud deals closed in Q2 added \$1.2M to future billings and GAAP revenue, highlighting the platform's momentum.



“ProFound Cloud signifies a remarkable leap forward in mammography, offering our imaging network a unified and cutting-edge Breast AI technology solution.”

### **Angie Cosca**

Chief Information Officer  
Steinberg Diagnostic Medical Imaging



# Recognized as the Leading Breast AI-powered Solution

Clinically Proven Partner with Industry Leaders and Customers.

**20<sup>Y</sup>** Google Health R&D Partnership

**50<sup>+</sup>** Interoperable PACS integrations

**22<sup>+</sup>** Global Distributors



# US Market Opportunity

40.5M Annual Mammograms

**37%**

AI Market Penetration (US)

**46%**

iCAD's Share of AI Market (US)

**17%** iCAD's Share of Total Market (US)

Total Available Market (US)

**8834**

MQSA reported facilities

AI Market (US)

**3268\***

Sites using AI

iCAD (US)

**1488**

Active customers





# Expanding iCAD's Global Presence

**50+**

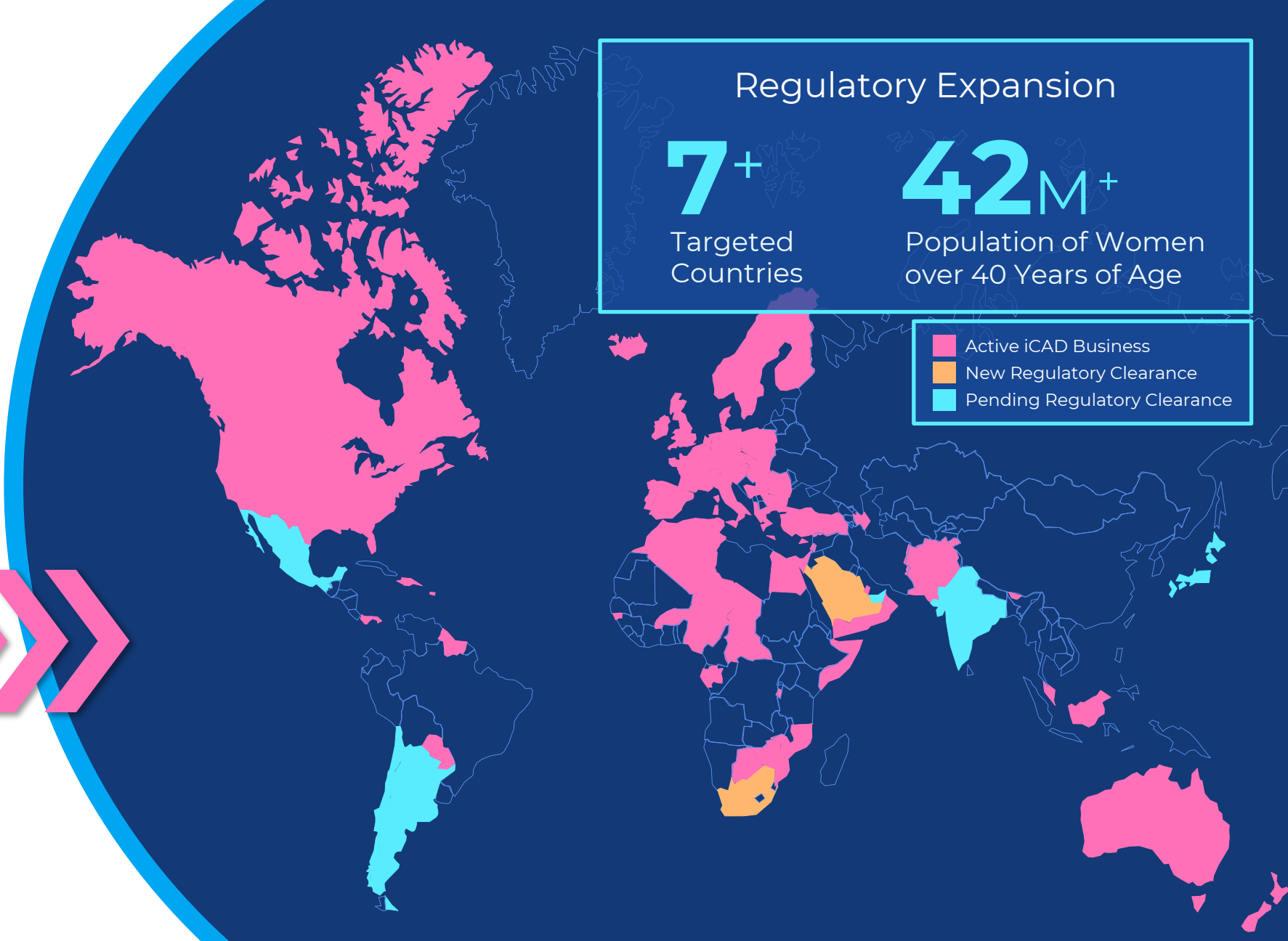
Countries served

**1.5K+**

Facilities globally

**8M+** annual

Mammograms read



# Investor Summary.

## Expanding Customer Base

- **New customer acquisition**  
Aggressive focus on new customer acquisitions, capitalizing on the increasing demand for AI-powered detection solutions.
- **Underpenetrated US market**  
Underpenetrated market providing runway for substantial growth with only 17% of U.S. facilities sites utilizing iCAD's solutions.
- **Strategic global expansion**  
7+ countries targeted for regulatory clearance and distribution expansion

## Strategic Partnerships & Innovation

- **Strong partnerships**  
With leading institutions, developing exclusive, licensed technologies to maintain competitive advantage.
- **Google Health collaboration**  
20-year collaboration with Google Health strengthens iCAD's position and extends global reach.

## Cloud Transition

- **SaaS-based revenue model**  
Transition to a SaaS-based revenue model, emphasizing predictable, high-margin recurring revenue.
- **Strong early adoption**  
Early adoption has exceeded forecasts, with significant interest from current and prospect customers.
- **Strategic migration plan**  
3-year goal to ramp up cloud adoption, contributing to long-term profitability.



## Strong Q2 Demand for ProFound AI (Q2 2024)

10

Cloud

29

Subscription

60

Perpetual

## Growing AI Adoption

Closed 99 Q2 deals demonstrating robust market demand for iCAD solutions and early success in the transition to SaaS.





Together, we are creating a world where

**Cancer Can't Hide.**

# Thank you!

[www.iCADmed.com](http://www.iCADmed.com)

**Investor Inquiries:**

John Nesbett | Rosalyn Christian

IMS Investor Relations

[iCAD@IMSinvestorrelations.com](mailto:iCAD@IMSinvestorrelations.com)