



Ventripoint's AI Heart Technology Takes Centre Stage In ITN Business "The Hidden Heart" Programme

Toronto, Ontario – The Newswire – September 28, 2023 - Ventripoint Diagnostics Ltd. ("**Ventripoint**" or the "**Company**"), (TSXV:VPT; OTC:VPTDF), a company using AI to create diagnostic heart images, is thrilled to announce it will be featured in an international news-style programme, "The Hidden Heart", made possible by the British Heart Foundation and ITN Business.

The programme, which documents how Ventripoint transforms ultrasound images into 3D models of the heart and provides cardiac metrics with an accuracy comparative to cardiac MRI, is launching on World Heart Day, September 29th. Ventripoint is one of a handful of technologies chosen to demonstrate innovations in treating heart disease.

"Ventripoint's mission is to use AI to improve patients' lives by giving cardiologists another diagnostic tool," said Dr. Alvira Macanovic, President & CEO of Ventripoint Diagnostics. "I want to thank the British Heart Foundation and ITN Business for sharing this story on ITVX, which has reached more than 2 billion viewers since its launch. We hope the audience will see the AI innovation we are bringing to clinical practice to improve patient care and treatment outcomes."

The programme can be viewed on ITN video-on-demand service and will also be hosted on the British Heart Foundation website, allowing easy access to "The Hidden Heart". To watch the full programme, visit: <https://www.bhf.org.uk/hiddenheart>.

The Hidden Heart was made to raise awareness of heart conditions and highlight the innovations and research underway to treat conditions such as congenital heart disease, heart attacks, heart failure and transplants. Identifying risk factors and early detection is an important part of the programme's messaging.

Ventripoint's feature in this programme will highlight the use of Ventripoint's AI technology, branded VMS+, and demonstrate how it works, as well as the benefits of this accessible technology to practitioners and patients. Ventripoint can be used in hospitals and clinics. Within minutes it produces MRI quality 3D images at a fraction of the cost and time of an MRI. This offers the possibility of offering physicians and patients wider access to diagnostic imaging to treat heart disease and conditions in infants, children, and adults.

This "Hidden Heart" will bring attention to the prominence of heart disease, especially hidden heart disease, to the millions that suffer from this issue worldwide. There are around 7.6 million people in the UK alone living with a heart or circulatory disease, as well as many more who are not yet aware of their own cardiac condition.

The ITV programme focuses on the prominence of cardiac conditions in the UK, with one in four people diagnosed with heart disease.

“This highlights the importance of early detection and is an opportunity for Ventripoint to demonstrate the need for its technology and further expand its presence in the UK market,” added Dr. Macanovic. The Ventripoint VMS+ is currently being routinely used by Evelina London Children’s Hospital and East Midlands Congenital Heart Center at the Leicester Royal Infirmary in the UK.

The programme also highlights the important work BHF is doing and will encourage those who are at risk of cardiac related issues to seek proper assessment. An individual’s decision to investigate their health can save one’s life and will ultimately fulfill the mission of the “The Hidden Heart” and Ventripoint.

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 British Heart Foundation

The British Heart Foundation is a cardiovascular research charity in the UK that funds medical research and raises awareness for heart and circulatory diseases. BHF funds over 100 million pounds into research each year for heart and circulatory related diseases. The foundation works to benefit those who suffer from cardiac related illness, their loved ones, as well as anyone with risk factors for developing these diseases.

About ITN

The Independent Television News (ITN) Business is a UK-based media production and broadcast journalist company. ITN’s content portfolio includes broadcast news, documentaries, films, sports, education, and more. It’s streaming platform, ITVX, has reach around the world and has surpassed two billion downloads since its launch in December 2022.

For further information, please contact:

Jonathan Robinson

JRobinson@oakhillfinancial.ca

416-669-1001

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