



Distributor Collaboration Program



TODAY'S OBJECTIVES

AFTER THIS PRESENTATION YOU WILL:

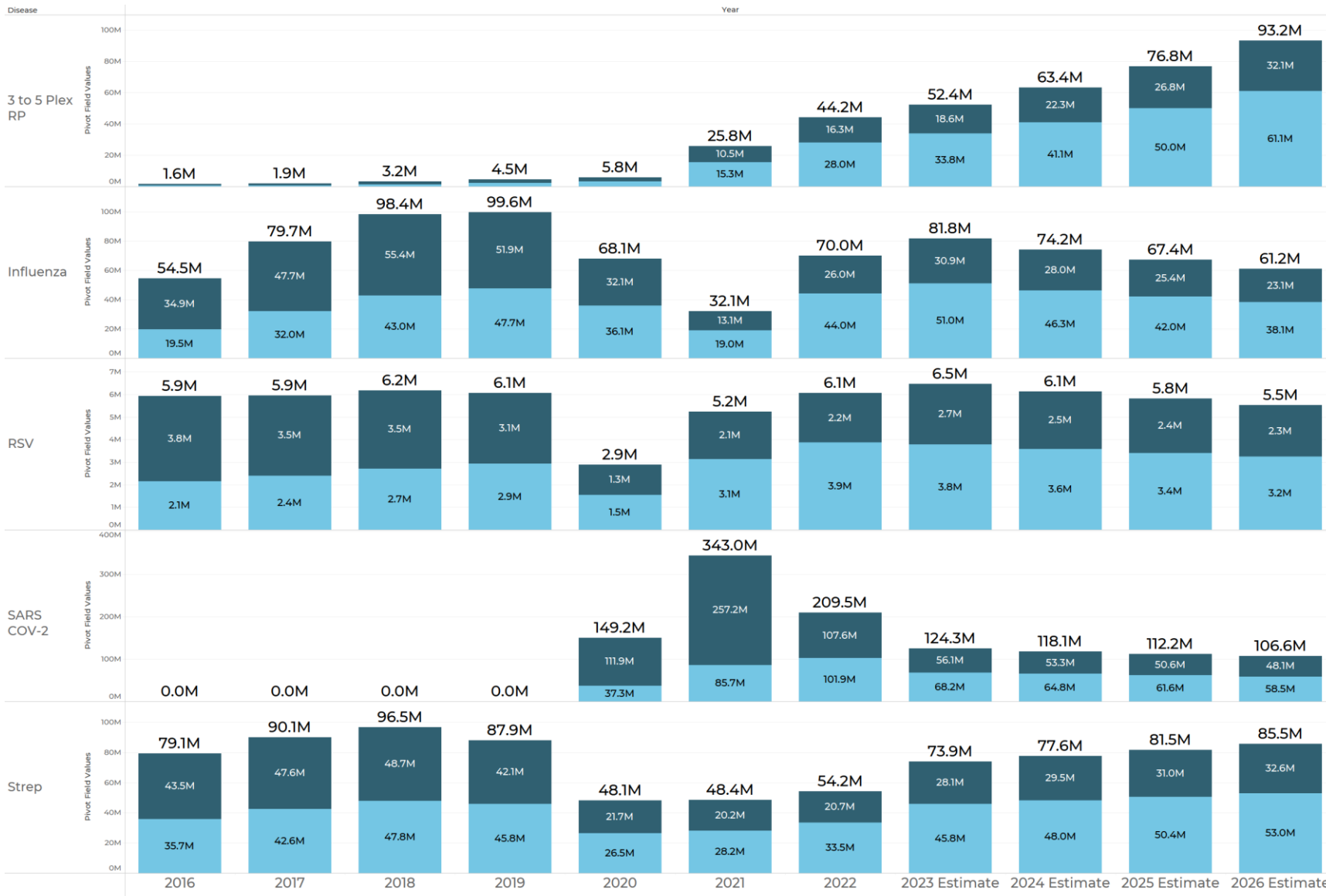
- 1 Have a path to convert antigen to molecular easier and faster
- 2 Have the ability to help molecular customers expand utilization in an economical manner

- ✓ Be in a position to expand GP by 5 – 10% on COVID sales
- ✓ Grow your current COVID sales by 15 – 30% through antigen conversion
- ✓ Grow your current sales 10 – 15% through competitive take-away
- ✓ Set yourself up to own the entire respiratory and STI oriented molecular market in the coming 2 – 3 years

... all while improving profitability, workflow, and clinical success for your customers!

Some common and understandable misconceptions:

- 1. The COVID market is going away.**
- 2. The market is saturated ... there are enough products**
- 3. Customers who want to use molecular already have molecular**
- 4. There is not an opportunity to greatly drive my sales, GP, or customer relationship**



Source: Definitive claims database. Includes Flu, RSV, COVID, Strep (single and multiplex)
 Respiratory claims data by CPT Code from the Definitive Claims Data Base
 Physician Office Claims ONLY

The market is big and growing.

COVID IS AND WILL REMAIN 100M TESTS / YEAR

The single-plex COVID market is and will remain over 100 million tests per year in the physician office segment.

COST WILL DETERMINE MULTIPLEX ACCELERATION

Multiplex use will accelerate, but only when the physician cost / panel is < \$30.

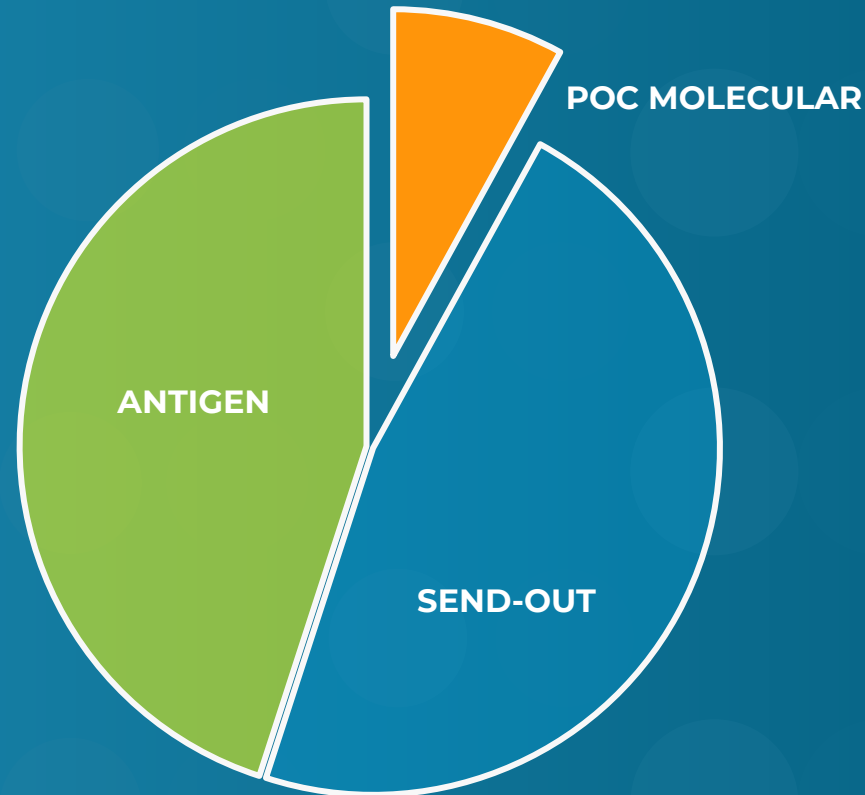
The POCT Respiratory Market is Large, Underutilized and Underserved

Of the 300 million respiratory oriented tests ordered each year by physicians:

45%

OF TESTING IS SENT OUT

This is business not going to you ... but available to you.



>80%

OF POC TESTING IS ANTIGEN

This represents a huge opportunity to grow margins, capture share, and hold share.

Distribution of Physician Office Claims Data

Source: Definitive claims database. Includes Flu, RSV, COVID, Strep (single and multiplex)

Physicians are forced to make trade-offs.

Send-out 45%

- ✓ High sensitivity
- ✗ Patient workflow
- Low Work Burden
- Low Cost / Profitability

Antigen 47%

- ✗ High sensitivity
- Patient workflow
- ✓ Low Work Burden
- ✓ Low Cost / Profitability

POC Molecular 8%

- ✓ High sensitivity
- Patient workflow
- ✗ Low Work Burden
- ✗ Low Cost / Profitability

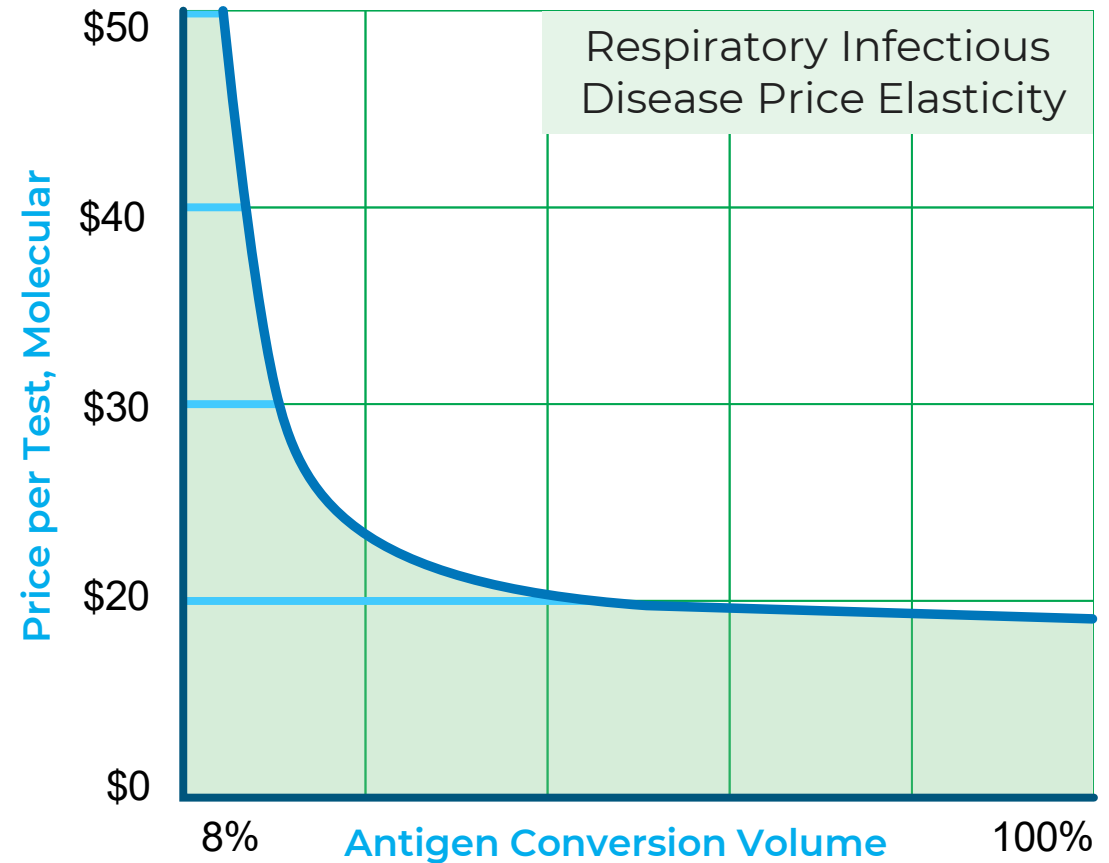


... fragmenting the market and
leaving physicians *underserved*

If you want to convert antigen to molecular, you need to be under \$20 per test.

POC Molecular 8%++

- ✓ High sensitivity
- Patient workflow
- ✗ Low Work Burden
- ✓ Low Cost / Profitability



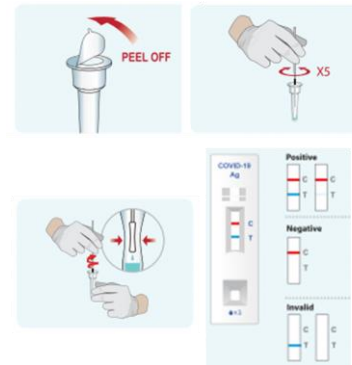
While eliminating complexity, however minor it may appear

No system initiation, warm-up, de-capping, mixing, pipetting, interpretation, Etc.

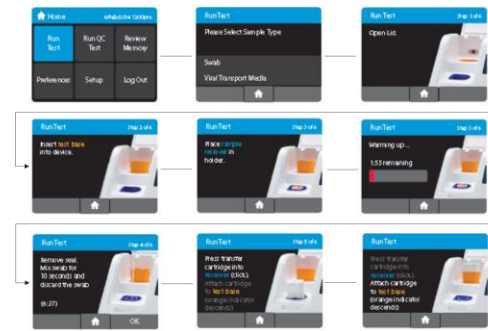
POC Molecular
8%++++

- ✓ High sensitivity
- ✓ Patient workflow
- ✓ Low Work Burden
- ✓ Low Cost / Profitability

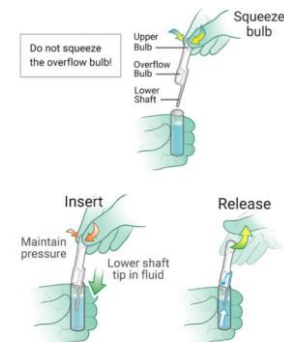
Antigen



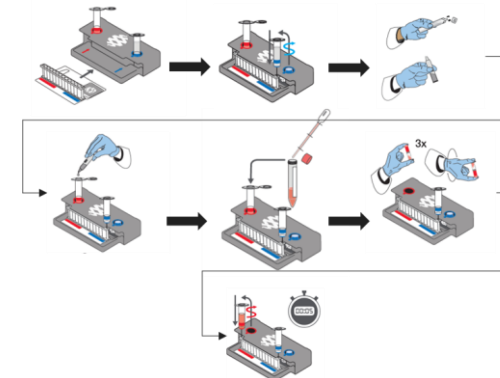
IDNow



AscencioDx



BioFire





Enables consolidation of testing
into a new category

**HIGH-COST
MOLECULAR**

ANTIGEN

SEND OUT



*Disruptive Evolution in
Molecular Testing*

**LOW COST • HIGH PERFORMING
EASY TO USE MOLECULAR**

The World's First Optimal Point Of Care Testing (POCT) Molecular Device

High Performing / Low Cost / Easy to Use Molecular

An optimal POCT device must be molecular, fast, low cost, and versatile (portable and easy to use). 3EO's technology enables the creation of the first device meeting all four requirements.

- ✓ **MOLECULAR:** Nucleic acid amplification and detection down to 733 copies per mL (PPA: 95%; NPA: 100%)
- ✓ **Easy to Use:** Sample to test workflow. No initiation / set-up, no caps, no mixing, no pipetting, no timing.
- ✓ **LOW COST:** \$18.95 / test (40 – 70% less expensive than existing technologies) and under the elasticity bar



- ✓ **High sensitivity**
- ✓ **Patient workflow**
- ✓ **Low Work Burden**
- ✓ **Low Cost/ Profitability**

There are no tradeoffs. Now you have a tool that will convert antigen.

3EO 3TR Technology: “Dilution Free / Micro-fluidic Free”

3EO 3TR technology is dilution and microfluidic free eliminating the need for expensive consumables, offline preparation, or expensive equipment ... resulting in a cost / test under \$20.

3TR TECHNOLOGY

A proprietary nucleic acid detection technology that is quick, simple, and highly specific:

- Detect disease-specific DNA/RNA
- Minimal reaction steps, all automated
- **Rapidly adaptable to new targets**
- PCR-equivalent accuracy



3TR KEY

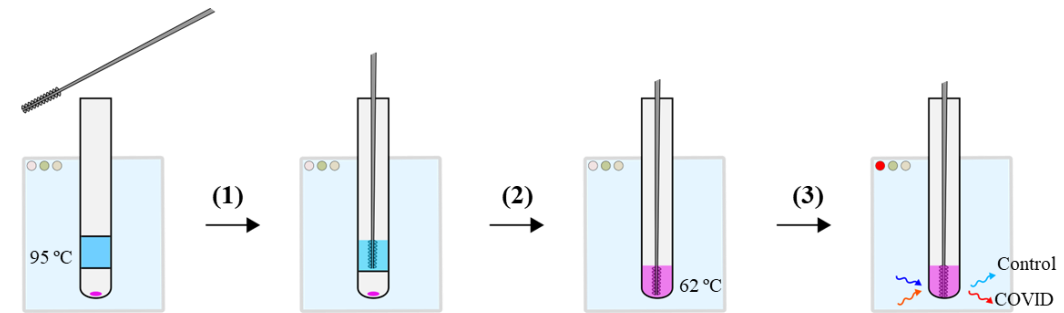
Our novel 3TR Key™ is a self-contained mini-lab, expressly designed to simplify your testing experience.

SMALL FOOTPRINT

3-inch x 3-inch footprint means it can be used in any setting:

- ER/Clinic
- Pharmacy
- Home
- Workplace
- Mobile Lab

Break Through Biochemistry Enabling PCR Quality at Antigen Pricing



3EO's 3TR amplification technology is enabled by:

Patented High-Signal Multiplex Chemistry

Digest-LAMP uniquely allows catalytic, fluorescence signal amplification, enabling (1) sensitive, specific, and multiplexed pathogen detection, (2) inexpensive optics, (3) inexpensive reagents

Anti-inhibitory chemistry

Enables a “sample-to-test” workflow minimizing hands on time while eliminating cost of extraneous consumables

Proprietary Sample Metering

Ensures the optimal amount of sample in each reaction minimizing sample interference and optimizing sensitivity

3EO leads in performance, cost, and ease of use versus recent FDA approved tests

PERFORMANCE

EASE COST

	3EO	Cue	Lucira	Detect	Aptitude (Anterior Nares Swab)	Ascencio	Uh-Oh Labs
Accuracy (Symptomatic)	99.0% (193 out of 195*)	97.8% (135 out of 138*)	96.0% (97 out of 101)	95.5% (107 out of 112)	96.0% (72 out of 75)	94.9% (205 out of 216)	96.1% (199 out of 207)
Compared against an FDA EUA RT-PCR test	95% CI (96.3 %, 99.9 %) * 3 test results were inconclusive on the RT-PCR comparator test and are excluded	95% CI (93.8 %, 99.6 %) * 1 test result was inconclusive on the RT-PCR comparator test and is excluded	95% CI (90.2 %, 98.9 %)	95% CI (89.9 %, 98.5 %)	95% CI (88.8 %, 99.2 %)	95% CI (91.1, 97.1 %)	95% CI (92.5 %, 98.3 %)
Limit of Detection (Analytical sensitivity)	733 copies/mL	1300 copies/mL	900 copies/mL	800 copies/mL	667 copies/mL	4688 copies / swab	400 copies/swab
Positive Percent Agreement with an FDA EUA RT-PCR test (Symptomatic)	95.0% (38 out of 40) 95% CI (83.1 %, 99.4 %)	96.4% (27 out of 28) 95% CI (81.7 %, 99.9 %)	94.1% (48 out of 51) 95% CI (83.8 %, 98.8 %)	90.9% (30 out of 33) 95% CI (75.7 %, 98.1 %)	95.0% (38 out of 40) 95% CI (83.1 %, 99.4 %)	89.2% (33 out of 37) 95% CI (75.3 %, 95.7%)	87.7% (57 out of 65) 95% CI (77.2 %, 94.5 %)
Negative Percent Agreement with an FDA EUA RT-PCR test (Symptomatic)	100.0% (155 out of 155) 95% CI (97.7%, 100.0%)	98.2% (108 out of 110) 95% CI (93.6 %, 99.8 %)	98.0% (49 out of 50) 95% CI (89.4 %, 99.9 %)	97.5% (77 out of 79) 95% CI (91.2 %, 99.7 %)	97.1% (34 out of 35) 95% CI (85.1 %, 99.9%)	96.10% (172 out of 179) 95% CI (92.1%, 98.1 %)	100.0% (142 out of 142) 95% CI (97.4 %, 100.9 %)
	\$18.95 Per Test	~\$50 / Test	~\$60 / Test	~\$40 / Test	~\$38 / Test	~\$30 / Test	~\$40 / Test
	High	High	Moderate	Moderate	Moderate	Low	Low

Product Demonstration



Future Menu

Q4 2024



STREP

STREP

Q1 2025



COVID
FLU A
FLU B
RSV

RESPIRATORY
MULTIPLEX

Q3 2025



STI

STI
MULTIPLEX

Key Information

- **GP:** 30% (more margin for your team)
- **Technology:** 3TR (Molecular)
- **Performance:**
 - PPA: 95%
 - NPA: 100%
 - LoD: 733 copies / mL
- **Cost / Test:** \$18.95
 - 40 – 70% lower than current molecular
 - Under the elasticity price of \$20 / test
- **Instrument life:** ~8000+ cycles
- **Process:** “Sample to Test”
- **Run time:**
 - ~25 mins for a positive
 - ~30 mins for a negative
- **CPT Code:** 87635 (Medicare \$51.32)
- **SKUs**
 - Starter Kit + 2 Tests MSRP: \$195
 - 20 test replenishment MSRP - \$379
- **Estimated Launch:** November 13th



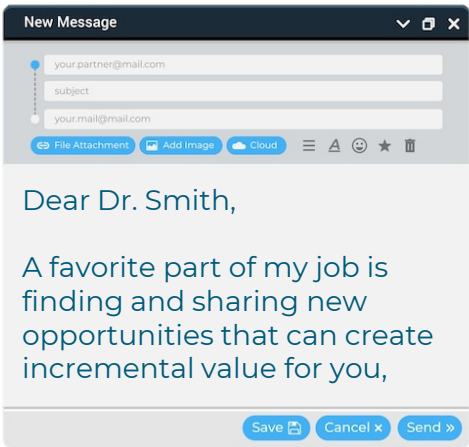
Tools



One-Pager Brochure



Demo Kits



Customer Email

Executive Name	Title	Email	Direct Phone
Lydia Watson, MD	President, Ch...	Lydia.Watson@midmichig...	(989) 839-3387
Michael Rose, MD	Chief Financia...	Michael.Rose@midmichig...	(989) 839-3181
Robert David	President & C...	robert.david@mcclaren.org	(989) 779-5202
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Cory McCray	Chief Operati...	CMcCray@mehop.org	(979) 245-7008
Holt Havel	IT Manager	HHavel@mehop.org	(979) 245-7004

Customer Lists



Digital Ads



Field Travel



Zoom

+ 3EO Support



Launch Promotions



20 Test Bundle

Buy a starter kit plus
one box of 20 – get
\$40 off



60 Test Bundle

Buy a starter kit plus
(3) boxes of 20 – get
\$75 off



100 Test Bundle

FREE Starter Kit with
purchase of (5) boxes
of 20 – \$195 value

*You can order this right now using the Henry Schein Account
number at www.3EOHealth.com*



Support

Team Jeremy

Charles Starr
Suzanne Tribout
Janet Sparks
Michael Del Grosso
Spence Lockhart
Joe Lanzetta
Carol Capetillo
George Clahane
Jose Ruiz
Eric Sanchez
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Summary

- **3EO provides an easier path to growing your business and helping customers ... molecular performance, low cost, easy**
- **3EO is versatile enough to repatriate send-out, convert antigen, and increase molecular utilization**
- **Please send me an email with your phone number ... we will send you a demo kit, claims list, e-mail example, and one-page sell sheet (All the things!)**
- **We are ready to travel or e-meet with customers. Do not hesitate to reach out for collaboration!**
- **Our call to action is to pick 2 – 3 multi-site clinics (antigen or competitive) and let's work to close those before launch**



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