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HeartBeam (NASDAQ: BEAT) - Buy

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HeartBeam Founder Reviews Fundamentals

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HeartBeam circulated a media piece recently. Following is a link to the report where Branislav Vajdic the founder of the company reviews the technology and the outlook. [Click Here for the Link to the interview with "Innovators- Jane King"](#)

HeartBeam is focused on improving patient outcomes in the cardiac space. This validated heart attack detection system couples an innovative sensor in a credit card like form factor coupled with AI for Remote Monitoring and the smart system offers ER physicians a welcomed assist.

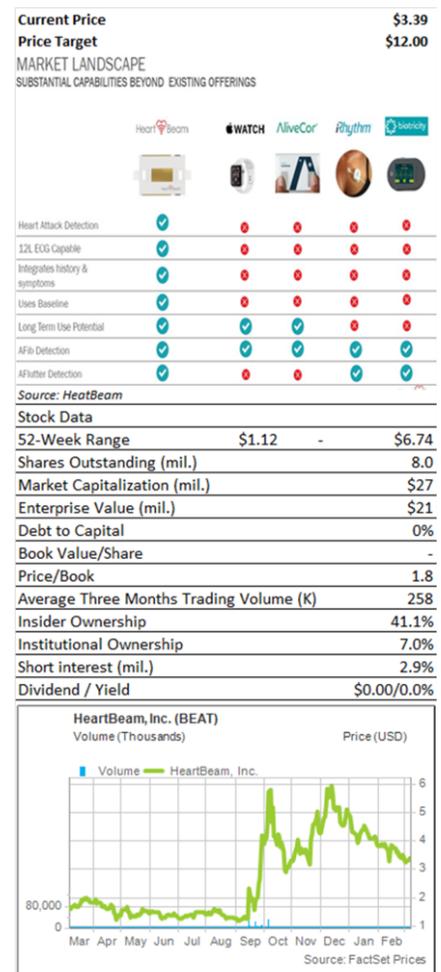
Leadership Gearing towards Commercialization: HeartBeam Announces Senior Leadership Change-Robert Eno Assumes Duties of Chief Business Officer.

The AIMIGo 3D vector ECG is a first-generation product expected to be ready for FDA submission in the fourth quarter of this year, along with FDA clearance for HeartBeam AIMI. The commercial team is engaged in discussions with strategic institutions: Academic centers, Regional healthcare systems, and Regional community hospital systems for the initial phase of the launch.

- **HeartBeam AIMI Platform**
 - Development of FDA-Ready Product Completed – Q2 2022
 - FDA Study Completed – Q3 2022
 - FDA Submission Completed – Q3 2022
 - FDA Clearance – Q4 2022
 - Limited Market Release – Q1 2023
 - Product Launch – Q2 2023
- **HeartBeam AIMIGo Device**
 - Development of FDA-Ready V1 Product Completed – Q3 2022
 - FDA Submission V1 – Q4 2022
 - FDA Clearance V1 – Q1 2023
 - Limited Market Release V1 – Q2 2023
 - Development of FDA-Ready V2 Product Completed– Q2 2023
 - FDA Study V2 – Q2 2023
 - FDA Submission V2 – Q2 2023
 - FDA Clearance V2 – Q3 2023
 - Limited Market Release V2 – Q4 2023
 - Product Launch – Q1 2024

Valuation: We project our model out to 2030. We apply a 30% risk cut to our projected revenues in our product model in addition to our 30% risk rate applied in our Free Cash Flow to the Firm (FCFF), discounted EPS (dEPS), and Sum-of-the-Parts (SOP) models. We use a fully diluted outyear share count assuming multiple raises. The result is equal-weighted and averaged and rounded to the nearest whole number to derive our 12-month projected price target of \$12.0.

Risks to our thesis include: 1. Regulatory Approvals; 2. Clinical Science 3. Adoption Rates 4. The competitive landscape. 5. Intellectual Capital 6. Dilution.



- **Regulatory Approvals.** The company's products require regulatory approvals, and there can be no assurances that the requirements to achieve these approvals can be met.
- **Clinical Science:** The company will need to demonstrate to its "sophisticated" clients (cardiologists) that the product works and is comparable to the existing standard of care.
- **Adoption Rates:** There are no assurances that our projected market share can be met. A combination of factors from pricing and reimbursement to competitive performance are expected to be key factors in driving users to select the product for both their practices, patients, and the emergency room setting.
- **The Competitive Landscape & IP.** The company does have intellectual property and knows how to protect the utility of its devices and software; however, we expect that the technology cycle is competitive, and the company may face competition from well-financed competitors who are already in position in the target markets.
- **Dilution:** The company is likely to incur losses for the foreseeable future until it is able to generate sufficient revenue from product sales. Our model assumes a rising share count. There can be no assurances that the company can successfully raise the capital required to execute its business strategy.

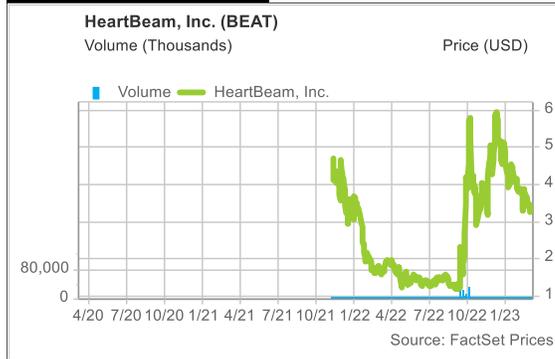
Exhibit 1. Income Statement

Heart Beam: Income Statement (\$'000)													
∴ YE December 31	1Q22A	2Q22A	3Q22A	4Q22E	2022E	2023E	2024E	2025E	2026E	2027E	2028E	2029E	2030E
Product sales													
ED Software						-	1,780	18,103	36,823	56,178	76,182	96,853	130,028
ECG Monitor						-	14,921	78,164	173,558	278,125	504,877	663,846	804,172
Total Product Sales	-	-	-	-	-	-	16,701	96,267	210,381	334,303	581,059	760,699	934,200
Expenses													
COGS							3,340	19,253	33,661	46,802	69,727	76,070	93,420
COGS %							20%	20%	16%	14%	12%	10%	10%
General & Administrative	1,414	1,793	2,048	1,500	6,755	7,093	12,000	18,000	30,000	30,600	31,212	31,836	32,473
Research and Development	734	1,742	1,562	1,200	5,238	3,600	3,672	7,000	10,000	12,000	15,000	15,300	15,606
Total expenses	2,148	3,535	3,610	2,700	11,993	10,693	19,012	44,253	73,661	89,402	115,939	123,206	141,499
Operating Income (Loss)	(2,148)	(3,535)	(3,610)	(2,700)	(11,993)	(10,693)	(2,311)	52,013	136,720	244,900	465,120	637,493	792,701
Finance income													
Finance expenses	2	10	31		43								
Total other income		10	31	-	43	-	-	-	-	-	-	-	-
Pretax Income	(2,146)	(3,525)	(3,579)	(2,700)	(11,950)	(10,693)	(2,311)	52,013	136,720	244,900	465,120	637,493	792,701
change in fair value of cash flow hedge													
Income Tax Benefit (Provision)		-	-	-	-	-	-	5,201	20,508	61,225	139,536	223,123	301,227
Tax Rate	0%	0%	0%	0%	0%	0%	0%	10%	15%	25%	30%	35%	38%
GAAP Net Income (loss)	(2,146)	(3,525)	(3,579)	(2,700)	(11,950)	(10,693)	(2,311)	46,812	116,212	183,675	325,584	414,370	491,475
GAAP-EPS	(0.27)	(0.43)	(0.44)	(0.17)	(1.31)	(0.54)	(0.09)	1.86	4.59	7.23	12.77	16.19	19.12
GAAP EPS (dil)	(0.27)	(0.43)	(0.44)	(0.11)	(0.97)	(0.35)	(0.06)	1.24	2.96	4.50	7.66	9.37	10.68
Wgtd Avg Shrs (Bas) - '000s	8,082	8,146	8,147	16,000	10,094	20,518	25,088	25,188	25,289	25,390	25,492	25,594	25,697
Wgtd Avg Shrs (Dil) - '000s	8,082	8,146	8,147	25,000	12,344	30,276	36,243	37,714	39,246	40,839	42,497	44,223	46,019

Source: Company reports and Dawson James

Companies mentioned in this report:

Important Disclosures:



Price target and ratings changes over the past three years:

- Initiated – Buy – July 25, 2022 – Price Target \$12.00
- Update Report – Buy – August 12, 2022 – Price Target \$12.00
- Update Report – Buy – September 20, 2022 – Price Target \$12.00
- Update Report – Buy – September 30, 2022 – Price Target \$12.00
- Update Report – Buy – October 5, 2022 – Price Target \$12.00
- Update Report – Buy – November 11, 2022 – Price Target \$12.00
- Update Report – Buy – November 17, 2022 – Price Target \$12.00
- Update Report – Buy – December 7, 2022 – Price Target \$12.00
- Update Report – Buy – March 8, 2023 – Price Target \$12.00

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Current as of 3-Mar-23

	Company Coverage		Investment Banking	
Ratings Distribution	# of Companies	% of Total	# of Companies	% of Totals
Market Outperform (Buy)	24	69%	1	3%
Market Perform (Neutral)	11	31%	2	6%
Market Underperform (Sell)	0	0%	0	0%
Total	35	100%	3	9%

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