Meeting Briefing

Health New Zealand
Te Whatu Ora

Mars Bioimaging

Due to MO:	24 October 2025	**Reference**	**HNZ00101027**
To:	Hon Simeon Brown, Minister of Health		
From:	Dr Pete Watson, Executive Regional Director, South Island | Te Waipounamu		
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Consulted:	n/a		
Proactive Release:	This title is proposed by Health NZ for proactive release		

Contact for further discussion

Name	Position	Phone	1st contact
Dr. Pete Watson	Executive Regional Director, South Island | Te Waipounamu		x

Attachments

Appendix 1:	Run Sheet and Location Map
Appendix 2:	Biographies

About the meeting

Purpose	The purpose of this event is to meet with Mars Bioimaging.
Date	Wednesday 29 October 2025
Time	1:20pm- 2:00pm
Venue	Mars Bioimaging, 68 St Asaph Street, Christchurch
Attendees	Chris Stoelhorst, Independent Director and Chair, MARS Bioimaging Dr Ojas Mahapatra, Group CEO, MARS Bioimaging Mark Figgitt, Group COO MARS Bioimaging Anthony Butler, Co-founder and CTO, MARS Bioimaging [Note, biographies are attached as Appendix 1]
Health New Zealand | Te Whatu Ora officials	No officials were requested to attend
Media	No media are expected.
Talking points	

Background and context

1. This Event Briefing supports your visit to Mars Bioimaging on Wednesday 29 October.
2. Mars Bioimaging is a medical imaging company founded in 2007 by Professors Phil Butler and Anthony Butler. The company originated from research at University of Canterbury and the University of Otago and commercialises imaging technology for research and medicine.
3. MARS Imaging advertises itself as a centre for spectral molecular imaging innovation and has produced a commercial pre-clinical spectral computed tomography (CT) scanner. It asserts that this spectral photon-counting CT enables 'true colour' medical imaging which

captures and analyses the energy of an individual photons, enabling doctors to distinguish different materials within the body, such as fat, water, soft tissues, cartilage and bones. Due to this, MARS imaging claims to offer patients more detailed, accurate diagnostic images, leading to earlier detection of conditions and more precise treatment planning, while maintaining standard radiation exposure levels.

4. Additionally, MARS Imaging report that this technology is used in various research applications, including material science, biological studies and pharmaceutical development. Further, they report that the organisation is currently conducting clinical trials and working with healthcare providers to integrate this imaging technology into hospitals and medical facilities internationally.

5. Related to their clinical use, the scanner they have available is an upper extremity (arm) scanner. They describe their scanner as portable, and suitable for use at point of care, with a major use case being trauma and other orthopaedic applications, including imaging patients who have metal implants such as after orthopaedic wrist surgery. However, as their website indicates, this is a limited application point-of-care scanner for the hand, wrist, and some of the arm which is investigative only.

6. The majority of initial extremity trauma imaging is done with x-ray, which is widely available in acute care settings. There are a proportion of patients who will require have additional imaging with CT or Magnetic Resonance imaging (MRI) to detect subtle fractures not seen on x-ray, or to understand fractures that are not well characterised on x-ray.

7. The most common type of CT scanners within Health New Zealand do not provide the level of detail required for some of the injuries. Instead, high resolution cone beam CTs (which are less widely available CTs than our conventional CTs and have more limited uses) or the newer generation photon counting CTs (which can provide higher resolution imaging) are used. The MARS CT scanner overlaps these higher resolution scanners, but with a much more limited use case, such as less flexibility in the range of body areas it can scan.

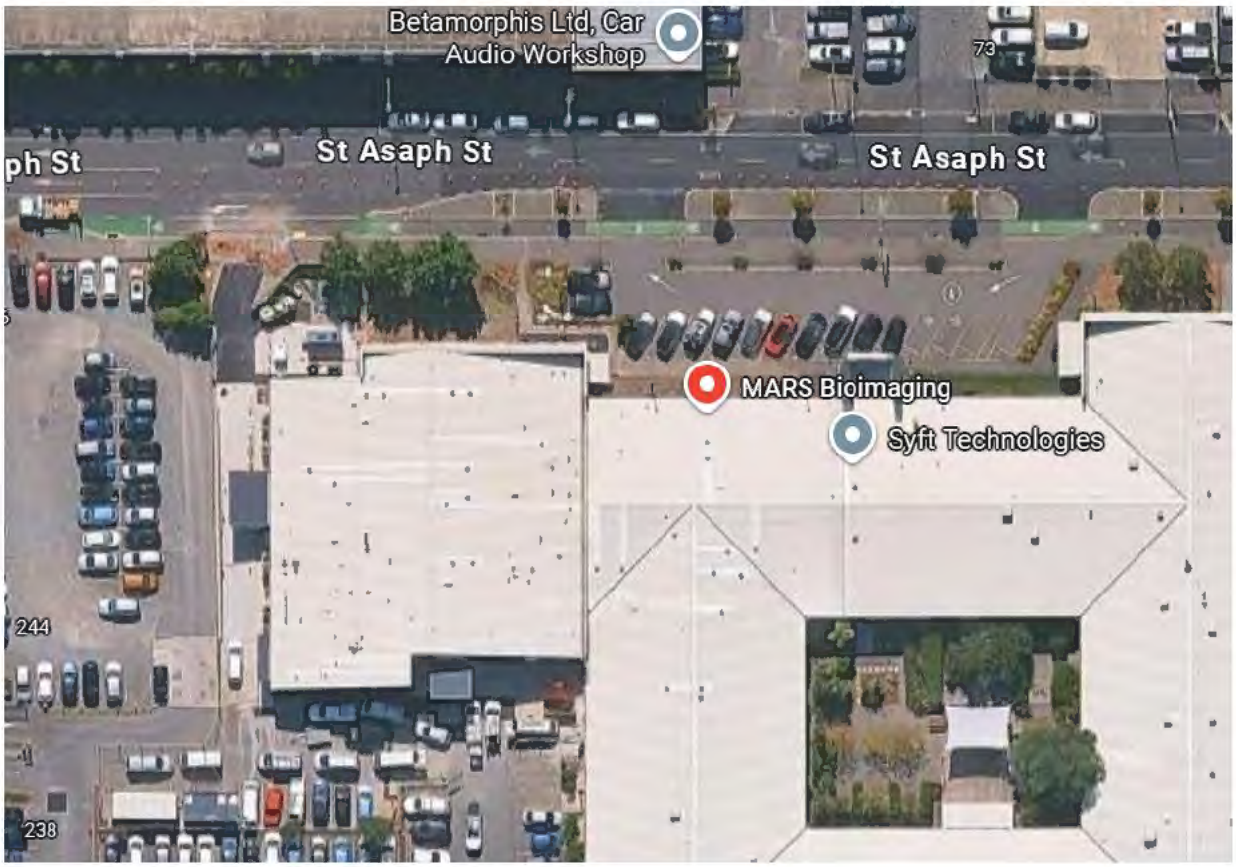
8. Accident Compensation Corporation (ACC) is the primary funder of trauma related imaging. There are limitations on who can refer for high tech imaging with either CT or MRI which would potentially impact how a point-of-care scanner might be integrated into care pathways.

Matters for discussion

9. [redacted]

Appendix 1: Runsheet & Location Map

Time	Details	Minister's office notes
1:20pm	Minister Brown arrives venue: Mars Bioimaging - 68 St Asaph Street, Christchurch Minister is greeted by Dr Ojas Mahapatra. Minister Brown attends an introduction in the Board room. This will include a short single-slide presentation with the CEO regarding the latest updates.	Entry is off St Asaph Street. *National Team to supply carpark information as suggested in email.*
1:35pm	Demonstration of products to Minister Brown.	
1:50pm	Short Q&A	
2:00pm	Minister Brown is farewelled and departs.	



Appendix 2: Biographies of attendees

Chris Stoelhorst, Independent Director and Chair, MARS Bioimaging

A professional company director with 40 years' experience in governance and leadership of successful fast-growth, high-tech businesses trading globally across multiple sectors. Executive and non-executive director roles followed chief executive positions in New Zealand and overseas, leading enterprises designing and manufacturing product and services that save lives and protect assets.

Chris is active in governance, placing talent, facilitating strategy and policy, resourcing enterprise, and guiding for high-performance through excellence in leadership across MedTech, Clean Energy (Hydrogen), Cryogenics, Aerospace, Resource Recovery. Making a difference for the public and the environment.

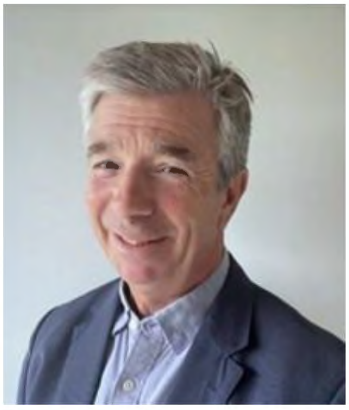
Dr Ojas Mahapatra, Group CEO, MARS Bioimaging

Dr. Ojas Mahapatra is an accomplished Executive leader with over a decade of experience scaling and transforming deep-tech companies across global markets. He has successfully led high-growth businesses in advanced technology sectors, driving significant valuation growth, securing substantial international investment, and expanding operations across multiple regions.

In his most recent role as CEO of a leading NZ cleantech company, Dr. Mahapatra secured over $30 million in funding from global investors, expanded the team fourfold across 5+ countries, and established partnerships with industry giants such as Sumitomo, Fortescue, Toyota, Airbus and Shell. He is recognized for his expertise in strategic partnerships, capital raising, and building high-performing teams in dynamic environments.

Dr. Mahapatra's leadership has been acknowledged through several prestigious awards, including the New Zealand Prime Minister's Business Award and Scholarship, the Youth Inspiration Award (India), and recognition by the President of India for academic excellence. Ojas has a PhD in Physics from University of Canterbury. He also attended London Business School, where he earned a Certificate in Management and received advanced training in market-driving strategies, tactical M&A and executive leadership.

Mark Figgitt, Group COO MARS Bioimaging



Mark is an alumnus of Melbourne Business School. He brings many years of Executive and Board experience across Corporates, Start-ups and Not for Profits.
Originally an engineer, he has built a track record of successful company growth both internationally and locally, across many sectors including Health, Utilities, Aviation, Telecommunications & Oil & Gas.

He has a passion for successful product and technology commercialisation, ensuring a commercial lens is applied to all the companies he works with to drive their success.
Mark is a collaborative leader believing in empowering the team from founders through to new recruits to deliver extraordinary results. Most recently Mark was an executive director, and prior was director of product development at HealthStream Aust., and NZ (formerly Change Healthcare).

Anthony Butler, Co-founder and CTO, MARS Bioimaging

Professor Anthony Butler is a radiologist with a keen interest in developing new imaging technologies. The company was formedin2007 to commercialise spectral imaging technology. Anthony has more than 150 scientific publications and 10 awards for research including from the Royal Society of NZ and the Royal Australian College of Radiologists. He is the lead or co-investigator on over $42m of government research grants. At Canterbury District Health Board, he works as a clinical radiologist. At the University of Otago, Christchurch he is Director of Imaging. He is a CERN alumnus and maintains a close relationship with development of CERN's Medipix (3 & 4) cameras.
Qualifications: MBChB -Medicine 1998 -University of Otago, GradDipSc -Physics 2006, University of Canterbury.
FRANZCR -Radiology 2005, The Royal Australian and New Zealand College of Radiologists, PhD -Eng 2007, University of Canterbury.