

Corporate Profile





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Introduction

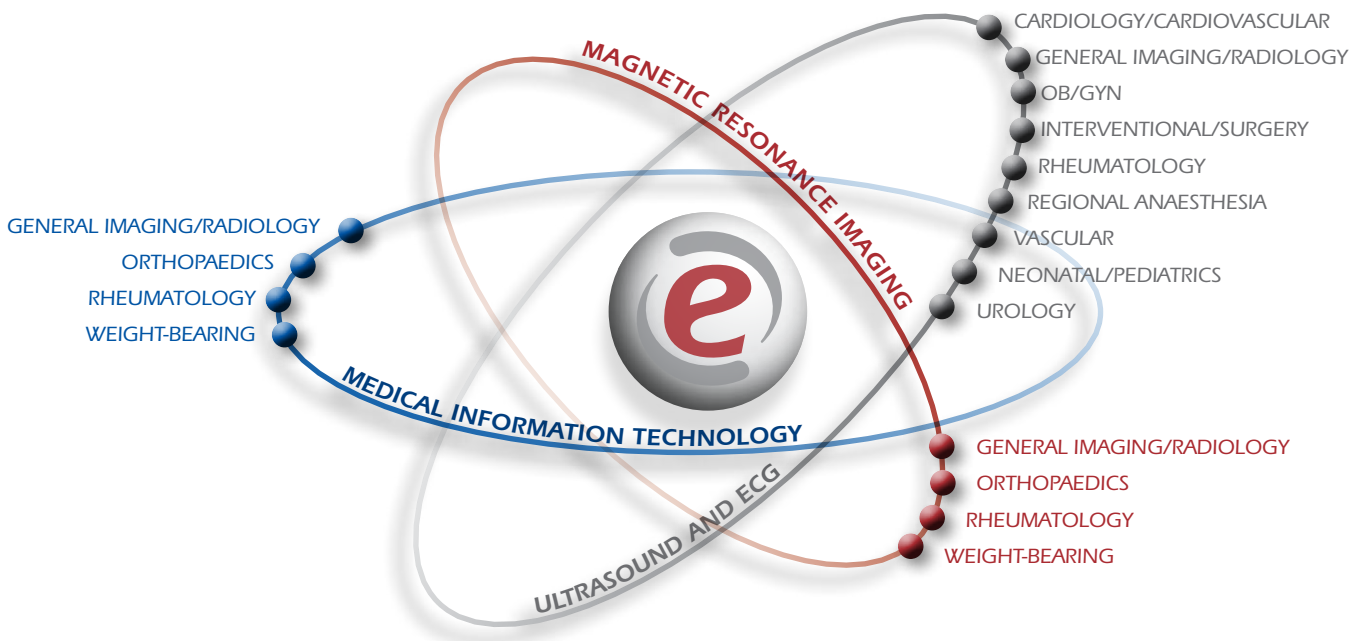


01

Esaote puts creativity, high technological skills and strong commitment at the disposal of the medical and scientific community: these are the key factors which have allowed Esaote, an Italian company founded at the beginning of eighties as a start-up of a big state-owned Group, to become one of the world's Top Ten leading diagnostic imaging companies.

Today, Esaote is a private company with excellent performances and impressive success rates in research and technological innovation for health.

Since its very beginning, Esaote has made important investments in research and development in this sector and has become, in a short time, an international player, with headquarters in Italy and subsidiaries, joint-ventures and distributors in over 60 countries of the world.



Ultrasound, dedicated MRI and information technology are the main fields in the healthcare sector in which the Esaote Group operates. This focus has resulted in developing "light" technologies, which can be "friendlier", less expensive and less invasive for patients, and also assure high quality diagnostic performances.



Ultrasounds



02



13-2865-2008PDP app/4p/07b
red dot design award
honourable mention 2008

IDA
INTERNATIONAL DESIGN
EXCELLENCE AWARDS '08
SILVER

About 9.000 ultrasound scanners are manufactured annually in Esaote factories, located in Italy (Genoa and Florence), Holland (Maastricht), France (St Germain en Laye) and China (Shenzhen). These are high technology diagnostic systems which can be employed in a large field of applications (e.g. abdominal, muscular-skeletal, vascular, cardiology, surgery) and combine sophisticated performance with ease of use and precise diagnostics.

The latest generation **MyLab30**, ultrasound systems, designed and produced by Esaote, are in use by NASA in the Johnson Space Centre's echocardiography labs. Today more than 130.000 Esaote systems are installed all over the world and Esaote is now ranked 5th in the world of ultrasound scanner manufacturers, with a market share of 7%.

Esaote has greatly increased its share of the world ultrasound market, aiming at the new ultrasound diagnostic modalities which are based on the use of portable systems. In the last few years Esaote has developed new systems for use in many different fields of application: from orthopaedics to anaesthesia, in first-aid, emergency, vascular screening as well as in general practices.

The new revolutionary system **MyLabOne** meets all these requirements, by encompassing an entire specialized, high performance ultrasound scanner, in just a 12 inch touch-screen display and allowing the user to have the typical interaction one would have with any latest generation PC.

In order to meet today's hospital needs where efficiency and productivity are very important and the expanding as well as changing clinical needs require medical equipment to deliver high performance, ease of use and today more than ever, innovative diagnostic solutions,

Esaote has developed **MyLabTwice**.

This system combines a "premium performance" ultrasound scanner with an arm-held wearable ultrasound, which can be quickly moved inside the hospital, wherever emergency situations occur or bedside examinations are required.

The constant innovation of Esaote ultrasound scanners – whether they are portable or multidisciplinary - offers important diagnostic opportunities and competitive performance/price ratio, thus meeting the increasing clinical need of the healthcare systems.




MyLab™Twice



Dedicated
MRI

03

Today Esaote is the undisputed leader of Dedicated MRI, with a market share of 85% and about 2,000 systems installed throughout the world. Esaote was the first company in the world to perceive the potentialities of the market's interest in joint examinations. The company perceived that MRI could be a "gold-standard" for skeleto-muscular tests. Using their innovative and proprietary technology Esaote launched the first dedicated systems in 1993.

Since then Esaote has developed MRI systems covering all kind of applications for joints; knee, ankle/foot, hand/wrist, elbow, shoulder and spine. The innovative  is a revolutionary dedicated musculoskeletal MRI system; the magnet can be tilted from the horizontal to vertical position, which enables the imaging of the patient in the weight bearing position.

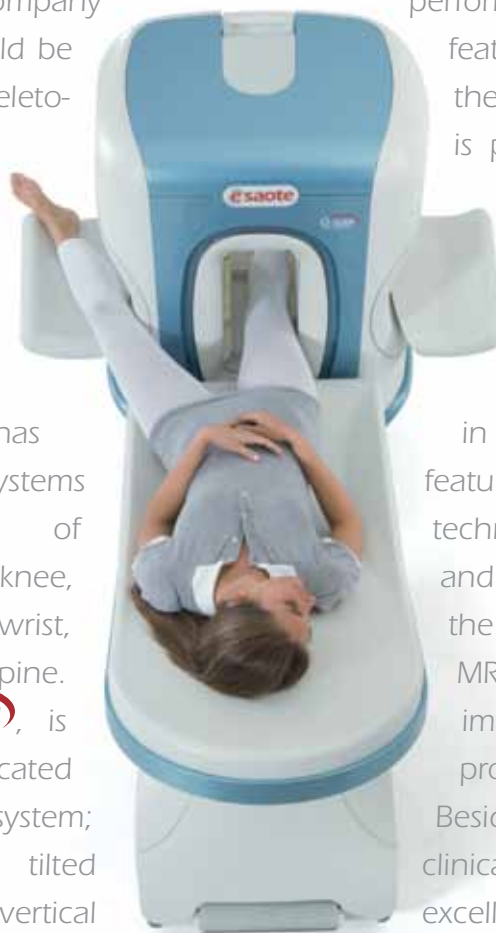
All dedicated MRI systems developed by Esaote have the same characteristics of ease of use, direct patient contact with the operator to gain trust and security with the

system and an excellent integration system always providing successful examinations.

The newest office-based , is a very compact dedicated MRI system which can be installed in less than 10 m² (100 square feet). It is equipped with a high-performance permanent magnet featuring a central hole, where the extremity to be examined is positioned. The patient sits on a comfortable armchair outside the system, while the examination is performed from the operator console, located in the same room. The O-Scan features the most innovative technologies, both for RF coils and MR sequences. Furthermore the system offers excellent MRI capabilities, outstanding image quality and increased productivity.

Besides the technological and clinical advantages – such as excellent image quality and ease of use - Esaote dedicated MRI systems represent an outstanding opportunity to enhance imaging

productivity. When used in large hospital for extremity MRI examinations together with whole body systems, they can reduce operating and maintenance costs.





Non-Imaging Cardiology



04

Esaote is at the forefront of the cardiovascular sector (with equipment such as: defibrillators, stress tests, monitoring systems, holter and pressure ECG) both with its own products, developed in the Florence laboratories and produced at site, and with functional diagnostic equipment developed by partner companies.

Esaote is also leader in the sphere of software solutions for cardiology departmental management through the supply of clinical electrophysiology and



imaging management systems. Furthermore top quality products dedicated to home care and to telecardiology are successfully developed by Esaote, in order to offer high-tech solutions to those patients who need to be closely monitored, even outside healthcare structures. This can be a strong contribution both in improving quality of care and patient safety and in limiting healthcare expenditures.

Medical Information Technology

05

The increasing demand for digital solutions, which can make the management of hospital departments easier and optimize the clinical data workflow, led Esaote to invest in the sector of Medical Information Technology. Today Esaote is a point of reference at an international level.

The Esaote Group operates in this sector through its unit **EbitAet**, which develops integrated software products for medical image and information management, specifically designed for radiology and cardiology departments and through its subsidiary **Pie Medical Imaging** B.V., located in the Netherlands (Maastricht), developing software for angiographic image processing and quantitative image analysis.

Today EbitAet represents one of the major emerging players in the fast growing sector of PACS in Europe. The radiology product line and the cardiology product line offers

platforms for the visualisation, reporting, distribution and storage of medical studies, providing top line solutions for the rapid and effective implementation of film-less and paper-less hospitals. Ebit Aet is also specialized in developing high-level solutions for Dicom connectivity and networking.

Pie Medical Imaging boasts an important research and development centre and uses its expertise in quantitative analysis software for cardiology and radiology to develop new state-of-the-art solutions for its customers. The quantitative analysis software is intended for highly accurate and reproducible measurements of the dimensions of coronary arteries and other vessels as well as the analysis of left and right ventricular volumes. The main aim is to support medical professionals with the diagnostic process and applied treatment and to facilitate research to study the efficacy of modern interventions.





Innovative Technologies

06

RF QIMT



MyLabVinco™

Fusion
Imaging

ECHO LASER

Prevention is getting more and more important and this is why it is necessary to develop clinical methods which can help physicians with early and quick diagnosis.

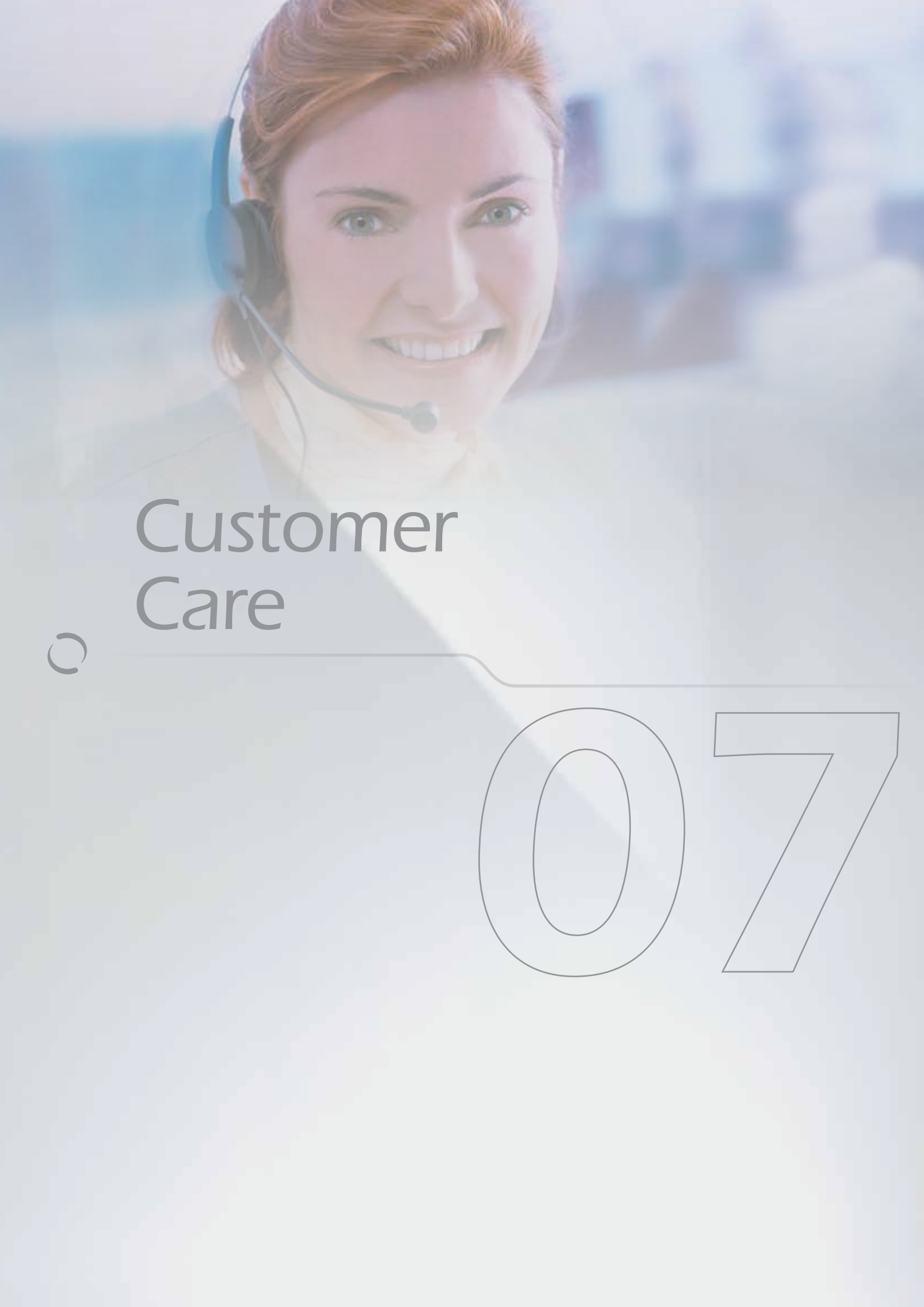
Accurate cardiovascular management at an early stage can provide an advantage by being able to plan an efficient prevention and treatment regime and can reduce health expenses while improving the quality of life. To aid this Esaote has developed an innovative approach for the examination of carotid vessels, called **QIMT** (Quality Intima Media Thickness) and **QAS**, available on the new generation ultrasound scanners MyLab, in order to support the early detection of cardiovascular diseases.

A revolutionary technique – which represents also an extremely ambitious challenge, not only in the technological, but also in the medical and scientific field – consists in the evaluation of the blood flow in the veins of the neck and head through an echo-colour doppler examination. This allows the physician to detect possible alterations of the neck veins (jugular, spine etc...) which can lead to a Chronic Cerebrospinal Venous Insufficiency (CCSVI).

To this aim Esaote has developed the new echo-color doppler system “**MyLab Vinco**”.

Esaote is preparing its future by continuing to manufacture diagnostic systems and also by developing specific medical solutions between diagnostics and mini-invasive interventional procedures. For the interventional imaging sector Esaote has developed a fusion imaging system called “**Virtual Navigator**”. It is a revolutionary modality, introduced for the first time by Esaote, which provides real-time fusion of ultrasound and CT/MR imaging. It is an important innovation which allows the diagnostic power of ultrasound technology to increase while representing a useful tool for “Diagnosis and Therapy” projects. The Virtual Navigator advanced system was developed to improve the efficacy of the interventional actions and guarantee a better diagnostic and therapeutic safety.

In the field of minimal invasive surgery **Echolaser** is an innovative system integrating laser and ultrasound, allowing the ultrasound guided laser thermal ablation of metastases, primary liver tumours and benign thyroid nodules. The aim is the development of integrated devices and systems, supplying specific treatments, which can be used according to an efficient procedure, replicated and which are not operator-dependent.



Customer Care



07

Customer satisfaction is the pursued goal, that Esaote has undertaken right from the beginning of its activities on the medical technology market and which was formalized with the corporate Quality Management System certification.

The importance given to this aspect of its activity includes also the attention to the safety aspects linked with use and management of medical devices.

Therefore technical service on biomedical equipment complies with the regulatory provisions in the MDD 93/42 directive for medical devices in force in Italy since

14/06/98 and with relevant obligations for marking medical devices being put onto the European Union market.

After-sale assistance is accomplished directly by the service department or through agencies (for the national market) and by the foreign branches or local distributors (for the foreign market).

Service activities are performed by qualified personnel in accordance to procedures for failure detection, for carrying out technical assistance as well as final tests in order to check proper working and safety of the equipment.



R&D and Quality



08

The massive investment in research and development made by the Company since its foundation, has allowed Esaote to compete and be recognized on an international level. Thanks to this ethos and to a strong relationship with the clinical, scientific and industrial background of the areas where Esaote operates, the company has grown using the innovation of its own technology. The new diagnostic opportunities offer physicians the possibility to take advantage of these technological goals, which improve the quality of life of patients and of the health professionals. Esaote's research and development policy has always been based on the development of highly competitive products, on a careful analysis of medical needs and of

the market development trends.

Esaote invests 8-10% of its consolidated sales in research and development activities, where 20% of its employees are engaged in the laboratories of Genoa, Florence, Naples (Italy), Maastricht (The Netherlands) and St. Germain en Laye (France).

The Company boasts a long industrial tradition in which Quality has always been a priority. The priority of quality is linked to product type, humanitarian and social characteristics of the market in which the Company operates and to the Company's leading role. Therefore all activities performed by the Esaote Group refer to the Quality Management System and are carried out to conform to the recognized standards.

Quality Management System certification issued to Esaote S.p.A.:


- ISO 9001:2000 (CSQ certificates n° 9120.ES01 and n° 9120.ES02)
- ISO 13485:2003 (CSQ certificates n° 9124.ES03 and n° 9124.ES04)
- FDA Quality System Regulation, 21 CFR Part 820, Medical Devices; CGMP (for products sold on the American market)
- Canadian Medical Devices Regulations SOR/98-282; CAN/CSA-ISO 13485:2003 (compulsory for distributing medical devices in Canada since November 2003)
- Japanese GMP - MHLW Ministerial Ordinance n° 169, 2004
- IQ-NET standards ISO 9001:2000 (registration n° IT-1280 and n° IT-1330)
- CE-MDD marking (identification number CE 0051)



Esote in the World



09



A key factor in the history of Esaote has been its search for leadership in Italy and above all abroad. The Company firmly believes that competition with large corporations is possible just by operating on an international scene. At the end of the nineties, Esaote boasted the first acquisition in the USA.

Over the years the Group has shown great growth and skill in inserting itself into the business realities already present in Holland, France, China and the USA.

Today the Group consists of subsidiaries located in the Netherlands, Germany, France, Spain, and United States and also in the People's Republic of China, Argentina,

India and Brazil. In Russia, Esaote has offices in Moscow and via an international distribution network the Group operates in over 60 countries worldwide.

Activity within the overseas markets can be demonstrated by a share of exports equal to around 60% of the company's consolidated sales and by the number of overseas employees equal to about 50% of the total. By being strong in its own territory, Esaote has been able to reach global dimensions by using its ability of innovation and strong team spirit by everyone in the Group. In this way the company, born from zero at the beginning of the eighties, has managed to grow and affirm itself on a world level.



Esaote
Group

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The logo for esaote, featuring a stylized '@' symbol in a circle followed by the word 'esaote' in a bold, lowercase, sans-serif font.