

Knowledge and Passion

Medical IT and Cybersecurity



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A brief history

- Founded 1978, as a research spin-off from Linköping University.
- SECure TRANsmission
- Started medical operations 1990.
- Founders still in control. Management are shareholders.



1987



NOW



1999



NOW



1993



NOW

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Main business areas



IT for medical imaging

IT for Cybersecurity



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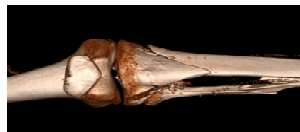
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Growth opportunities outside of main business

Business Innovation



Medical education



Software tools for
orthopedic surgery



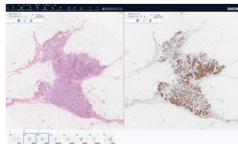
Research: AI and
Machine Learning

Secure Communications



IT security for
critical infrastructure

Imaging IT



US market
Digital pathology

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The Sectra brand and its promises

- Sectra acts in markets where failure is not an option.
- Requires: Customer obsession, Stability, Quality and Trust!
- Provides: Healthy prices and large barriers of entry.
- The **Knowledge** to meet expectations.
The **Passion** to exceed them.



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Knowledge & Passion

The Sectra brand and its promises



The Sectra brand is our most valuable asset and this is what it shall convey

- Trustworthiness
- Stability, kept promises and honesty
- Quality and customer obsession
 - We will NEVER let a customer down, even if it means a hit to ourselves
- Premium product, Premium price

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Philosophy – Markets

- Profitable growth is easier in growing markets
- The healthcare and cybersecurity worlds are in rapid change, and:



"Where there is change, There is margin!"

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Philosophy – Customers

Quality is profitable!



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Philosophy – Staff


It begins with:

*Hire for Attitude and Ability,
- Train for skill!*



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The first method for estimating the intelligence of a ruler is to look at the men he has around him.

~ Niccolo Machiavelli


AZ QUOTES

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And continues with:

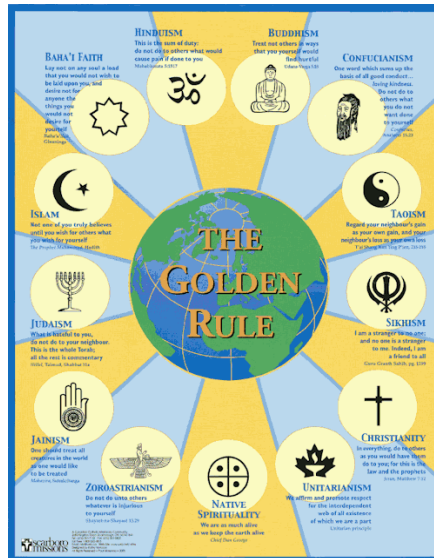
“Culture eats Strategy for breakfast!”

“Some famous guru”



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And live and act:



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How do you build lasting competitive advantage?

- Product?
- Promotion?
- Place?
- Price?
- Process?

People!

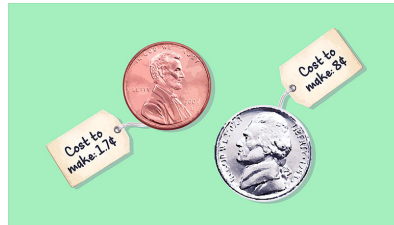


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Philosophy – Costs

- "Cost control is a virtue"
- It is difficult to control cost by rules
 - culture is required



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"Jag vill hellre att mitt folk ska skratta åt min sparsamhet än gråta över min slösaktighet."

Oscar II,
Kung

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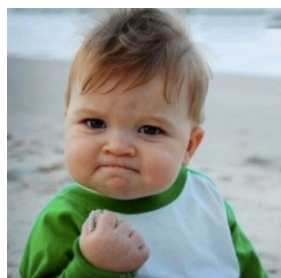
The main rule of war at sea



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Define a goal and stick with it!



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Philosophy – Shareholders

If you have

- Happy customers
- Happy employees
- Perseverance and reasonable cost control
- A rational long-term strategy in growing markets
- Then shareholders WILL be happy



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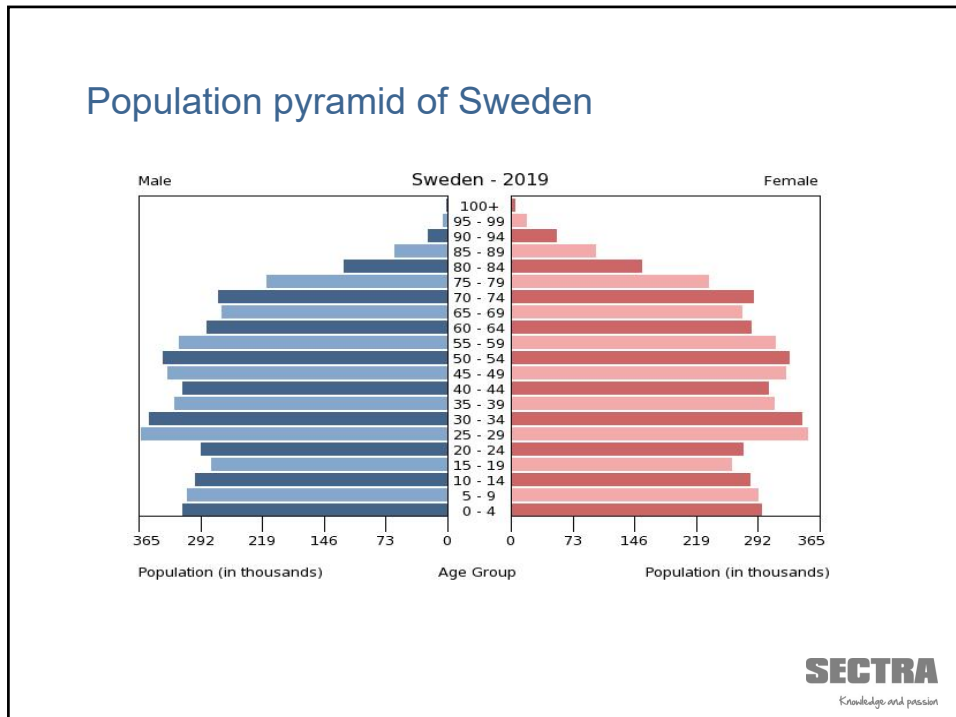
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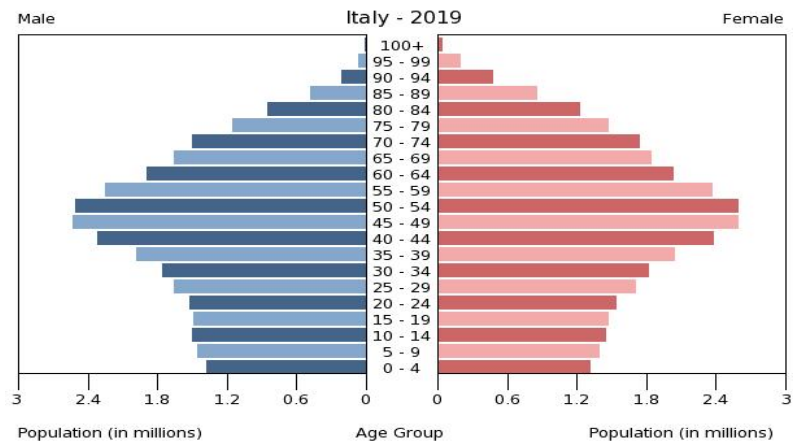


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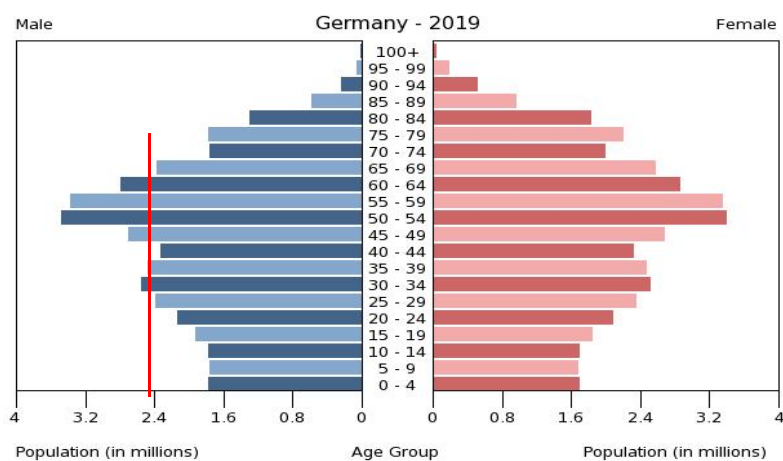
Population pyramid of Italy



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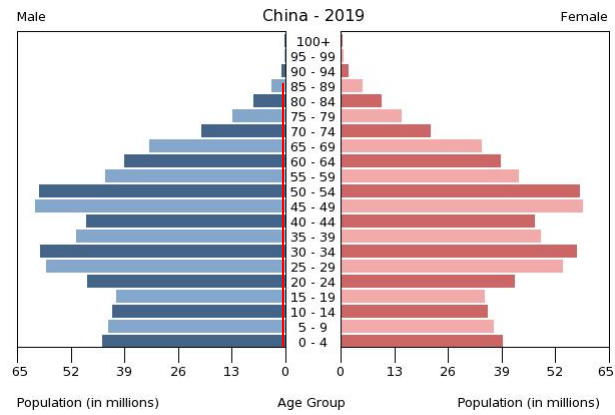
Population pyramid of Germany



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Population pyramid of China



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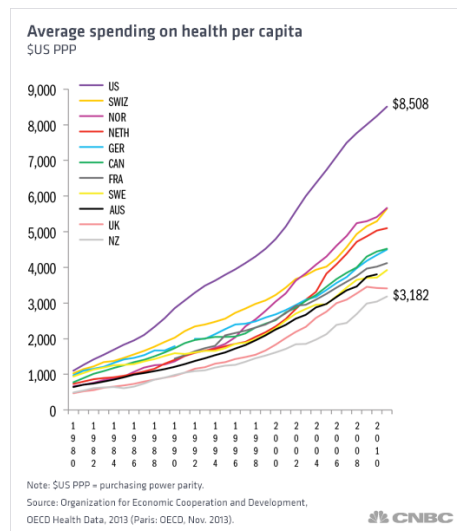
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+ longer lives

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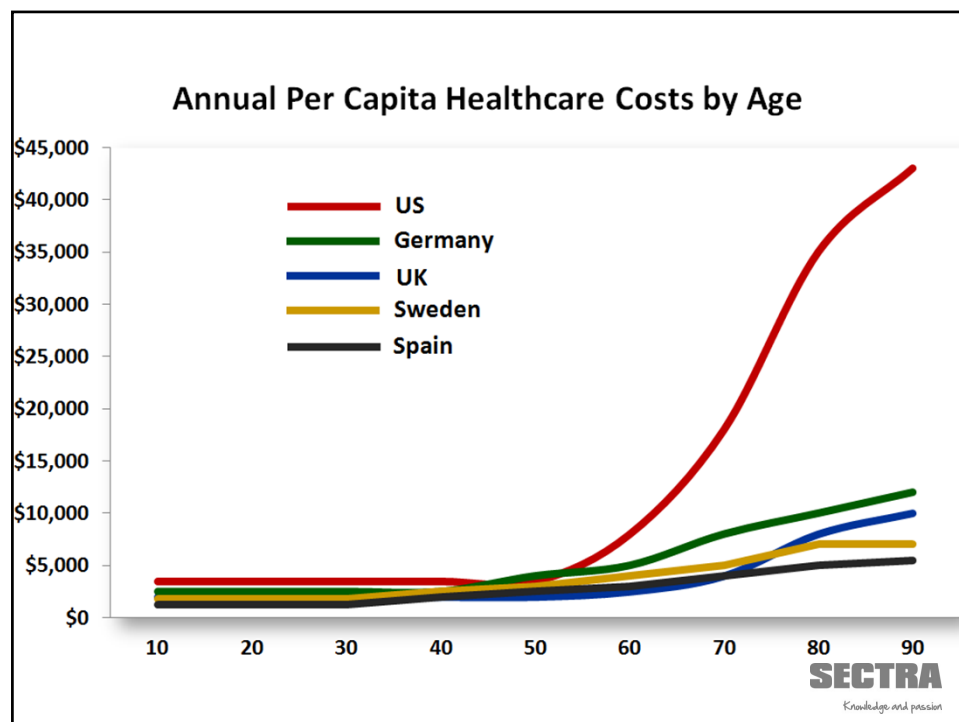
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= cost for healthcare per capita



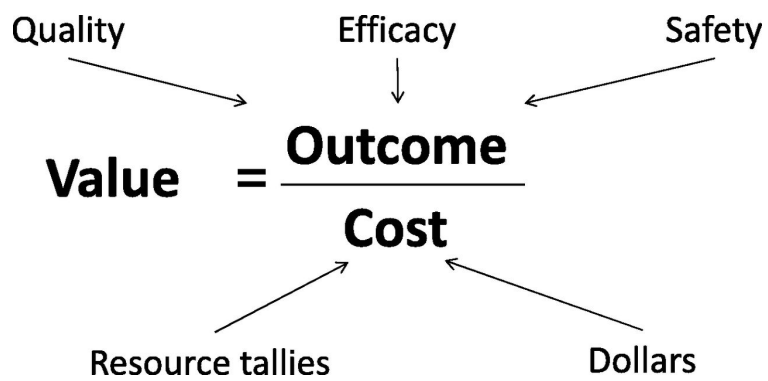
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Healthcare's difficult equation:

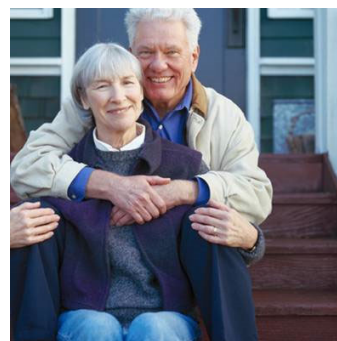
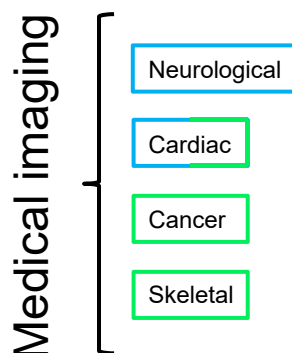


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Medical systems
Growth areas

Age related diseases:



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Our mission statement in medical

To increase effectiveness of healthcare,
while maintaining or increasing the
quality of care.



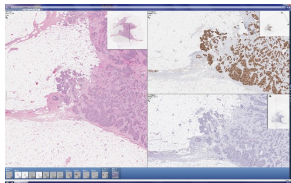
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Imaging IT Solutions



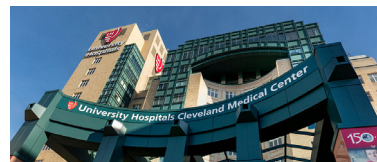
- The main business in Sectra
- Transforming from Radiology PACS to Enterprise Image Management
- Special focus on cancer diagnostics
- Radiology, Breast imaging, Pathology...

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Imaging IT Solutions Main customer groups


- Large hospitals or group of hospitals that are growing by mergers & acquisitions
- Need of flexible and scalable solutions
- Need a very good communication infrastructure for synergies
- Willing to pay for quality!



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1,800 reasons to trust us



Region Skåne, Sweden
1,000,000 radiology exams per year.
Customer since 1997.


Northern Ireland's Department of Health
1,200,000 radiology exams per year. Customer since 2008.



University of Pennsylvania Health system, USA

“Sectra has delivered some of the largest installations of radiology IT systems worldwide”

With the highest uptime recorded

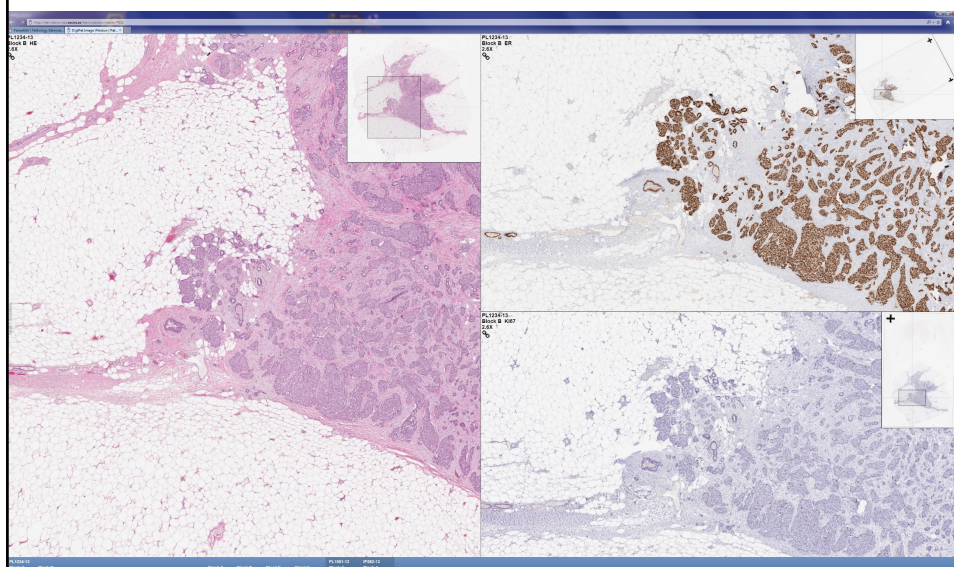


University Hospitals of Cleveland, USA
About 1,000,000 radiology exams per year. Customer since 2010.

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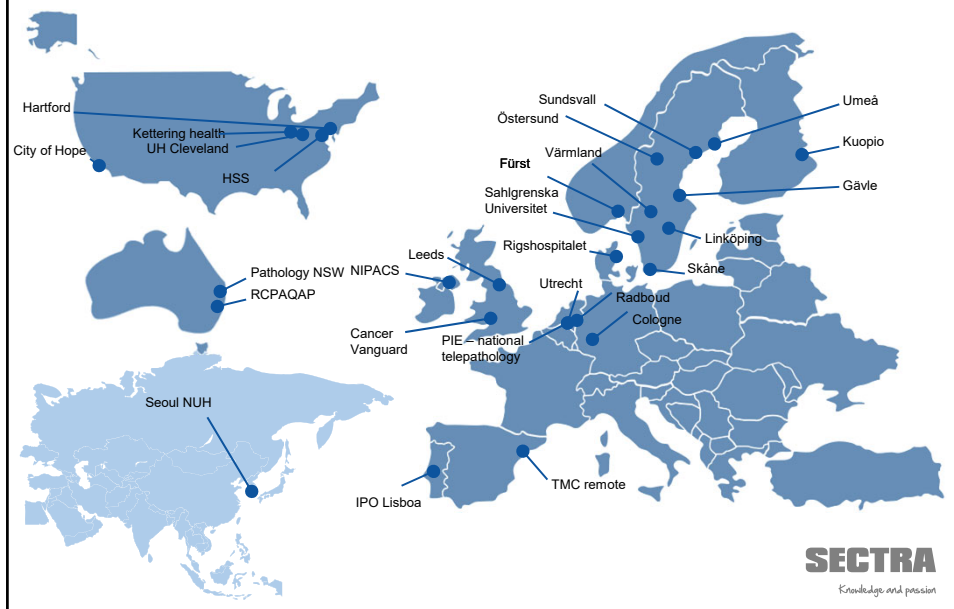
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Digital pathology – the next wave in digitization



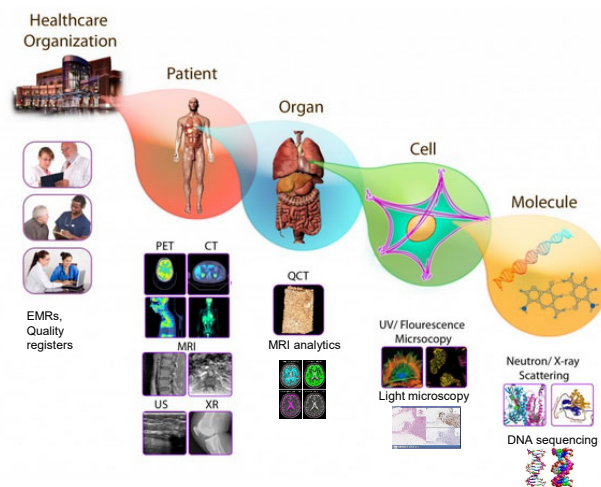
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Sectra Digital Pathology worldwide (including test installations)



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The long term vision in medical: Multiscale Diagnostics; "Poputype" to Phenotype to Genotype



Underlying slide from: University of Tennessee, Biomedical Engineering

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19 januari, 2019

SVENSKA DAGBLADET

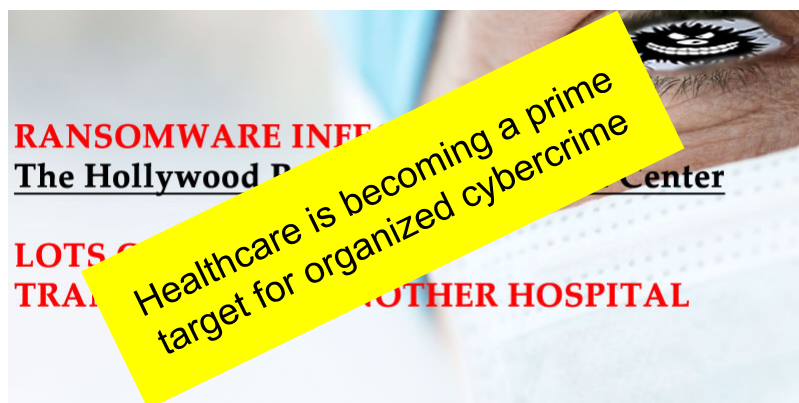
Nyheter Näringsliv Kultur Ledare Debatt Tidningen

Mustchefen varnar för stora attacker mot elnätet

Säkerhetshotet mot Sverige är allvarligt, enligt Musts chef Gunnar Karlson. Svenska företag har varit naiva inför främmande makts industrispionage, anser han – och varnar även för storskaliga cyberattacker mot elnätet.

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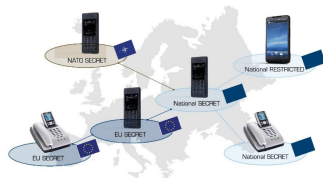
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Secure Communications



- Cybersecurity at the highest conceivable levels
- Secure mobile ecosystems
High speed digital network encryption
- Growth area: Cybersecurity for Critical Infrastructure.
Initial focus: power production and distribution

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More than half of the EU member states trust
Sectra for their most valuable secrets.

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Dan Brown

CHAPTER 5

The shrill ring of his phone drew the provost's gaze from the calming mist of the Adriatic, and he quickly stepped back into his stateroom office.

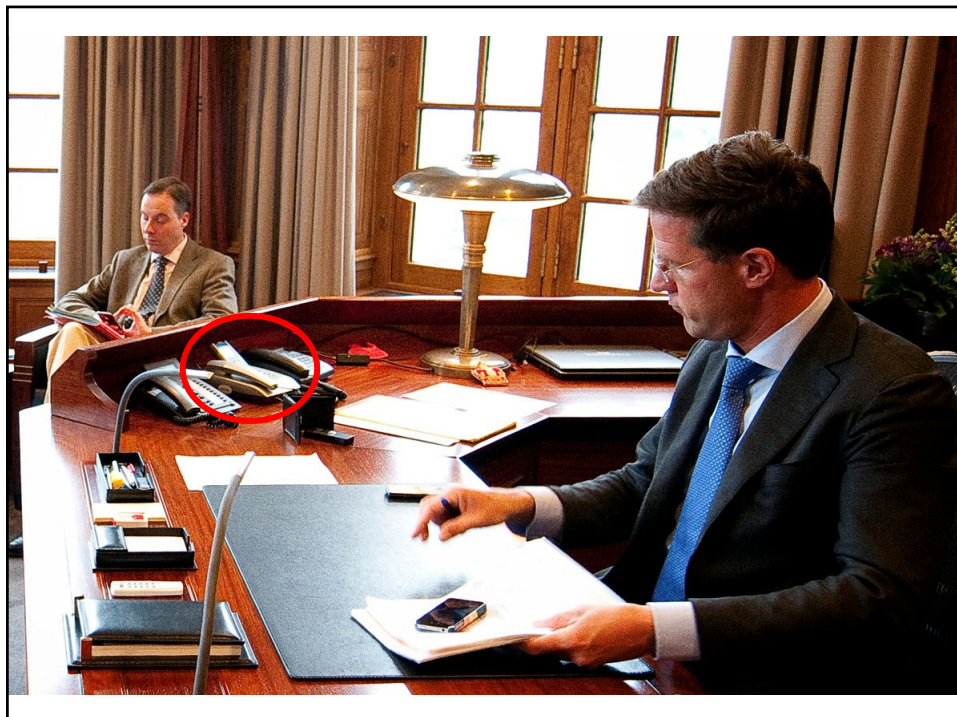
It's about time, he thought, eager for news.

The computer screen on his desk had flickered to life, informing him that the incoming call was from a Swedish Sectra Tiger XS personal voice-encrypting phone, which had been redirected through four untraceable routers before being connected to his ship.

He donned his headset. "This is the

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Problem areas to solve

1. You, and I, are wire-tapped!
Threatens individuals, companies, nations and society!
2. Our most critical infrastructure is controlled by IT.
It needs protection!



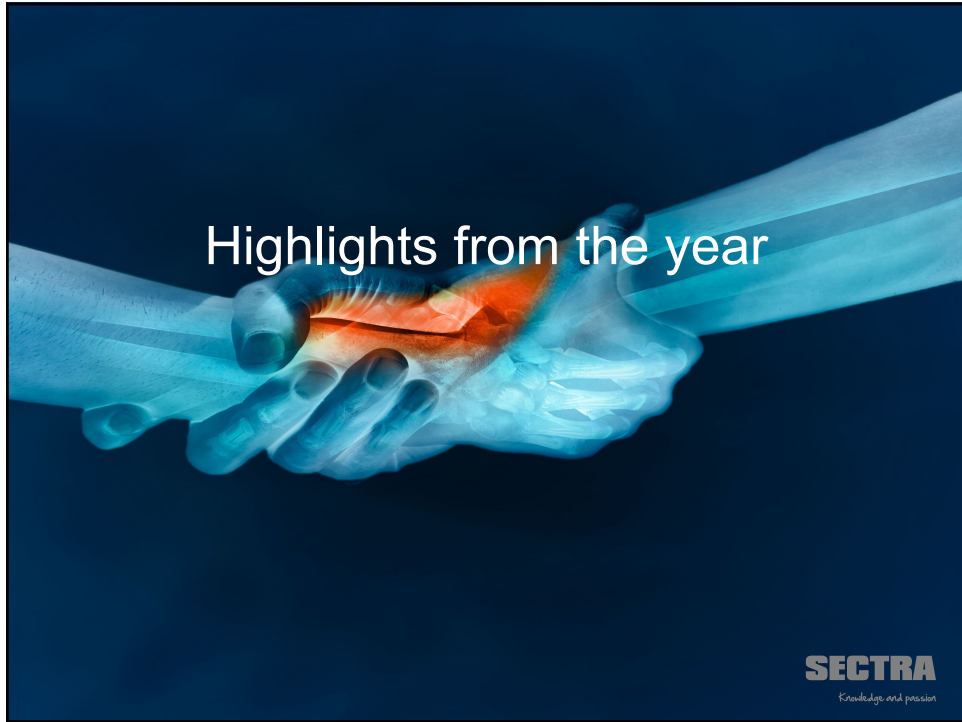
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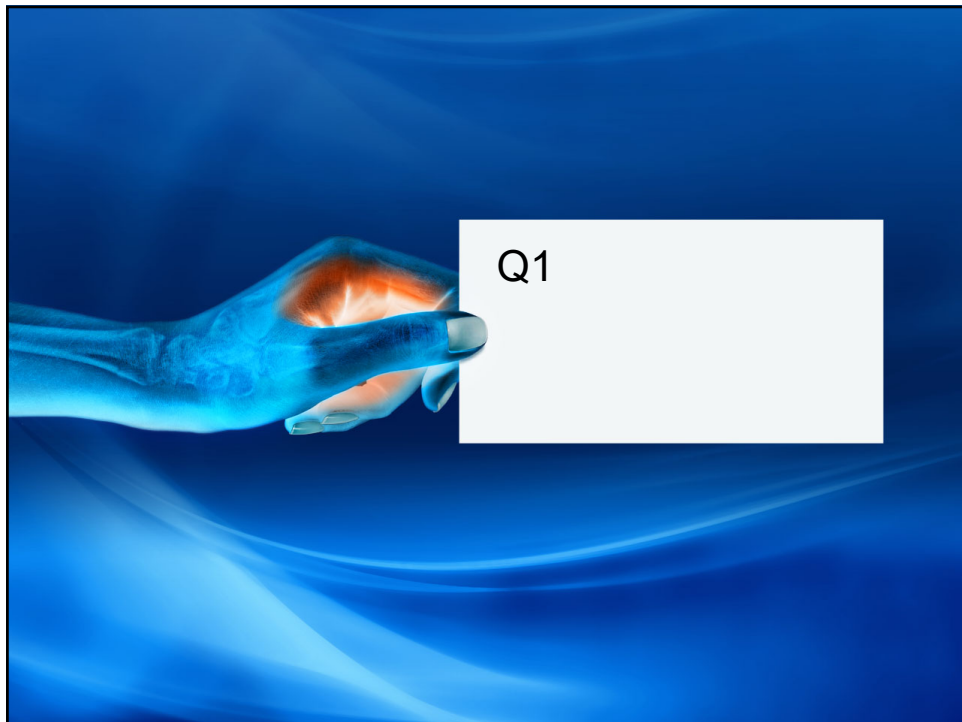


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Imaging IT Solutions

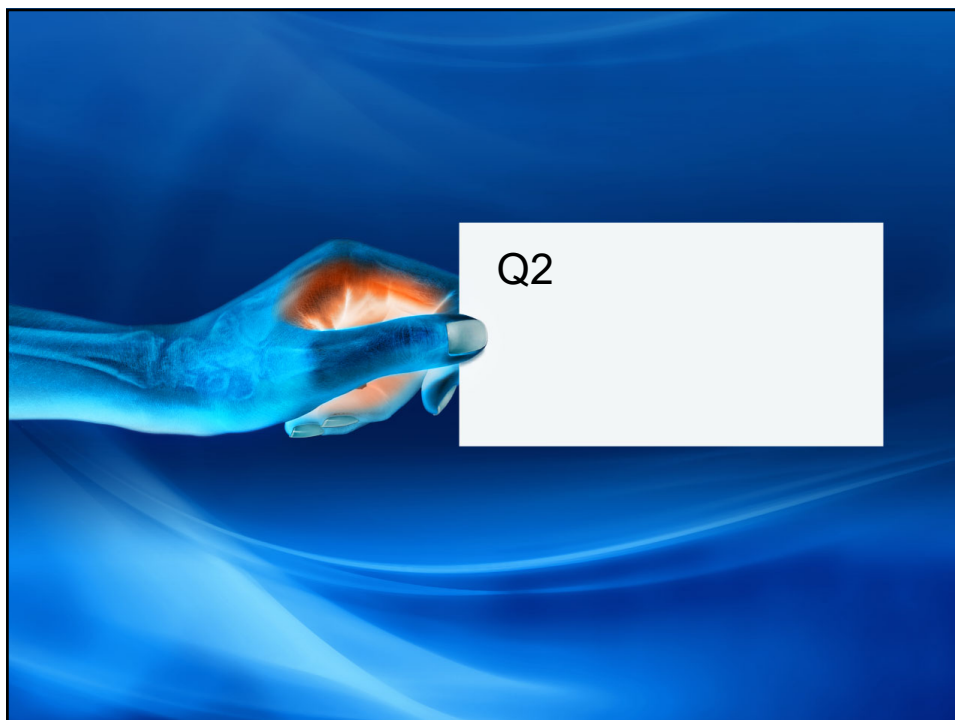
US orders received:

- Sanford Health, a major US hospital chain primarily operating in North and South Dakota.
- Sectra completed a unique nation-wide telepathology solution in the Netherlands.
- And many more orders, especially in the US.



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Sectra signed an agreement for PACS with the world-renowned university hospital Stanford Health Care and Lucile Packard Children's Hospital in the US.



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Imaging IT Solutions

13-year contract with NSW Health - *Australia's largest public health system.*

Order value approx. SEK 560 million.



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Imaging IT Solutions

Breakthrough in the new markets for direct sales. Orders from:

- » Canadian hospital
Trillium Health Partners
- » French hospital
Centre d'Imagerie Médicale de
l'Hôpital Privé d'Antony



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Secure Communications

- NATO order for the Sectra Tiger/S encrypted mobile phone .



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Secure Communications

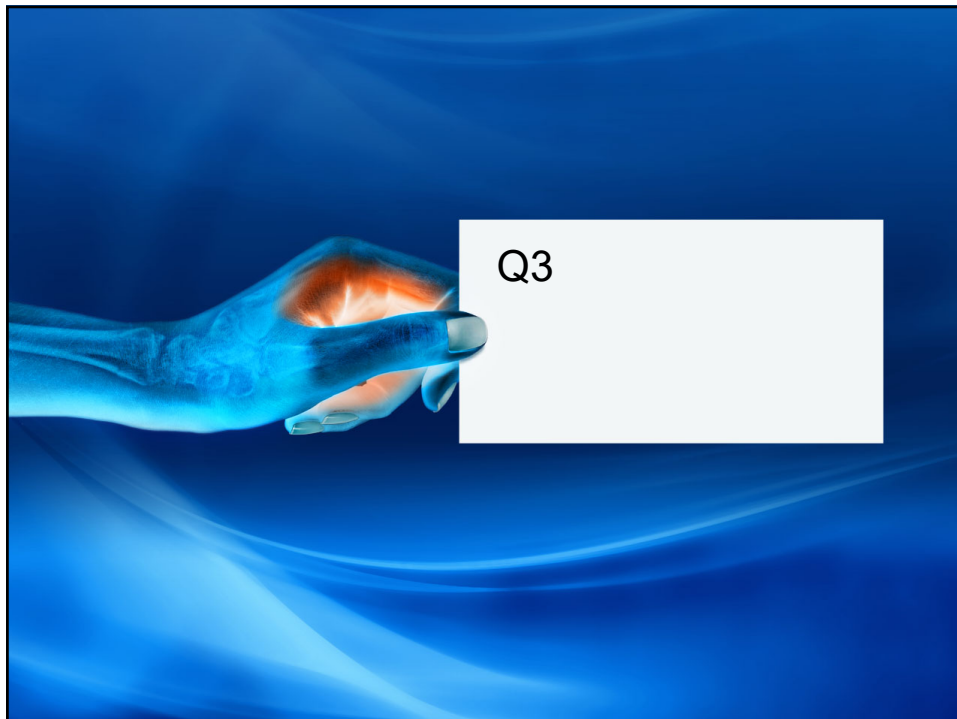
Synergies with our medical imaging IT operations:

Secure smartphones, Sectra Tiger/R, delivered to two Swedish healthcare regions.



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#1 in customer satisfaction – 6 years straight

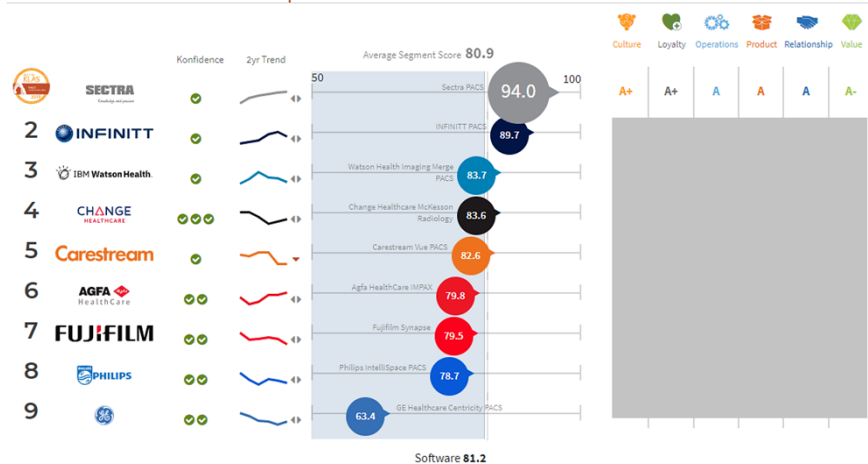


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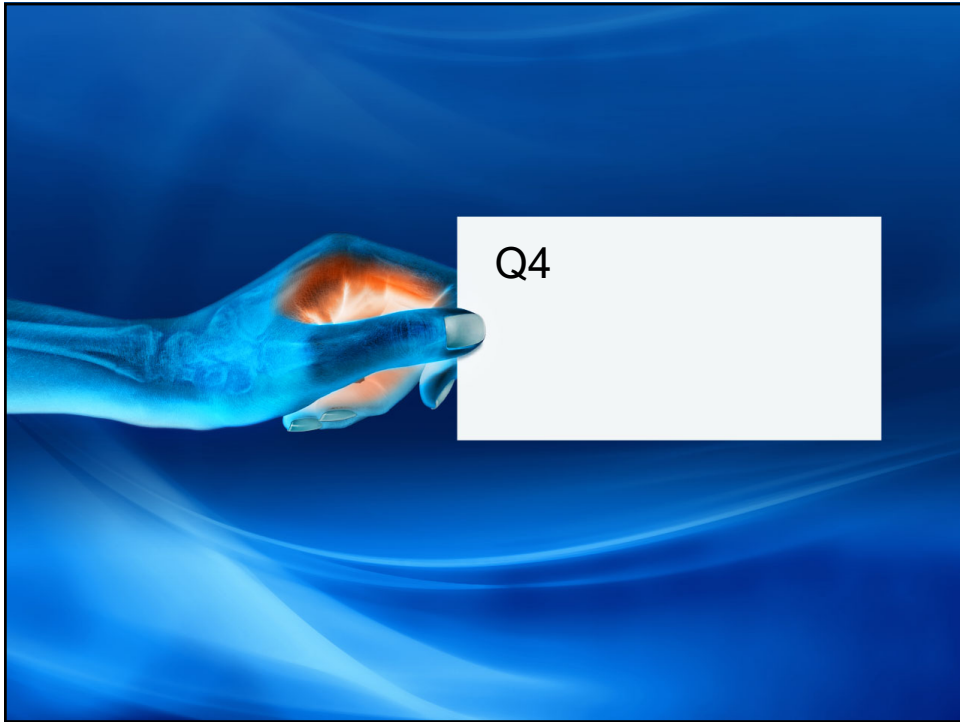
Sectra's KLAS 2019 scores: US

How do vendor solutions compare?



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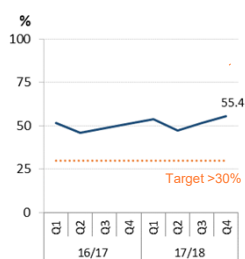
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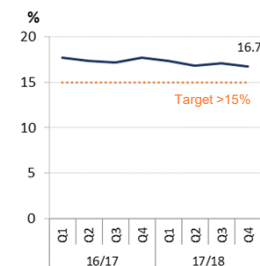
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All financial targets for the Group fulfilled

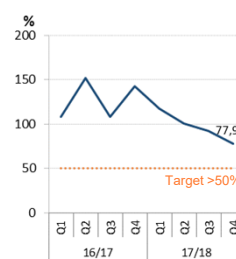
1. Stability Equity/Assets ratio,



2. Profitability Operating margin



3. Growth EBIT/share growth over a 5-year period



Priority

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Imaging IT Solutions

13-year contract with NSW Health - Australia's largest public health system.

Order value approx. SEK 560 million.



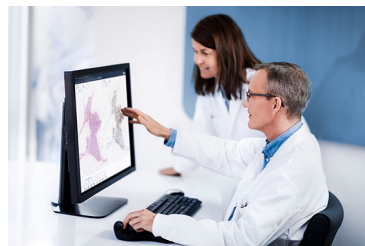
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Pathology market starting to gain momentum. Orders from:

- » The Region of Southern Denmark
- » Radboud University Medical Center in the Netherlands
- » Region Skåne in Sweden, by extending functionality of the customer's existing enterprise imaging solution



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Imaging IT Solutions

Breakthrough in the new markets for direct sales. Orders from:

- » Canadian hospital
Trillium Health Partners
- » French hospital
Centre d'Imagerie Médicale de
l'Hôpital Privé d'Antony



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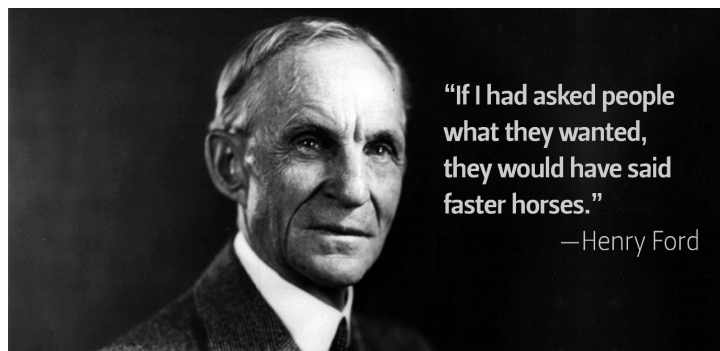
When Wayne Gretzky was asked how he could be so good:



*"I do not skate to where the puck is
... I skate to where the puck is going to be!"*

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"If I had asked people
what they wanted,
they would have said
faster horses."

—Henry Ford

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Happy Customers

Quality is profitable!



PACS



PACS & GLOBAL
(NON-US) PACS



PACS & GLOBAL
(NON-US) PACS



PACS & GLOBAL
(NON-US) PACS



PACS & GLOBAL
(NON-US) PACS



PACS



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Quantum computers



- Will turn the security world upside down
- All of Internet security and certificate-security at risk
- Nobody knows if, or when, they will be for real
- Perhaps they already exist?

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Medical knowledge

It is estimated that the doubling time of medical knowledge
1950 was about 50 years,
in 1980 it was 7 years and in 2010 it was 3,5 years.

In 2020 it is projected to be 60 days...

(Source Prof Sam Gambhir, Chief of diagnostics, Stanford.)

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The main problem in clinical medicine today is not that research is slow.

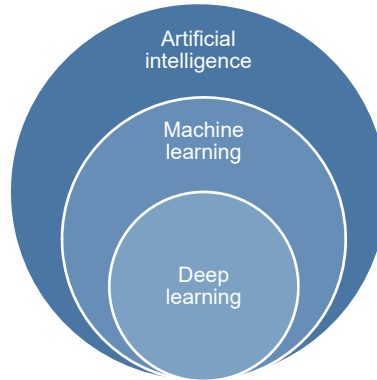
It is that it takes 20 years for new knowledge to reach all patients.

Anders Lönnberg
ex Advisor to the Swedish
government in health sciences

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Artificial Intelligence

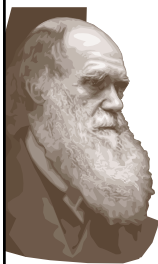


has become easy

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What he really said....



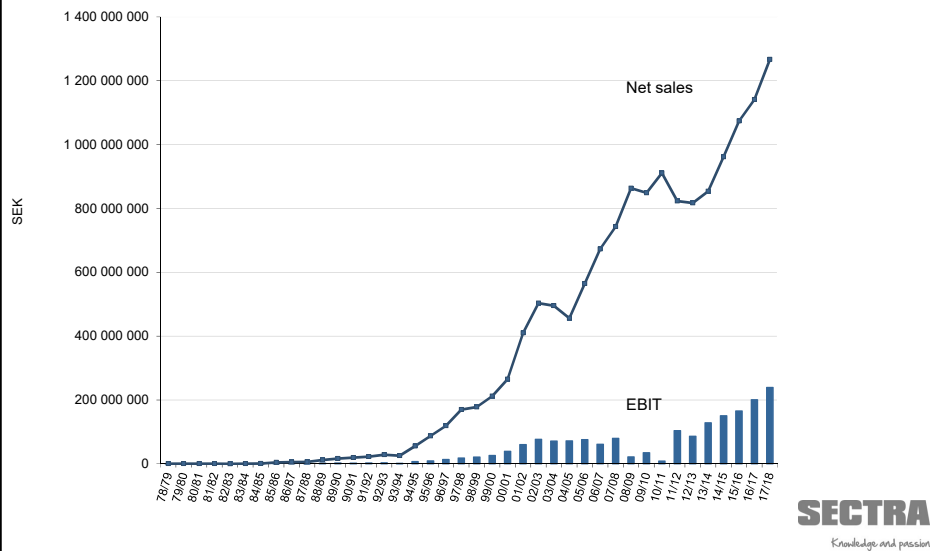
*"It is not the strongest of a species that thrives and
proliferates...
- It is the most adaptable"*

Charles Darwin

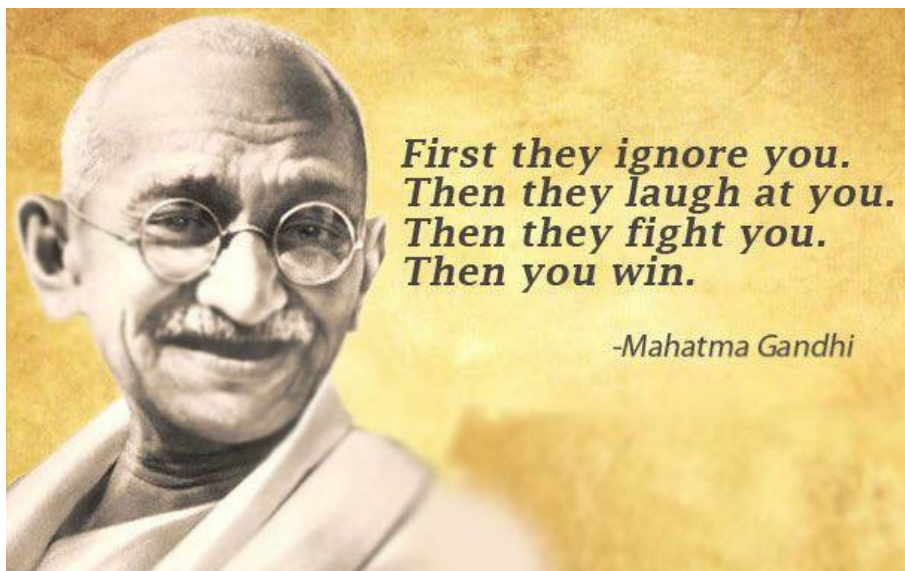
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Financial trend since 1978



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but...!

"Success is a bad teacher. It fools smart people to think that they cannot lose..."

Bill Gates

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