



## 2015 PRESS KIT



A Profoundly  
Different Approach  
To Ablate The Prostate

### Media Contact

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## About Profound Medical Corp.

Profound Medical is a Canadian medical device company that has developed a unique and minimally invasive treatment to ablate the prostate gland in prostate cancer patients. Profound's novel technology combines real-time MR imaging with transurethral therapeutic ultrasound and closed-loop thermal feedback control. It provides a highly precise treatment tailored to patient-specific anatomy and pathology. This method of prostate ablation offers short treatment times and low morbidity, allowing for fast patient recovery. The potential of this technology is currently being demonstrated in clinical trials. For more information, visit [profoundmedical.com](http://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>

Investor Relations

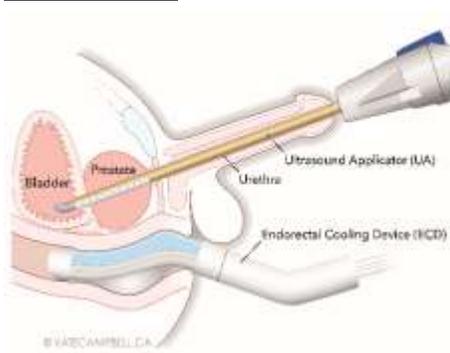
<http://www.profoundmedical.com/investor-relations/>

[Profound Medical Brochure](#)

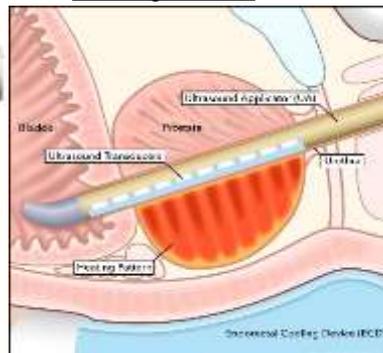
[Phase 1 Clinical Trial Results Presentation 2015.pdf](#)

## Images

The Procedure



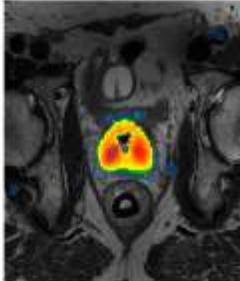
Heating Pattern



## 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 cancerous and non-cancerous tissue in patients with prostate cancer.

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

- A. TULSA uses a transurethral approach, ablating the prostate from the inside-out. HIFU is transrectal, and focuses the ultrasound energy from the outside-in, through the rectal wall which is the exact tissue you want to avoid heating.
- TULSA is MRI-guided from treatment planning through to treatment assessment. Most importantly, MRI thermometry provides real-time quantitative temperature measurements within the prostate, allowing closed-loop active temperature feedback control of the ablation volume. HIFU does not have temperature feedback control.

- TULSA delivers directional but not focused ultrasound directly to the prostate gland, ensuring a contiguous ablation volume with no cold spots between sonications. This also allows a larger volume of tissue to be heated in a short amount of time, ultimately resulting in short treatment times of approximately 40 minutes. HIFU, on the other hand, scans discrete focal areas of ablation across the prostate in a sequential fashion. Overlap between these discrete sonications is important to avoid cold spots, and ultimately results in long treatment times of approximately 3 hours.

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

A. No, the procedure is not yet available to patients. We are currently preparing for the Pivotal Trial of 100 patients to commence in 2016. It will include 10 sites in Canada, Europe and the United States. Additionally, we will be submitting for a CE Mark and Health Canada Medical Device license in Q1 of 2016. 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](http://web.tmxmoney.com/quote.php?qm_symbol=PRN)

## Profound Medical Social Media Channels

**LinkedIn**

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

**YouTube**

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