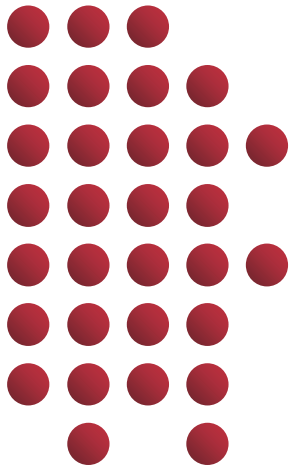
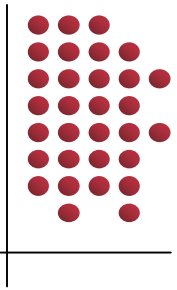
CardioGenics

A Quantum Leap in Diagnostic Detection



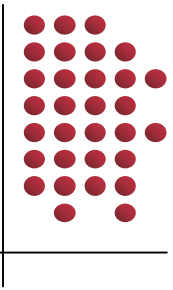
CARDIOGENICS

Highlights



- *In the US, eight (8) million patients present to ER with chest pain annually*
- *Physicians decide on treatment strategies based on EKG and the level of markers in blood such as Troponin*
- *Quick and accurate blood test results are important for proper patients triage*
- *If treated within the first hour (the "golden hour"), the chances of recovery are dramatically improved*
- *AHA/ACC guidelines reduce time to blood test results to 1 hour, ideally to 30 minutes*

Hard Facts



- *~ 3.2 hours, from onset of chest pain to seeking medical attention*
- *~ 2.8 hours, Turn-Around Time of lab-based tests*
- *~ 4.5 hours, minimum, to detect a heart attack by today's lab-based tests (from symptom onset)*
- *Level of blood markers directly reflect patients survival*
- *Heart attack victims receive an unnecessary treatment with tPA, an expensive, widely used heart attack drug work in 60% of cases*
- *Wasted valuable time, cost lives and healthcare $*

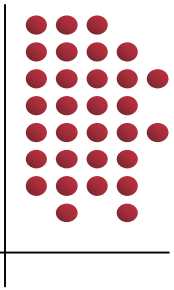
Key Factors for Management Success

Issue: AHA/ACC guidelines is 30 minutes to test results, reduce time for diagnosing from 2.8 hours to 30 minutes

Issue: Current Lab. Testing is inefficient: take on average 2.8 hours to receive results; and often patient final diagnosis is done after admission

Issue: Need to provide medical lab quality testing (Accurate and Sensitive) at the Point-Of-Care for appropriate Clinical Management

The Market

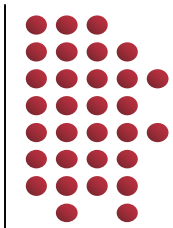


- *In Vitro Diagnostic (IVD) testing market: $42 billion (2007)*
- *Immunoassay testing represents 28% of the IVD testing*
- *Market penetration of quantitative POC testing is very poor (lack of an analyzer that delivers lab-quality results)*
- *Multinational IVD companies are seeking current CardioGenics products to add to their product line*

Solution

CardioGenics is producing a POC testing Platform and test products to provides lab. quality results within 15 minutes……A Platform that could be deployed in the ER, CCU, doctors office or the ambulance

CardioGenics: Brief History



- *Founded in 1997 by Dr. Yahia Gawad*
- *6200 sq foot premises located in Mississauga, Ontario*
- *15 patents/applications, covering 5 products*
- *Total of 7 full-time scientific staff*
- *Products that are needed in the clinical market*
- *Completed a reverse merger with JAG Media Holdings on July 31, 2009*

CardioGenics Professionals

- *Yahia A. Gawad - MB.CH.B, MD, MSc - Founder, CEO and Director 20 years in the CVD diagnostics, 4 products thought the FDA*
- *Linda Sterling- F.Inst.L.C.O.- Director, Corporate Secretary, over 10 years in corporate compliance in top 2 law firms in canada*
- *Jim Essex- CA – CFO, over 25 years in Private/public companies Financing*
- *Neil Tabatznik –Founder and CEO of Arrow Group; past Chairman of Genpharm, over 1000 employees, 5 continents- Acting Chairman*

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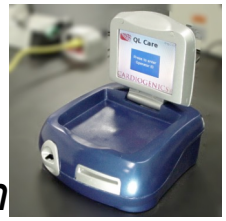
QL Care® Analyzer

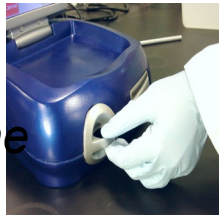
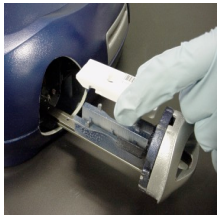
QL Care® Analyzer

QL Care® Analyzer: Six Step Process

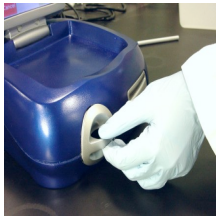
- *Step One: User Interface Interaction*
  The user initiates the machine by opening and tapping an intuitive user interface touch screen




- *Step Two: Sample Application*
  The user opens the cartridge door and insert the cartridge

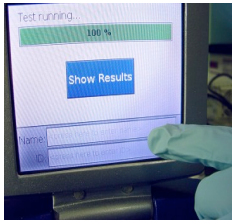



- *Step Three: Test Initiation*
  The user adds the sample to the cartridge and closes the door

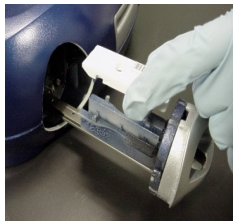
QL Care® Analyzer: Six Step Process

- *Step Four: Automated Process*
  The machine automatically identifies the type of test, loads the required software and the operator enters the patient data while the test runs (bar-coded cartridge)



- *Step Five: Results*
  The results are displayed on LCD, stored in the machine, forwarded to a desired network, or printed by the internal printer

- *Step Six: Test Complete*
  Remove the cartridge and dispose. The machine is ready for the next test



Test Products

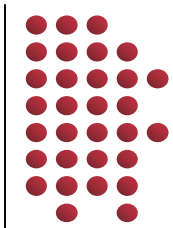
1. Troponin I Test, Launch Product

- *Measures the presence and severity of a heart attack*
- *Reimbursement codes established by HMO's*
- *Will be submitted to the FDA in 14-16 months*

2. PAI-1 Test (patent-protected)

- *Quantifies level of active PAI-1 in blood*
- *Measures the response to tPA*
- *Bench test developed*

Test Products



3. HFRS (to be patented)

Proprietary test to measure the presence of proteins related to heart failure

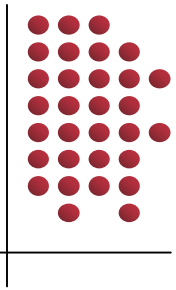
Stratifies the risk of death in patients with heart failure

4. HFGS (to be patented)

Proprietary test to predict patient response to specific drugs

Optimizes drugs for each patient with heart failure

FDA Process and Timeline



- *Timeline: Commercial Launch of QL Care Analyzer*
- *Test Adaptation: 24 weeks*
- *Beta Site Clinical Testing: 12 weeks*
- *FDA Clinical Trials: 12 weeks*
- *FDA Approval Process: ~90 days*
- *Selection of a Marketing Partner*

Following FDA Approval:

- *QL Care Analyzer placed in hospitals*
- *Implement marketing trials*
- *Develop other test products*

Competitive Map

Competitive Landscape

CGI Advantages:

- *Higher Sensitivity due to:*
  - *Chemiluminescence, same technology as lab. machines*
  - *Solution phase binding*
  - *No membranes, no sample filtration step*
  - *Photon counting of light*
  - *No parts to move in the light collection field*
  - *Silver-plated beads*

- *Accuracy*
  - *Full automation, no operator steps*
  - *No manual addition of reagents*
  - *Signal trigger is electronic (Patented core technology)*

Operation and Future Opportunities

- *Outsource QL Care Analyzer/Cartridge assembly*
- *Implement an Education Program designed to drive demand for the QL Care Analyzer*
- *Cartridge adaptation to run any of >200 immunoassay test (HIV, Cancer, Thyroid) currently performed by lab-based analyzers*
- *Cartridge multiplexing*
- *Emerging Market: POC testing will become industry standard*

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Paramagnetic Beads

Revenue Stream: Paramagnetic Beads

- *A consumable test reagent ("Beads"), that are used in 90% of medical lab analyzers*
- *Most magnetic beads are dark (less light reflective)*
- *Magnetic beads employed in lab analyzers range from 0.5-5 micron*
- *The worldwide market for paramagnetic beads in IVD testing is in excess of $1 billion*
- *Current Market: 5 OEMs represent 80%*

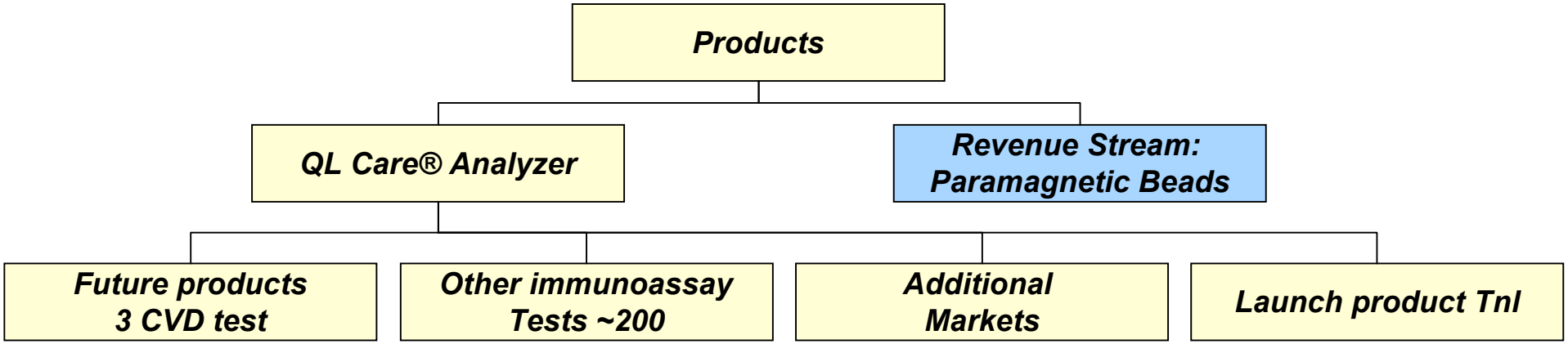
CardioGenics' Proprietary Beads

Advantage:

- *Proprietary process for silver plating (more reflective)*
- *Increased test sensitivity (~10 x compared to those from five leading manufacturers)*
- *Competitors' beads priced at ~$1,000/gram*
- *CGI all-in manufacturing cost is <$100 per gram*

10 year exclusive deal with Merck-Serono KGAA (Merck is the worlds largest producer of paramagnetic beads)

Summary and Product Pipeline



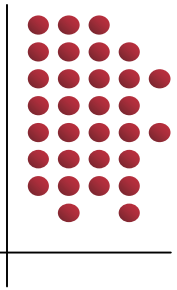
QL Care Analyzer delivers medical lab quality in 15 minutes

Beads are revenue ready with partnership in place

14 months from Amalgamation to FDA approval

Experienced scientific team and management team

Highlights



- *Physicians must have quick and accurate blood test results in order to properly treat a potential heart attack*
- *If treated within the first hour (the "golden hour"), the chances of recovery are dramatically improved*
- *Current Lab. Testing is inefficient: take on average 2.8 hours to receive results; and often patient final diagnosis is done after admission*
- *CardioGenics is producing a POC testing products to provides lab quality results within 15 minutes*