

Medical Technology

New PFA market model – how PFA impacts company EP growth

Industry Overview

New PFA model; look at how PFA launches impact growth

We rebuilt our Electrophysiology (EP) market model to break out RF/Cryo/PFA and get a better sense of how market share and growth could look as each PFA technology launches. We made it much more dynamic to help investors see how their own assumptions impact company EP growth rates (excel available). The biggest thing we came away with from doing bottom up modeling is BSX could have more upside to EP revenue than we appreciated after thinking about upside potential from market growth and cryo in addition to Farapulse. We looked at two scenarios in this note: 1. A base case that's bullish PFA (assumes cryo switches first then RF); 2. A case more similar to BSX's view of PFA penetration that's even more bullish PFA (assumes both cryo/RF switch).

PFA base case: 20% mkt growth; PFA 25% of mkt by 2025

Our bullish PFA base case assumes afib market grows 20% and cryo is the larger share donor in 2024 and RF starts converting more in 2025. This implies PFA goes from <5% of the ablation mkt in 2023 to 25% in 2025 and 45% in 2026. This scenario has BSX EP growing 89% in 2024 and 45% in 2025; JNJ EP growing 15% in 2024 and 17% in 2025; ABT EP growing 7% in 2024 and 2% in 2025; and MDT EP growing 14% in 2024 and 43% in 2025. Total EP market share in 2025 is 51% JNJ, 19% ABT, 18% BSX, 12% MDT. We assume PFA market share by company in 2025 is BSX 50%, MDT 30% and JNJ 20%.

BSX case: 15% mkt growth; PFA 35% of mkt by 2025

We took a view that started with what BSX laid out at its analyst day (ablation market grow at \sim 16% CAGR; PFA will have 40-60% share in 2026). We assume both cryo and RF converts quickly to PFA. We assume PFA goes from <5% of the ablation mkt in 2023 to 35% in 2025 and 50% in 2026. This scenario has BSX EP growing 131% in 2024 and 43% in 2025; JNJ EP growth flat in 2024 and 7% in 2025; ABT EP declining -7% in 2024 and -4% in 2025; and MDT EP growing 41% in 2024 and 35% in 2025. Total EP market share in 2025 is 44% JNJ, 17% ABT, 23% BSX, 15% MDT. We assume PFA market share by company in 2025 is BSX 58%, MDT 30% and JNJ 12%.

See inside for all more detailed models and more detailed assumptions. Ask for our dynamic excel modeling.

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Abbreviations: EP = electrophysiology

AFib = atrial fibrilation

PFA = pulse field ablation

RF = radiofrequency

Cryo = cryoablation

BSX = Boston Scientific

MDT = Medtronic

ABT= Abbott

JNJ = Johnson & Johnson

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Refer to important disclosures on page 7 to 9.

Model scenarios

Base Case

Our key Assumptions

- Market growth: 20%
- AFib ablation market by ablation type: We assume the cryo market is the larger share donor to PFA in 2024 vs RF and that RF starts converting more significantly to PFA in 2025.
 - PFA goes from <5% of the ablation mkt in 2023 to 25% in 2025 and 45% in 2026
 - o RF goes from 82% in 2023 to 68% in 2025 and 48% in 2026
 - o Cryo goes from 16% in 2023 to 7% in 2025 and 7% in 2026
- PFA market share by company: We assume BSX will maintain its share leadership position but by 2026 share is close to evenly split between BSX, MDT and JNJ
 - 2023: BSX 92%, MDT 8%
 - 2024: BSX 68%, MDT 26% and JNJ 6%
 - 2025: BSX 50%, MDT 30% and JNJ 20%
 - 2026: BSX 37%, MDT 33% and JNJ 30%
- **Cryo market share by company:** We assume BSX is able to increase its share in cryo given pull through/bundling with Farapulse, taking share from MDT
 - 2023: BSX 21% and MDT 79%
 - 2024: BSX 31% and MDT 69%
 - 2025: BSX 37% and MDT 63%
 - 2026: BSX 40% and MDT 60%
- RF market share by company: We assume BSX and MDT are able to increase share in RF given pull through/bundling with Farapulse and PulseSelect/Affera respectively, taking share from ABT in RF. We assume JNJ has stable RF share given Varipulse.
 - o 2023: BSX 7%, MDT 2%, JNJ 64% and ABT 28%
 - 2024: BSX 9%, MDT 3%, JNJ 63% and ABT 25%
 - 2025: BSX 10%, MDT 4%, JNJ 63% and ABT 23%
 - o 2026: BSX 11%, MDT 5%, JNJ 63% and ABT 21%
- Mapping/other market share by company: We don't expect major share shifts from current market but assume BSX sees a slight pick up in mapping revenue from Rhythmia/Farapulse integration (expected later this year) and MDT to generate some mapping revenue from Affera
 - o 2023: BSX 4%, MDT 0%, JNJ 62% and ABT 34%
 - 2024: BSX 5%, MDT 3%, JNJ 60% and ABT 32%
 - 2025: BSX 6%, MDT 4%, JNJ 60% and ABT 30%
 - 2026: BSX 8%, MDT 4%, JNJ 60% and ABT 28%



This scenario has BSX EP growing 89% in 2024 and 45% in 2025; JNJ EP growing 15% in 2024 and 17% in 2025; ABT EP growing 7% in 2024 and 2% in 2025; and MDT EP growing 14% in 2024 and 43% in 2025. Total EP market share in 2025 is 51% JNJ, 19% ABT, 18% BSX, 12% MDT.

Exhibit 1: Base case model summary for the AFib market

Our base case key assumptions include 20% mkt growth and that PFA is 25% of mkt by 2025. We assume PFA market share by company in 2024 of BSX 68%, MDT 26% and JNJ 6% and in 2025 BSX 50%, MDT 30% and JNJ 20%. This scenario has BSX EP growing 89% in 2024 and 45% in 2025; JNJ EP growing 15% in 2024 and 17% in 2025; ABT EP growing 7% in 2024 and 2% in 2025; and MDT EP growing 14% in 2024 and 43% in 2025. Total EP market share in 2025 is 51% JNJ, 19% ABT, 18% BSX, 12% MDT.

	2021A	2022A	2023A	1Q24E	2Q24E	3Q24E	4Q24E	2024E	2025E	2026E
WW Total Atrial Fibrillation Sales (\$m)										
INI	3,328	3,803	4,688	1,319	1,350	1,351	1,394	5,413	6,309	7,118
ABT	1,907	1,927	2,195	577	591	586	595	2,349	2,401	2,193
BSX	365	585	799	304	376	397	433	1,509	2,185	3,015
MDT	876	868	897	271	257	240	256	1,024	1,460	2,500
Total Afib	6,476	7,183	8,579	2,471	2,574	2,574	2,677	10,295	12,354	14,825
Atrial Fibrillation CC Growth (%)	,	,	,	· · · · · · · · · · · · · · · · · · ·	•	,	,	,	,	,
JNJ	33%	13%	21%	21%	13%	16%	12%	15%	17%	13%
ABT	22%	8%	16%	14%	7%	8%	0%	7%	2%	-9%
BSX	28%	18%	32%	73%	95%	109%	80%	89%	45%	38%
MDT	36%	4%	4%	8%	19%	17%	13%	14%	43%	71%
Afib Market Growth	29%	11%	19%	22%	19%	23%	16%	20%	20%	20%
Atrial Fibrillation Market Share										
JNJ	51%	53%	55%	53%	52%	52%	52%	53%	51%	48%
ABT	29%	27%	26%	23%	23%	23%	22%	23%	19%	15%
BSX	6%	8%	9%	12%	15%	15%	16%	15%	18%	20%
MDT	14%	12%	10%	11%	10%	9%	10%	10%	12%	17%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Upside / Downside to Street EP revenue:				0.01					==:	
JNJ ABT				3%	1%	3%	1%	2%	7%	11%
ABT				4%	-1%	0%	-6%	-1%	-7%	-23%
BSX				31%	46%	55%	39%	43%	64%	84%
MDT				-13%	-3%	-10%	-12%	-10%	20%	113%
Key Model Drivers (inputs in green):										
Total Afib Ablation Market Growth		11%	19%	21%	20%	23%	16%	20%	20%	20%
Total Mapping / Other Market Growth		10%	21%	24%	18%	21%	17%	20%	20%	20%
Total Afib Market Growth	29%	11%	19%	22%	19%	23%	16%	20%	20%	20%
Afib Ablation Market Mix by Ablation Type:										
Cryo % Afib	19%	17%	16%	14%	11%	9%	7%	10%	7%	7%
RF % Afib	81%	82%	82%	81%	79%	78%	75%	78%	68%	48%
PFA % Afib	0%	1%	3%	5%	10%	13%	18%	12%	25%	45%
Company Market Share by Abaltion Type:										
Cryo Market Share:										
JNJ										
ABT										
BSX	11%	16%	21%	25%	30%	35%	37%	31%	37%	40%
MDT PE Madat Chara	89%	84%	79%	75%	70%	65%	63%	69%	63%	60%
RF Market Share:	C00/	C10/	C 40/	C20/	C20/	C20/	C20/	C20/	C20/	C20/
JNJ ABT	60%	61%	64% 28%	63%	63%	63% 25%	63%	63% 25%	63% 23%	63%
BSX	32% 6%	29% 8%	28% 7%	25% 9%	25% 9%	25% 9%	25% 9%	25% 9%	10%	21% 11%
	2%	II.	7% 2%				3%		4%	5%
MDT PFA Market Share:	2%	2%	2%	3%	3%	3%	3%	3%	4%	3%
JNJ	0%	0%	0%	0%	0%	5%	11%	6%	20%	30%
ABT	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BSX	100%	100%	92%	82%	76%	69%	60%	68%	50%	37%
MDT	0%	0%	8%	18%	24%	26%	29%	26%	30%	33%
Mapping Market Share:	0,0	0 /0	0 /0	10 /0	2170	20 /0	23 10	20 /0	50 /0	22 /0
JNJ	59%	61%	62%	60%	60%	60%	60%	60%	60%	60%
ABT	39%	36%	34%	32%	32%	32%	32%	32%	30%	28%
BSX	2%	2%	4%	5%	5%	5%	5%	5%	6%	8%
MDT	0%	0%	0%	3%	3%	3%	3%	3%	4%	4%
Source: Company filings RofA Global Research	- , -	- , , ,	- , , ,					3		. , 5

Source: Company filings, BofA Global Research.

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BSX View

BSX estimates the global AFib ablation market will grow at a \sim 16% CAGR (from \sim \$5bn in 2023 to \sim \$8bn in 2026) and PFA will have 40-60% share in 2026. BSX expects to have a leadership position in PFA which we assume as 35-50%.

- Market growth: 15%
- AFib ablation market by ablation type: We assume both cryo and RF markets convert to PFA starting in 2024
 - PFA goes from <5% of the ablation mkt in 2023 to 35% in 2025 and 50% in 2026
 - o RF goes from 82% in 2023 to 55% in 2025 and 43% in 2026
 - o Cryo goes from 16% in 2023 to 10% in 2025 and 7% in 2026
- PFA market share by company: We assume BSX will continue to be the share leader through 2026 and in 2026 will have 45% share of the PFA ablation marekt
 - 2023: BSX 92%, MDT 8%
 - 2024: BSX 68%, MDT 26% and JNJ 6%;
 - 2025: BSX 58%, MDT 30% and JNJ 12%
 - o 2026: BSX 45%, MDT 35% and JNJ 20%.
- Cryo market share by company: Consistent with the base case, we assume BSX is able to increase its share in cryo given pull through/bundling with Farapulse, taking share from MDT
 - 2023: BSX 21% and MDT 79%
 - 2024: BSX 31% and MDT 69%
 - o 2025: BSX 37% and MDT 63%
 - o 2026: BSX 40% and MDT 60%
- **RF market share by company:** Consistent with the base case, we assume BSX and MDT are able to increase share in RF given pull through/bundling with Farapulse and PulseSelect/Affera respectively, taking share from ABT in RF. We assume JNJ has stable RF share given Varipulse.
 - o 2023: BSX 7%, MDT 2%, JNJ 64% and ABT 28%
 - 2024: BSX 9%, MDT 3%, JNJ 63% and ABT 25%
 - 2025: BSX 10%, MDT 4%, JNJ 63% and ABT 23%
 - 2026: BSX 11%, MDT 5%, JNJ 63% and ABT 21%
- Mapping/other market share by company: Consistent with the base case, we don't expect major share shifts from current market but assume BSX sees a slight pick up in mapping revenue from Rhythmia/Farapulse integration (expected later this year) and MDT to generate some mapping revenue from Affera
 - o 2023: BSX 4%, MDT 0%, JNJ 62% and ABT 34%
 - o 2024: BSX 5%, MDT 3%, JNJ 60% and ABT 32%
 - o 2025: BSX 6%, MDT 4%, JNJ 60% and ABT 30%



o 2026: BSX 8%, MDT 4%, JNJ 60% and ABT 28%

This scenario has BSX EP growing 131% in 2024 and 43% in 2025; JNJ EP growth flat in 2024 and 7% in 2025; ABT EP declining -7% in 2024 and -4% in 2025; and MDT EP growing 41% in 2024 and 35% in 2025. Total EP market share in 2025 is 44% JNJ, 17% ABT, 23% BSX, 15% MDT.

Exhibit 2: Model summary of BSX's view of the AFib market

Our key assumptions in this scenario include the global AFib ablation market will grow at a \sim 16% CAGR (from \sim \$5bn in 2023 to \sim \$8bn in 2026), PFA will have 40-60% share in 2026, and BSX will be a market leader in PFA which we assume as 35-40%. This scenario has BSX EP growing 131% in 2024 and 43% in 2025; JNJ EP growth flat in 2024 and 7% in 2025; ABT EP declining -7% in 2024 and -4% in 2025; and MDT EP growing 41% in 2024 and 35% in 2025. Total EP market share in 2025 is 44% JNJ, 17% ABT, 23% BSX, 15% MDT.

	2021A	2022A	2023A	1Q24E	2Q24E	3Q24E	4Q24E	2024E	2025E	2026E
WW Total Atrial Fibrillation Sales (\$m)			•					•		
JNJ	3,328	3,803	4,688	1,220	1,202	1,176	1,109	4,708	5,039	5,625
ABT	1,907	1,927	2,195	535	530	512	466	2,044	1,953	1,829
BSX	365	585	799	322	432	488	605	1,848	2,646	3,163
MDT	876	868	897	290	302	290	385	1,268	1,709	2,431
Total Afib	6,476	7,183	8,579	2,368	2,467	2,467	2,565	9,866	11,346	13,048
Atrial Fibrillation CC Growth (%)										
JNJ	33%	13%	21%	12%	1%	1%	-11%	0%	7%	12%
ABT	22%	8%	16%	6%	-4%	-6%	-21%	-7%	-4%	-6%
BSX	28%	18%	32%	83%	124%	157%	152%	131%	43%	20%
MDT	36%	4%	4%	16%	40%	42%	70%	41%	35%	42%
Afib Market Growth	29%	11%	19%	17%	14%	18%	12%	15%	15%	15%
Atrial Fibrillation Market Share										
JNJ	51%	53%	55%	52%	49%	48%	43%	48%	44%	43%
ABT	29%	27%	26%	23%	21%	21%	18%	21%	17%	14%
BSX	6%	8%	9%	14%	18%	20%	24%	19%	23%	24%
MDT	14%	12%	10%	12%	12%	12%	15%	13%	15%	19%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Upside / Downside to Street EP revenue:				F0/	1.00/	110/	200/	110/	1.40/	120/
JNJ ABT				-5%	-10%	-11%	-20%	-11%	-14%	-12%
				-4% 39%	-11% 68%	-13% 91%	-27% 94%	-14%	-24% 98%	-36% 93%
BSX MDT				-7%	14%	91%	33%	75% 12%	98% 40%	107%
וטוא				-/%	14%	9%	33%	12%	40%	107%
Key Model Drivers (inputs in green):										
Total Afib Ablation Market Growth		11%	19%	16%	15%	18%	12%	15%	15%	15%
Total Mapping / Other Market Growth		10%	21%	19%	13%	16%	12%	15%	15%	15%
Total Afib Market Growth	29%	11%	19%	17%	14%	18%	12%	15%	15%	15%
Afib Ablation Market Mix by Ablation Type:										
Cryo % Afib	19%	17%	16%	16%	14%	11%	12%	13%	10%	7%
RF % Afib	81%	82%	82%	77%	71%	67%	53%	67%	55%	43%
PFA % Afib	0%	1%	3%	7%	15%	22%	35%	20%	35%	50%
Company Market Share by Abaltion Type:										
Cryo Market Share:										
JNJ										
ABT	110/	1.00/	210/	250/	200/	250/	270/	210/	270/	400/
BSX MDT	11%	16%	21%	25%	30%	35%	37%	31%	37%	40%
RF Market Share:	89%	84%	79%	75%	70%	65%	63%	69%	63%	60%
JNJ	60%	61%	64%	63%	63%	63%	63%	63%	63%	63%
ABT	32%	29%	28%	25%	25%	25%	25%	25%	23%	21%
BSX	6%	8%	7%	9%	9%	9%	9%	9%	10%	11%
MDT	2%	2%	2%	3%	3%	3%	3%	3%	4%	5%
PFA Market Share:	270	2 /0	270	5,0	5 70	3 70	5 70	3 70	. ,0	3,0
JNJ	0%	0%	0%	0%	0%	5%	11%	6%	12%	20%
ABT	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BSX	100%	100%	92%	82%	76%	69%	60%	67%	58%	45%
MDT	0%	0%	8%	18%	24%	26%	29%	26%	30%	35%
Mapping Market Share:										
JNJ	59%	61%	62%	60%	60%	60%	60%	60%	60%	60%
ABT	39%	36%	34%	32%	32%	32%	32%	32%	30%	28%
BSX	2%	2%	4%	5%	5%	5%	5%	5%	6%	8%
MDT	0%	0%	0%	3%	3%	3%	3%	3%	4%	4%



Exhibit 2: Model summary of BSX's view of the AFib market

Our key assumptions in this scenario include the global AFib ablation market will grow at a ~16% CAGR (from ~\$5bn in 2023 to ~\$8bn in 2026), PFA will have 40-60% share in 2026, and BSX will be a market leader in PFA which we assume as 35-40%. This scenario has BSX EP growing 131% in 2024 and 43% in 2025; JNJ EP growth flat in 2024 and 7% in 2025; ABT EP declining -7% in 2024 and -4% in 2025; and MDT EP growing 41% in 2024 and 35% in 2025. Total EP market share in 2025 is 44% JNJ, 17% ABT, 23% BSX, 15% MDT.

2021A 2022A 2023A 1Q24E 2Q24E 3Q24E 4Q24E 2024E 2025E 2026E

Source: Company financials, BofA Global Research

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Disclosures

Important Disclosures

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Investment rating Total return expectation (within 12-month period of date of initial rating) Buy Total return expectation (within 12-month period of date of initial rating) ≥ 10% Ratings dispersion guidelines for coverage cluster®1 ≤ 70%

Buy ≥ 10% ≤ 70% Neutral ≥ 0% ≤ 30% Underperform N/A ≥ 20%

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