



Investor presentation

Results for the 12-month period to 31 May 2023

12 September 2023

Connectivity that liberates healthcare



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Company overview

- 1 The frontline clinical technology company, well-positioned to capitalise on digital transformation underway in healthcare in the UK and internationally
- 2 Growing routes to market with Bleepa and CareLocker solutions delivering secure, compliant clinical workforce tools and data management
- 3 Bleepa is the only UKCA marked clinical imaging and communications platform available with a highly scalable SaaS revenue model that can be deployed completely remotely
- 4 ~£10bn annual total addressable market estimate for Bleepa and CareLocker in core target markets
- 5 Focused on commercialisation and growing rapidly – in 2023, revenue increased by 74% and sales⁽¹⁾ by 89% versus the prior period
- 6 Strong balance sheet with £7.3m cash and no debt as at 31 May 2023

Note (1): "Sales" is a non-IFRS metric representing the total customer contract value invoiced in a period. The figure does not take account of accrued or deferred income adjustments that are required to comply with accounting standards for revenue recognition across the life of a customer contract (typically 12 months).



Operational highlights

Continued to focus on growth of high margin opportunities

Sussex Integrated Care System community diagnostic centre pilot contract extension - providing increased revenue visibility

Demonstrated an approximate 69% reduction in patient wait times compared to national targets

Named as a supplier on G-Cloud 13, the UK Government's digital marketplace

Bleepa 1.5 upgrade completed

NHS trust customers NCA and RBH both renewed Bleepa subscriptions for a further three-year term

Continued progress in India and establishment of Indian subsidiary

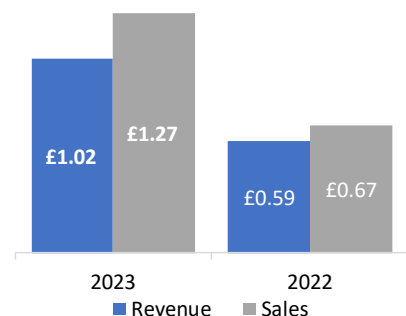
Completion of 200:1 share consolidation

Financial highlights

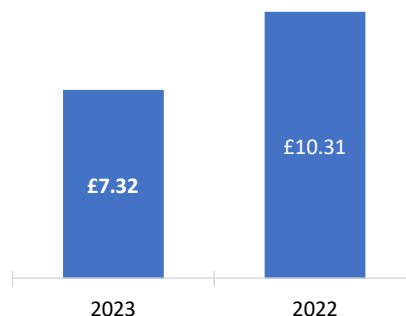
74% increase in revenue to £1.02m

(all figures in £million)

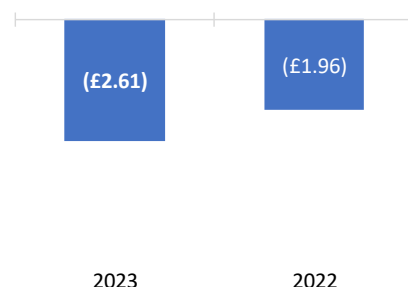
Revenue & Sales



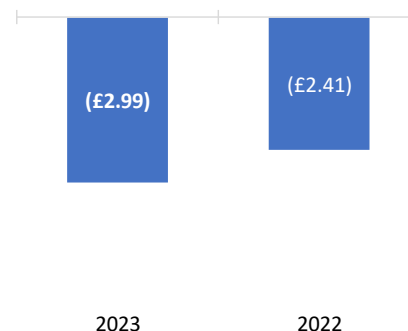
Cash - end of period



EBITDA loss



Cashflow pre financing



Note (1): "Sales" is a non-IFRS metric representing the total value of invoices raised in a period. The figure does not take account of accrued or deferred income adjustments that are required to comply with accounting standards for revenue recognition across the life of a customer contract (typically 12 months)

Revenue up 74% to £1.02m (2022: £0.59m) of which 74% Bleepa-CareLocker. Includes £0.19m revenue for Sussex ICS related to 5-month period prior to contract signing (contract signed in Sep-22 but covers period from April-22)

Sales⁽¹⁾ up 89% to £1.27m (2022: £0.67m) of which Bleepa-CareLocker contributed £1.0m (77%), Image Engineering license fees £0.14m (11%)

EBITDA loss increased to £2.61m (2022: £1.96m) as increase in revenue offset by higher opex, particularly staff costs, sales & marketing and research expenses

Cash as at 31 May 2023 was £7.32m (31 May 2022: £10.31m)

Cash outflow pre-financing increased to £2.99m (2022: £2.41m) primarily due to higher operating expenses offsetting higher sales, and the prior period containing the benefit of two R&D tax credit refunds totalling £0.77m



Post period highlights

Numerous discussions underway both with local, regional and national NHS organisations, and strategic partners

Successfully granted an import license for Bleepa as a registered medical device in India

Appointment of India in-country Managing Director to drive the opportunity for Bleepa



Product overview

Key features

- Common view of a patient's data, securely accessible from any location, bridging the gap between care settings and enabling seamless clinical pathway delivery
- Asynchronous collaboration environment enabling efficient clinical input.
- Only communication and workflow platform certified as a medical device for clinical image display
- Dashboard view gives oversight of any patient on any Bleepa care pathway.

What this means for care

- Clinicians can review and discuss cases at any time, from anywhere, making more rapid clinical decisions and accelerating the patient journey.
- Providers can run coordinated patient pathways across care settings with fewer clinicians, whilst ensuring clinical oversight and appropriate use of diagnostic resources.
- Providers can see where all their patients are in a care pathway across all care settings.

What this means for customers

- Estimated 74% reduction in referral time.
- Estimated potential reduction in length of hospital stay of 1.6 days, on average.
- Flexible working arrangements for staff.
- Auditable capture of all clinical discussions, conforming with CQC requirement for a single contemporaneous record.
- Comply with GDPR/MDD regulatory requirements, avoid ICO fines for WhatsApp data breaches.

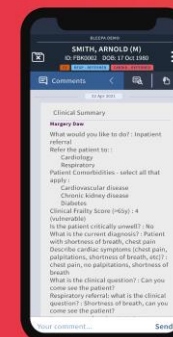
Clinical-grade images

Share, annotate and simultaneously review images



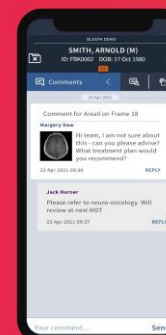
Efficient referrals

Manage patient referrals and get second opinions



Patient focused

Patient-specific chat using instant messaging



Capture photos

Take clinical images to add to the patient record



Key features

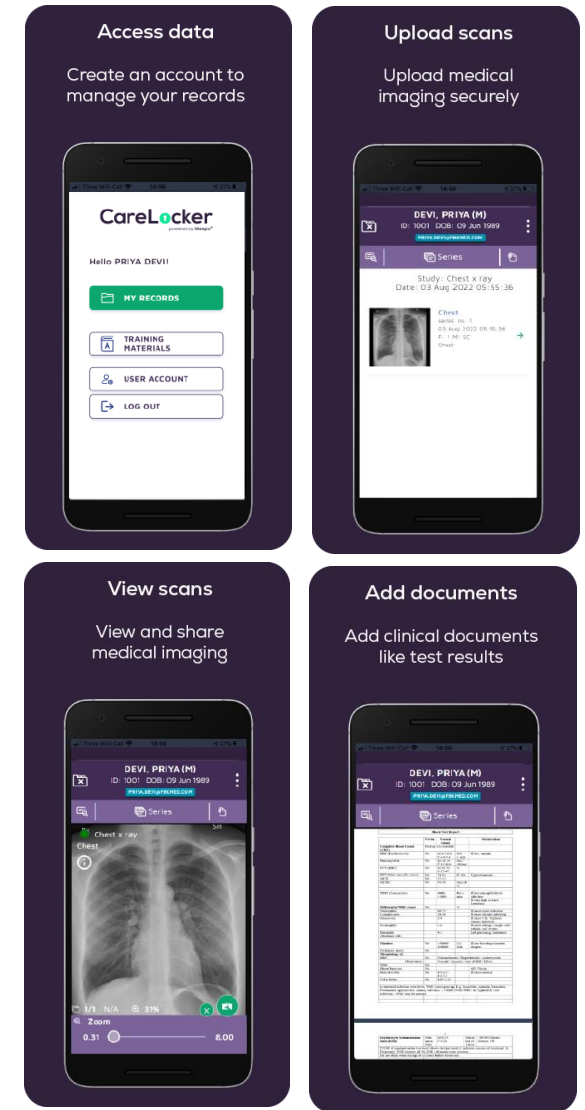
- Patient centric cloud architecture that bridges care settings and follows the patient across provider sites with unparalleled scalability, security and auditability.
- Facilitates direct patient access to clinical results, as directed by the clinical team.

What this means for care

- CareLocker gives commissioners the ability to manage patients in any care setting – a centralised, provider-neutral, regional or national data source for the individual patient.
- Patients can have direct access to their results, reducing the workload of GPs/specialists who otherwise have to field patient queries or provide results to patients.
- Patients will have access to their results in the event that they are seen by a healthcare provider out of area, or in the private sector, improving the safety of care and reducing the need for repeat investigations.

What this means for customers

- Estimated 69% reduction in patient wait times compared to national 18-week referral to treatment target (RTT)
- Estimated 89% reduction in outpatient appointments requirement
- Reduced staff requirements - ability to manage a regional/national caseload with a smaller pool of specialists in a timely way.
- Reduce carbon footprint - deliver greener services with CareLocker cloud.



Growth drivers

Key value proposition by stakeholder



National

- Connecting infrastructure across all care settings
- Patient choice to attend any location and ability to leverage national specialist teams
 - Clinical services based around the patient rather than the care setting
- Option of centralised national data - NOT local site-controlled data storage



Individual trust

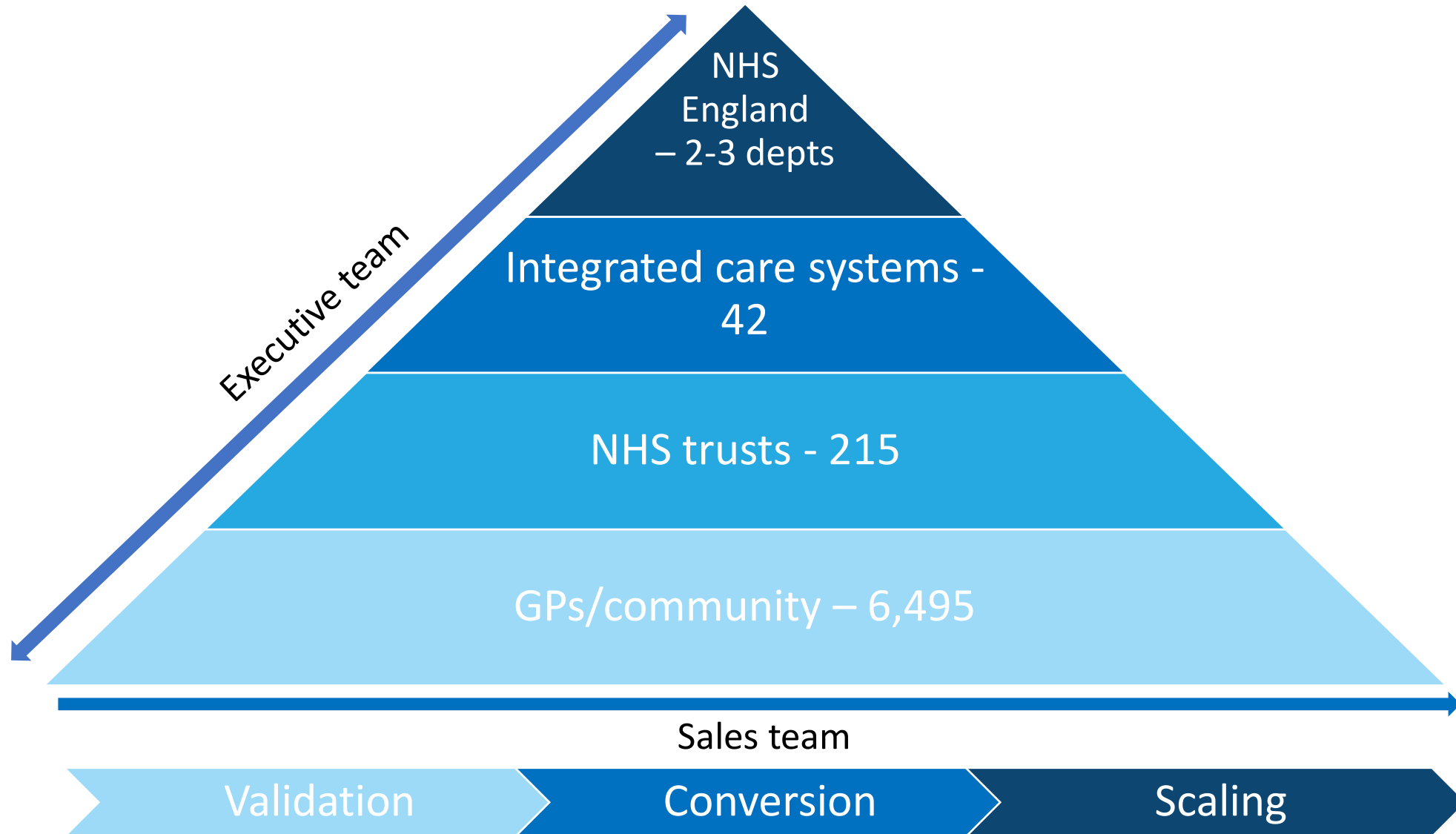
- Pager/WhatsApp replacement for compliant communication
- **Evidence: 74% reduction in referral response time using Bleepa across NCA**



Cross-provider (CDCs / ICSs)

- Connected patient pathways across provider care settings
 - Flexibility to adopt new care models at a regional level
- Evidence: Approximate 69% reduction in patient wait times compared to 18-week RTT target**

Our sales strategy – vertical and horizontal approach



NHS – contracts

Acute trusts



Northern Care Alliance

NHS Foundation Trust

Contract value: £107k/annum

User base: ~1,022 clinicians

Number of specialties: 7

Bleepa referral response times

The average duration from submission to review was 0.55 days, compared to Beattie (2020), which was 2.1 days.

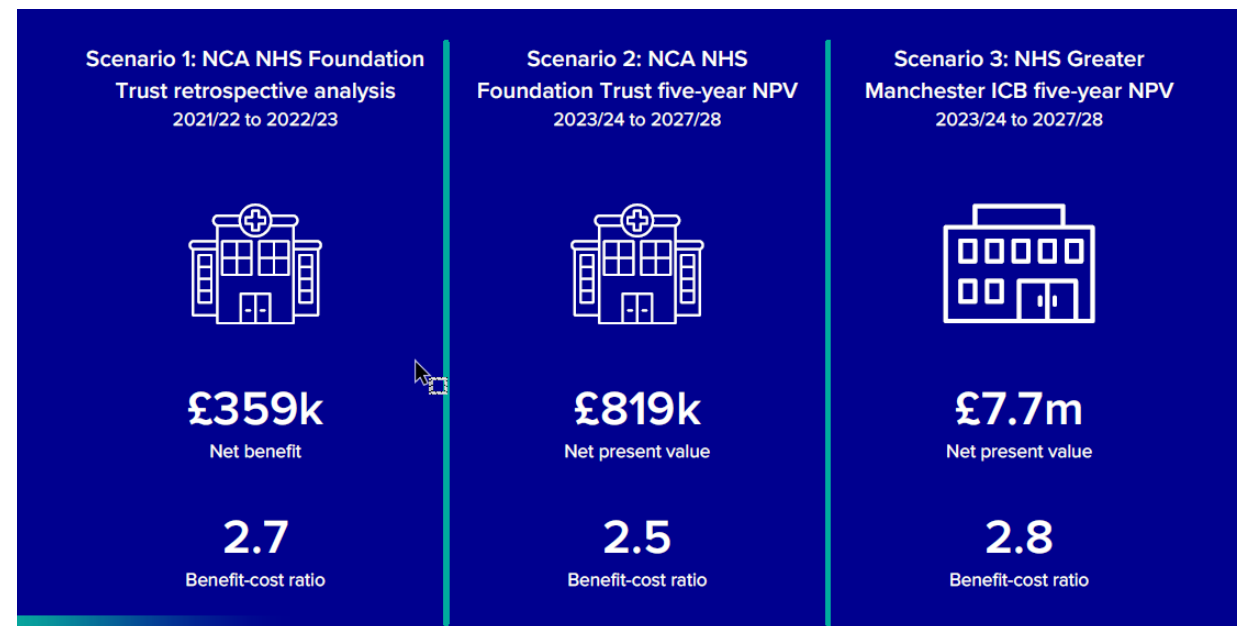
4.79

messages exchanged on average per referral

1.55

days faster clinical response time across all specialties and hospitals

Forecast modelling for Bleepa use⁽¹⁾



Bleepa user surveys and interviews

76%

of staff identified time savings through using Bleepa compared to previous referral methods.

88%

of staff noted Bleepa was easy to use.

80%

of staff identified an improvement in staff communication compared to previous referral methods.

(1): Sourced from health economic modelling findings by Unity Insights. For further information. Further details from the full report will be published on the Bleepa website in due course

NHS – contracts

Acute trusts



Contract value: £112k/annum

User base: 374 clinicians

Number of specialties: 3

“Bleepa works very well for us as a 24-hour service in our emergency department, to supplement our stretched medical photography team...Any reduction in the time taken to review patients and help to improve their journey through the hospital is crucial when every second counts.”

Justine Loh, Consultant in Emergency Medicine and Paediatric Emergency Medicine, Digital Health Lead in ED



NHS – contracts

Community diagnostic centres

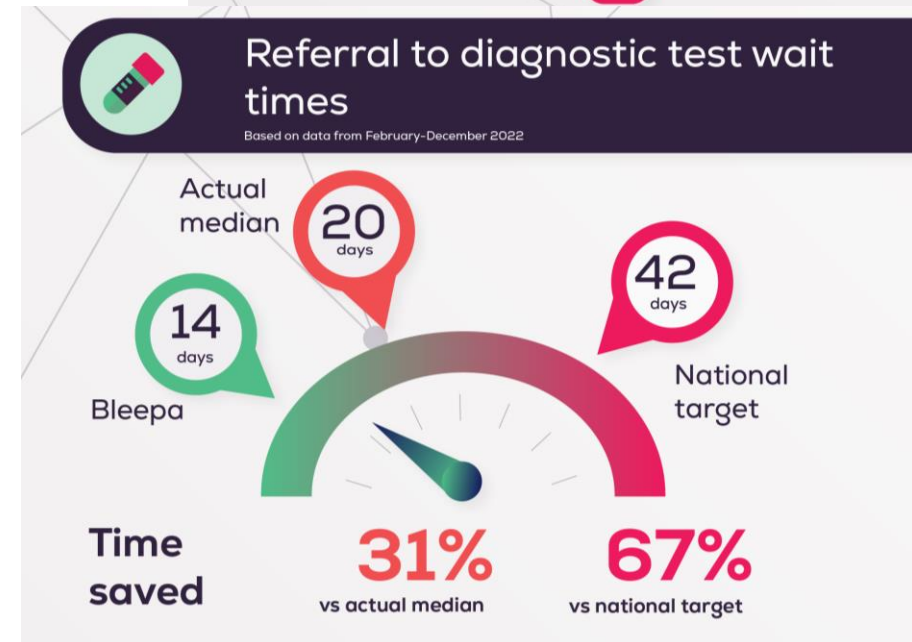
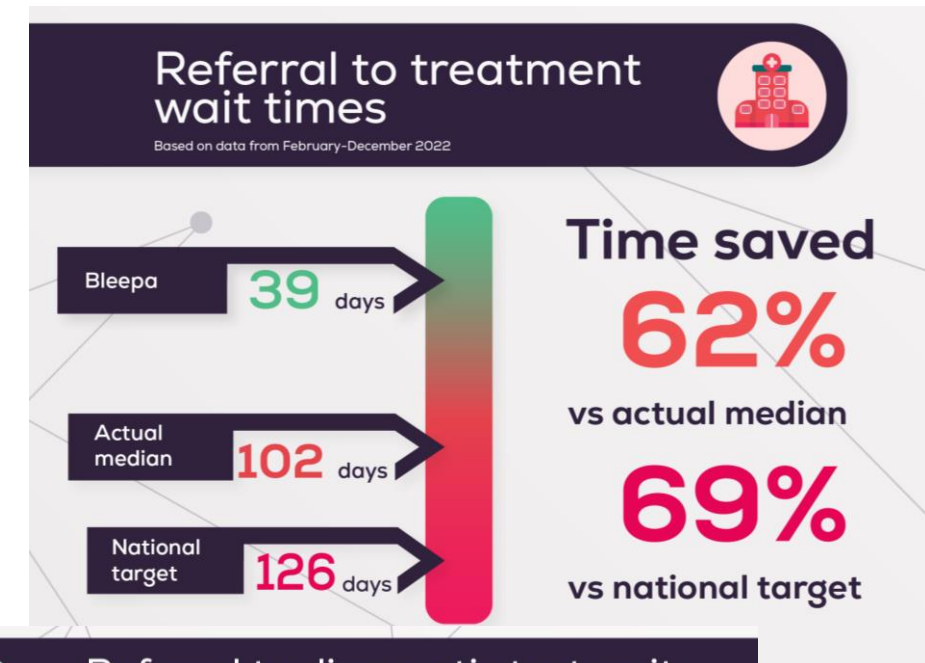


Contract Value: £338k/9months

User base: 149 users and growing, 10 GP practices,
1 CDC and 1 hospital

Number of specialties: 1

- Connects 10 GP practices with clinicians at 1 CDC and multi-disciplinary team in 1 hospital
- Pioneering CDC site delivering end-to-end symptom-based pathways
- 186 patients have now been referred to the breathlessness pathway



Cross-provider care:

Community diagnostic centres (CDCs)

NHS England's ambition is to bring diagnostic investigations closer to patients to reduce the post-COVID elective care backlog and improve the patient journey. This will enable patients to have tests such as imaging, bloods and ECGs in high-street locations rather than hospitals. This £10bn programme of work is called the community diagnostic centre initiative.

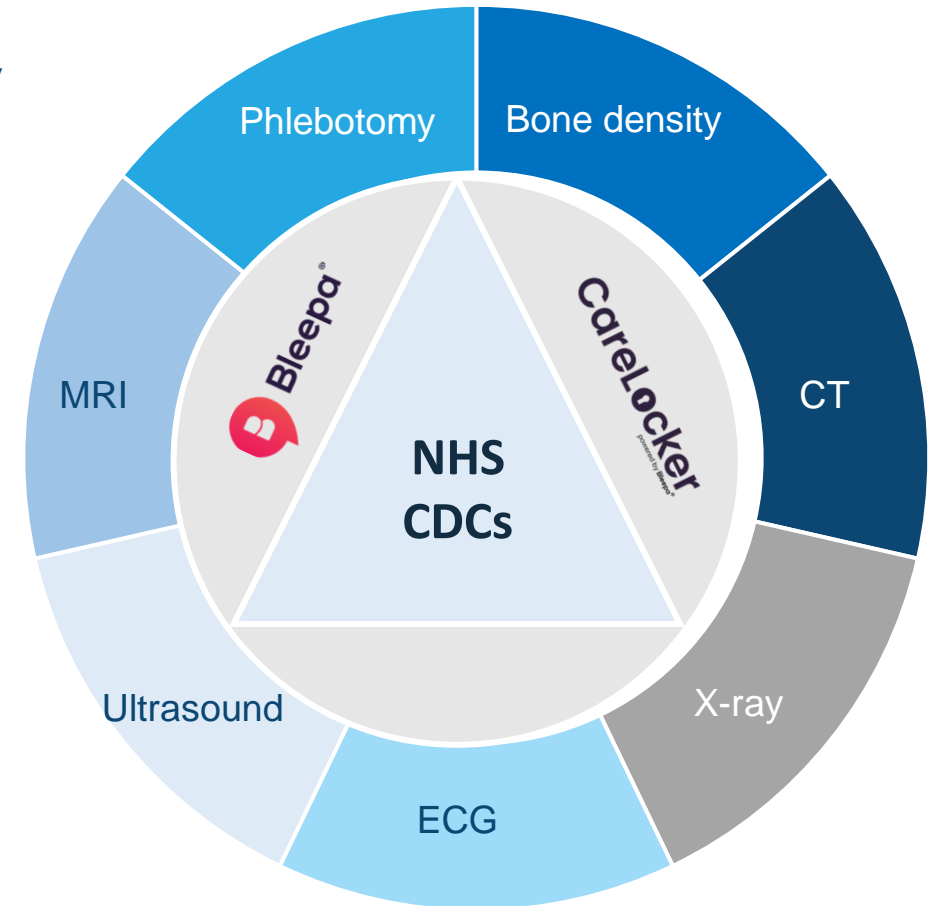
Further contract extension with Sussex ICS for CDC programme

Delivering the UK's first symptom-based pathway (breathlessness) in Sussex. Expanding to other pathways and more GP practices

Continuing conversations with a number of OEMs around potential joint go-to-market strategies

160 new CDCs expected to open across England by 2025, with 106 centres already established

Ultimate penetration of three hubs per 1 million population, circa 160 sites providing an estimated annual TAM of c.£96 million



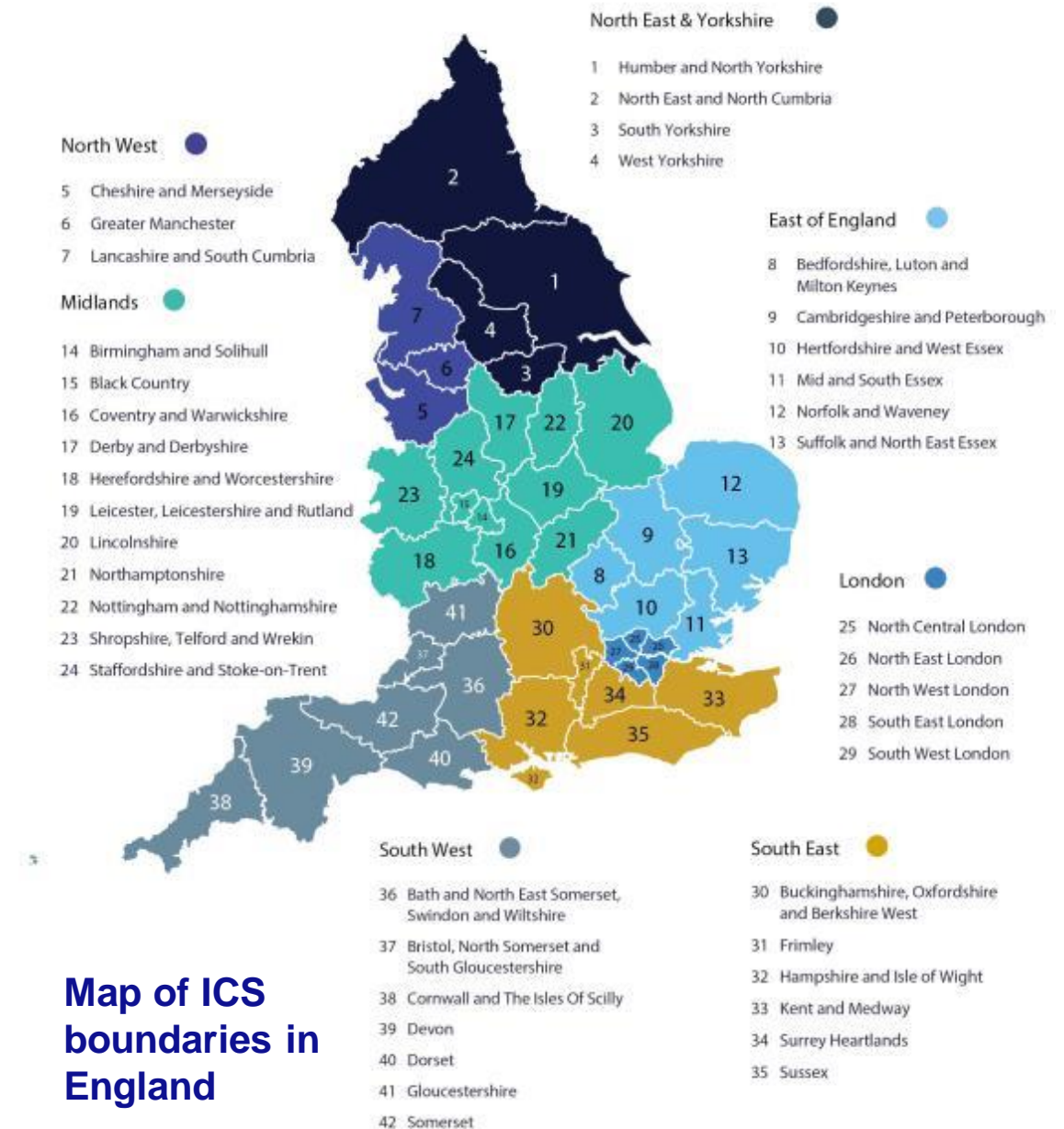
Cross-provider care: Integrated care systems (ICSs)

An ICS is a partnership of organisations that come together to plan and deliver joined up health and care services

42 integrated care systems in England now established and operational with a corresponding integrated care board and integrated care partnership

Ongoing conversations with a number of ICSs on how we can help connect care settings and support integrated care

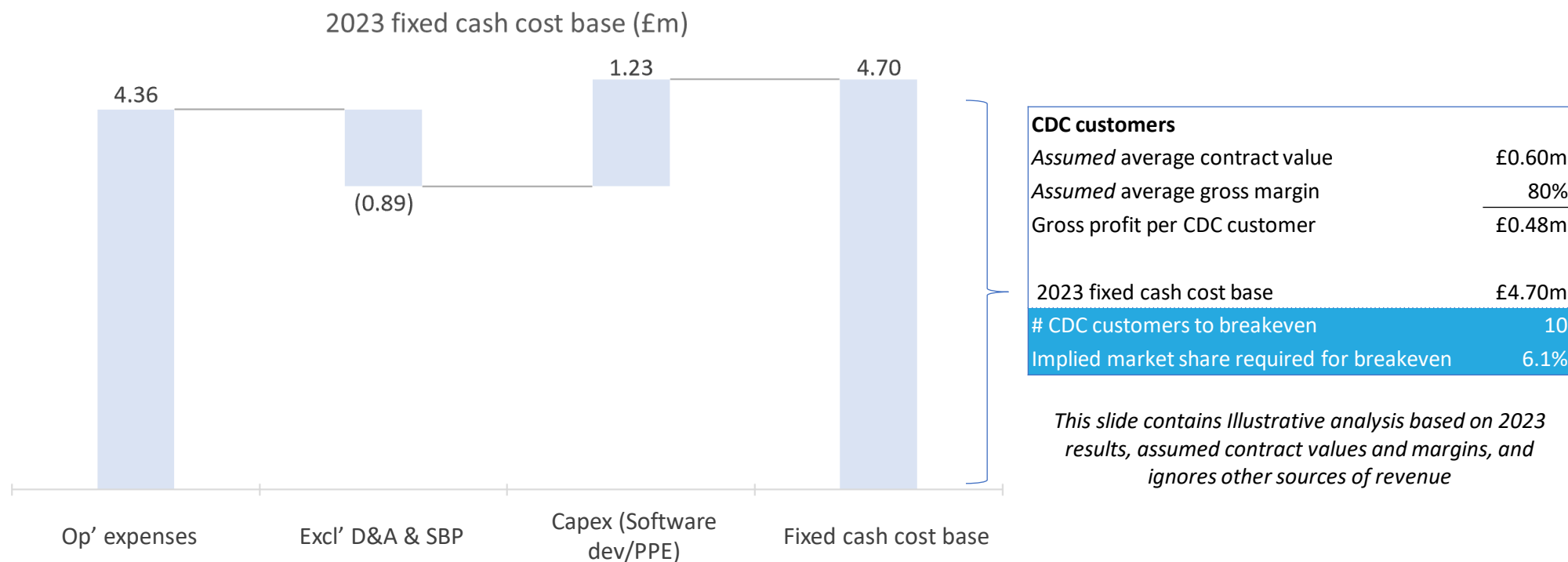
ICSs offer potential for regional contracts with multiple CDCs, a subset of the estimated annual TAM of £96m for CDCs



Cross-provider care:

Route to breakeven

- Regional CDC contracts with ICSs represent the clearest route to profitability
- Estimated 6% market share required for breakeven – considered achievable
 - Equivalent to 10 individual CDC contracts (at assumed average pricing), or
 - Assuming each ICS contains an average of 3 CDCs, equivalent to 3 – 4 ICS contracts (at assumed average pricing)



India – driving the opportunity for Bleepa

Subsidiary now established in India and Managing Director for India Rohit Singh appointed – joins from UKIBC where, as a director, supported UK companies for 12 years to establish themselves in India

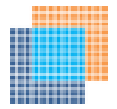
Currently, limited value proposition in India for CareLocker as a consumer app, following value proposition testing in Mumbai. There is widespread sharing of free imaging links from PACS via WhatsApp (generating revenue from data sales) – this may change with tighter data regulation

Focus is on Bleepa – regulatory approval for Bleepa achieved post-period, building sales pipeline as a clinical tool for hospital chains

With 44,000 private hospitals in India, we estimate a total addressable market of ~£1,020m for Bleepa



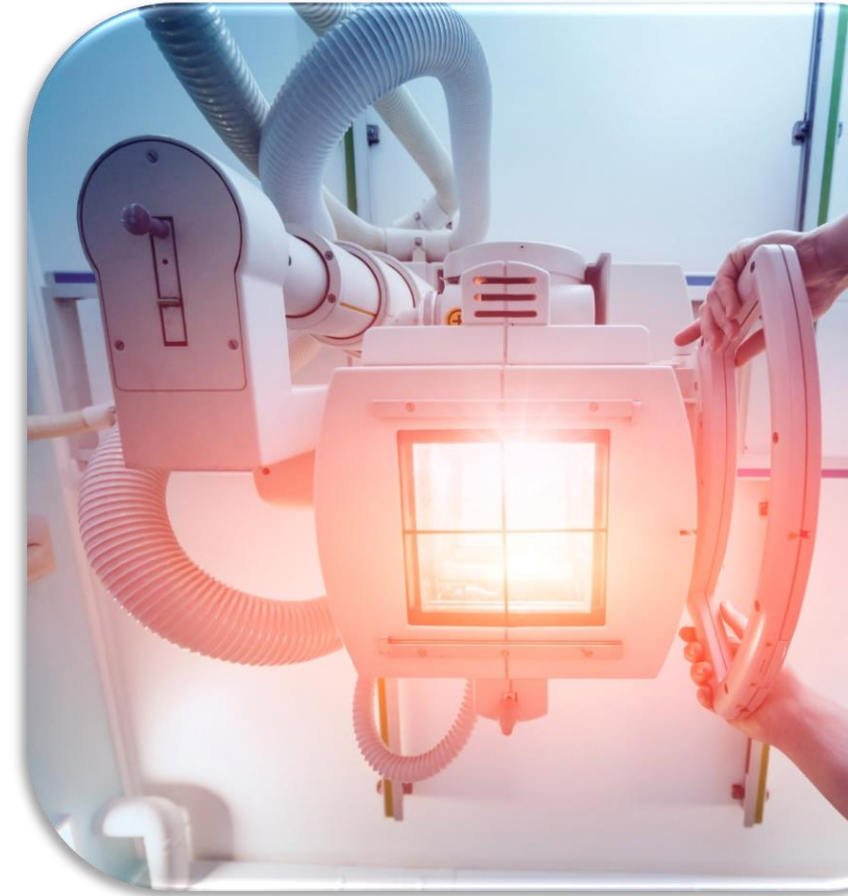
Imaging Engineering LLC



Imaging Engineering, LLC

Bringing the pieces together

- Leveraging legacy technology to generate additional revenues
- License to develop products based on Cadran technology for X-ray image capture enabling repair and update to existing rather than new equipment
- Large domestic market within the US, approx. 2,000 sites reaching the end of their current kit lifespan
- High margin as little configuration and maintenance
- 2023 revenue of £0.14m (2022: £0.14m)
- Ongoing license fees expected as Imaging Engineering expand their offering across the USA



Recent significant activity in the NHS market

CDC initiative	Cancer target changes	Hewitt Review	ICO NHS Lanarkshire ruling	CQC requirement for tools & care record
<ul style="list-style-type: none">• National £2.3bn programme for multiple CDCs to drive faster diagnosis for patients• Growing need to connect CDCs to other care settings and streamline patient pathways > reduce wait times	<ul style="list-style-type: none">• Removal of 2-week wait standard in favour of the Faster Diagnosis Standard• Growing need to clearly identify cancer diagnosis standard breaches and improve patient care	<ul style="list-style-type: none">• Independent review of integrated care systems by Rt Hon Patricia Hewitt• Key recs:<ul style="list-style-type: none">○ Improve ways of working through digital channels○ Better multidisciplinary working○ Flexible infrastructure to scale innovation	<ul style="list-style-type: none">• Reprimand for NHS trust over clinician use of WhatsApp to share patient data• Growing need to implement safe, secure clinical communication tools within and across NHS organisations	<ul style="list-style-type: none">• Guidance for provision of appropriate staff tools and maintaining a contemporaneous care record• Regulator requirement for staff to have the right tools to do their job (inc digital tools) and maintain a full, auditable record of patient care

Outlook

- 1 Growing number of products, routes to markets and end customers
- 2 Primary focus on cross-provider care delivery in the UK, predominantly in the cross-provider space, with higher contract values and operational margins – estimated total addressable market of £96m
- 3 Focus on non-NHS markets such as selling Bleepa in India and private healthcare in the UK
- 4 Licensing components of Cadran technology to third parties, generating recurring royalty revenue

Appendices

FY 2023 – Consolidated income statement

	FY 2023 £	FY 2022 £
Revenue	1,024,997	588,576
Cost of sales	(84,276)	(99,321)
Gross profit	940,721	489,255
Other operating expenses	(4,362,675)	(3,002,489)
Operating loss	(3,421,954)	(2,513,234)
Net finance income	47,868	2,012
Loss before taxation	(3,374,086)	(2,511,222)
Tax credit	455,909	392,631
Loss after tax attributable to the equity shareholders of the Company	(2,918,177)	(2,118,591)
Other comprehensive income/(losses)	(2,243)	-
Total comprehensive expense for the year	(2,920,420)	(2,118,591)
Loss per share (pence)		
Basic and diluted*	(21.88)	(22.67)

*The 2022 Loss per share has been presented on a proforma basis by applying the 200:1 share consolidation to the weighted average number of ordinary shares of that period.

FY 2023 – Consolidated balance sheet

	FY 2023 £	FY 2022 £
Property, plant and equipment	14,909	8,367
Intangible assets	3,710,946	3,288,811
Total non-current assets	3,725,855	3,297,178
Trade and other receivables	225,302	308,293
Corporation tax receivable	455,641	392,351
Cash and cash equivalents	7,317,534	10,305,577
Total current assets	7,998,477	11,006,221
Total assets	11,724,332	14,303,400
Called up share capital	6,667,330	6,667,330
Share premium account	15,350,241	15,351,071
Capital reserve	299,900	299,900
Translation reserve	(212,239)	(209,996)
Share option expense reserve	530,897	450,038
Retained earnings	(11,767,246)	(8,849,069)
Total equity	10,868,883	13,709,274
Current liabilities		
Trade and other payables	855,449	594,126
Total current liabilities	855,449	594,126
Contract liabilities	-	-
Total non-current liabilities	-	-
Total liabilities	855,449	594,126
Total equity and liabilities	11,724,332	14,303,400

FY 2023 – Consolidated cashflow statement

	FY 2023 £	FY 2022 £
Cash flows from operating activities		
Loss before tax	(3,374,086)	(2,511,222)
<i>Adjustments for:</i>		
Net finance income	(47,868)	(2,012)
Depreciation and amortisation	809,333	552,931
Impairment of intangible assets	6,695	-
Translation difference in overseas operation	(2,243)	-
Share based payment expense	80,859	68,265
Decrease/(increase) in trade receivables	94,876	(198,754)
Decrease/(increase) in other receivables	(11,885)	28,503
Increase / (decrease) in trade payables	(103,570)	(30,100)
Increase / (decrease) in other payables	364,891	71,397
Corporation tax received	392,619	767,400
Total adjustments	1,583,707	1,257,630
Net cash used in operating activities	(1,790,379)	(1,253,592)
Cash flows from investing activities		
Purchase of tangible fixed assets	(19,083)	(5,450)
Purchase of intangible assets	(1,225,619)	(1,149,246)
Net finance income received	47,868	2,012
Net cash used in investing activities	(1,196,834)	(1,152,684)
Cash flows from financing activities		
Net proceeds of share issue	(830)	10,490,991
Net cash generated from financing activities	(830)	10,490,991
Net increase/(decrease) in cash and cash equivalents	(2,988,043)	8,084,715
Cash and cash equivalents at beginning of period	10,305,577	2,220,862
Cash and cash equivalents at end of period	7,317,534	10,305,577

~£10bn annual TAM estimated in core target markets

Estimated total addressable market analysis - annual										
	1	2	3	4	5	6	7	8	9	
	NHS trusts	NHS - CDCs	UK veterinary sector	EU veterinary sector	North America veterinary sector	Private hospitals (UK)	Private hospitals (India)	National TB screening	ABDM ⁽²⁾ – health record	TOTAL
Geography	UK	UK	UK	EU	North America	UK	India	India	India	
Product(s)	Bleepa	Bleepa/ CareLocker	Bleepa/ BleepaBox/ CareLocker	Bleepa/ BleepaBox/ CareLocker	Bleepa/ BleepaBox/ CareLocker	Bleepa	Bleepa	CareLocker	CareLocker	
TAM	£28m	£96m	£5m	£51m	£43m	£16m	£1,020m	£375m ⁽¹⁾	£8,146m	£9,780m

Note (1): Equivalent to an estimated total TAM of £1,875m across an estimated 5-year screening cycle for the population

Note (2): ABDM = The Ayushman Bharat Digital Mission, previously known as National Digital Health Mission (NDHM)

Healthcare regulation – confidence in our products

Data governance

- Governed by GDPR
- NHS provider = data controller
- Feedback = data processor
- Data processing agreement between controller and processor over types and use of patient data
- Data privacy impact assessment on impact and risks of patient data use

Medical device regulation

- UK: Medical Device Directive – UKCA or CE mark
- ISO 13485 certification – quality management standard for medical device manufacturers

Clinical risk

- DCB 0129 – clinical risk and safety standard, risk analysis and mitigation for product design, manufacturing and operational processes
- ISO 13485 certification demonstrating consistent quality of product releases

Our credentials

Standard	What	Why / what it demonstrates	How
UKCA	Regulatory standard – confirming that Bleepa displays digital patient images at a standard suitable for clinical review	Allows the product to be sold for the intended purpose	Class 1 – self certification of conformance with MHRA Development and maintenance of a full technical file.
ISO 13485	Quality management standard	We meet medical device standards as part of our UKCA accreditation. Demonstrates quality of products to customers.	Development and maintenance of a full QMS which is integrated into staff training, internally audited annually, and externally audited every 3 years by a certification body.
ISO 27001	Information management standard	Have defined process, independently audited and externally validated, to securely process and manage sensitive data.	Development and maintenance of full IMS integrated into staff training, internally audited annually, and externally audited every three years by a certification body.
Cyber Essentials Plus	Security standard	Security of product to customer, externally validated.	Document security protocols and processes, externally audited annually. Annual penetration testing.
DCB 0129	Clinical safety and clinical risk standard	Real world application of technology in intended setting and purpose to customers; deliberately designed as much risk out of the product as possible.	Operate a full risk management plan as part of product design, testing and implementation, which considers clinical/patient risk at all stages and mitigation.
NHS information governance toolkit	NHS cyber security standard	Compliance with this is required in order to sell a software product to the NHS..	Extensive set of information security requirements that covers much of same subject matter as ISO 27001, but targeted in particular at the management of sensitive personal data
Digital Assessment Technology Criteria (DTAC)	An NHS-specific standard	Demonstrates our conformance with all NHS requirements for the provision of software products	DTAC is largely a summary capture of all the above standards.

Feedback plc Board



Prof Rory Shaw, Non-executive Chairman: Ex senior NHS executive, Medical Director of Healthcare UK, Dept of International Trade, and consultant pulmonary physician.



Anesh Patel, Chief Finance Officer: Chartered Accountant with significant corporate and commercial finance experience, including in healthcare/biotech.



Philipp Prince, Non-executive Director: Chartered accountant with extensive experience in senior finance roles in both private and listed technology companies.



Dr Thomas Oakley, Chief Executive Officer since February 2019, previously Radiologist and Clinical Entrepreneur Fellow at NHS England.



Annemijn Eschauzier, Non-executive Director: Strong healthcare marketing background, ex GlaxoSmithKline and GE Healthcare, now with Hardian Health.



Adam Denning, Non-executive Director: 20+ years' experience at Microsoft and previously assistant technology advisor to Bill Gates.

Feedback Medical Ltd management team



Dr Thomas Oakley, Chief Executive Officer since February 2019, previously Radiologist and Clinical Entrepreneur Fellow at NHS England.



Anesh Patel, Chief Financial Officer: Chartered Accountant with significant corporate and commercial finance experience, including in healthcare/biotech.



Mike Hayball, Chief Technology Officer: medical imaging scientist and software developer with 32 years' experience, was CEO of Feedback Medical Ltd when it was formed in 2001.



Stephen McAteer, Chief Operating Officer: extensive operational experience with previous NHS roles, including previous frontline clinical experience as a Speech and Language specialist.



Dr Stephen Brown, Chief Information Officer: medical imaging scientist and director of Feedback Medical Ltd since 2001, is our regulatory specialist and system architect.



Nick Mayhew, Chief Sales and Marketing Officer: an experienced marketer within the private and public health sectors.



Sarah Bricknell, Commercial and Legal Advisor: Has operated at a senior board level in medical imaging services for over 17 years and routinely advises OEMs and Government.

Company history



Feedback has evolved from technologies developed by TexRAD Ltd. and Cambridge Computed Imaging Ltd.

These companies were acquired by Feedback plc in 2014 and then merged to form the operating subsidiary Feedback Medical Limited.

2023

- Contract extension with Sussex ICS for CDC programme
- Establishment of Indian subsidiary and appointment of managing director for India

2022

- Two Bleepa NHS contract wins
- 12-month pilot extension of UK's first end-to-end symptom-based CDC pathway
- First international deployments of Bleepa in India, for TB screening (Orissa) and CareLocker pilot (Indore)

2021

- Bleepa gets 1st commercial contract at Royal Berkshire Hospitals NHS Foundation Trust
- Launch of CareLocker and BleepaBox
- Bleepa achieves veterinary sector contract with CVS and international opportunities via DIT missions

2020

- Bleepa adopted at Pennine Acute Care NHS Trust in response to COVID-19
- CE mark granted
- Bleepa awarded onto NHSx clinical communications framework

2019

- Dr Tom Oakley joins as CEO
- Strategic review concludes shift in focus away from TexRAD to the Cadran imaging solution
- New frontline imaging tool Bleepa developed, launched at NHS Expo and NHS pilot initiated

2018

- Global Distributorship agreement signed with GE Healthcare
- New Board & corporate structure
- CCI and TexRAD merge to form Feedback Medical Ltd

2017

- CE marking for TexRAD® Lung
- Exclusive TexRAD® distributor agreements signed in China and Korea

2016

- Growth in sales for TexRAD® with over 40 installations worldwide
- Recognition of opportunities for use in oncology lead to a development programme for the first CE marked clinical product

2014

- Feedback Plc implements a strategy of focusing on Medical Imaging and incorporates TexRAD Ltd. and CCI Ltd as part of the group

2011

- Founders of TexRAD® enter into partnership with CCI and Miles Medical Pty. to form TexRAD Ltd. to develop and commercialise an innovative texture analysis platform

2001

- Cambridge Computed Imaging Ltd. (CCI) is formed out of Papworth Hospital, Cambridge, offering the Cadran image viewing and storage software