



Seven-Point Strategy for Success

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1. **Full Transparency.** The ProLung® team is committed to full transparency. This includes celebrating successes together with its investors, as well as addressing setbacks in a timely manner. Starting today, the Company will also renew its regular updates via email and will meet with shareholders as often as possible for a public company.
2. **Focus on the Core Team.** The Company looks forward to re-organizing and re-deploying its internal talent to focus on regulatory affairs, science and technology, with the driving goal of supporting ProLung's FDA De Novo submission. This requires ensuring the right people with the right skills are in the right positions to guide the ProLung Test along the path toward FDA clearance and adoption in the global healthcare marketplace.
3. **Technology Focus on ProLung Test™ Performance.** Technological performance will ultimately determine ProLung's success. Therefore, technological progress dictates ProLung's future. Improving our internal technology processes requires collaborating with the right experts, including statisticians to optimize our predictive algorithm, FDA experts to fine-tune our future De Novo submission, regulatory and quality experts to ensure we are compliant with regulations, and engineers to characterize, innovate and advance the ProLung System, as well as address end of life components and patient data privacy.
4. **Leveraging our Clinical Partnerships.** The Company will regularly engage with key Primary Investigators (PI's or lead researchers for our clinical trials and overseas registry trials) to better understand their evolving clinical needs, commercial strategies and next steps on an ongoing basis. Our current clinical trial partners in the USA include MD Anderson in Houston, UCLA in California, Huntsman Cancer Institute in Utah, Henry Ford Hospital in Detroit, Loyola in Chicago, Medical University of South Carolina in Charleston and nine other premier sites. Where applicable, we will engage with additional medical experts.
5. **Cultivate our Strategic Partnerships.** The Company intends to both nurture its strategic relationships, as well as identify additional potential partners. Our goals include: (1) a potential strategic partner exit, (2) utilizing existing go-to-market teams that will deliver more rapid and less costly revenue, and (3) licensing our product to improve the performance of the ProLung Test or to increase the size of our lung cancer product offering.
6. **Gain Reimbursement for ProLung Test.** As reimbursement drives doctors' purchasing behavior in the United States, the Company intends to leverage its growing base of evidence for codes. We must invest in this process now, as it requires published evidence of our clinical validation study, as well as the product efficacy in the marketplace, in order to support an explosive go-to-market strategy and generate revenue.
7. **Maximize and protect our financial capital.** Our goal is to ensure that our capital spending of shareholders' investment is cost-effective and provides the Company with maximum flexibility. We will better allocate our precious capital by focusing on essential business objectives rather than propping up any residual internal bureaucracies. This includes fundraising so ProLung will have time and resources to make the best possible choices for the product and the flexibility to return the highest possible value to our shareholders.