

INVESTOR PRESENTATION

SERIES B



SIRONA
UNIFY. SIMPLIFY. AMPLIFY.

OUR MISSION

TO REVOLUTIONIZE THE PRACTICE OF RADIOLOGY.

SIRONA COMPANY OVERVIEW

Founded out of Stanford's Biomedical Informatics Department, Sirona has raised \$23M to date & remains in stealth mode.



Other Investors (>\$1M)

Arthur Patterson
Founder of Accel

Kenan Turnacioglu
Chairman of Paige AI

Kenneth Heithoff
Founder of CDI

SIRONA'S TEAM: THE BEST OF SILICON VALLEY, RADIOLOGY IT, & HEALTH TECH

An interdisciplinary problem demands an interdisciplinary team.

Cameron Andrews
Founder & CEO



Dr. Alan Kaye, MD
Chief Medical Officer



Dr. Mark Longo, PhD
Chief Technology Officer



Dr. David Paik, PhD
Chief Scientific Officer



Fred Ong
Chief Financial Officer



Vincenzo Ampollo
Head of Engineering



Tom Pacenta
VP Sales



Dr. Ruggero Tacchi, PhD
Head of AI Engineering



Michael Chang
Head of Marketing



Jeremy Koscielny
Head of Implementation



ADVISORS: RENOWNED LEADERS OF BUSINESS, RADIOLOGY, & ENGINEERING

Sirona is guided by a powerful brain trust of executives, physicians, & engineers.

Jonathan Bush

Founder of athenahealth



Ron Paulus

Ex-CEO of Mission Health



Robert Baumgartner

Ex-CEO of CDI



John Pavlidis

Ex-CEO of R2 Technology



Jeffrey Queisser

Co-Founder & EVP Eng. of Box



Curtis Langlotz, MD

Stanford Center for AI in Medicine



Chris Wood

Ex-CTO of Intelerad



Luke Oaden-Rayner

Royal Adelaide Medical Imaging Research



KEY TAKEAWAYS

1. **US RADIOLOGY:** \$110B Market, 50% Private Practice, Largest Source of Outpatient Profit (35%)
2. **RADIOLOGY IT:** On-Prem, Fragmented, >80% of All Healthcare Data
3. **LAST 12 MONTHS:** Regulatory Shifts = Unified Cloud Solution Now Possible
4. **SIRONA:** Radiology IT Rebuilt from 1st Principles - Unified, Cloud SaaS w/ Novel Value
5. **SIRONA TODAY:** Building Four Pillars of Competitive Advantage & Unifying 2% of US Radiologists
6. **SERIES B:** \$40M Investment to Unify Radiology onto a Single Defensible Platform

RADIOLOGY IS AT THE DAWN OF A NEW DIGITAL AGE

Radiology has always been defined by technology. The practice has been reinvented with each technological era - the business model, reimagined.



BUT TODAY'S RADIOLOGY WORKFLOW IS FRAGMENTED, BROKEN, & EXPENSIVE

An amalgamation of poorly designed, piecemeal software increases task complexity, reduces productivity, & negatively impacts patient care.

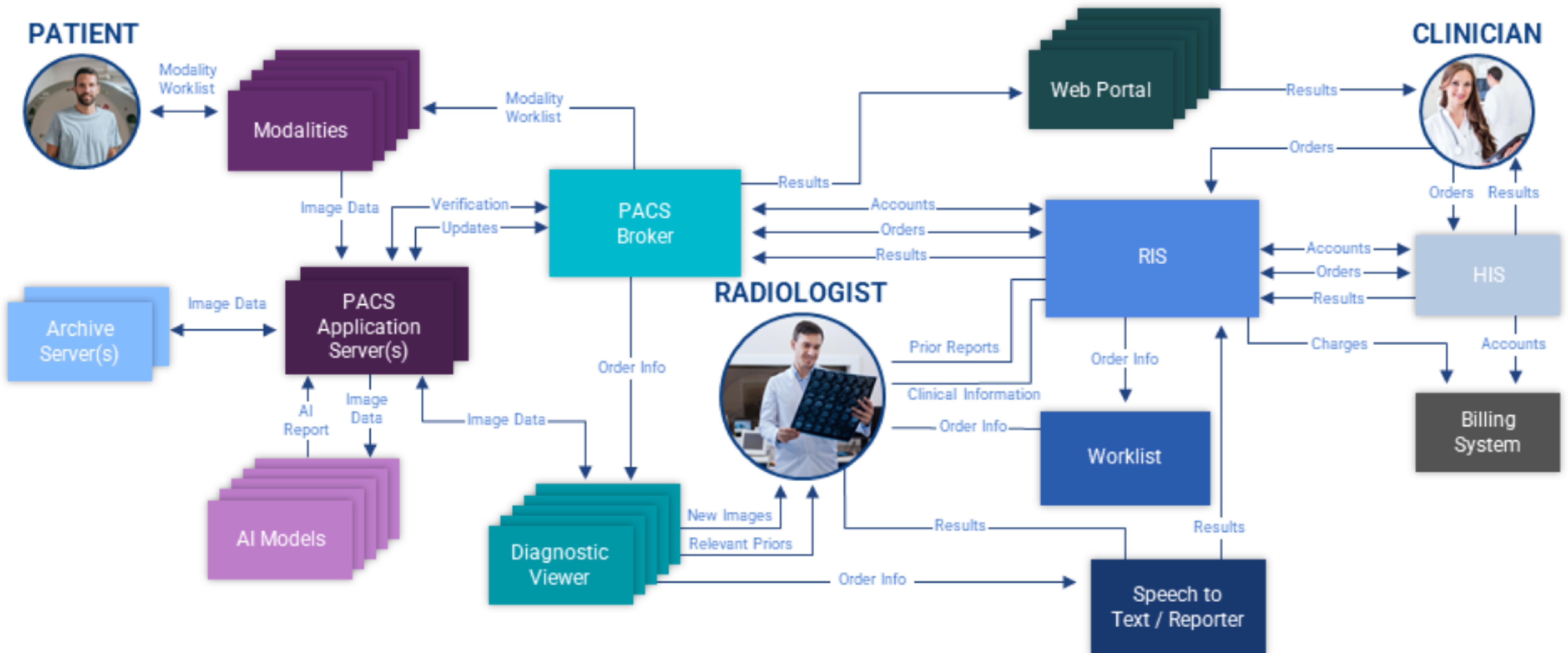


>80%
MEDICAL DATA
BY VOLUME

One of the last bastions of the knowledge worker using purely fragmented, on-prem software.

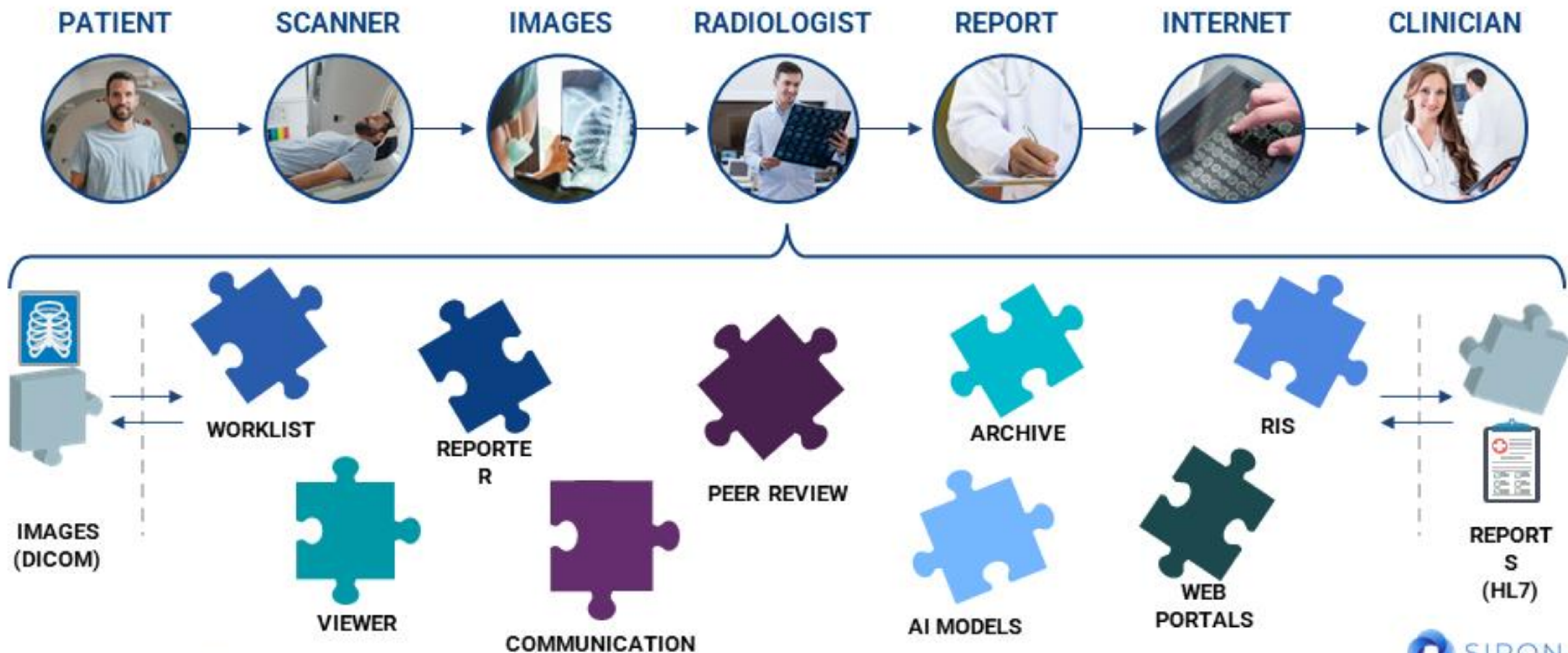
AND POOR INFORMATION FLOW BETWEEN SILOES KEEPS RADIT ON-PREM

Components of the RadIT stack were developed independently, linked by weak & bespoke integrations, & can't be modernized piece-by-piece.



SIRONA'S SOLUTION: REIMAGINE RADIOLOGY IT FROM FIRST PRINCIPLES

Radiology's standardized input (images, DICOM) & output (reports, HL7) offer solution to workflow problem through unification.



INTRODUCING SIRONA



UNIFY. SIMPLIFY. AMPLIFY.

UNIFY the Radiology IT stack onto one consolidated cloud platform.

SIMPLIFY the Radiologist's workflow for improved productivity & wellbeing.

AMPLIFY the professional impact of Radiology on the healthcare continuum.

Better outcomes for patients | Lower costs for payors | Higher profits for radiologists

UNIFY: RADIOLOGY'S FIRST UNIFIED CLOUD WORKFLOW PLATFORM

Deployed as an overlay to practices' on-prem infrastructure, Sirona displaces existing spend & avoids the need to "rip" in order to replace.



UNIFY
(Bronze)

Integration: Easy, Standardized

Single Vendor Preference

Overlay: Unify Multiple PACS

***Sirona Today.
Live in Clinical Production.
Initial Market: Private Practices***

SIMPLIFY: IMPROVING THE PRODUCTIVITY & WELLBING OF RADIOLOGISTS

Sirona simplifies the cognitive burden of diagnosis by consolidating adjacent workflows & shipping novel "IA" features built on our proprietary data.



SIMPLIFY
(Silver)

Improve Clinical Productivity

Reduce Context Switching

Reduce Burnout (Better UX)

*Patents Pending.
Rollout: Next 12 Months.*

INTELLIGENCE AMPLIFICATION (IA) | A NEW PARADIGM FOR AI | SIMPLIFY CLINICAL WORKFLOWS

AMPLIFY: SIRONA'S "RADOS" PLATFORM POWERS PRACTICE DIFFERENTIATION

With no regulatory overhead & a modern cloud architecture, Sirona's platform will power radiologists to create fundamentally differentiated work products.



Improved End Product (Report)

Improved Customer Service

Improved Billing & Compliance

*PACS Archive: 2022.
"RadOS:" 2023.*

SIRONA'S CORE PLATFORM ENABLES DISTRIBUTION OF VALUABLE ADD-ONS

Sirona's SaaS platform is a tiered subscription service charging a per-exam fee on the ~600M domestic annual exams.



LARGE MARKET WITH MULTIPLE EXPANSION OPPORTUNITIES

Rad IT is a large market powering a \$110B domestic radiology spend (600m US exams) & sits upstream of 70% all episodes.



SOM: \$1.5B

SOM

US Radiology IT Market

Existing RadIT Spend ("Simplify" + Archive)

SAM: \$5.0B

SAM

US "RadOS" Market

"Amplify" Package & Associated Add-Ons

TAM: \$50B+

TAM

Billing & International Expansion

Global RadIT Market 4-5x US Market

Global Access to Medical Imaging: 1 in 3

SIRONA WILL REPLACE RADIOLOGY IT.

**AND REVOLUTIONIZE THE PRACTICE OF
RADIOLOGY.**



SIRONA

UNIFY. SIMPLIFY. AMPLIFY.



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