

**2015 PRESS KIT**

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**About Profound Medical Corp.**

Profound Medical is a medical device company that has developed a unique and minimally invasive treatment to ablate the prostate gland. Profound’s novel technology combines MR imaging with ultrasound thermal energy that is delivered via a transurethral approach. This investigational method of prostate ablative therapy provides highly accurate and precise treatment of the prostate in a short time span, allowing for fast patient recovery. The potential of this technology is currently being assessed in clinical trials. For more information, visit [profoundmedical.com](http://www.profoundmedical.com/)

**Profound Medical Corp. Background Information**

TULSA

<http://www.profoundmedical.com/tulsa>

Management Team

<http://www.profoundmedical.com/about-us/#managementTeam>

Board of Directors

<http://www.profoundmedical.com/about-us/#board>

Clinical Advisory Board

<http://www.profoundmedical.com/about-us/#clinical>

TULSA vs. HIFU insert

[Insert pdf](file:///C%3A%5CUsers%5Crvongoetz%5CDesktop%5CInsert%20pdf.pdf)

A Profoundly Different Way to Ablate Prostate Cancer brochure

Brochure.pdf

**Images**

Procedure Illustrations



**Images**

(continued)

Thermal Ablation TULSA-PRO device



**Frequently Asked Questions**

**Q. *What does TULSA stand for?***

**A**. Transurethral Ultrasound Ablation

**Q. *What is TULSA-PRO?***

**A**. TULSA-PRO is the medical device. TULSA is the procedure.

**Q. *Does the procedure treat prostate cancer?***

**A**. The procedure is for patients with localized, organ-confined prostate cancer. TULSA is used to ablate the prostate gland, including cancerous tissue.

**Q. *How does TULSA differ from HIFU?***

**A**. TULSA delivers a continuous volume of thermal ablation in a 360° sweep from the inside-out. Treatment is MRI-guided and delivered under real-time active temperature feedback control. Treatment time is less than 40 minutes for the average sized prostate and patients go home within 24 hours of the procedure. TULSA has the potential for fewer significant complications.

**Q. *Is the procedure currently available?***

**A**. No, the procedure is not yet available to patients. We are currently launching a 110 patient Pivotal Trial. We plan to commercialize in Europe and Canada in 2016, in the U.S. in 2017.

**Q. *Profound Medical became a public company in June 2015. Where can I find the current share price?***

**A**. The current share price can be found by searching for the ticker symbol “PRN” at <http://web.tmxmoney.com/quote.php?qm_symbol=PRN>

**Profound Medical Social Media Channels**



[www.linkedin.com/company/profound-medical-inc](http://www.linkedin.com/company/profound-medical-inc)



[www.youtube.com/results?search\_query=profound+medical](http://www.youtube.com/results?search_query=profound+medical)

104560A Investigational device. Limited by federal law for investigational use.