

**2009 Asia Pacific Frost & Sullivan Excellence in Healthcare Awards for  
Emerging Company of the Year****Uscom Limited**

The 2009 Frost & Sullivan Award for Emerging Company of the Year is presented to Uscom Limited (Uscom) in the Asia Pacific medical devices market for its success in emerging as a significant participant. This company is perceived to have exhibited superior market growth and the ability to combine technology with successful strategic initiatives. Uscom recognized market needs for non-invasive and high-fidelity measurement of cardiovascular function through the development of its flagship products— USCOM 1A and Oxycom.

**Innovative and Unique Products**

USCOM 1A, the flagship product of the company, is the outcome of the company recognizing a great idea from a hospital researcher and developing it further. Developed in 2001, USCOM 1A was introduced for clinical usage in 2005. This patented device is ultrasound-based and allows for the non-invasive monitoring of cardiac flow. USCOM 1A measures the cardiac output (CO) non-invasively using continuous wave Doppler ultrasound with a transducer. This has proven to be an accurate device to be used during cardiac surgery and for patients in intensive care units (ICU). Subsequently, the company leveraged the same technology to develop Oxycom, its latest patented product.

In October 2008, Uscom launched Oxycom that combines blood flow measurement with oximetry to provide a non-invasive measure of the amount of oxygen being delivered to the cells of the body. Oxycom, together with USCOM 1A, offers a completely non-invasive approach to hemodynamics that enables early and accurate detection for management of circulatory dysfunction and objective guidance of therapeutic optimization. The products are designed to measure normal and abnormal circulation at the level of the heart and vessels. The hemodynamic information and trending can be used to assist the physician to guide therapies such as fluid, inotropes, and vaso-active drugs.

### Wide Product Acceptance among the Key Opinion Leaders

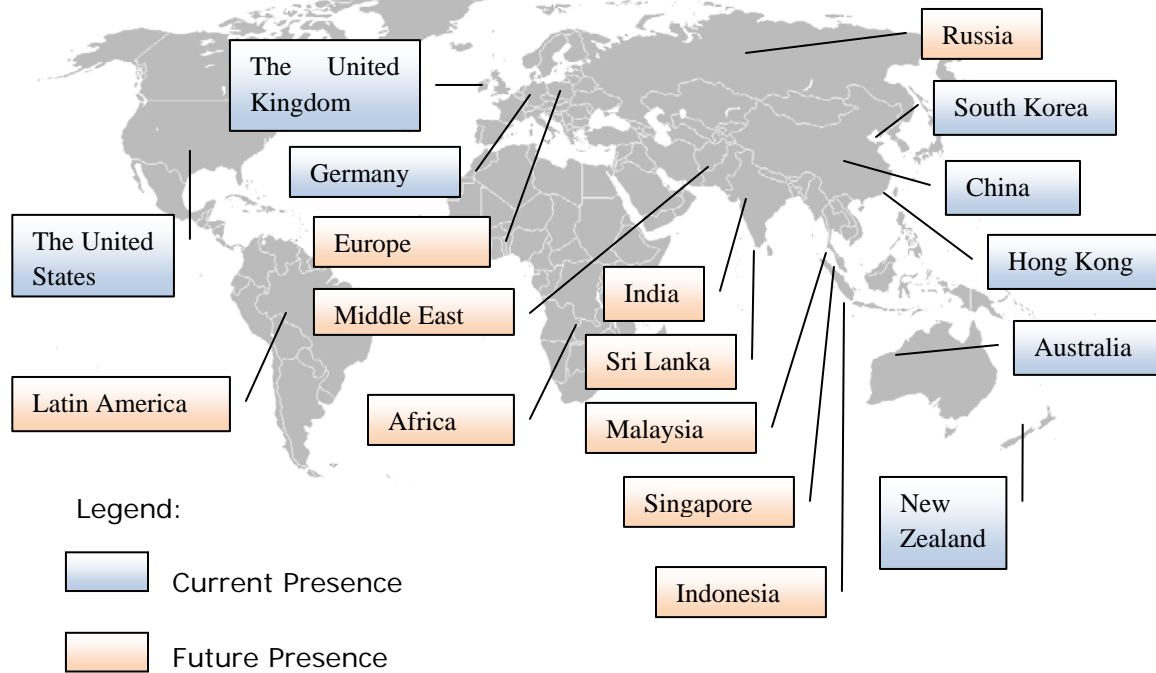
Due to their ability to provide accurate results, USCOM 1A and Oxycom have found acceptance in the countries that Uscom has penetrated. Before the introduction of USCOM 1A and Oxycom, cardiac output measurement was possible only through the invasive method of catheter insertion into patients. It was risky, prone to infection, and a less accurate method of providing measurement of patients' hemodynamics. By using a non invasive approach, Oxycom and USCOM 1A have changed the way cardiac output is measured. In addition, the products have been shown to be cost effective, reliable, accurate, and are easy to use for the benefit of patients

### Wide Geographic Expansion

In terms of penetrating new markets, Uscom expanded its business from Australia in 2007 to China, South Korea, Hong Kong, and parts of the United States, the United Kingdom, and Germany. It has set up services in local languages in these countries. Subsequently, the company has expanded its business further by establishing an alliance with Spacelabs Healthcare in 2008, which is the sole distributor of Uscom's products in the United States, Europe, Middle East, Africa, and India. Moreover, during 2009 and 2010, Uscom is planning to increase its presence significantly in Latin America, Middle East, Europe, Russia, Singapore, Malaysia, Indonesia, Sri Lanka, India, and New Zealand.

Chart 1.1 provides Uscom's current and future geographical expansion in the global medical devices market from 2007 to 2010.

Chart 1.1  
 Medical Devices Market: Uscom's Current and Future Geographical Expansion (World),  
 2007-2010



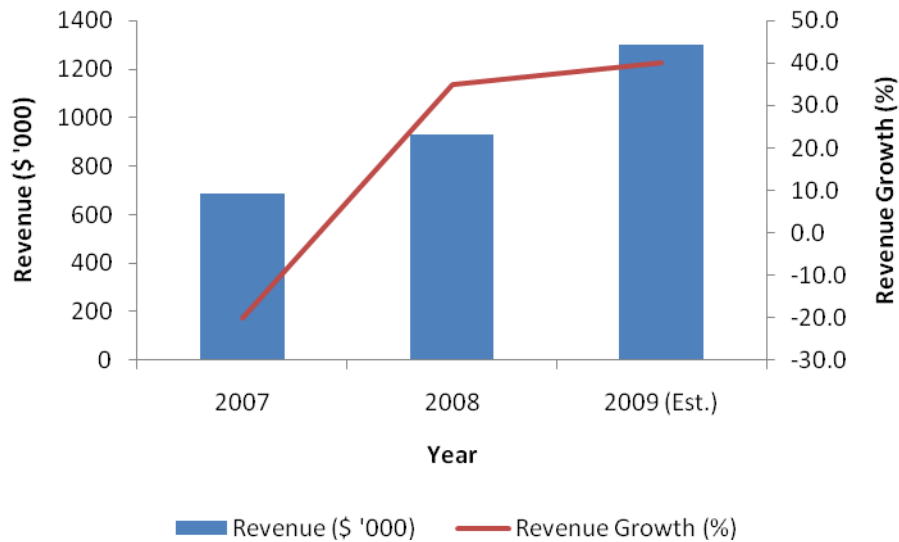
Source: Frost & Sullivan

### Revenue and Market Share Growth

In 2007, Uscom experienced a negative growth of 20.0 percent with total revenue of \$689,000 as most capital and revenues were re-invested to build its infrastructure and in research and development activities. The company revenue grew by 35.0 percent in 2008, earning estimated revenue of \$930,050. For 2009, Uscom targets to grow by 40.0 percent and estimated to earn \$1.3 Million. It is the only company that has such unique products with no direct competitor.

Chart 1.2 provides Uscom's revenue and market share growth rates for the Asia Pacific medical devices market from 2007 to 2009.

Chart 1.2  
 Medical Devices Market: Uscom's Revenues and Market Share Growth Rates (Asia Pacific), 2007–2009



*Note: All figures are rounded; the base year is 2008. Source: Frost & Sullivan*

### Conclusion

Uscom has been recognized for demonstrating technological innovation and leadership, which has enabled the company to participate and contribute significantly to its industry. The superiority demonstrated by Uscom makes it the deserving recipient of the 2009 Frost & Sullivan Emerging Company of the Year Award in the Asia Pacific medical devices market.

## Award Description

The Frost & Sullivan Award for Emerging Company of the Year is presented each year to the company that has emerged as a significant participant within its industry. This company is perceived to have exhibited outstanding management, superior market growth, exceptional customer service, and the ability to combine technology and successful strategic initiatives. This company has the exceptional know-how to take advantage of market changes through the execution of innovative strategies within the existing competitive landscape.

## Research Methodology

In order to select the Award recipient, analysts quantify several market factors for each market participant according to predetermined criteria, paying close attention to their combined operations efforts. This process includes interviews with market participants, customers, and suppliers, along with extensive secondary and technology research. The companies' efforts are then analyzed based on the number of new customers, new segments, and commitment to business expansion coupled with market growth.

## Measurement Criteria

In addition to the methodology described above, there are specific criteria used to determine final competitor rankings in this industry. The recipient of this Award has excelled based on one or more of the following criteria:

- Proof of success executing a restructuring strategy
- New market penetration (geographic, product, etc.)
- Marketing, promotion, and visibility of the company
- Degree of strategy innovation
- Technological innovation and leadership
- Increased name recognition
- Revenue and market share growth

### About Best Practices

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry. [awards.frost.com](http://awards.frost.com)

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