



## Ventripoint Expands United Kingdom Marketing with New Distribution Partner CardioLogic

**Toronto, Ontario – The Newswire – December 21, 2021** - Ventripoint Diagnostics Ltd. ("**Ventripoint**" or the "**Company**"), (TSXV:VPT; OTC:VPTDF) is pleased to announce a distributor partnership with CardioLogic Ltd. ([www.cardiologic.co.uk](http://www.cardiologic.co.uk)).

“After interviewing a number of potential distribution partners in the United Kingdom (UK), we are pleased to have come to an agreement with CardioLogic. CardioLogic’s position as a leader in the cardiology market in the UK and its extensive network provides an excellent opportunity for Ventripoint to reach new customers in the UK market quickly,” stated Dr. George Adams, CEO of Ventripoint.

Martyn Dixon, Managing Director of CardioLogic, commented: “We are very excited to enter into this partnership with Ventripoint Diagnostics and integrate the VMS+ with our range of innovative products that we currently offer. In addition to being a great and a unique complement for cardiac ultrasound, they have demonstrated an accuracy equivalent to cardiac MRI. We are eager to commence this partnership and look forward to leveraging the VMS+3.0 with our extensive network of client contacts to drive adoption and growth into the UK market.”

CardioLogic Ltd specializes in the development, marketing, and distribution of medical devices for cardiac care and has an extensive network and customer base. Ventripoint does have prominent UK hospitals using the VMS+3.0, but the UK market is largely untapped. CardioLogic will expand Ventripoint’s UK footprint with a sales team calling on echocardiologists, interventional cardiologists and cardiac surgeons, who would benefit from the VMS+3.0 system’s fast and reliable diagnostic imaging. The process for purchase or lease of medical devices in the UK is controlled by Health Trusts and the National Health Service (NHS) and CardioLogic’s experience in dealing with these processes will accelerate the approval of sales and allow a more rapid expansion into hospitals and cardiac facilities across the UK.

The Company continues to interview regional distributors for Europe and the United States and expects to have additional partnerships to announce in the near future.

### Heart Disease in the UK

According to the British Heart Foundation (<https://www.bhf.org.uk>), heart:

1. Circulatory diseases cause a quarter of all deaths in the UK, that’s more than 160,000 deaths each year – an average of 460 deaths each day or one every three minutes in the UK.
2. There are around 7.6 million people living with a heart or circulatory disease in the UK: 4 million men and 3.6 million women.
3. There are more than 100,000 hospital admissions each year due to heart attacks: that's one every five minutes.
4. More than 900,000 people in the UK are living with heart failure.

5. The NHS identifies [cardiovascular disease as a clinical priority](https://www.longtermplan.nhs.uk/online-version/chapter-3-further-progress-on-care-quality-and-outcomes/better-care-for-major-health-conditions/cardiovascular-disease/) and the single biggest condition where lives can be saved by the NHS over the next 10 years (<https://www.longtermplan.nhs.uk/online-version/chapter-3-further-progress-on-care-quality-and-outcomes/better-care-for-major-health-conditions/cardiovascular-disease/>).

**About CardioLogic Ltd.** ([www.cardiologic.co.uk](http://www.cardiologic.co.uk))

CardioLogic works with novel technologies to improve both the treatment and the standard of care for cardiology, cardiac surgery and stroke patients. CardioLogic partners with leading-edge cardiac medtech companies to provide support through development, marketing, and distribution of innovative medical devices and products. CardioLogic uses a dedicated sales team to work with cardiologists, cardiac surgeons to connect cardiac professionals to technology that will improve the treatment and standard of care for cardiac patients throughout the UK.

**About Ventripoint Diagnostics Ltd.**

Ventripoint has become an industry leader in the application of AI (Artificial Intelligence) to echocardiography. Ventripoint's VMS products are powered by its proprietary KBR technology, which is the result of a decade of development and provides accurate volumetric cardiac measurements equivalent to MRI. This affordable, gold-standard alternative allows cardiologists greater confidence in the management of their patients. Providing better care to patients serves as a springboard and basic standard for all of Ventripoint's products that guide our future developments. In addition, VMS+ is versatile and can be used with all ultrasound systems from any vendor supported by regulatory market approvals in the U.S., Europe and Canada.

**About VMS+ Technology**

VMS+ (Ventripoint Medical System Plus) 3.0 marries the high-resolution of cardiac MRI (Magnetic Resonance Imaging) and ease of use of ultrasound with the power of Ventripoint's proprietary KBR (Knowledge-Based Reconstruction) AI technology. KBR enables physicians to construct a precise 3D model of the heart and calculate volumes and ejection fractions for all chambers of the heart with an accuracy equivalent to MRI using standard ultrasound images obtained using any cardiac ultrasound machine such as General Electric, Phillips, Siemens, etc.

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