



Ventripoint Diagnostics Provides a Corporate Update

Toronto, Ontario – The Newswire –March 16, 2023 - Ventripoint Diagnostics Ltd. ("Ventripoint" or the "Company"), (TSXV:VPT; OTC:VPTDF) is pleased to provide a corporate update on the Company's current status and the outlook for 2023.

The Company enters 2023 following an extensive period of innovation and refinement of its core technology and is now well-positioned to capitalize on those investments in creating awareness and driving market adoption.

Dr. Alvira Macanovic, Ventripoint's President & CEO stated, "2022 was a transformative year for Ventripoint, and the company is in a much stronger position going forward. Ventripoint has gained traction in sales in its key markets and continues momentum as we pursue our mission to improve the lives of patients by providing better, simpler, and intelligent tools that give clinicians more accurate information and solve their immediate needs. My primary focus now is to drive revenues as a result of the tactical growth in our salesforce, channel partners and trial teams."

Sales, Marketing, and Distribution

One of Ventripoint's primary strategic goals for 2023 is to accelerate sales growth. The Company's sales and marketing efforts continue to focus on the latest generation VMS+ product to leading hospitals and clinics worldwide. Clinicians that have evaluated the technology see the potential for our products to elevate the care they provide to their patients and are impressed at how well Ventripoint products provide consistent, reliable, and accurate measurements, especially for their most complex cases.

During 2022 Ventripoint investments in sales and marketing infrastructure included:

1. Key hires of strategic sales leaders to cover the United States, Europe, and the United Kingdom.
2. Hires in clinical applications and technical support to support its sales team, including direct sales and distributors.
3. Partnerships with 11 distributors to cover the United States, Europe, and the United Kingdom; all with a focus in cardiology therapy bringing the sales team to 33 representatives across the USA, Europe, and the UK.
4. Investing in marketing initiatives to increase awareness of VMS. One of these major initiatives was attending and sponsoring 12 medical conferences in North America, Europe, and the United Kingdom.

Ventripoint's direct sales teams and distributors have started out the new year strong and have an aggressive schedule of booked clinical evaluations for the coming months which are key to closing sales and increasing reference sites.

About Ventripoint Diagnostics Ltd.

Ventripoint has become an industry leader in the application of AI (Artificial Intelligence) to echocardiography. Ventripoint's VMS products are powered by its proprietary KBR technology,

which is the result of a decade of development and provides accurate volumetric cardiac measurements equivalent to MRI. This affordable, gold-standard alternative allows cardiologists greater confidence in the management of their patients. Providing better care to patients serves as a springboard and basic standard for all of Ventripoint's products that guide our future developments. In addition, VMS+ is versatile and can be used with all ultrasound systems from any vendor supported by regulatory market approvals in the U.S., Europe and Canada. For further information, please contact:

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