



CAPITAL MARKETS DAY
2022





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Rubin Medical AB



Rubin Medical in brief

- Founded in **2003**
- A part of  Indutrade since **2012**
- Diabetes Type 1 – hybrid closed loop with insulin pumps plus CGM
- In total **60 employees** including 20 sales reps
- Head office in Limhamn, Malmö
- Markets: Sweden, Norway, Denmark and Finland
- ISO 13485 – Certified Medical Devices



SUPPLIERS		
2004 – 2019		Animas pump, Dexcom CGM
2015 – 2021		Eversense Long term CGM
2018 –		Tandem Pump Dexcom CGM



Culture built on our vision

We aim to give **everyone** with diabetes
an easier and safer everyday life

With **heart** and **professionalism**, we create safety for our users, their families and healthcare staff.

We provide the tools to lessen the burden of diabetes for our users and their families, reducing the risk of future complications.

We offer medical technology products and services for diabetes treatment.

Diabetes Type 1

- *A life-threatening disease: The body's beta cells can not produce insulin due to auto immune response.*
- *Insulin regulates the glucose levels in the blood. Insulin must be administered.*
- *There is no cure to this disease.*

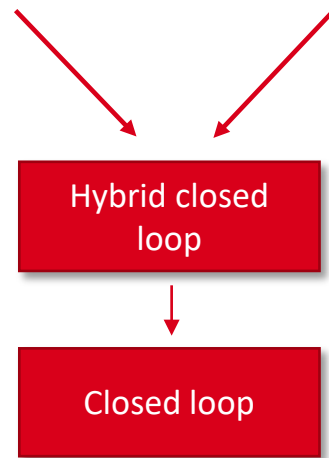
GLUCOSE MEASURING

- Blood glucose measurement
- Flash GM (Abbott)
- CGM (Dexcom, Senseonics, Medtronic)

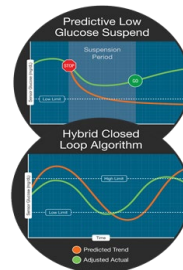


INSULIN DELIVERY

- Insulin pen
- Patch pumps (Omnipod)
- Durable insulin pumps (Tandem, Medtronic, Roche, (Animas))



Software Basal and Control IQ



Type 1
50 000 in Sweden,
125 000 in the
Nordics

Business Model

System Offering: Pump, CGM and Infusion set

The business is **driven by pump sales**
=> each pump secures 4 years consumable sales

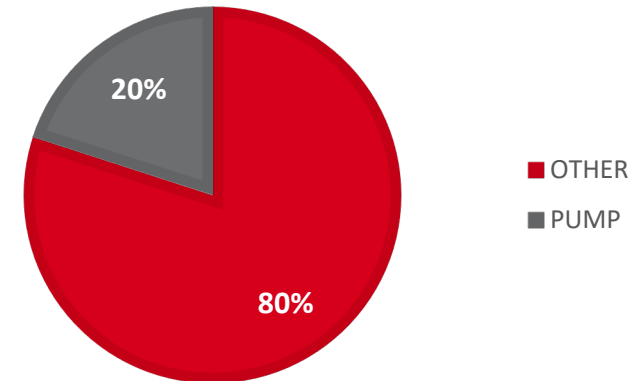
Consumables = Infusion set and CGM
=> each user generate sales of 300 000 SEK

Tender Business: Regions, Hospitals clinics
Patients are end-users

Flexible and Service oriented

Competitors: Medtronic, Ypsomed, Insulet
(Omnipod, Infucare (Air Liquid))

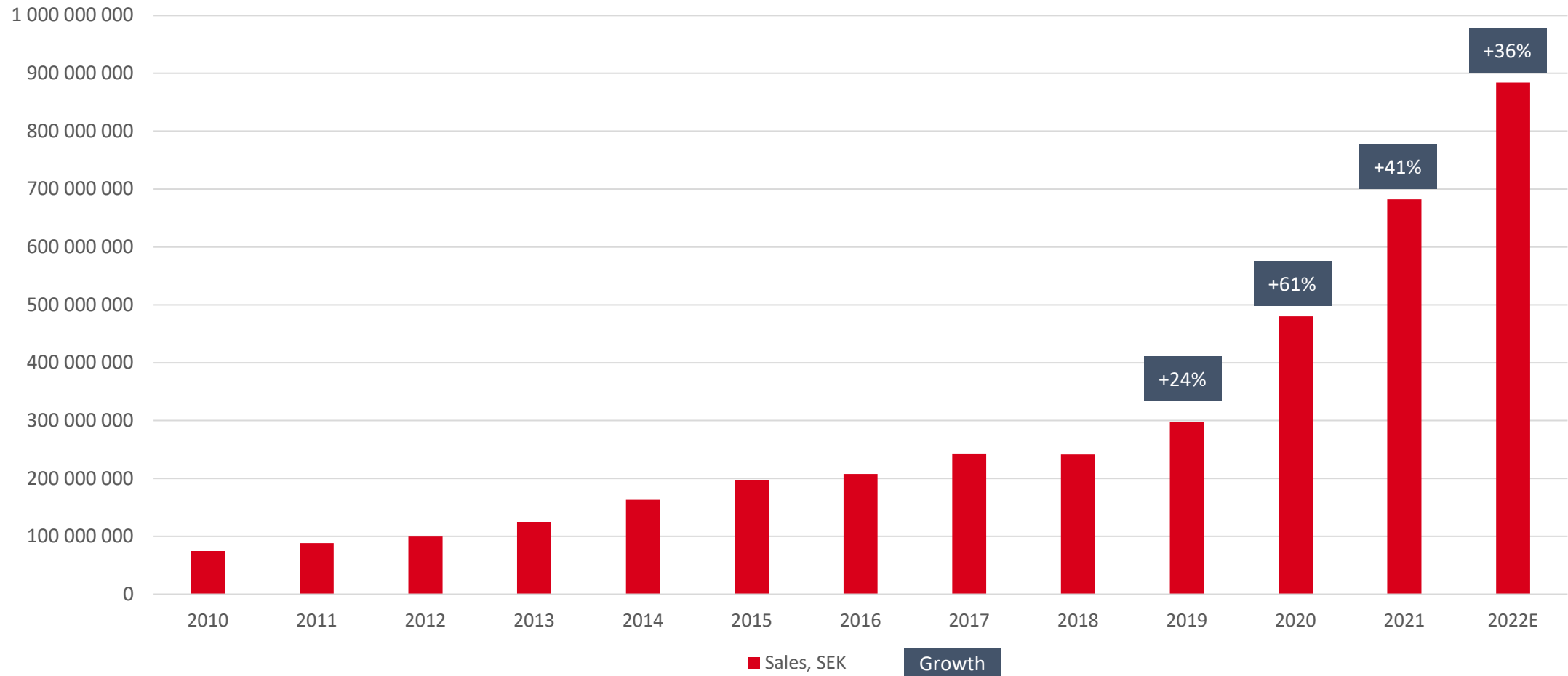
Sales per product type



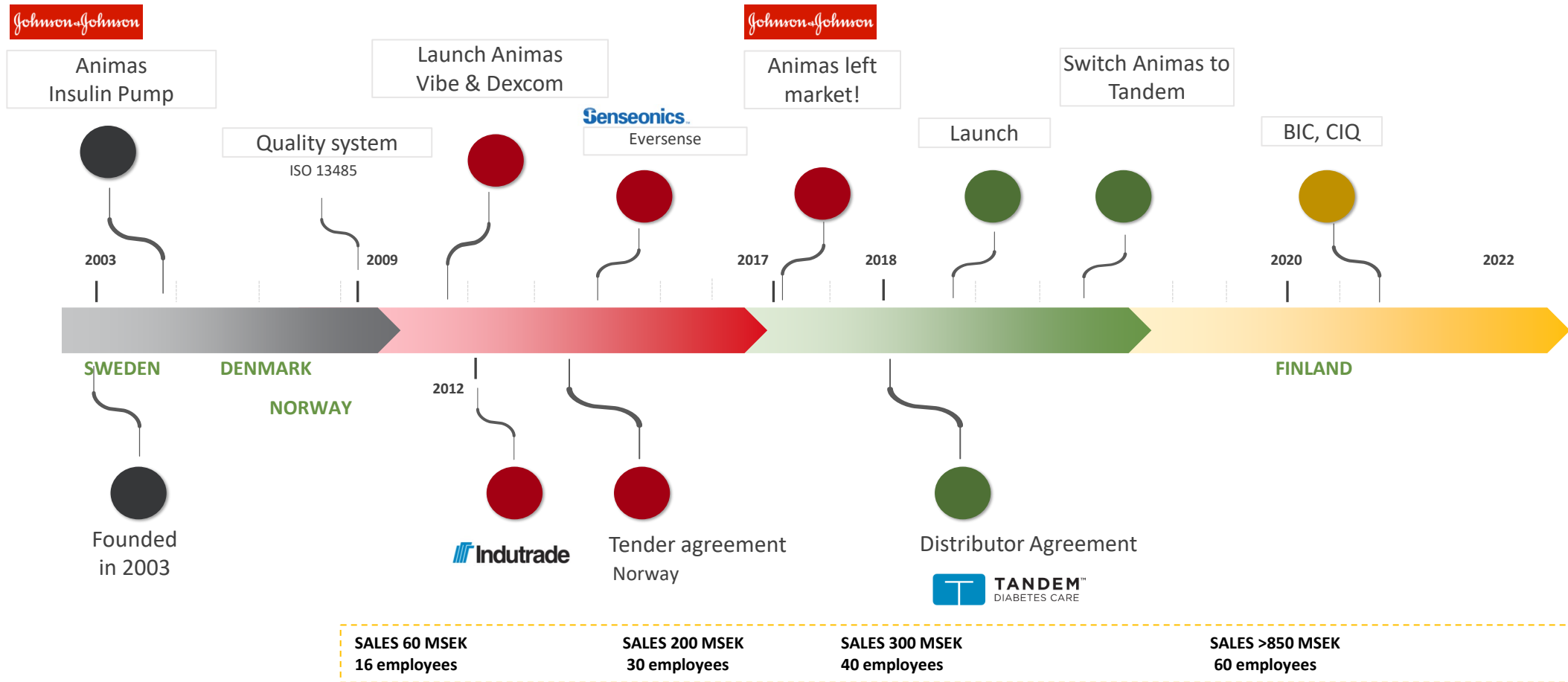
Market shares new sales insulin pumps

SE	55%
DK	50%
NO	2%, from Oct 40%
FI	10%

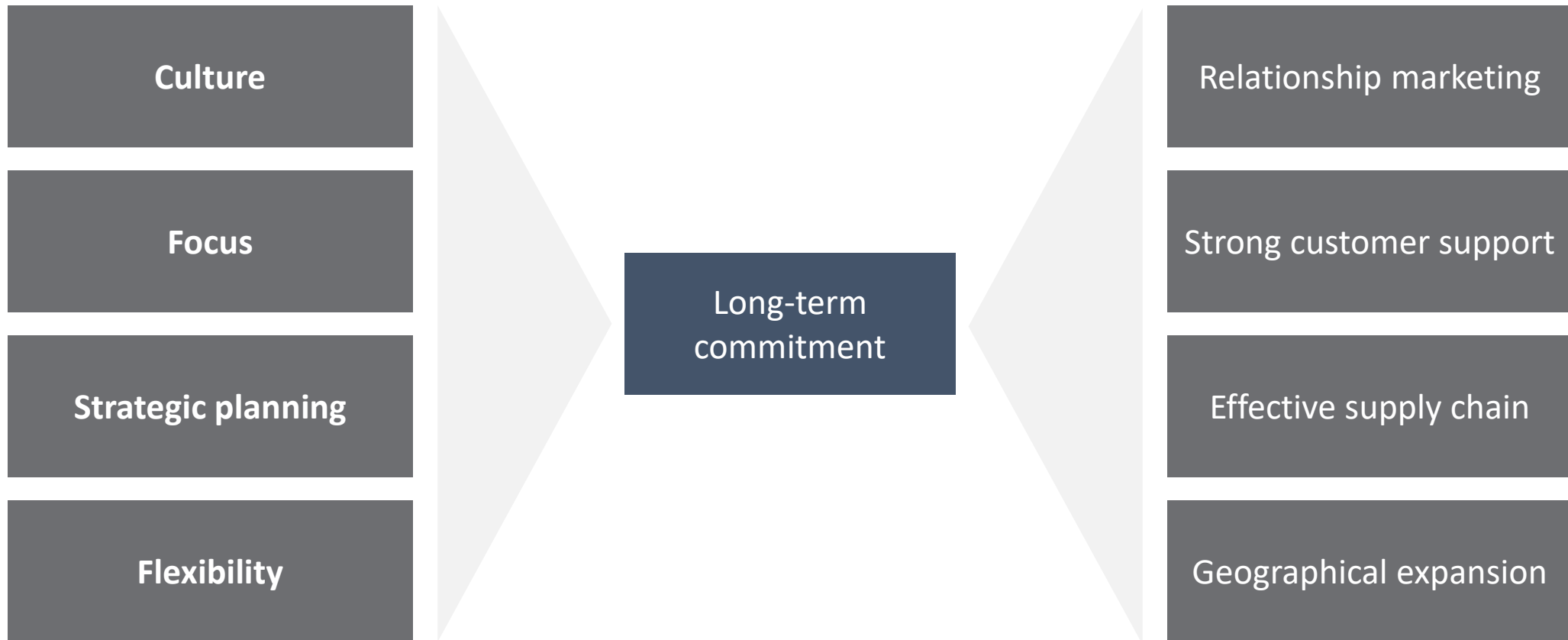
Sustainable Profitable Growth



Rubin Medical 2003 →



Key drivers behind our growth



Next steps on our growth journey

Health economy

Market Expansion-project by KOLs

Customer success management:

- before, during & after pumpstart

- Carb-counting
- Optimization

- "Pump & CGM classes"
24 hours - meet, great
and treat"

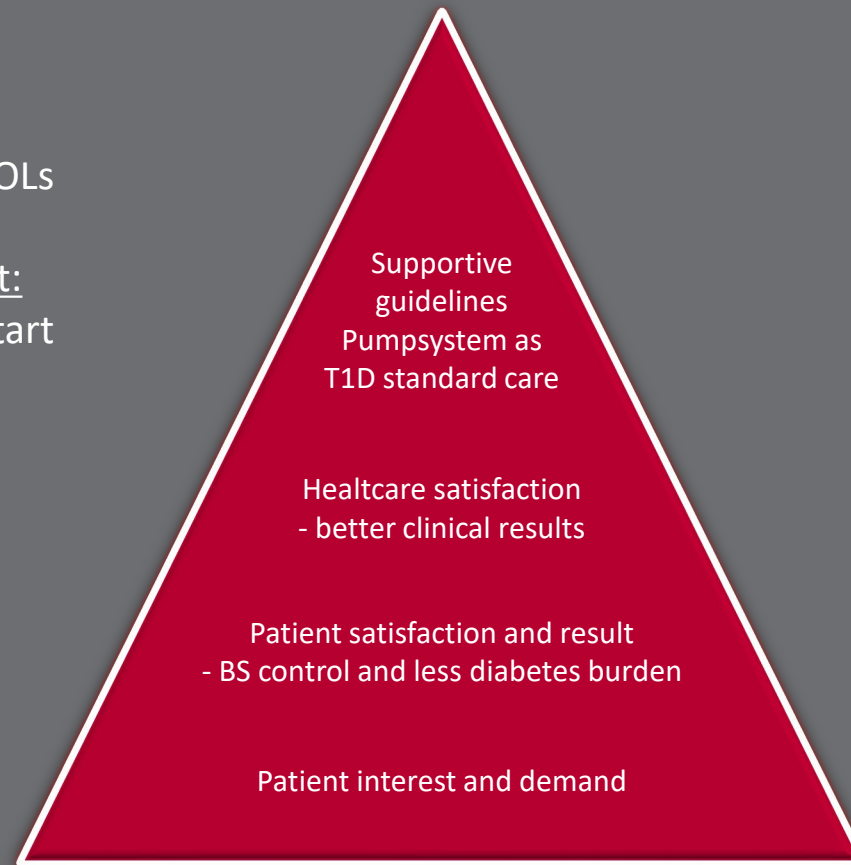
Result - follow-up in NDR/SDK

National KOL-management

Social media Influencers

Patient-events

=> Patient Pull





Thank you!

The logo for Indutrade features a stylized 'IT' symbol on the left, composed of three parallel, slanted vertical bars of varying heights that merge into a horizontal bar at the top. To the right of this symbol, the word 'Indutrade' is written in a bold, white, sans-serif typeface.

IT Indutrade