



| Welcome |



we specialize because you do





*BK Medical's success is founded on the company's core values of being **Passionately Progressive, Constantly Caring, Involved and Insightful**, and paying **Attention to Accountability**. Evident in all aspects of our business, these values are the driving force behind everything we do. They form the foundation of our commitment to providing innovative, specialized, high-quality products to medical professionals, so they in turn can better help their patients.*



Do you know what sets us apart?

To our partners -

Creating products which help experts in their respective fields provide the best course of treatment for their patients takes more than just developmental prowess. It takes a company who is dedicated, builds partnerships with and listens to medical professionals - a company who recognizes that developing ultrasound solutions that contribute to improving patients' health and quality of life is in everyone's best interests.

We take our responsibility to provide high-quality products our customers can trust very seriously. Cultivating close, mutually productive relationships with our users and suppliers plays a key role.

As we hope you will see in the following pages, the equipment that results from this extraordinary combination of teamwork and expertise sets the standard for specialized ultrasound. In addition to gaining insight into our truly innovative responses to market demands, we hope you will also get a feeling for the other distinctive marks of the company, such as our strong and knowledgeable sales force and our dedication to training and servicing our customers.

Welcome to BK Medical.

Michael Brock
President and CEO

BK Medical develops, manufactures and markets medical solutions for urological and surgical ultrasound. Strongly founded in our core competencies, we also serve supplementary ultrasound segments in selected markets.

BK Medical at a glance

- Global market leader in surgical and urological ultrasound systems
- Revenue of \$93 million (FY 2008)
- More than 12% of annual turnover reinvested in R&D
- Products sold in over 75 countries
- A heritage of innovation, with several world firsts, for example simultaneous biplane imaging and high-resolution 3D ultrasound
- Products so unique they outperform others - sometimes even for decades



BK Medical is a wholly owned subsidiary of Analogic Corporation, an innovative and financially solid U.S. firm with a strong track record in precision signal acquisition and medical imaging.

Getting the inside track helps us perform even better

It is vital for us to develop an in-depth understanding of our customers' needs, so we can be the best we can be.

- We have established clinical advisory panels that meet regularly to discuss everything from clinical trends to disease patterns and new treatment methods.
- We hold focus group meetings with physicians who specialize – and use their feedback to refine existing products as well as to drive the design of new, tailored ultrasound solutions.
- We routinely consult with the advisory panels during the development phase. Then we take approved products into the field for extensive testing prior to product launch.
- We collaborate extensively with university research departments – to exploit synergies and keep our finger on the pulse of new technologies.
- We conduct independent customer satisfaction surveys help to ensure that we are living up to your standards.



Feet planted firmly on the ground
Solutions must have more than diagnostic value. They must also be viable in the real world of budgets and time constraints.





Kaj E. Duncan
Project Manager for R&D Projects
With the company for 10 years

“Getting a real understanding of our customers’ routines and day-to-day challenges helps us design products tailored to their needs.”

Walking a mile in your shoes

When it comes to the development of our products, it is important that everyone involved always keeps the end users in mind. For Kaj and his enthusiastic team of highly educated specialists, the Flex Focus was no exception.

Our developers regularly go out into the field to get detailed, first-hand information – like space, working positions, schedules, features, how equipment is being used. “These sorts of visits help them realize that our customers need the scanner to fulfill their goals, while taking as little of their time and focus as possible,” says Kaj. “By getting a real understanding of our customers’ routines and day-to-day challenges, we are able to design viable products that take the realities of today’s health care environment into account.”

R&D’s wealth of experience, knowledge and technological know-how, coupled with direct interaction with customers, have resulted in one of the most user-friendly, easy-to-use scanning systems on the market today.

IQPAC™ technology reduces ultrasound speckle and improves organ definition – creating crisper ultrasound images.



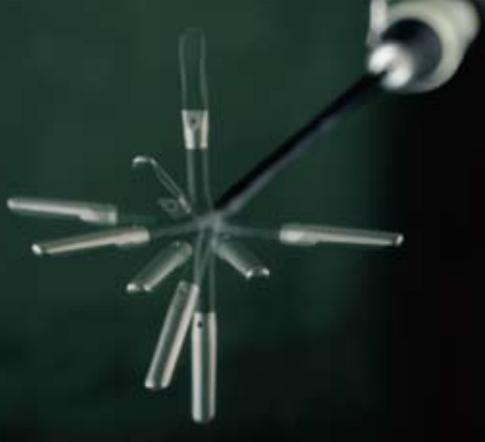
Image Is Everything

Modern design, superior image quality and mobility combined into a single scanner.



Addressing the unique challenges of surgery

Experienced doctors know that they could be considered craftsmen. The tool they hold must feel like an extension of their hands and require no conscious thought.



Simplicity and accuracy in tissue targeting is at a whole new level with the latest surgical transducer – 8824. For the first time, a surgeon can actually visualize the location of a needle – with the peace of mind that it is placed in the center of the lesion. This intraoperative simultaneous biplane transducer exemplifies that we are constantly striving to develop at the edge of impossible. The 8824 is merely the length of a match stick.

Optimized design that focuses on a surgeon's needs and helps them to perform at the highest level is the key. BK Medical's dedicated surgical transducers live up to those requirements. Surgeons can perform ultrasound examinations themselves and get the information and confirmation they need right away.



Sterile, single-use needle guides reduce the risk of patient cross-contamination. They are easy to use and save preparation and clean up time.



Did you know that 15 - 20% of patients with liver tumor or metastasis are shown to have more advanced disease during laparoscopy/laparoscopic ultrasound than found on CT or MRI?

Excerpt from a presentation, Dr. Torsten Pless, 2006.

Our insightful and innovative product development shapes markets.

Our specialized ultrasound tools get the required information directly into the hands of those who need it – the surgeons.



Mark Maris
Sales and Product Specialist
BK Medical, Benelux
With the company for 4 years

"Customers appreciate the personalized service and support a company of our size can offer them."

Establishing relationships

Mark's work as a Sales and Product Specialist goes beyond offering advice to medical professionals on how to select the right product for the task. One of his keys to success is establishing a long-term relationship with his customers.

At BK Medical, we work hard at establishing partnerships. One of the main reasons that specialists choose our systems is the personalized service we can offer. Mark's customers know that he is only a phone call away.

Mark explains, "Customers truly appreciate the short path between us and them. One of the best things about the short distance between the doctor and BK Medical is that it contributes to such a flexible way of working for both parties."

Our customers have come to know us as fast and responsive to their needs. They feel comfortable giving us feedback about products, because they know they are being heard. Their input is reflected in the products we make.

Inspiring and shaping markets

Millions of women around the world cope daily with the physical and social discomfort caused by urinary or fecal incontinence. As many as 30% of women are incontinent five years after their first vaginal delivery¹. Yet knowledge of

and research into the mechanism of continence in women is surprisingly limited. Specialized ultrasound can change that.

Ultrasound reveals important information on the pathology of the structures that control continence. It allows doctors to assess detailed information on the cause and effect of pelvic

floor dysfunction. And that can help them decide the best course of treatment for the patient.

As one of BK Medical's clear goals to inspire, educate and shape specialty markets, our mission is to bring more focus to the issues of pelvic floor dysfunction and help change the way medi-

With you every step of the way Educational support – before and after the sale

When asked to describe her job as a Clinical Education Specialist, Colleen says that she and her colleagues like to refer to themselves as “Educational Support,” essentially supporting their customers’ educational needs.

BK Medical provides excellent tools, but that is only one part of the total package, rounded out by our Clinical Education Specialists around the world. By showing customers how to use the equipment optimally with tailored system training, customers get real solutions they can use.

Part of that is asking the right questions, and understanding a customer’s needs. “That way, we can show them what the possibilities are, and really gear the training towards optimizing their daily work.”

Colleen explains further, “Time is often a real issue for our customers. We bring the system in and optimize it for their individual needs, show them how the system operates. This makes their day easier, more worry-free. Everything runs more smoothly, because we enable them to get the most out of their investment. In the end, they are able to use the system to the best of their ability and see possibilities they may not have been aware of – that is what we are here for.”

Follow-up is also an important part of this process. Colleen contacts or goes back to her customers after 4-6 weeks, to ensure that everything is as it should be.

It is the mutual feeling of partnership and the reciprocal respect from the professionals she meets that Colleen says she enjoys the most.



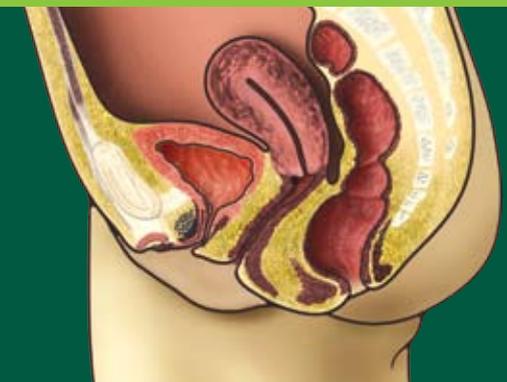
Colleen Kendall, R.D.M.S.
Clinical Education Specialist
BK Medical Systems, USA
With the company for 8 years

“Our customers appreciate the efforts we make in making their day easier and more worry-free.”

cal practitioners understand and treat incontinence and prolapse in women. We are proactive. We continue to work together with urogynecologists and other specialists around the world to develop techniques and establish ultrasound use as a common practice in this field. By attending conferences, giving lectures and setting up reference sites, we are helping to spread the word

about these advances in women’s health.

1. Viktrup et al. *The impact of first pregnancy and delivery.* American Journal of Obstetrics and Gynecology. 2001; 185(1): 82-87.

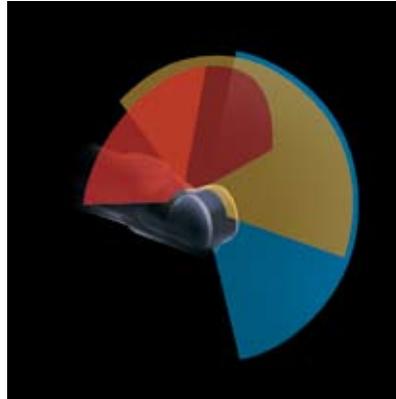




A lot of skill and expertise goes into the development and production of a state-of-the-art transducer.



Changing the way you use ultrasound



Setting the standard in prostate ultrasound

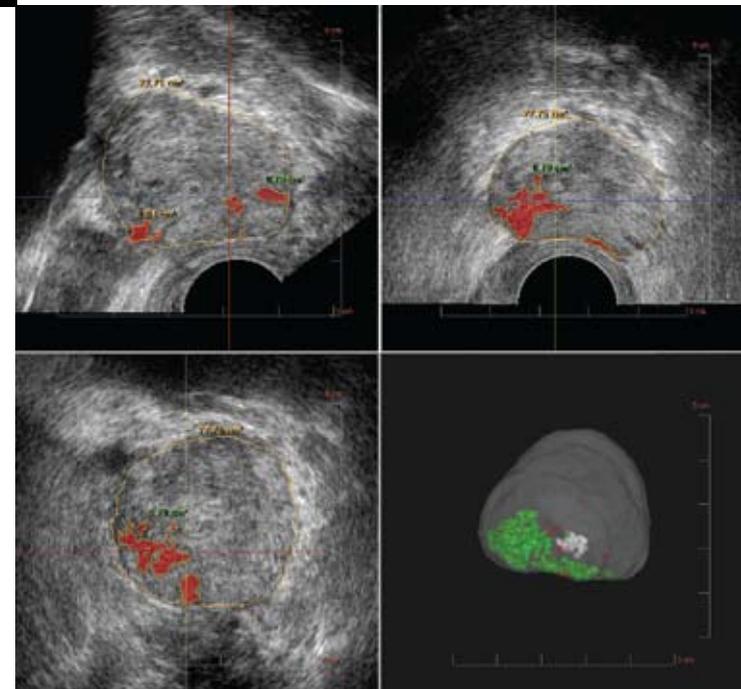
When we talk about ultrasound scanning of the prostate, there are basically two schools of thought: those who prefer endfire imaging, in order to get a better view of the apex, and those who prefer simultaneous biplane imaging for more accurate targeting.

There are definite advantages to both. So why not combine the best of both worlds in one convenient transducer?



The result is triplane imaging in the 8818 transducer. And biopsy guides are designed to be an integral part of the probe, for safer, easier and more accurate procedures.

The result is the optimal tool for taking accurate biopsies in any part of the prostate. The success of 8818 can be attributed to our many years of expertise combined with the ongoing collaboration with practitioners.



HistoScanning™ for clinically meaningful tissue differentiation and visualization in solid organ tissues, like the prostate.

Color labeling of differentiated tissues is superimposed on the ultrasound volume image.

HistoScanning is CE marked. HistoScanning has not been market cleared by the FDA for sale in the USA.

The first of its kind
2052 is a 360° anorectal transducer with a built-in 3D mover



We specialize because you do

As a specialist, Mr. Williams says that he practically grew up with BK Medical products throughout his medical career. Ultrasound plays an invaluable role in Mr. Williams' daily work as Consultant General and Colorectal Surgeon at Guy's and St. Thomas' NHS Foundation Trust in London, England. He uses BK Medical's Pro Focus scanner, our unique colorectal transducer (2050/2052) and 3D for the assessment, diagnosis and treatment of anal and rectal disorders. When asked why he chose BK Medical's solution, Mr. Williams replied, "Because it's an unrivalled product for the application."

For rectal applications, he finds BK Medical's solution particularly helpful for staging T1 and T2 tumors; in his opinion, ultrasound is also the most sensitive modality for determining the nature of rectal polyps.

He uses the system for anal applications to assess fecal continence, anal pain, fistulas and

sphincter trauma. He can predict functional effects of various pathologies, as well as determine candidates for surgical repair; the flexibility and convenience enables him to then take the system into the OR for scanning during surgery for complex fistulas and sphincter repairs.

Where the operator has suitable experience in differentiating between rectal polyps and early malignant invasion, Mr. Williams adds that ultrasound scanning may be superior to MRI scanning. In some complex fistulas, ultrasound can provide vital anatomical information. And sometimes this is not available on the MRI image.

Throughout the years, Mr. Williams and his mentors have played an instrumental part in the development of several products by providing valuable input. Mr. Williams appreciates that BK Medical is small enough to be responsive to his specialty needs.



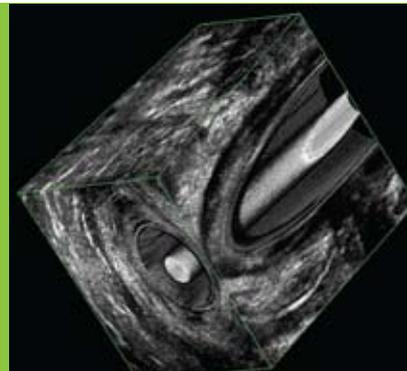
Mr. Andrew Williams
Consultant General and Colorectal Surgeon
Director of Pelvic Floor Unit
Guy's & St. Thomas' NHS Foundation Trust

Loyal BK Medical customer

Background

When scanning within a cavity, probe movement can cause artifacts or unwanted changes in anatomical presentation.

Our colorectal transducer is uniquely designed so that no moving parts come in contact with human tissue. Scan head positioning and 3D data set acquisition are done at the touch of a button.





John and his wife Kirsten. He was diagnosed with prostate cancer summer 2004. Brachytherapy treatment performed with BK Medical ultrasound equipment November 2004. PSA levels still low 5 years post-treatment.

Improving patient health and quality of life

I was first diagnosed with prostate cancer in 2004. I was 65 years young and married to a beautiful woman with whom I was deeply in love. As a very active sportsman, I naturally worried about how cancer was going to affect my life. So, I sought to find a treatment that would have the least impact on my life while eliminating my cancer.

The options for my stage were surgery, radiation, or brachytherapy. Unfortunately, it was not ever completely clear as to what quality of life I would ultimately experience. My ultimate conclusion was that the latter treatment option would have the least impact on those aspects of my life that I considered most important. I chose brachytherapy.

Fortunately, brachytherapy has served me well. Now, nearly five years after my procedure, I am still an avid snowboarder, my wife and I continue to enjoy our long motorcycle rides through different parts of our country, and I work out five days a week. And I periodically deliver sales and leadership training to action sports companies.

There are some heroes in my story. I owe a great deal of gratitude to my loving wife, Kirsten, as well as to my doctors for their arduous and disciplined treatment. Lastly, I am most grateful to the men and women who devote their lives to the creation of advanced therapies that make outcomes like mine possible.

We always do more

BK Medical's commitment

Through technological excellence and an in-depth knowledge of our core areas, BK Medical demonstrates a serious commitment to helping medical practitioners improve their diagnoses through ultrasound. Close, mutually productive relationships with our customers, our suppliers, our business partners and our employees are at the core of this commitment.

Skills and expertise – our people are our most valued assets

At the core of BK Medical is a broad variety of professionals, ranging from medical practitioners, registered nurses, scientists, engineers and radiographers to sales, production and logistics specialists.

Our corporate culture values respect and caring for one another. It is important to help our employees develop and thrive personally and professionally.

Distributors are our partners

In order for our products to reach all corners of the world, we rely on our daughter companies in the Americas, Europe and China and an extensive network of distributors. It is important that our customers can communicate with knowledgeable professionals in their own language.

Building and maintaining close ties with our distributors ensures long-term, mutually productive partnerships. This is a big part of the spirit of expertise and personalized service which is BK Medical.

Service and Training – we're with you every step of the way

BK Medical ultrasound systems and transducers are designed with leading edge technology and built with keen attention to quality, to provide years of unsurpassed performance. To help our customers protect their investments and be able to use the equipment to its full potential, we have developed tailored service and training programs.



It is very rewarding to see that something you have been a part of makes a difference in people's lives.



Sales Offices

B-K Medical Systems, Inc.
8 Centennial Drive
Peabody, MA 01960, USA
Tel: (1) 978-326-1300
Fax: (1) 978-326-1399

B-K Medical Benelux NV
Generaal de Wittelaan 19/7
2800 Mechelen, Belgium
Tel: (32) 1528 0600
Fax: (32) 1529 1025

B-K Medical Medizinische
Systeme GmbH
Pascalkehre 13
25451 Quickborn, Germany
Tel: (49) 4106 99 55-0
Fax: (49) 4106 99 55-99

B-K Medicale S.r.l.
Via Tulipani, 1
20090 Pieve Emanuele MI, Italy
Tel: (39) 02 90 78 13 47
Fax: (39) 02 90 78 19 05

B-K Medical Norge
Nesbru Senter, Fekjan 7B
1394 Nesbru, Norway
Tel: (47) 66 77 45 77
Fax: (47) 66 77 45 78

B-K Medical AB
Månskärsvägen 9, 141 75
KUNGENS KURVA, Sweden
Tel: (46) 8-744 02 11
Fax: (46) 8-744 02 12

B-K Medical (UK)
11 Grove Park
Waltham Road, White Waltham
Berkshire SL6 3LW, United Kingdom
Tel: (44) 1628 825-770
Fax: (44) 1628 826-970

BK Medical China
Room 301,
#500 Xiangyang South Road
Shanghai 200031, China
Tel: (86) 21 54656790

World Headquarters ■ Mileparken 34 ■ DK-2730 Herlev ■ Denmark
Tel: (45) 44 52 81 00 ■ Fax: (45) 44 52 81 99 ■ www.bkmed.com

