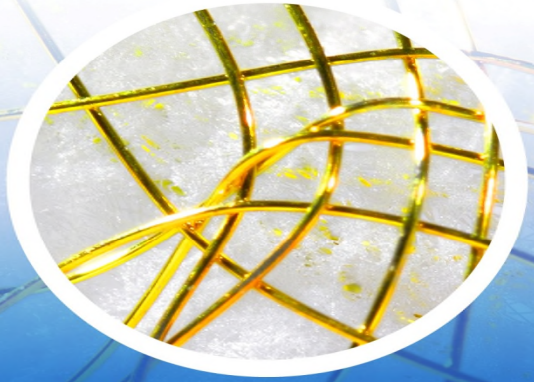
Perfecting Performance



Occlutech®

Roller Coaster of Entrepreneurship

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Contents

- Disclosures
- Personal background
- The roller coaster –how visualize it?
- Snapshots from my entrepreneurial roller coaster
- Some of my lessons & take-aways

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Disclosures

- Occlutech Holding AG, Switzerland
  - Congenital & Structural Heart Implants
  - CEO & majority shareholder
- Syntach AB, Sweden
  - Novel LVAD
  - Chairman & majority shareholder
- PI Harvest Israel
  - Intra-Cardiac Pressure Monitoring & Piezoelectric implants
  - Board member & majority shareholder
- SIC Dental AG, Switzerland
  - Novel affordable premium dental implants
  - Board member & investor

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This presentation is…

- Mainly based on personal experiences
- Sometimes a little bit personal & emotional
- Not scientific

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Background - Tor Peters

Swedish National, Swiss & Norwegian resident, 3 children, born 1990, 1992 & 1996

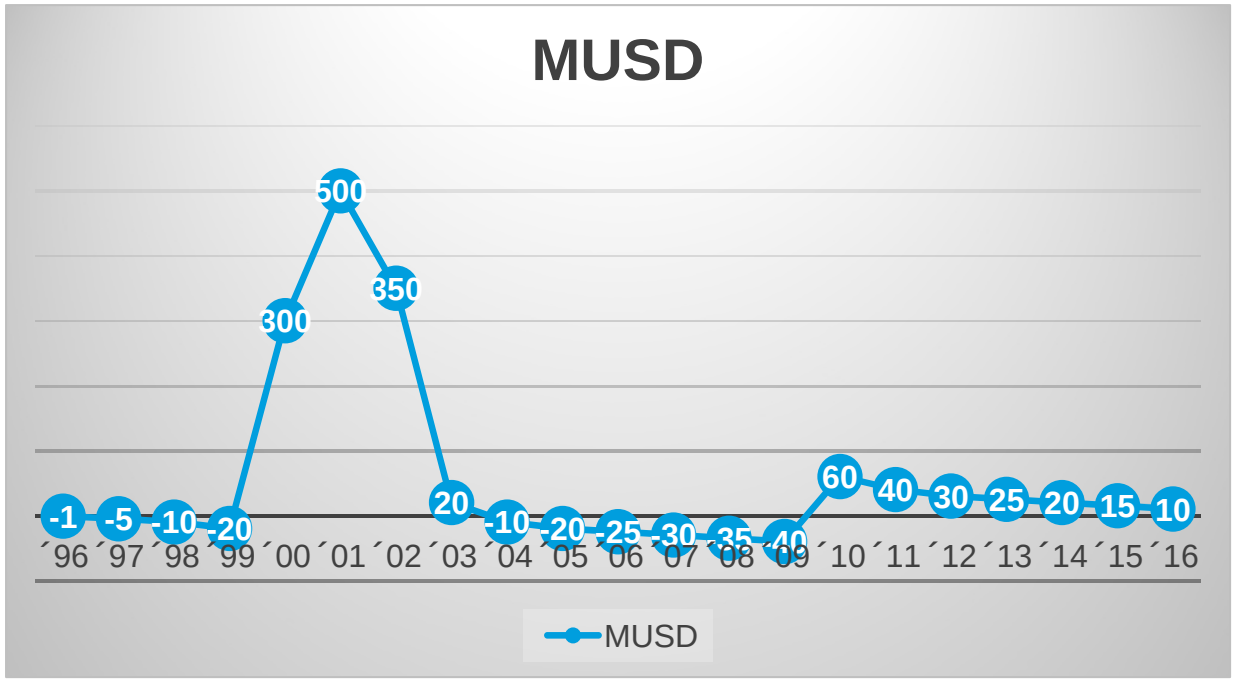
Education

- BSc Business Administration & Marketing, Lund University, Sweden, 1981-1984
- MBA, IMD/IMI Geneva 1997-1988

Professional Experience

- Global Product Manager, BOC Health Care, Sweden, 1984-1987
- Global Marketing Manager Devices, Novo Nordisk, Copenhagen, Denmark, 1988-1990
- Sales Manager, Novo Nordisk, Mainz, Germany, 1990 - 1992
- Marketing Manager Europe, Scimed/Boston Scientific, Munich/Dusseldorf, 1993-1995
- Co-founder & CEO, JOMED Group, 1996 – 2003
  - Building JOMED from 2 employees in 1996 to > 1,500 in 2002
  - World´s largest medtech IPO in 2000 + secondary offerings raising over € 300 million, financing international acquisitions
  - Peak MCAP of over € 2 billion before acquired by Abbott Vascular & Volcano in 2003
- Co-founder of Millimed Inc. 2003
  - Raising USD 30 million for development of NO-eluting cardiovascular & neurovascular interventional products
  - Stake sold to financial investors in 2005
- Founder of NOLabs AB 2004 –
  - NOLabs developed novel wound care & neuropathy therapies based on NO eluting polymers
  - Sale of IP & know-how to BSN, (Beiersdorf, Smith & Nephew/SCA), in 2016, license agreement until 2031
- Chairman & majority owner - Occlutech GmbH 2005 –
- CEO Occlutech Holding AG 2009 –
  - Occlutech is the leading European company in the field of congenital & structural heart disease
- Chairman of the board Syntach AB, Lund, Sweden 2012 –
  - Syntach develops an innovative & revolutionary minimally invasive LVAD

The Roller Coaster by Liquid Assets



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Snapshots from my Roller Coaster

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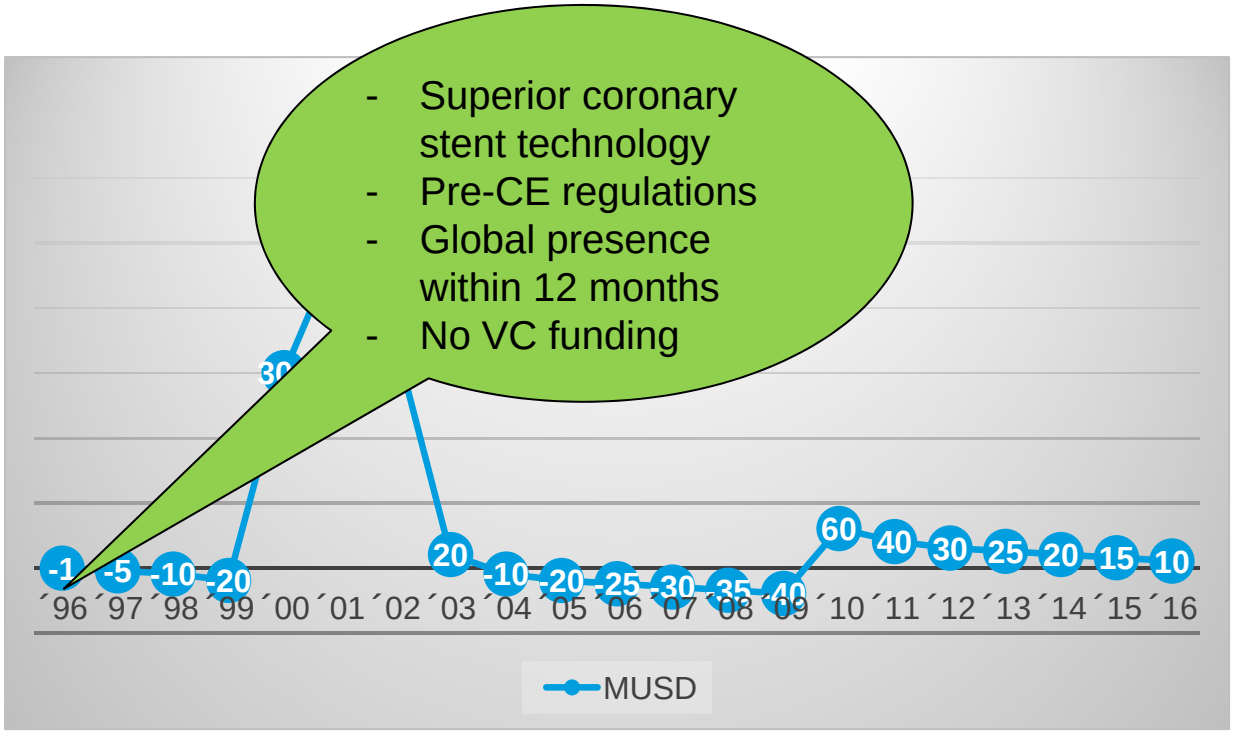
Co-founding JOMED in Germany



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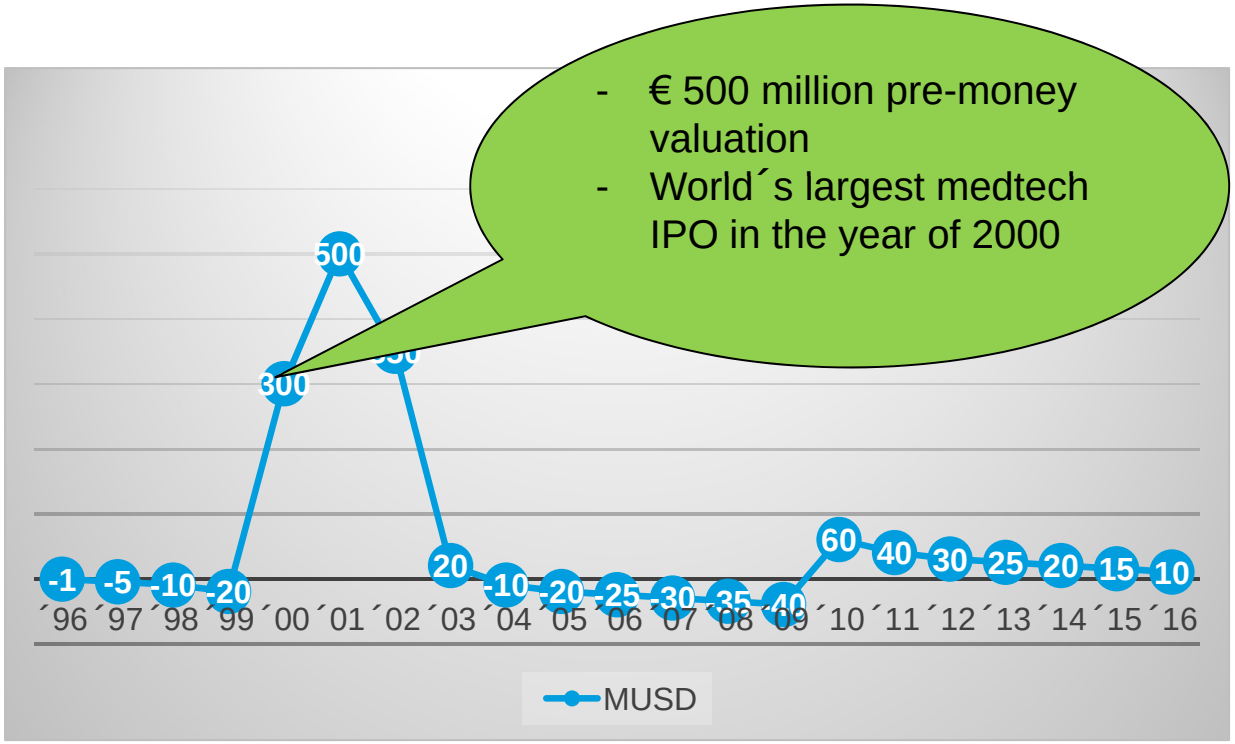
JOMED IPO in Zurich



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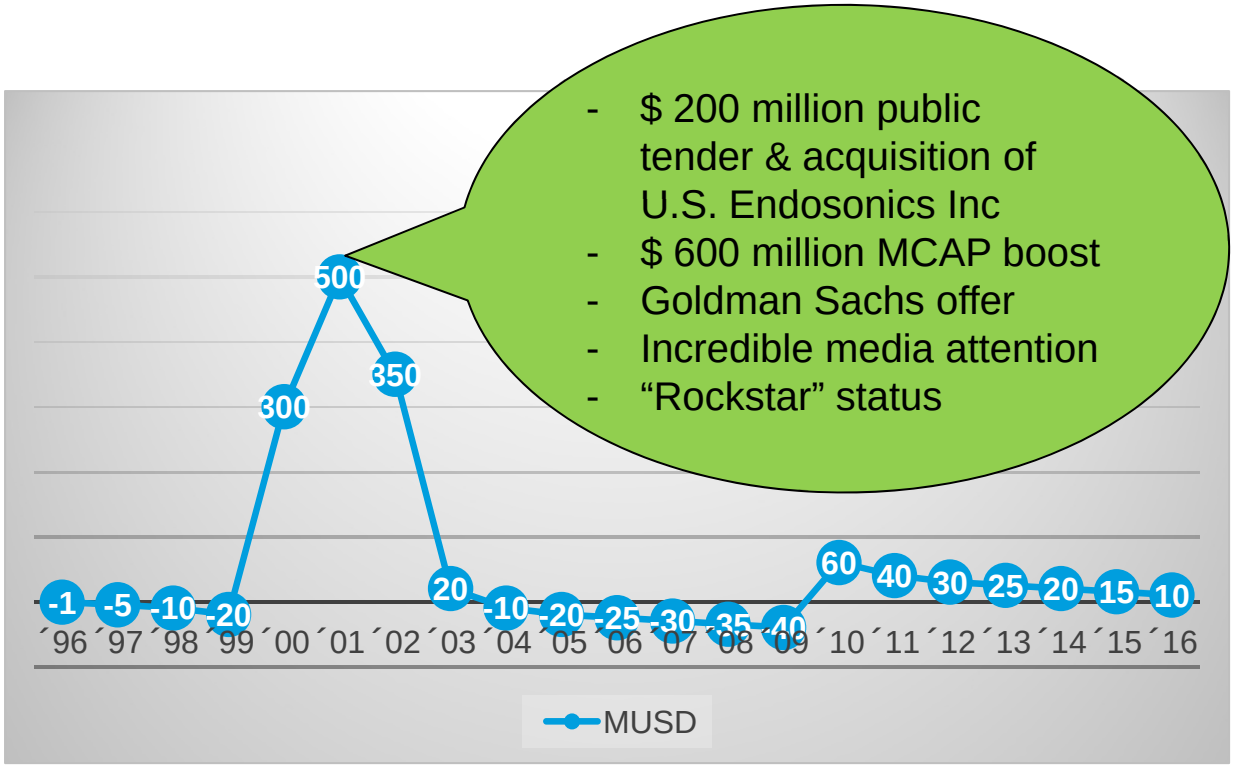
> € 2,2 billion MCAP



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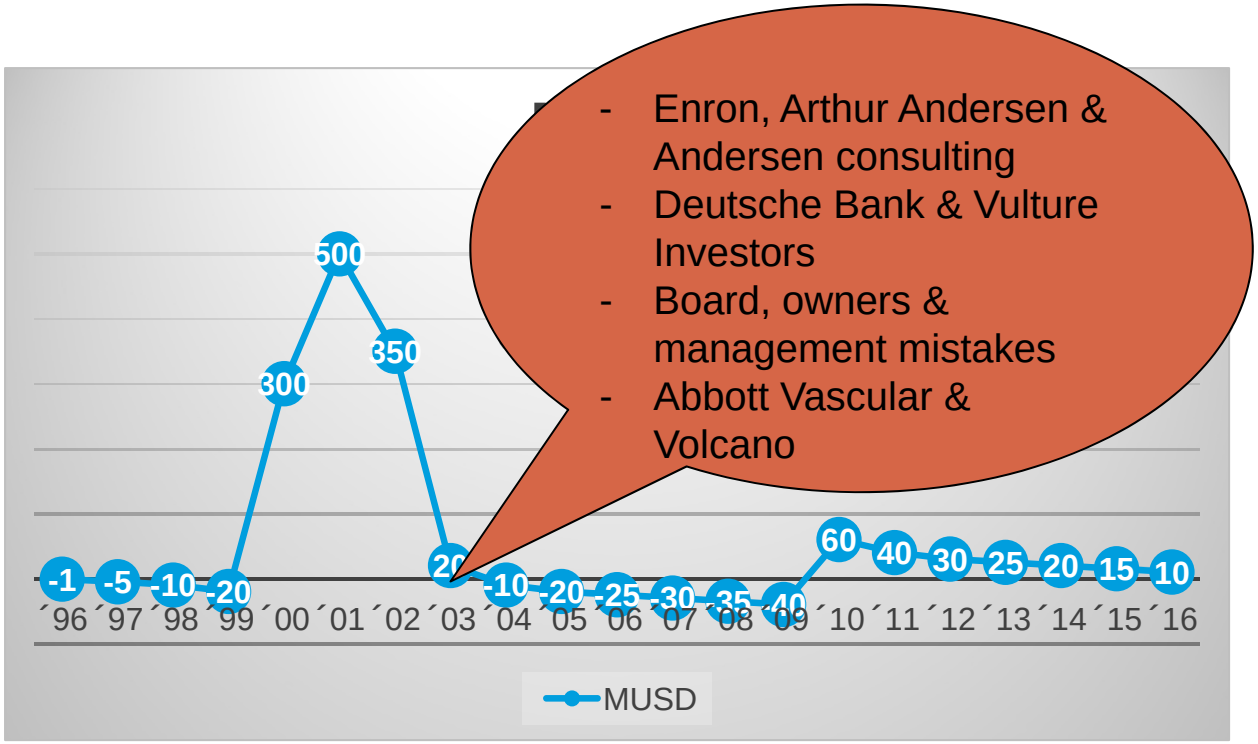
JOMED implosion



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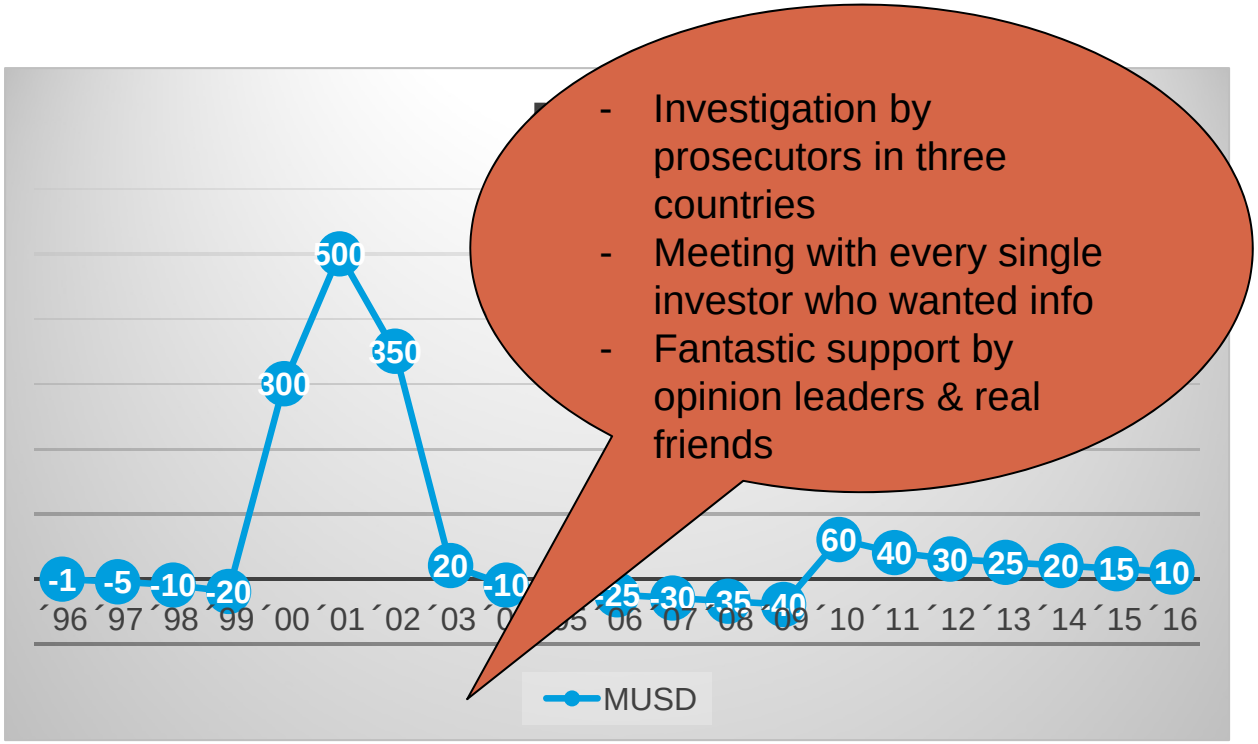
The blame game



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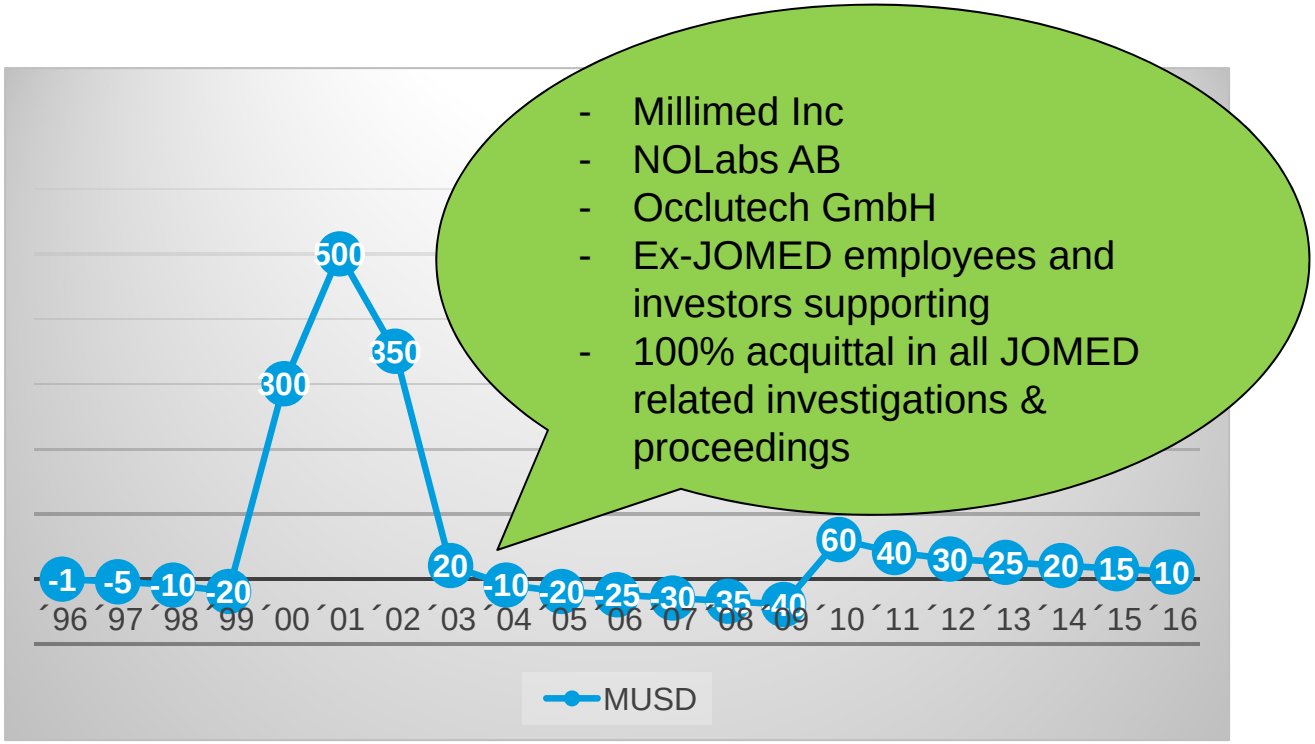
Founding & Supporting New Ventures



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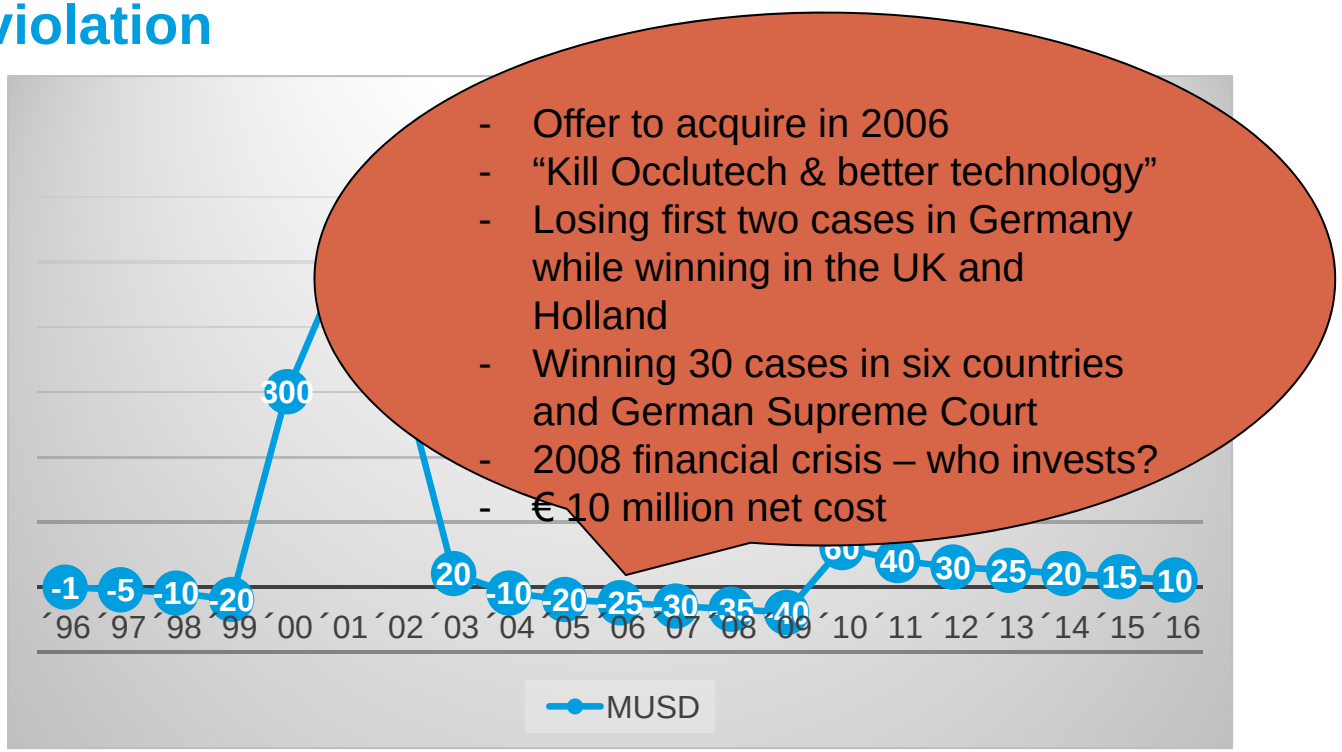
Major Competitor spending > $ 50 million to litigate against Occlutech for fictitious IP violation



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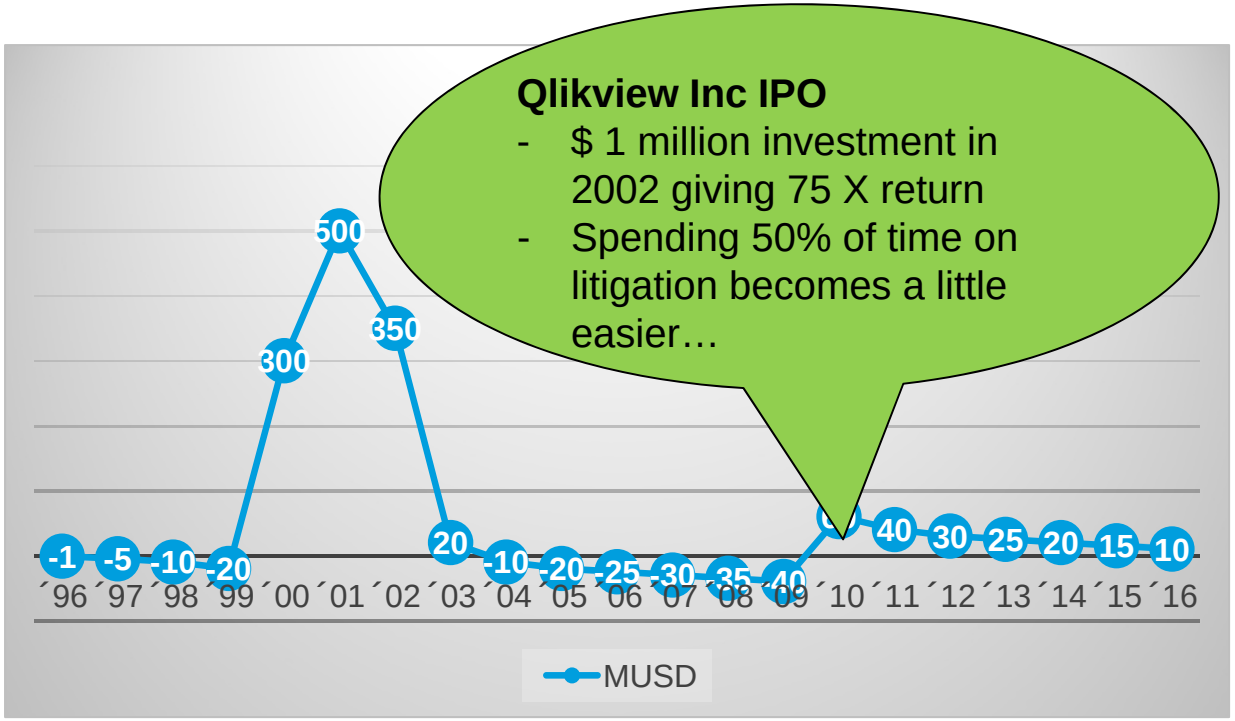
Too good to be true…?



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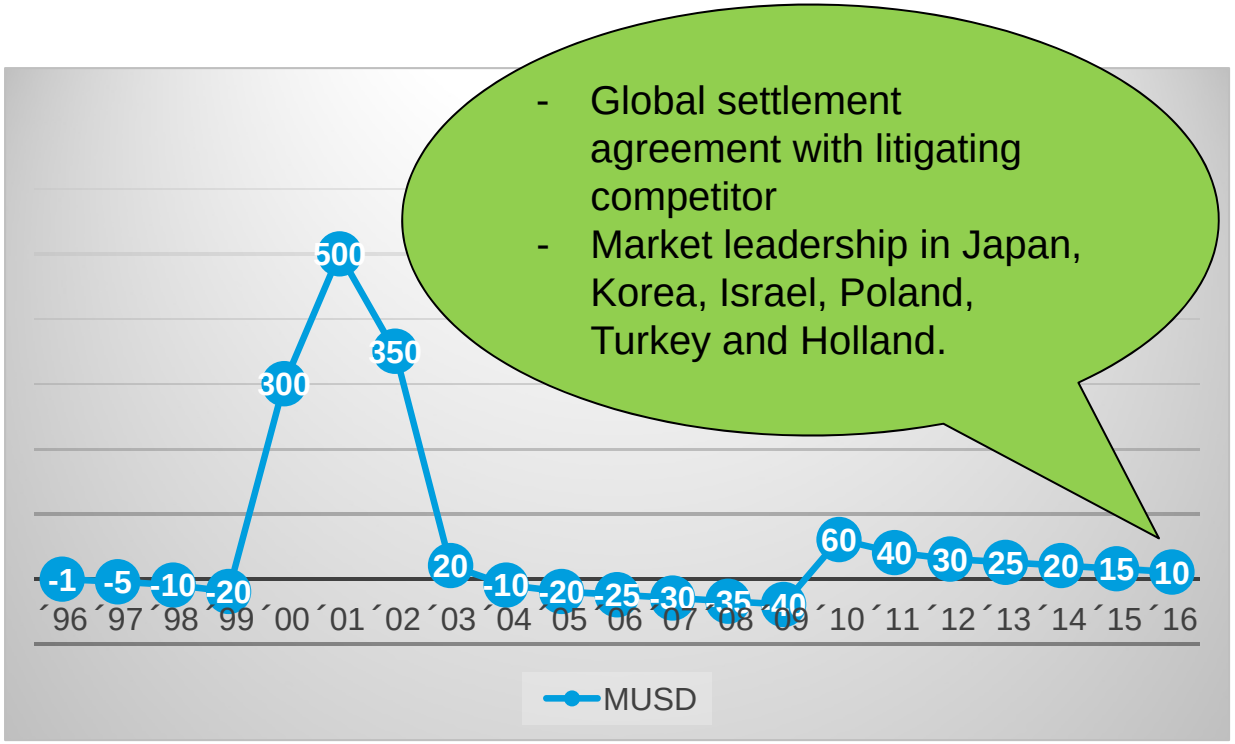
Back in business…



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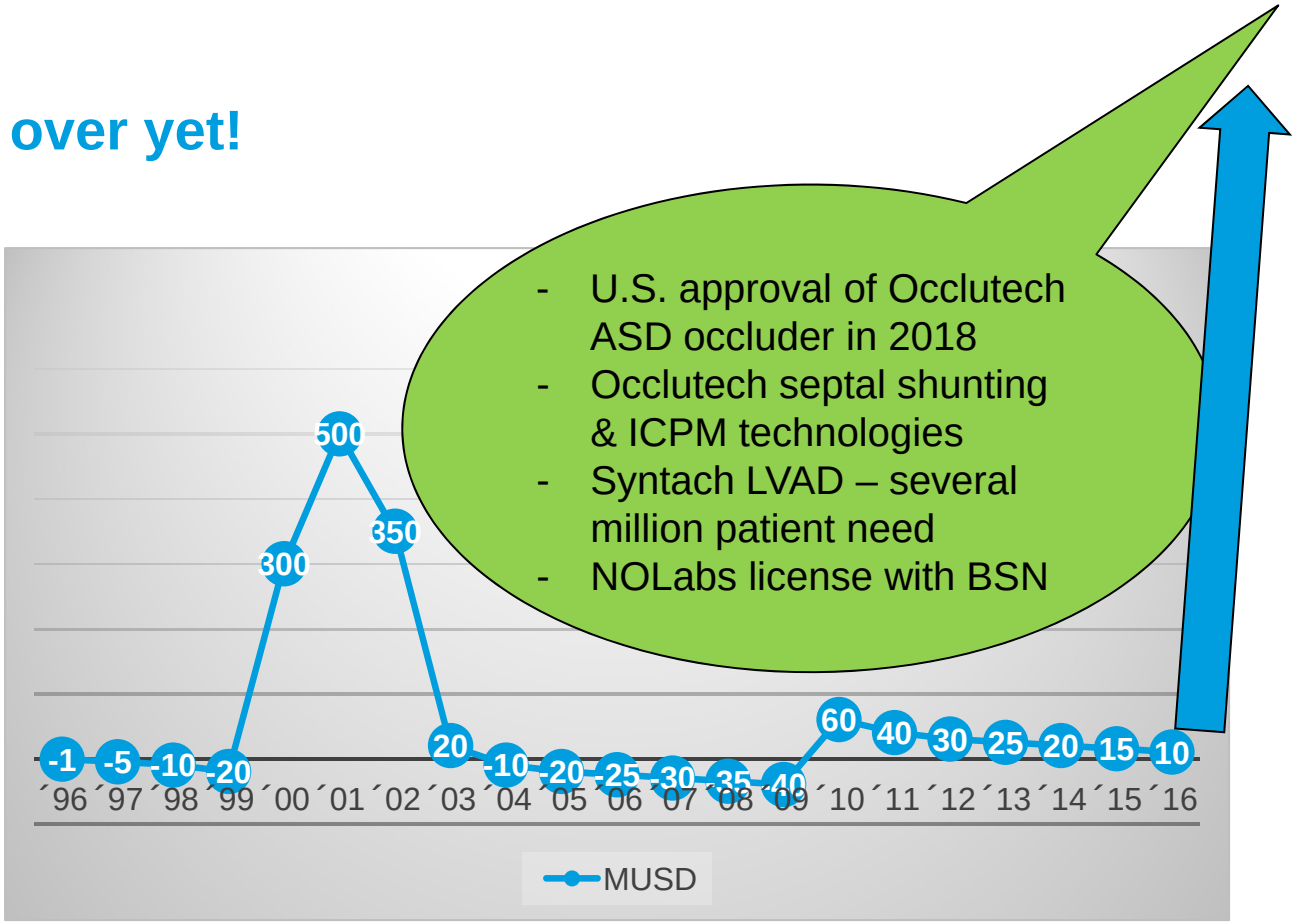
It ain´t over yet!



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Lessons learned – take-aways

- Lucky to be on the roller coaster
  - Only very few make it to the ticket counter
- Successful entrepreneur? – Maybe you should not run a company with > 1,000 employees
  - All of a sudden you have to deal more with lawyers and accountants than your employees and customers
- Never, ever give up
- Fast, open & honest communication
- Problem & bottle neck focus
- Be prepared for your luck!

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The big difference between winners & losers?

- The loser gave up

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Why do you do it? (and why continue doing it?)

- Benefit of fellow human beings
  - Saving lives
  - Who else would do it?
- Challenge – Sport
  - Do what very few other people have done before
- Self-realization?
- Long term income/wealth?
- Independence / freedom
  - No boss for 21 years…
  - Would anybody offer me a job?
  - Could I have a boss at all?

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Perfecting Performance

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