KARL STORZ Blue Light Cystoscopy with Cysview® System
Photodynamic Diagnosis (PDD)

BLUE LIGHT CYSTOSCOPY

DETECTION

RESECTION

FLEXIBLE

RIGID

THE STANDARD OF CARE

FOR BLADDER CANCER

VALUE ANALYSIS BRIEF
KARL STORZ - Blue Light Cystoscopy with Cysview® System

The First and Only FDA-Approved Technology for the Enhanced Detection of Bladder Cancer

Blue Light Cystoscopy with Cysview utilizes Photodynamic Diagnosis (PDD) to highlight cancerous bladder tumors in a bright pink color during surgery. It offers the following advantages over standard white light cystoscopy:

- Enhanced detection of tumors
- Fluorescence-Guided Resection for complete tumor removal
- Best option for Decreased Recurrence per AUA/ SUO Guidelines

Additional Cost for Blue Light Cystoscopy Components vs. New Bladder Cancer Patient Revenue

The 2-part system consists of Blue Light Flexible Cystoscopy for on-going surveillance while the patient is awake, and Blue Light Rigid Cystoscopy for fluorescence guided resection with the UH 400 Surgical generator.

Revenue from 8 new non-muscle invasive bladder cancer patients more than offsets the additional cost for Blue Light Cystoscopy components over standard white light components.

Recommended by AUA/SUO to Decrease Recurrence

Bladder Cancer affects over a half million patients in the US and >80,000 new cases are expected per year. It is the #4 cancer in men and is observed in men 3-4 times more than women. Treatment is difficult since bladder tumors look similar to normal, healthy tissue. Due to this challenge, bladder cancer can be easily missed or incompletely removed and it has the highest rate of recurrence of all cancers according to the National Institutes of Health (NIH).

If the cancer advances to late stage muscle invasive disease (30% of cases) where it can spread to other parts of the body, treatment costs become around 6.5x higher and patient satisfaction decreases significantly due to a lower quality of life associated to cystectomy (bladder removal) and chemotherapy.
THE KARL STORZ Difference: Blue Light Cystoscopy with Cysview® is THE STANDARD of CARE for Bladder Cancer

The value of KARL STORZ Blue Light Cystoscopy with Cysview® 2 Part System comes from treating more bladder cancer patients more effectively. It can attract new patients and retain current ones by offering a better standard of care, which has been proven through excellent real-world outcomes, a strong recommendation by the AUA/SUO, and increased adoption and patient volume at top medical centers.

Market Share
Increased Adoption at TOP Medical Centers

Over 100 institutions and counting

- 63% National Comprehensive Center Network (NCCN) Designated Cancer Centers
- 52% National Cancer Institute (NCI) Designated Cancer Centers
- 68% of the top 26 of Best Hospitals in Adult Urology ranked by U.S. News and World Report

Patient Satisfaction

In a recent survey of 550 NMIBC patients, approximately 90% were aware of Blue Light Technology and sought treatment at a Blue Light Center. This was further confirmed in a 2018 published study on patient reported outcomes, where 91% of patients would recommend Blue Light Cystoscopy with Cysview.

91% of patients recommend Blue Light Cystoscopy

- Patients are asking for Blue Light Technology
- Attract new patients and retain current ones
- Patients willing to travel long distances for treatment

Increased Patient Volume/Increased Revenue

### Bladder Cancer Program

<table>
<thead>
<tr>
<th>Number of Patients</th>
<th>BLC Purchase</th>
<th>Year 1</th>
<th>Year 2</th>
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<tbody>
<tr>
<td></td>
<td>225</td>
<td>315</td>
<td>398</td>
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Real-World Example: A leading NCI Designated Comprehensive Cancer Center almost doubled its patient volume within 2 years after purchasing a KARL STORZ Blue Light Cystoscopy with Cysview® System.

Cysview® is an optical imaging agent indicated for use in the cystoscopic detection of non-muscle invasive bladder cancer including carcinoma in situ (CIS) among patients suspected or known to have lesion(s) on the basis of a prior cystoscopy. Cysview® is used with the KARL STORZ Photodynamic Diagnostic (PDD) system to perform Blue Light Cystoscopy (BLC) as an adjunct to the white light cystoscopy.

5. Data on File, Photocure, BCAN BLC with Cysview Patient Survey; 2017, 2018
7. Data on File, Photocure, 2017
8. Cysview (Prescribing Information) Princeton, NJ: Photocure ASA; 2018

Cysview® is a registered trademark of Photocure ASA
...evolution continues