



**CUSTOMVIS**™  
THE FUTURE IN SIGHT™

**COMPANY PRESENTATION  
2 FEBRUARY 2009**





## Forward Looking Statements

This presentation may contain forward-looking statements that are based on management's current expectations. These statements may differ materially from actual future events or results due to the range of risks and uncertainties associated with the healthcare and technology product development process including prototype design, commercial manufacturing and licensing, risks inherent in the regulatory approval process applicable in target countries including potential delays in obtaining approvals, market acceptance of products, future financial requirements, general economic conditions, and other risks and uncertainties. There can also be no assurance that competitors will not independently develop similar products or processes that seek to circumvent patents owned by or licensed to CustomVis plc or that patents owned by or licensed to CustomVis plc will provide adequate protection or competitive advantage.



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CustomVis™ is an innovative company in the laser vision correction industry, with a focus on "custom surgery." The company is listed on the AIM London Stock Exchange.

The company's flagship product, the PULZAR Z1™ is a solid state refractive laser that is designed specifically for custom surgery, permitting an accurate approach to correcting both standard and non-standard vision disorders.

The PULZAR Z1™ system uses a patented solid-state technology, permitting surgeons to treat more patients, with greater accuracy, and also to treat patients that other technologies may be unable to treat.



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# PULZAR Z1™

## Solid State Refractive Laser

Unique benefits include:

- ❖ Lower running cost than excimer lasers
- ❖ Improved reliability & efficiency
- ❖ Low power consumption
- ❖ No need for toxic gas storage or replacement
- ❖ Faster start-up time
- ❖ Greater treatment times flexibility
- ❖ The ability to treat complex cases
- ❖ Superior eye tracking system
- ❖ 0.6mm spot size for greater precision
- ❖ Long laser source and crystal lifetime
- ❖ Easier to use



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# PULZAR Z1™

## 213nm Wavelength

Benefits of the 213nm wavelength include:

- ❖ Less dependence on tissue hydration
- ❖ Clean and smooth ablation surface
- ❖ More efficient tissue ablation
- ❖ Longer optics lifetime
- ❖ Reduced thermal effect & collateral damage.

Research papers are available (on request) comparing 193nm wavelengths used by excimer lasers, to 213nm wavelengths used by the Pulzar Z1™



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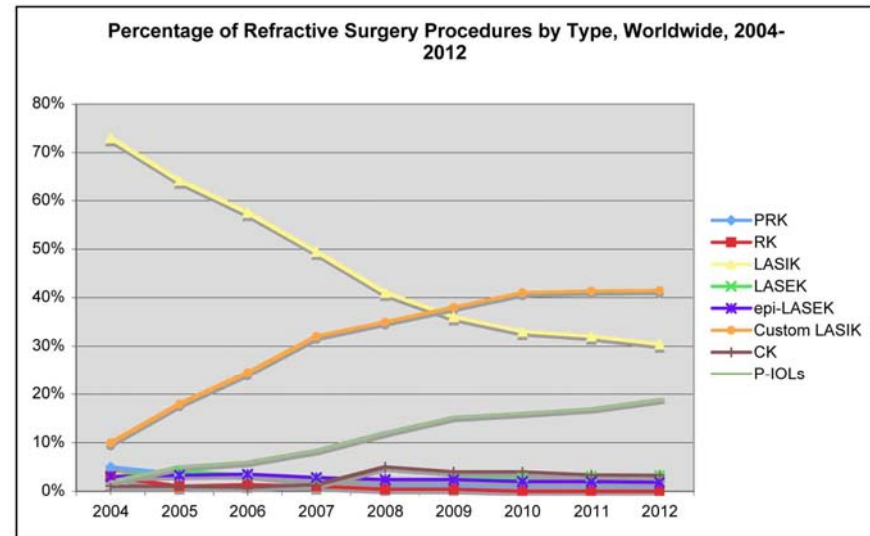
## Market Snapshot

CustomVis™ has access to LVC (laser vision correction) markets outside the US and Japan, estimated in excess of £1.2 billion in annual procedures revenue.

In due course the Company intends to secure access to the US LVC market which is currently estimated to represent in excess of a further £1.2 billion.

Custom surgery is a largely untapped market, currently representing some 15 - 20 percent. or approximately £400 million of the total LVC market.

Independent market research indicates custom LASIK procedures will increase at an overall market penetration of around 40% by 2012.



Source: (2006, MedMarket Diligence, Report #G125)

## Industry Snapshot

2005

**AMO** (Advanced Medical Optics) buys **VISX Inc**, Shareholders of AMO and VISX voted to approve the \$1.27 billion deal.

2007

**AMO** (Advanced Medical Optics) acquires **IntraLase** for \$808 million

2007

**Alcon Inc** one of the world's largest makers of eye care products, purchased German medical laser maker **WaveLight AG** at 65.5 million euros.

2008

**ABBOTT PARK** and **AMO** (Advanced Medical Optics) have entered into agreement under which Abbott will acquire **AMO** for approximately \$2.8 billion.

### Competitor Analysis Company development costs

Of the only two companies with published information both **INTRALASE** and **LASERLIGHT** spent in excess of US\$50,000,000 before making their first US\$1,000,000 in sales.

**CustomVis™** has spent approximately US\$19,000,000 before posting US\$1,000,000 in sales.

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Some of our unique features compared to current offerings ...

## SCHWIND AMARIS



Excimer "Gas" Laser

Initial start can be one hour or more from calibration to procedure ready.

Calibration requires manual intervention

193nm wavelength is hydrophilic

5D Eye tracking system

## VISX STAR S4 IR™



Excimer "Gas" Laser

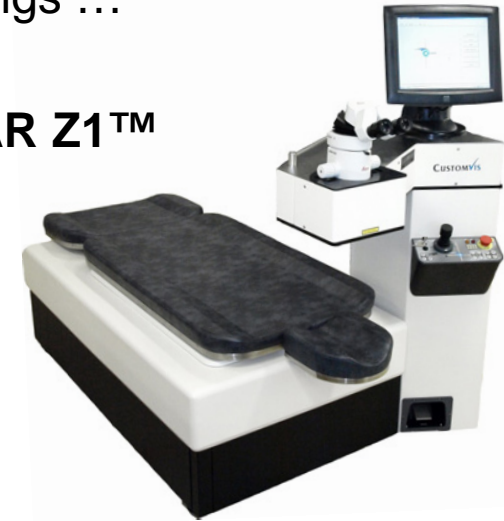
Initial start can be one hour or more from calibration to procedure ready.

Calibration requires manual intervention

193nm wavelength is hydrophilic

3D Eye tracking system

## PULZAR Z1™



Solid State Laser (No Gas required)

Initial start as little as 15 minutes from calibration to procedure ready

Calibration is automatic once set

213nm wavelength Less dependence on tissue hydration with no evidence of thermal effect

6D Eye tracking system

0.6mm Gaussian beam

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## NEW PRODUCT



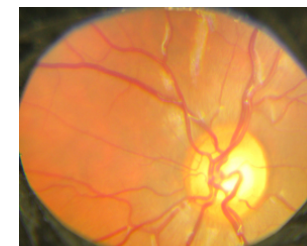
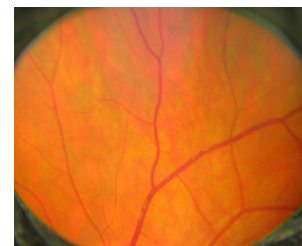
New low cost portable digital camera for photographing the retina of the eye developed. The camera has been demonstrated at three major ophthalmic trade shows receiving a high level of interest.

Feedback from these demonstrations has been incorporated into the design of the device and a test production run is now underway. It is planned to put the camera into production in 2009.

The camera features:

- Suitable for screening for glaucoma and diabetic retinopathy.
- Portability allows screening for remote or bed-ridden patients
- The camera is unique in the market.
- Interest shown from ophthalmology, optometry, veterinary areas.
- Regulatory requirements minimal as it is a Class One device.

Our distributors believe there is a large market for these devices.



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## 2008 Financial Results

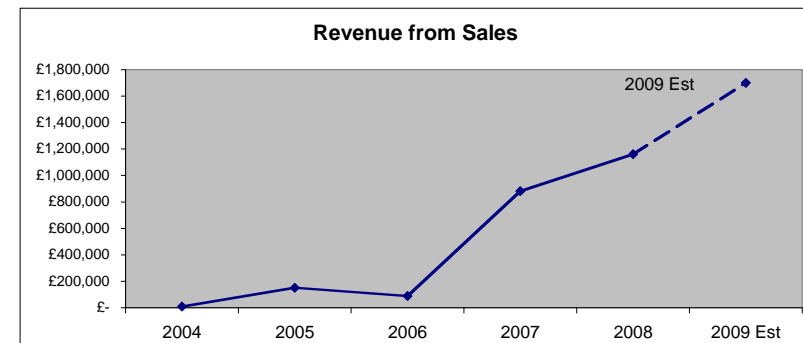
	2008	2007
Sales revenue increase of 32 per cent	£1,161,312	£880,613
Gross profit increase of 58 per cent	£628,742	£397,696
Group profit before tax for the year	£1,056,296*	( £1,438,318 loss)

\*This was after recognising an unrealised gain on foreign exchange of £2,481,397 (2007: £18,380).  
Removing foreign exchanging gain gives a 2008 loss of £1,425,101 (2007 loss: £1,456,698)

During the year ended 30 June 2008, the Group installed 11 lasers, resulting in an increase of the worldwide installed base to 28 lasers at 30 June 2008.

Since then the Group has installed a further seven lasers, so that at present the worldwide installed base is now 35 lasers.

The Directors estimate that approximately 90,000 eyes have been treated on this platform to date, with approximately 70,000 eyes in the last year, demonstrating an increasing acceptance of solid state at the 213nm wavelength



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# Pulzar Z1™ Global Install locations



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## Revenue Stream

### **Pulzar Z1™**

The current installed base is growing. The company has increasing revenue in the form of deferred payments and new service contracts from this installed base. Future revenue potential in the form of fee per treatment for new indications (eg Presbyopia) are anticipated.

The worldwide installed base of excimer lasers currently stands at around 5500, with approximately 800 new lasers being sold every year. This gives us a considerable market to sell the Pulzar Z1™ into.

### **RetinaVis™**

The Company believes the camera is unique in competition, cost and portability. Interest has been shown from ophthalmology, optometry and veterinary areas.

Our distributors believe there is a large market for these devices.

We expect to be in full production before the end of the current financial year. CustomVis believes this camera will generate meaningful revenues at reasonable gross margins in the future.



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## **New Management & Sales Structure**

### **BOARD OF DIRECTORS**

Simon Carroll, Non-executive Chairman | Dr Emanuel Rosen, Non-executive Director

Dr Paul van Saarloos, CEO

[Steve McRae, CFO & Company Secretary]

### **MANAGEMENT TEAM**

Finance | Clinical Affairs | Production | Marketing | Sales | Service | Quality Assurance

### **SALES TEAM**

Latin & South Americas | Asia & Oceania | Europe | India & Southern Asia | Middle East & Northern Africa

### **MEDICAL ADVISORY BOARD**

International Key Opinion Leaders



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## Key Performance Indicators for June 2009

### Group Performance Measures

- Produce and sell three lasers per month
- Be cash flow positive
- Increase installed base of lasers to 50
- Exceed cumulative total of 200,000 eyes treated
- Reduce production costs by further 10% through R&D
- At least one new product prepared for release



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## Strategy for revenue generation in 2009

### **Pulzar Z1™**

- Continued marketing into the existing regions to increase installed base & revenue
- Expand distributor network of the Middle East, Latin America and European regions
- Continuous review of current distributor performance targets
- Attend all key ophthalmic conferences to generate awareness and sale leads
- Leverage Key Opinion Leaders influence in the industry
- Develop a comprehensive distributor engineer training program to support installed base
- Extended warranty programs on systems out of warranty or trade-up to new system
- Continued regulatory approvals in targeted countries, Brazil, Taiwan and China

### **RetinaVis™**

- Advance program for production, marketing and product launch
- Leverage existing distributor/ sales network
- Qualify veterinary sales/ distribution system



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**Thank You**



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

**Nominated Adviser & Broker**

John East & Partners Limited  
10 Finsbury Square  
London EC2A 1AD UK



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