

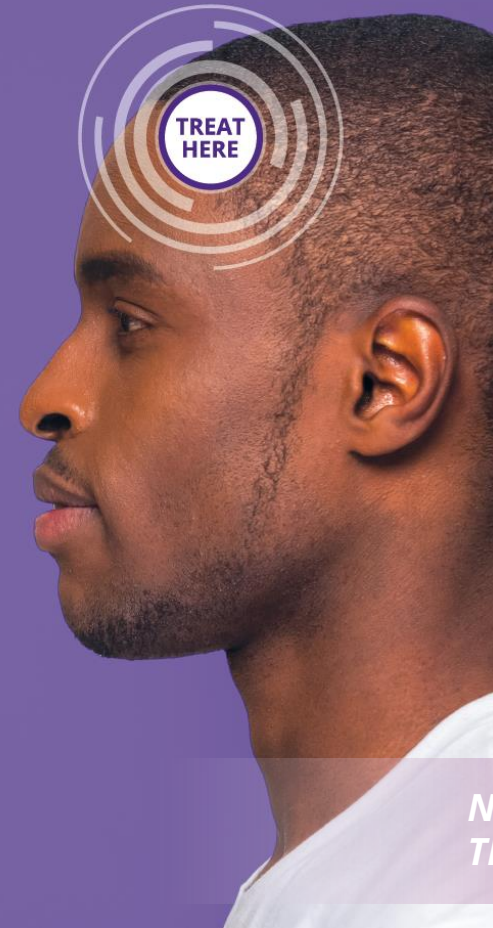


# TAP INTO A NEW POSSIBILITY *for mental health*

## COMPANY PRESENTATION

NASDAQ: STIM

May 2024



*Now FDA-Cleared as an Add-on  
Therapy for Ages 15 and Older!*

# Disclaimers

This presentation contains estimates and other statistical data prepared by independent parties and by Neuronetics, Inc. (the “Company”) relating to market size and growth and other data about the industry in which the Company operates. These estimates and data involve a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates and data.

Certain statements in this presentation and accompanying commentary that are not historical facts are “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements may be identified by terms such as “outlook,” “potential,” “believe,” “expect,” “plan,” “anticipate,” “predict,” “may,” “will,” “could,” “would” and “should” as well as the negative of these terms and similar expressions. These statements include those relating to the Company’s business outlook and current expectations for upcoming quarters and fiscal year 2024, including with respect to revenue, expenses, growth, and any statements of assumptions underlying any of the foregoing items. These statements are subject to significant risks and uncertainties and actual results could differ materially from those projected. The Company cautions investors not to place undue reliance on the forward-looking statements contained in this presentation. These risks and uncertainties include, without limitation, risks and uncertainties related to: the impact of public health crises on the Company’s operations, manufacturing and supply chain interruptions or delays; the Company’s ability to execute its business strategy; the Company’s ability to achieve or sustain profitable operations due to its history of losses; the Company’s reliance on the sale and use of its NeuroStar Advanced Therapy system to generate revenues; the scale and efficacy of the Company’s salesforce; the Company’s ability to retain talent; availability of coverage and reimbursement from third-party payors for treatments using the Company’s products; physician and patient demand for treatments using the Company’s products; developments in competing technologies and therapies for the indications that the Company’s products treat; product defects; the Company’s ability to obtain and maintain intellectual property protection for its technology; developments in clinical trials or regulatory review of NeuroStar Advanced Therapy system for additional indications; developments in regulation in the U.S. and other applicable jurisdictions; our ability to successfully roll-out our Better Me Guarantee Provider Program on the planned timeline; our self-sustainability and existing cash balances; and our ability to achieve cash flow break-even in the fourth quarter of 2024 and on a full-year basis in 2025. For a discussion of these and other related risks, please refer to the Company’s recent filings with the U.S. Securities and Exchange Commission (the “SEC”), which are available on the SEC’s website at [www.sec.gov](http://www.sec.gov). These forward-looking statements are based on the Company’s expectations and assumptions as of the date of this presentation. Except as required by law, the Company undertakes no duty or obligation to update any forward-looking statements contained in this presentation as a result of new information, future events, or changes in the Company’s expectations.

# Presenters

38+ years of experience

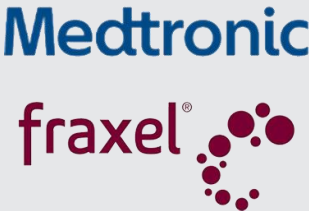


**Keith Sullivan**  
President &  
Chief Executive Officer

37+ years of experience



**Steve Furlong**  
Executive Vice President,  
Chief Financial Officer & Treasurer



# NeuroStar is Renewing Lives by Transforming Neurohealth

We're inspired every day by the opportunity to help people live more fulfilling lives



## Market Leader in TMS

#1 Physician recommended with over 6.4 million treatment sessions performed in over 175,000 patients



## Robust R&D Pipeline

3<sup>rd</sup> generation system. Largest clinical dataset in the world to drive new indications



## Dedicated to Practice Success

Largest direct sales and customer support team in the industry to support over 1,100 U.S. offices<sup>1</sup>



## Widely Reimbursed

Dedicated to driving health policy to ensure broad US reimbursement among commercial and government payors

# Over 29 Million People Can Benefit from NeuroStar TMS

Total Available Market

# 29.3 million

U.S. Adults and Adolescents (ages 15-21) suffering from depression, depression with anxiety, and OCD

## Nearly 8 million patients are poorly served by antidepressant medication

- Lack of Treatment Efficacy
- Intolerable Side Effects

### Adult Depression (MDD)

21 million suffering<sup>1</sup>  
6.4 million on medication<sup>1,2,3</sup>

### Adolescent Depression

4.3 million suffering<sup>4</sup>  
1 million on medication<sup>5</sup>

New indication: **35% increase** in addressable market

### Anxious Depression

53% of MDD patients have significant anxiety<sup>6</sup>

### OCD

4 million suffering<sup>7</sup>  
235K on medication<sup>8</sup>

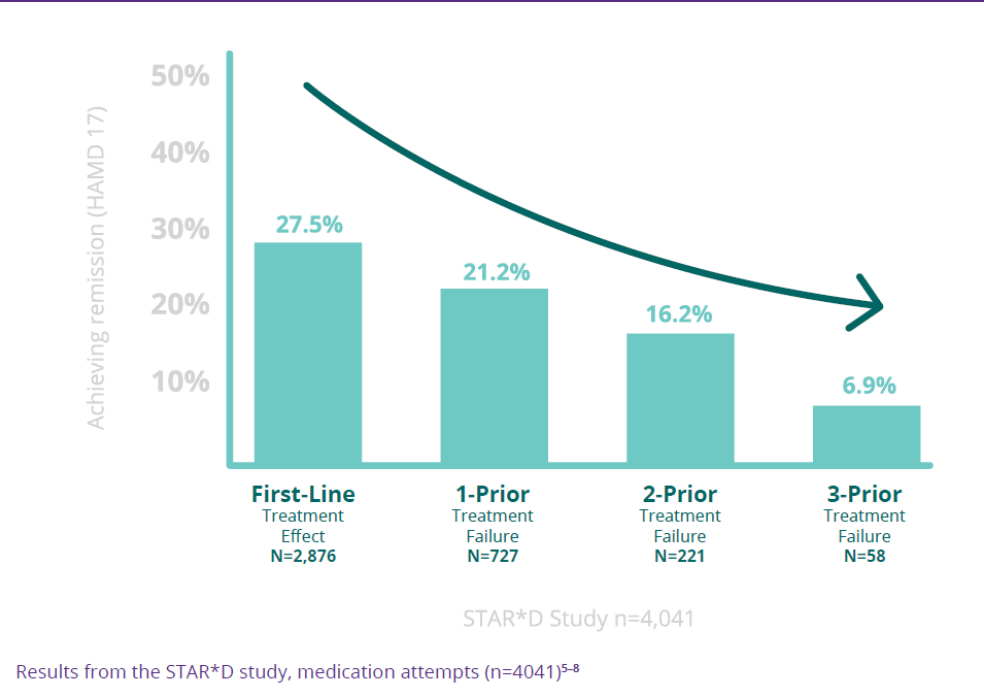
1. NIMH <https://www.nimh.nih.gov/health/statistics/major-depression.shtml>, accessed 4/29/2024 | 2. Per STAR\*D patients that have failed one or more antidepressant trial of adequate dose and duration | 3. [Journal of Clinical Psychiatry](#), accessed 3/7/2022 | 4. Depression- Pharma Intelligence Disease Analysis, [www.datamonitorhealthcare.com](http://www.datamonitorhealthcare.com), Publication Date: June 2021 | 5. Key Substance Use and Mental Health Indicators in the United States: Results from the 2017 National Survey on Drug Use and Health | 6. Kalin N, The Critical Relationship Between Anxiety and Depression, *Am J Psychiatry* 2020; 177:365–367; doi: 10.1176/appi.ajp.2020.20030305 | 7. Harvard Medical School, 2007. National Comorbidity Survey (NCSSC) | 8. Definitive Health Diagnosis/Prescription Data: 03/25/22



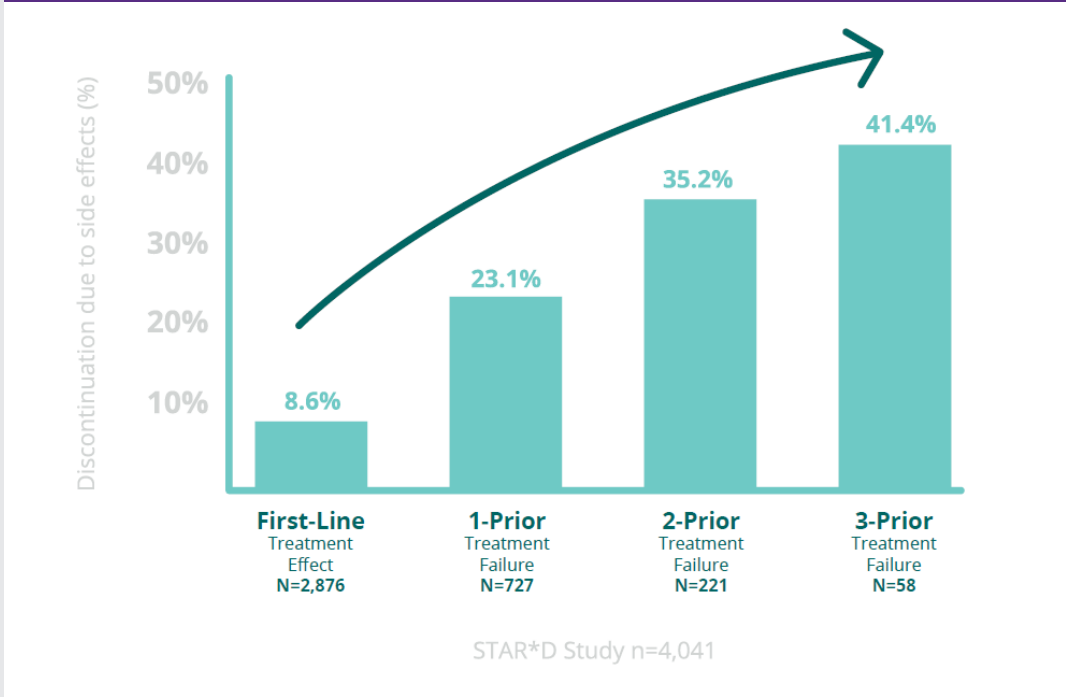
# More Medication Isn't the Answer

With every new medication, adult MDD patients try<sup>1-4</sup>:

## The chances of feeling better go down



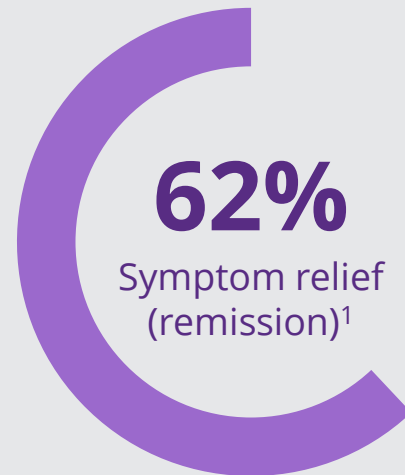
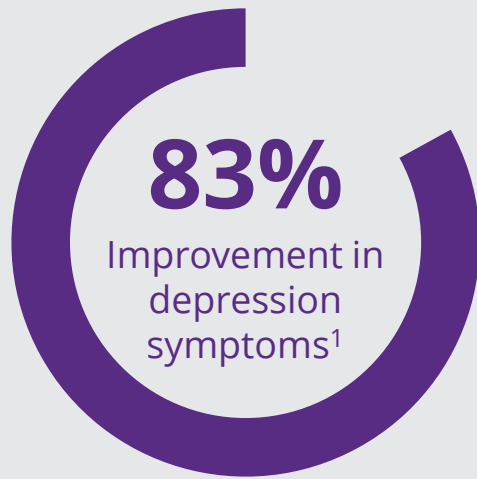
## And the likelihood of stopping medication because of side effects goes up



# Only NeuroStar TMS has...

## Proven, Long-Term Relief for Adult Depression

### Real-World Clinical Results for Patients with MDD<sup>1</sup>



### Clinically Proven Durability through 12 Months<sup>2</sup>



<sup>1</sup>. Sackeim HA, et al. (2020) *J. Affect. Disord.* 277:65-74. Based on a real-world, retrospective study using CGI-S and a sample size of 615 patients. |

<sup>2</sup>. Dunner DL, et al. (2014). *J Clin Psychiatry.* 75(12):1394-1401

# NeuroStar Clinical Excellence Validated by Extensive Research and Publications

## Most Widely Published in TMS



**15** studies leading to FDA clearance  
**31+** peer-reviewed publications demonstrates clinical safety and efficacy

## Investigator Initiated Studies

*Expands understanding of TMS and its potential clinical applications*



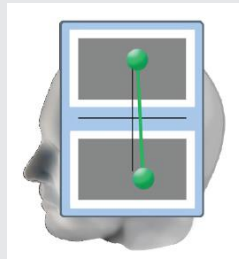
**65+** studies with **1,900+** patients



# Only NeuroStar ... Delivers Consistent, Repeatable Treatment for Optimal Outcomes

## Contact Sensing with Real-Time Feedback

*Proprietary to NeuroStar*



**Good  
Contact**

### Continuous Monitoring

Ensures the prescribed dose is delivered every time

## Precise Coil Placement – NeuroSite™

*Proprietary to NeuroStar*



**Consistent Coil  
Placement**



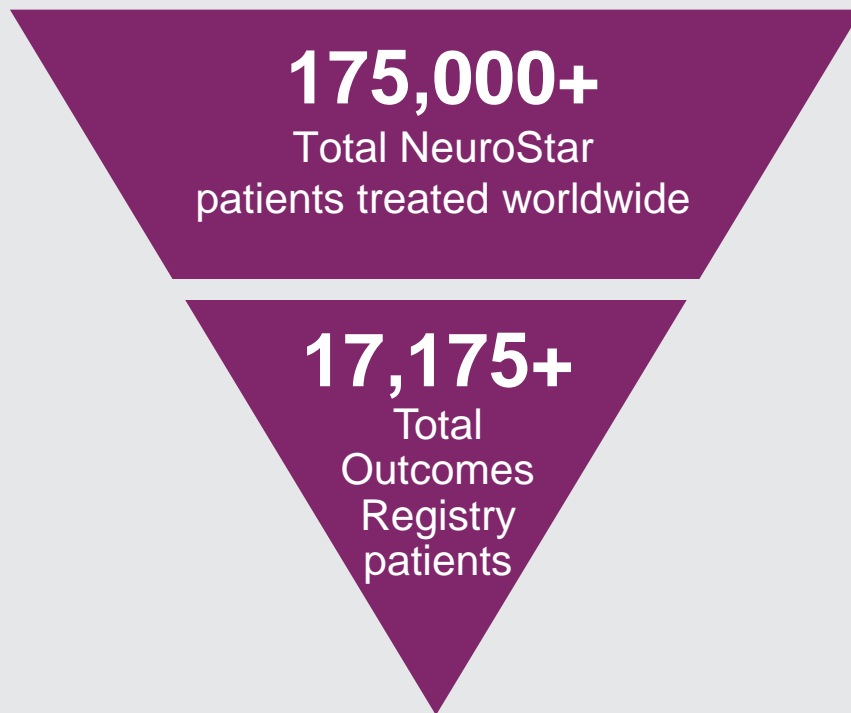
**Faster Patient Setup  
with Fewer Steps**



**Reproducible  
Patient Setup**

# Proprietary TrakStar Platform Provides Actionable Insights for NeuroStar and its Practices

## World's Largest Depression Outcomes Registry<sup>1</sup> Contributes to Future Indications and Publications



## Patient Management Database and Reporting System



Tools to identify more patient candidates (PHQ-10, Benefits Investigations)



Automated tools to efficiently manage the patient journey

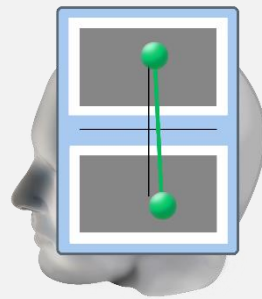
# NeuroStar Has the Largest Issued Patent Portfolio of All TMS Companies...

## Patent Portfolio

- **33 US / 51 OUS**  
Issued or allowed patents
- **10 US / 7 OUS**  
Pending patent applications

## Contact Sensing

U.S. patent



## MT Assist

U.S. patent



## Iron Core Magnet

U.S. patent



...protecting our technical advantage and ensuring freedom to operate globally

# NeuroStar: The Unrivaled TMS Solution

	NeuroStar	BrainsWay	magstim	MagVenture <small>Versatility in Magnetic Stimulation</small>	CLOUDTMS™	Nexstim	neurocare
FDA-cleared for iTBS/Theta Burst	TouchStar ✓ <small>w/Contact Sensing</small>	✓	✓	✓	—	✓	—
FDA-cleared for OCD	✓	✓*	✓	✓*	✓	—	—
Publications from Depression Registration Trials	12	1	—	1	—	—	—
FDA-cleared for Anxious Depression	✓	✓	✓	—	—	—	—
Practice Consultants	✓	✓	—	—	—	—	—
<b>NEW</b> FDA-cleared for Adolescent Depression	✓	—	—	—	—	—	—
Marketing including DTC Advertising	✓	—	—	—	—	—	—
Contact Sensing	✓	—	—	—	—	—	—
World's Largest MDD Outcomes Registry	✓	—	—	—	—	—	—

\* Additional hardware purchase required





**TAP INTO A  
NEW POSSIBILITY**  
*for adolescent depression*

*Now FDA-Cleared as a First-Line, Adjunct  
Treatment for Ages 15 and Older*

**NEW:** FDA-Cleared March 22, 2024



# Treating Adolescent Depression Had Two Choices... Until Now

## Youth Depression is On the Rise



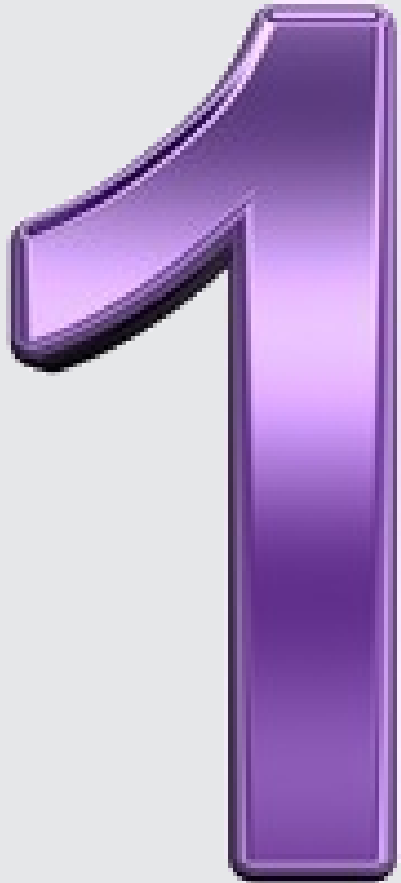
- Nearly 1 in 5 US adolescents experience at least one major depressive episode each year<sup>1</sup>
- Mental health concerns top parents' list of worries, even above children's physical safety<sup>2</sup>

## Limited Options for Adolescents



- Only 2 antidepressants are FDA-approved for use in adolescents: Prozac (fluoxetine) and Lexapro (escitalopram)<sup>3</sup>
- The FDA has issued a “black box” warning indicating the use of these drugs to treat MDD in adolescents may increase the risk of suicidal ideations and behaviors<sup>4</sup>

# As the Market Leader, NeuroStar is Revolutionizing Mental Health with New Adolescent Indication



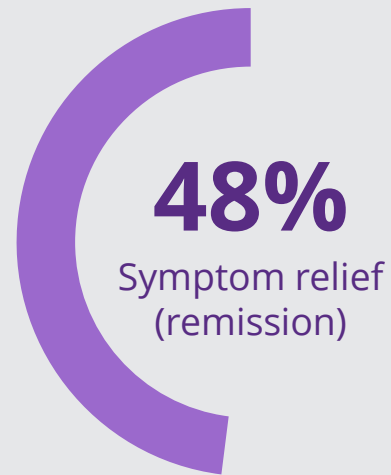
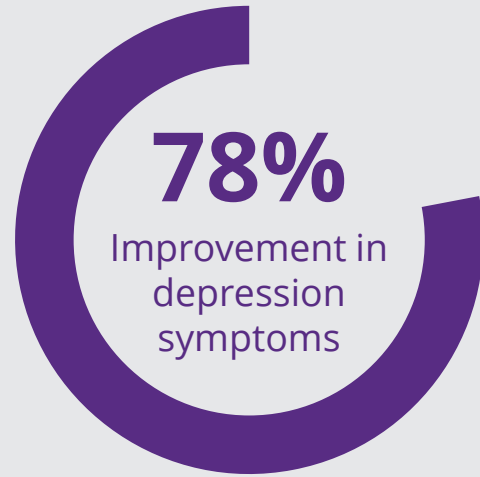
**1<sup>st</sup> and Only to Market**

NeuroStar is the only FDA-cleared TMS treatment for adolescent depression

**1<sup>st</sup> Line Treatment**

For adolescents, NeuroStar can be used as an add-on treatment, without prior medication failures

# TrakStar<sup>®</sup> Real-World Data Demonstrates Improvement in Adolescent Depression Severity



**TrakStar<sup>®</sup>**

Real-world data was collected through NeuroStar's proprietary TrakStar<sup>®</sup> platform, saving valuable time and money



# New Opportunity with Adolescent Psychiatrists

## New Customers

Supported by  
17 Capital Sales Representatives

- Expanded opportunity
  - 8,000+ adolescent and child psychiatrists
  - 6,000 adolescent psych nurse practitioners



Sales force size remains the same

## 1,100+ Existing Customers

Supported by  
45 Practice Development Managers

- Increases the value of NeuroStar system by broadening label to additional patients
- 50% of customers treated adolescents 15-21 in past year
- Increase awareness and education among adolescents and highly motivated parents through digital, social media, and mass media outreach

# 2024 Adolescent Marketing Strategy Focused on Parents and Practices

## Key Messages

Treats depression at the source | Non-drug, non-invasive | Proven safe and effective

### Outside the Practice

*Parent Awareness & Education*

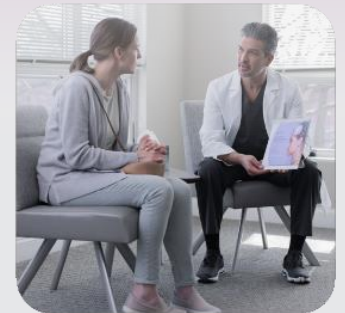


Patient Advocate Collaborations



### Inside the Practice

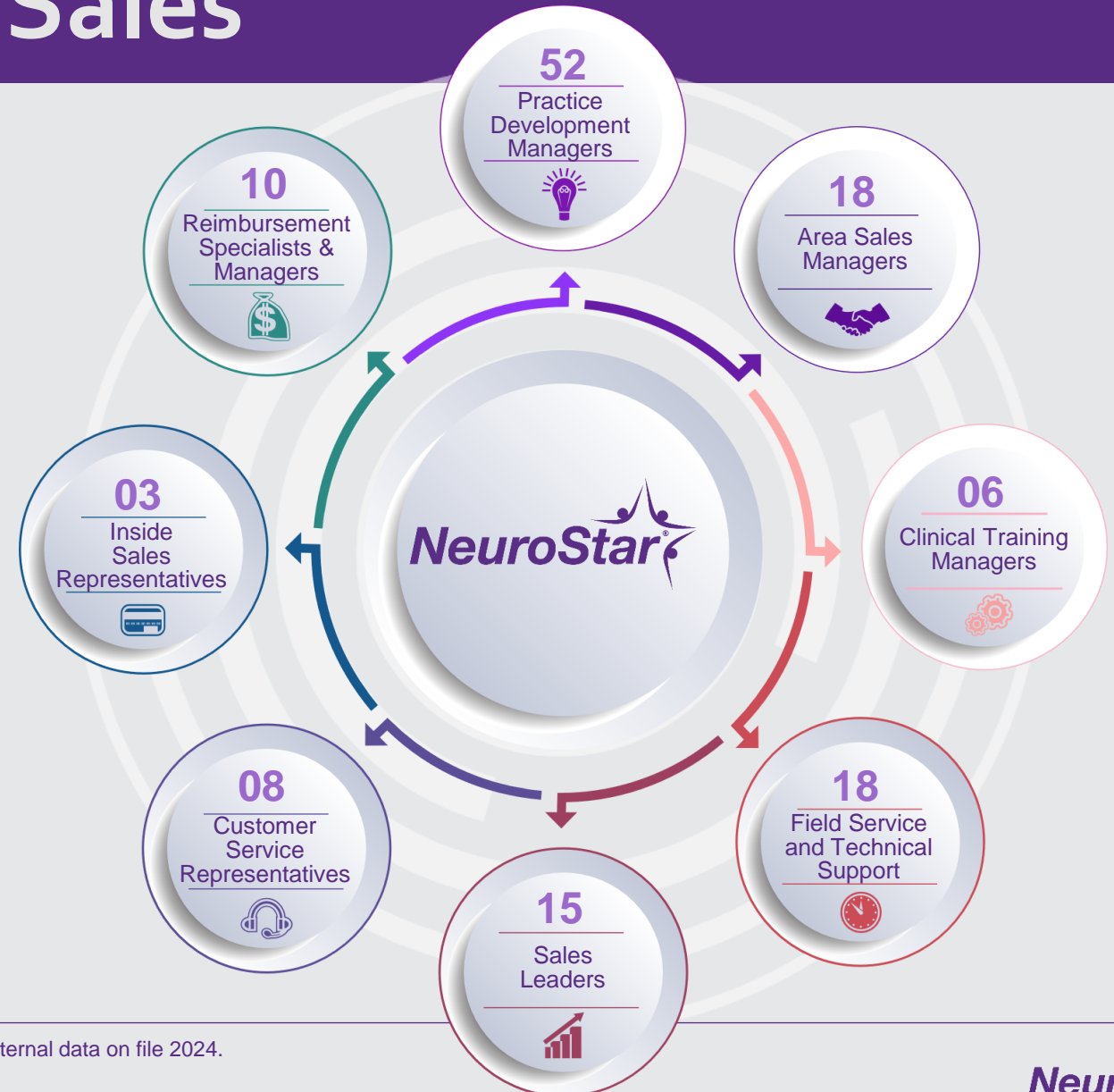
*Practice Tools & Education*



# The Largest Direct Sales

## and Customer Support Team<sup>1</sup>

Experienced team dedicated to consistent growth and practice success



# NeuroStar STARS SOLUTION

## Proven Program for Ongoing Practice Success



**S**

**Start**

- REIMBURSEMENT CONSULTING
- TRAKSTAR 1.0
- PHQ-10
- NEUROSTAR TREATMENT ROOM SET UP



**T**

**Train**

- FRONT DESK TRAINING
- CONSULTATION TRAINING
- CLINICAL TRAINING
- TRAKSTAR 2.0



**A**

**Awareness**

- PRACTICE BRANDING
- WEBSITE BRANDING



**R**

**Reach Your Patients**

- PATIENT EMAIL OUTREACH
- PATIENT EDUCATION EVENTS



**S**

**Source New Patients**

- DIGITAL MARKETING
- HCP EDUCATIONAL EVENTS

# NeuroStar Better Me Providers Transform the Lives of More Patients

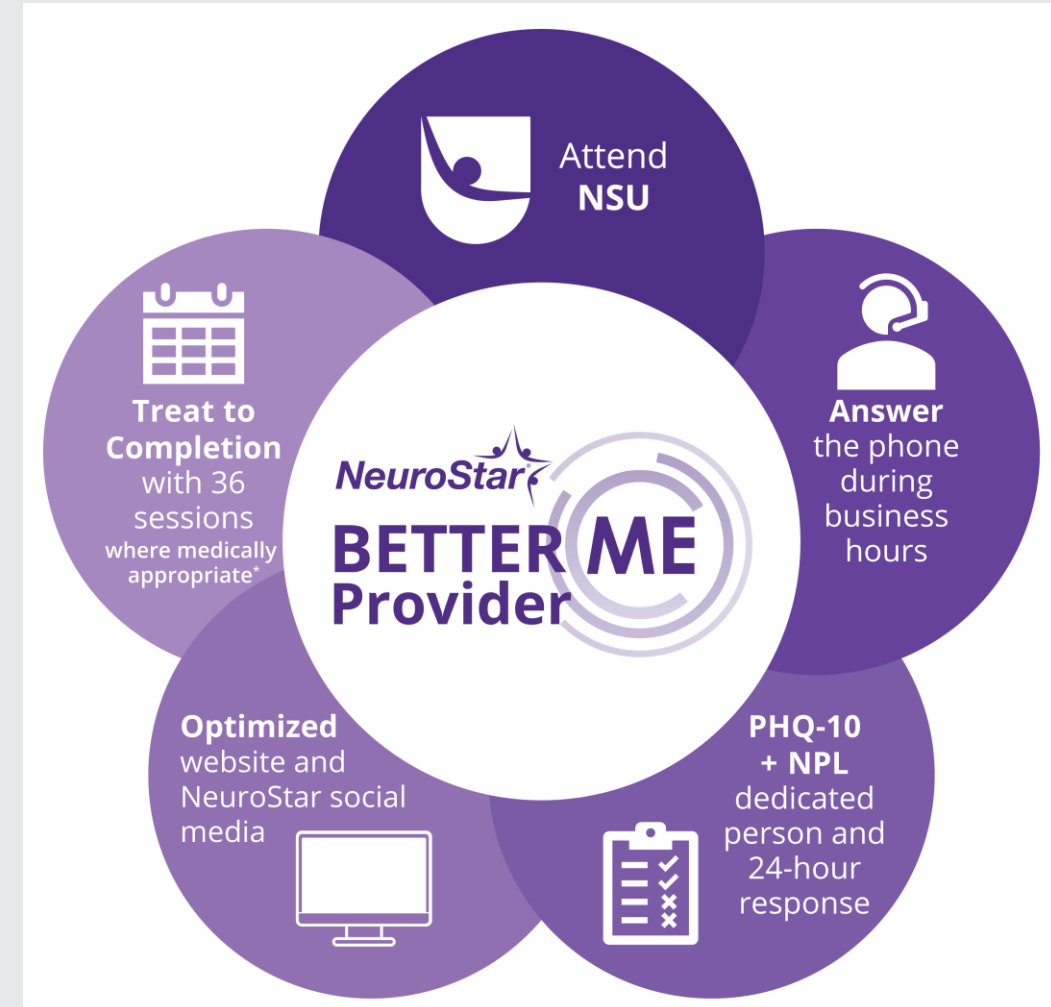
NeuroStar Better Me Provider Program is designed to lead the industry in standards for patient care

Providers are required to:

The Result:

**3.6x**

more MTs in Better Me Providers vs. non-Better Me Providers<sup>1</sup>



# Better Me Providers are Quickly Addressing Interested Patients in Need

# 5x Faster

from potential patient interest to MT

Q1 2023	Q1 2024
82 days	17 days



NeuroStar Advanced TMS Therapy  
Interested in TMS for depression? Find a Better Me Guarantee Provider, doctors committed to a better patient experience.  
Depression starts in your brain, so why not treat it there?  
DEPRESSED BRAIN | NONDEPRESSED BRAIN  
A PET scan measures vital functions such as blood flow, oxygen use, and blood sugar (glucose) metabolism.  
Source: Mark George M.D., Biological Psychiatry Branch Division of Intramural Research Program, NIMH 1993  
neurostar.com  
Find a NeuroStar Doctor Near You [Book now](#)



All patient interest in Local Consumable Offices;  
Phase 2: Feb 1, 2024 – Apr 7, 2024 vs. PY



# NeuroStar University Optimizes Clinical Outcomes and Practice Efficiency

## 58% Greater Treatment Session Utilization Among NSU Attendees

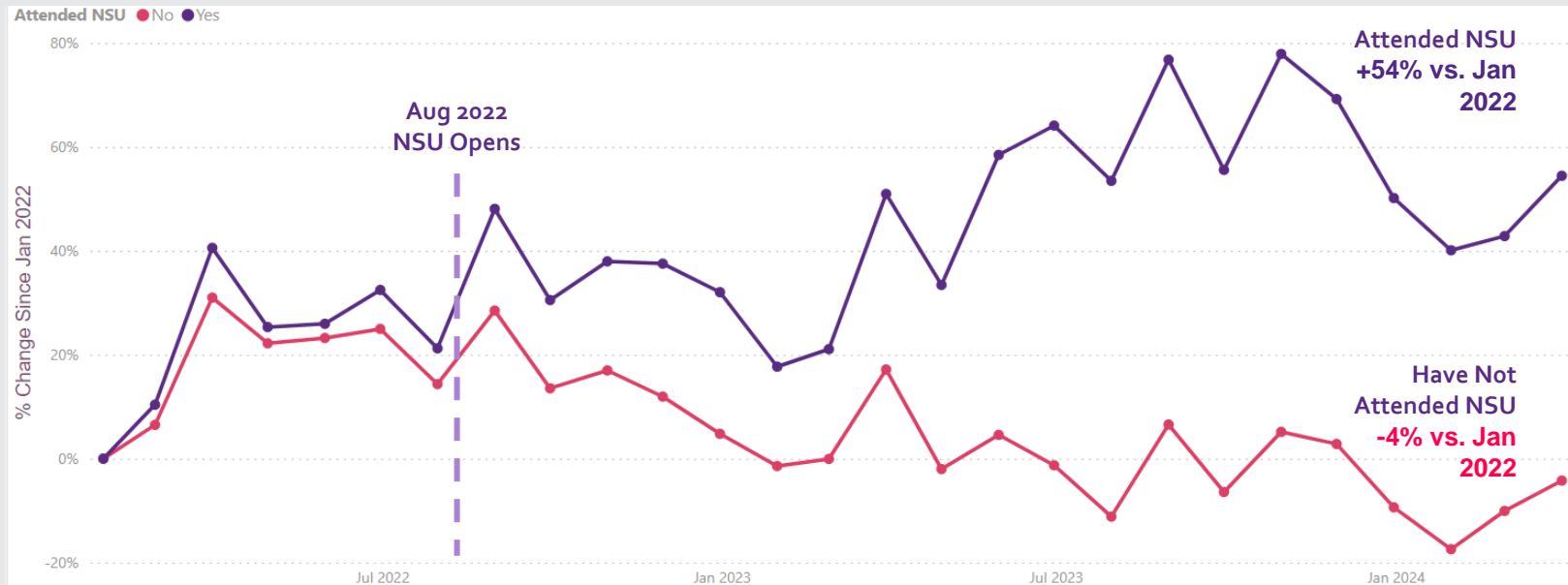


### 2-DAY COURSE AT OUR STATE-OF-THE-ART TRAINING CENTER

Practices learn through a combination of instruction and peer-to-peer learning.

### NSU Utilization Performance Index

Baseline index values are based on January 2022 utilization. Excludes new sites from Classes 2022 and 2023.



Practices that attend NSU consistently outperform practices that do not on a month-to-month basis. In March 2024, NSU practices performed 58% better over baseline Jan 2022 data, than sites that have not attended NSU.

# Only NeuroStar Invests in Co-Op Marketing to Build Local Consumer Awareness

**Co-Op Marketing:** collaborative effort with practices to increase local patient awareness while sharing advertising costs

**+15%**

treatment session utilization\*

**+16%**

in new MTs\*



# NeuroStar is Available at the Largest National Mental Health Centers



# Only NeuroStar is Dedicated to Driving Health Policy to Ensure Broad US Reimbursement

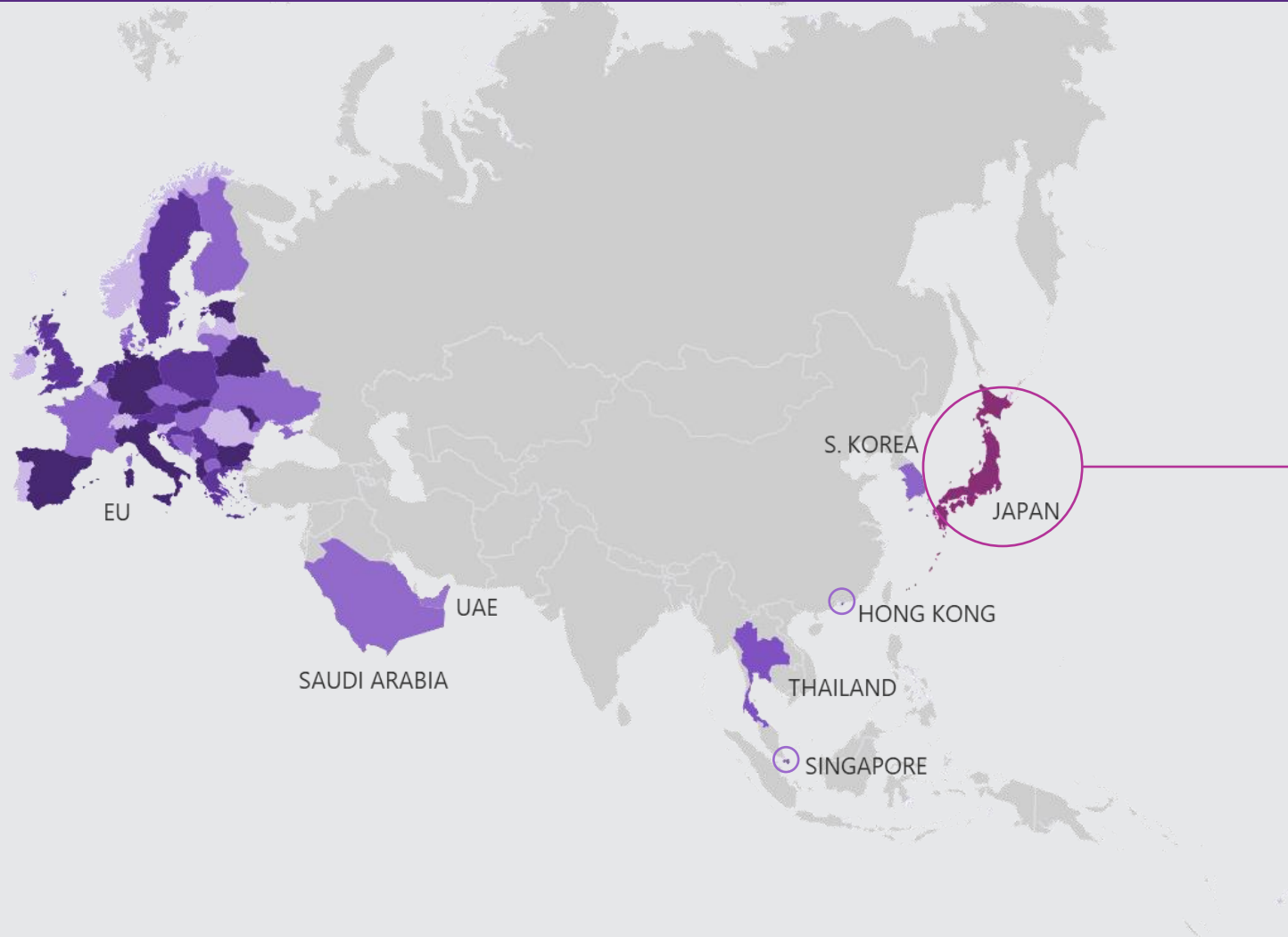
NeuroStar TMS is covered by most national insurance carriers, providing access to more than 300 million people<sup>1</sup>



NeuroStar also partners with financing companies to provide options for patients whose treatment is not covered by insurance.



# NeuroStar is the U.S. Market Leader, Opportunity to Continue Expanding Worldwide



## Japan Roadmap

- Third largest healthcare spend globally
- Single payor healthcare system
- Shonin approval since 2017
- Exclusive distribution agreement with Teijin Pharma
- Secured national reimbursement listing

## Estimated TAM in Japan for Treatment Sessions

- Adults Suffering from MDD 2.4 million
- Treated by a Psychiatrist 655,000
- Failed to achieve remission 475,000
- **~\$600 Million Addressable Market**

# Neuronetics

## Management Team



**Keith Sullivan**  
President & CEO



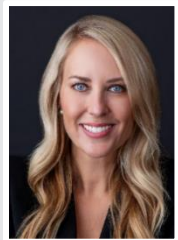
**Cory Anderson**  
SVP, R&D and Clinical



**Steve Furlong**  
EVP, CFO & Treasurer



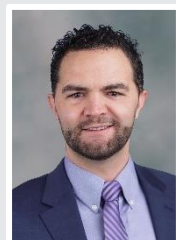
**Rick Grubbs**  
SVP, National  
Accounts



**Sara Grubbs**  
SVP, Chief Revenue Officer



**Andrew Macan**  
EVP, GC & Chief  
Compliance Officer



**Rusty Page**  
SVP, Operations  
& Quality



**Lisa Rosas**  
SVP, Chief  
Marketing Officer

## Board of Directors



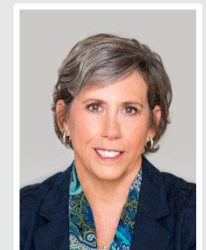
**Rob Cascella**  
Board Chairman



**John Bakewell**



**Joseph Capper**



**Sheryl Conley**



**Wilfred Jaeger**



**Glenn Muir**



**Megan  
Rosengarten**



**Keith Sullivan**



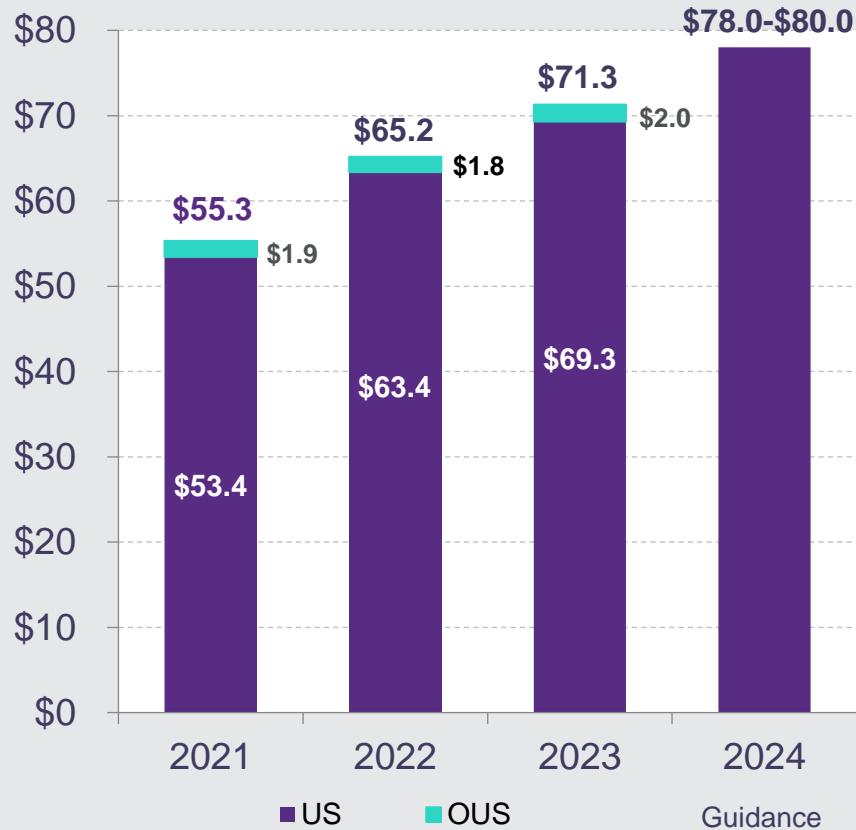
# Financial Overview

NeuroStar Advanced Therapy for Mental Health

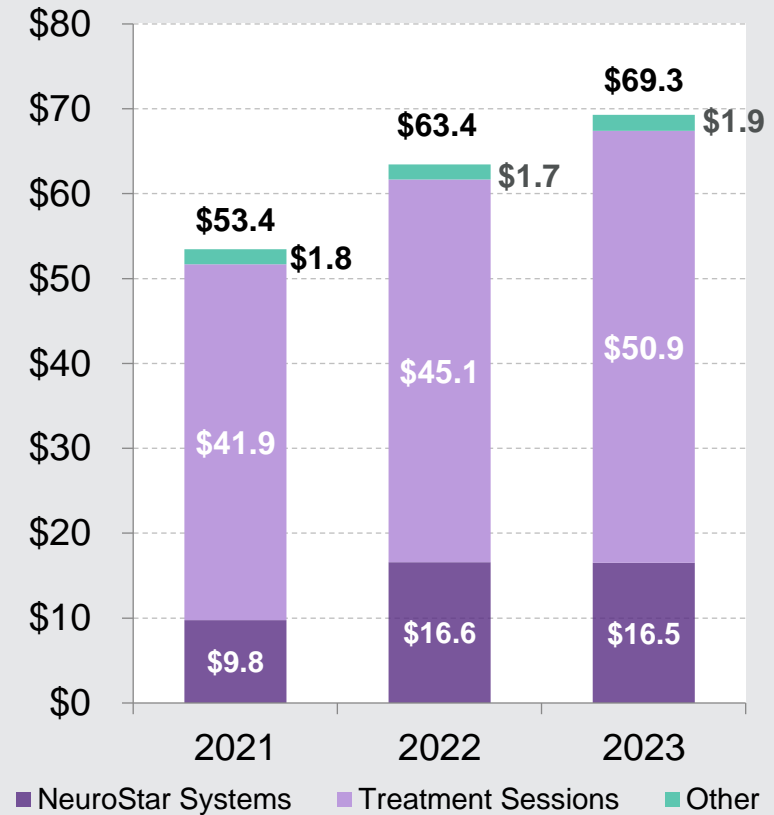
# Annual Revenue

(\$ in millions)

### Annual Revenue by Geography



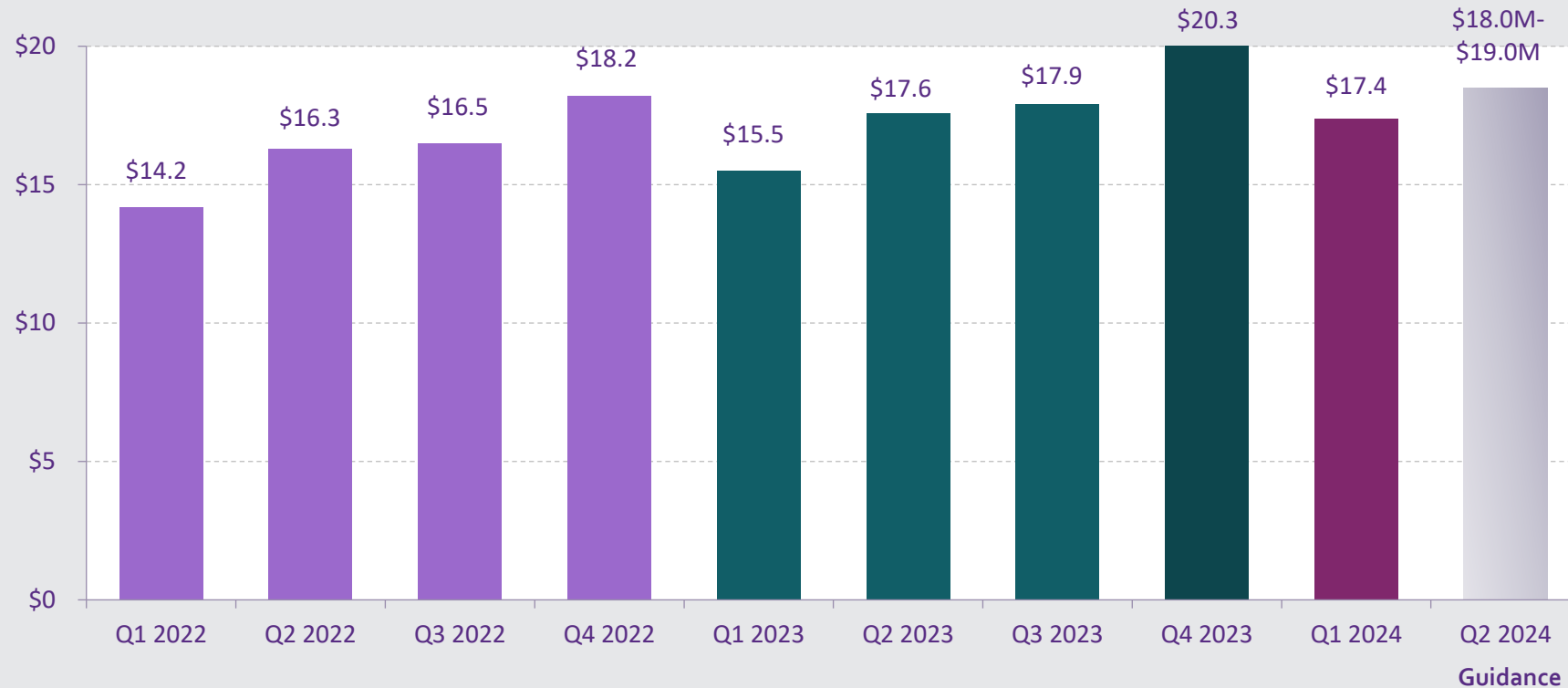
### Annual Product Revenue (US)



# Worldwide Quarterly Revenue

(\$ in millions)

Q1 2024 Revenue of \$17.4M was up 12% from Q1 2023



# Results of Operations

(\$ in thousands)

	Three Months Ended March 31,	
	2023	2024
<b>Revenues</b>	<b>\$15,540</b>	<b>\$17,417</b>
<i>YOY Growth</i>		12%
<b>Gross Profit</b>	<b>11,396</b>	<b>13,088</b>
<i>Gross Margin</i>	73%	75%
Operating Expenses:		
Sales and Marketing	11,902	11,641
<i>% of Revenues</i>	77%	67%
General and Administrative	6,611	5,957
<i>% of Revenues</i>	43%	34%
Research and Development	2,790	2,349
<i>% of Revenues</i>	18%	13%
<b>Total Operating Expenses</b>	<b>21,303</b>	<b>19,947</b>
<b>Loss from Operations</b>	<b>(\$9,907)</b>	<b>(\$6,859)</b>
<i>% of Revenues</i>	-64%	-39%



# Financial Position

(\$ in thousands)

<i>(\$ in thousands)</i>	<b>As of March 31, 2024</b>
Cash and Cash Equivalents	\$47,730
Other Assets	\$56,081
<b>Total Assets</b>	<b>\$103,811</b>
<b>Long-term debt, net</b>	<b>\$59,444</b>
Convertible Preferred Stock Warrant Liability	\$0
Convertible Preferred Stock	\$0
Accumulated Deficit	(\$383,954)
<b>Total Stockholders' Equity</b>	<b>\$27,655</b>

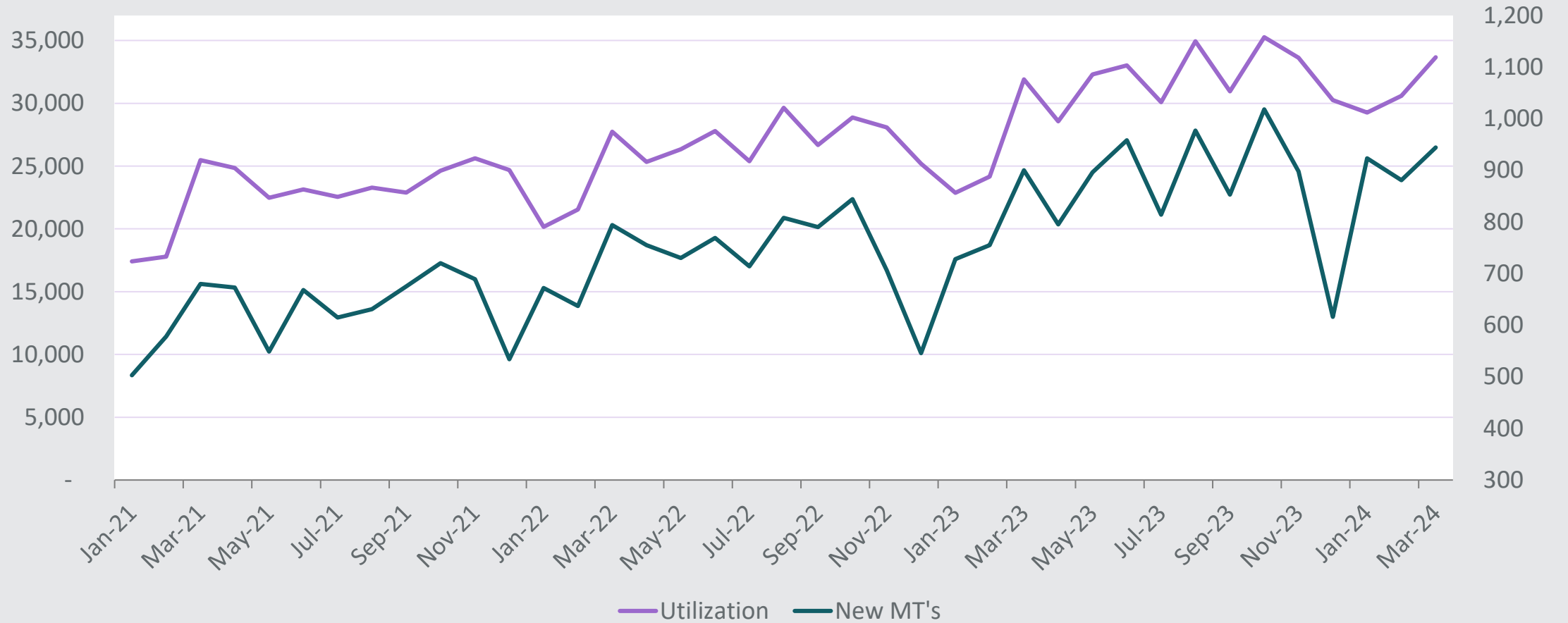


# Supplemental Information

NeuroStar Advanced Therapy for Mental Health

# Local Consumables New MTs (New Patient Starts) & Utilization

Local Consumable Monthly Utilization & New MTs  
Jan 2021 - Mar 2024



# U.S. NeuroStar Treatment Sessions

	2022				2023				2024
Treatment Session REVENUE	Q1-22	Q2-22	Q3-22	Q4-22	Q1-23	Q2-23	Q3-23	Q4-23	Q1-24
<b>Total U.S. Treatment Session Revenues (\$000)</b>	<b>\$9,469</b>	<b>\$11,295</b>	<b>\$11,864</b>	<b>\$12,450</b>	<b>\$10,643</b>	<b>\$12,314</b>	<b>\$13,060</b>	<b>\$14,879</b>	<b>\$12,988</b>
YoY Δ	-2%	5%	16%	11%	12%	9%	10%	20%	22%
<b>Average Revenue per Active Site (\$000) (1)</b>	<b>\$9.9</b>	<b>\$11.3</b>	<b>\$11.4</b>	<b>\$11.5</b>	<b>\$9.7</b>	<b>\$11.4</b>	<b>\$11.9</b>	<b>\$13.2</b>	<b>\$11.3</b>
YoY Δ	-6%	-6%	2%	-5%	-2%	1%	5%	15%	17%

(1) = Total Treatment Session Revenue / Active Sites (Ending of Prior Quarter)

## Revenue Growth Trends

	2021		2022		2023	
Revenue:	Full Year Act	YoY Growth	Full Year Act	YoY Growth	Full Year Act	YoY Growth
<b>Revenue Growth Drivers (NSTS)</b>	<b>\$ 35,113</b>	<b>20%</b>	<b>\$ 37,618</b>	<b>9%</b>	<b>\$ 43,936</b>	<b>17%</b>
NeuroStar Capital	\$ 9,760	-12%	\$ 16,575	70%	\$ 16,460	-1%
International	\$ 1,865	8%	\$ 1,800	-4%	\$ 2,012	12%
Fixed Price Contracts	\$ 6,820	23%	\$ 7,460	9%	\$ 6,960	-7%
All Other Revenue	\$ 1,754	12%	\$ 1,754	0%	\$ 1,980	13%
<b>Subtotal (non/low growth)</b>	<b>\$ 20,199</b>	<b>1%</b>	<b>\$ 27,588</b>	<b>37%</b>	<b>\$ 27,411</b>	<b>-1%</b>
<b>Total Revenue</b>	<b>\$ 55,312</b>	<b>12%</b>	<b>\$ 65,206</b>	<b>18%</b>	<b>\$ 71,348</b>	<b>9%</b>

# Supplemental Financial and Operating Information

Revenue (\$ thousands)	2022				2023				2024	2022	2023
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	FY	FY
<b>Total U.S. NeuroStar Advanced Therapy System Revenues</b>	<b>\$3,642</b>	<b>\$4,382</b>	<b>\$3,934</b>	<b>\$4,616</b>	<b>\$3,850</b>	<b>\$4,489</b>	<b>\$3,597</b>	<b>\$4,524</b>	<b>\$3,310</b>	<b>\$16,575</b>	<b>\$16,460</b>
<i>YoY Change</i>	108%	70%	51%	64%	6%	2%	-9%	-2%	-14%	70%	-1%
<b>Total U.S. Treatment Sessions Revenues</b>	<b>\$9,469</b>	<b>\$11,295</b>	<b>\$11,864</b>	<b>\$12,450</b>	<b>\$10,643</b>	<b>\$12,314</b>	<b>\$13,060</b>	<b>\$14,879</b>	<b>\$12,988</b>	<b>\$45,077</b>	<b>\$50,896</b>
<i>YoY Change</i>	-2%	5%	16%	11%	12%	9%	10%	20%	22%	7%	13%
<b>Total U.S. Other Revenues</b>	<b>\$406</b>	<b>\$455</b>	<b>\$446</b>	<b>\$447</b>	<b>\$471</b>	<b>\$486</b>	<b>\$554</b>	<b>\$469</b>	<b>\$495</b>	<b>\$1,754</b>	<b>\$1,980</b>
<i>YoY Change</i>	-3%	6%	9%	-10%	16%	7%	24%	5%	5%	0%	13%
<b>Total U.S. Revenues</b>	<b>\$13,517</b>	<b>\$16,132</b>	<b>\$16,244</b>	<b>\$17,513</b>	<b>\$14,964</b>	<b>\$17,289</b>	<b>\$17,211</b>	<b>\$19,872</b>	<b>\$16,793</b>	<b>\$63,406</b>	<b>\$69,336</b>
<i>YoY Change</i>	15%	17%	22%	20%	11%	7%	6%	13%	12%	19%	9%
<b>Total International Revenues</b>	<b>\$664</b>	<b>\$198</b>	<b>\$253</b>	<b>\$686</b>	<b>\$576</b>	<b>\$321</b>	<b>\$673</b>	<b>\$442</b>	<b>\$624</b>	<b>\$1,800</b>	<b>\$2,012</b>
<i>YoY Change</i>	36%	-50%	-51%	47%	-13%	62%	166%	-36%	8%	-3%	12%
<b>Total Revenues</b>	<b>\$14,181</b>	<b>\$16,329</b>	<b>\$16,498</b>	<b>\$18,199</b>	<b>\$15,540</b>	<b>\$17,610</b>	<b>\$17,884</b>	<b>\$20,313</b>	<b>\$17,417</b>	<b>\$65,206</b>	<b>\$71,348</b>
<i>YoY Change</i>	15%	15%	20%	21%	10%	8%	8%	12%	12%	18%	9%
<b>U.S. Operating and Financial Metrics</b>	2022				2023				2024	2022	2023
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	FY	FY
<b>Total NeuroStar Systems</b>	<b>46</b>	<b>59</b>	<b>50</b>	<b>58</b>	<b>49</b>	<b>54</b>	<b>43</b>	<b>58</b>	<b>40</b>	<b>213</b>	<b>204</b>
<i>YoY Change</i>	100%	64%	25%	21%	7%	-8%	-14%	0%	-18%	45%	-4%
<b>Average Revenue Per Active Site (\$) (1)</b>	<b>\$9,874</b>	<b>\$11,280</b>	<b>\$11,364</b>	<b>\$11,517</b>	<b>\$9,667</b>	<b>\$11,391</b>	<b>\$11,916</b>	<b>\$13,238</b>	<b>\$11,300</b>		
<i>YoY Change</i>	-6%	-6%	2%	-5%	-2%	1%	5%	15%	17%		

(1) = Total U.S. Treatment Session Revenue / Active Sites (End of Prior Period)