

**R H I N O M E D**  
MAKE EVERY BREATH COUNT

## CREATING A GLOBAL HEALTH BUSINESS

Rhinomed is an ASX listed (RNO:AU) Melbourne, Australia based medical technology firm that has developed a patented nasal and respiratory technology platform capable of radically improving the way you breathe, sleep, maintain your health and take medication.

The company is focused on solving clear unmet needs in the global sport and exercise, sleep, wellness and drug delivery markets.

Rhinomed's management team and board consists of experienced professionals from the biotech, medical, consumer health and global consumer goods industries. Our strategy is to build a significant customer base consisting of consumers, patients and clinicians who use the platform technology across a range of applications. We believe that building a major customer and user base in the consumer health market significantly de-risks the acceptance and adoption of outcomes from our clinical program.

Rhinomed's 'user' focused approach to innovation ensures that we are constantly seeking to identify clear, high value, unmet needs in consumer health and clinical settings and develop compelling, branded technology solutions that solve these. As a result, over the last two and a half years the company has developed a family of over 60 patents in the nasal respiratory space.

Rhinomed actively welcomes partnering enquiries.



## LEAD TECHNOLOGY

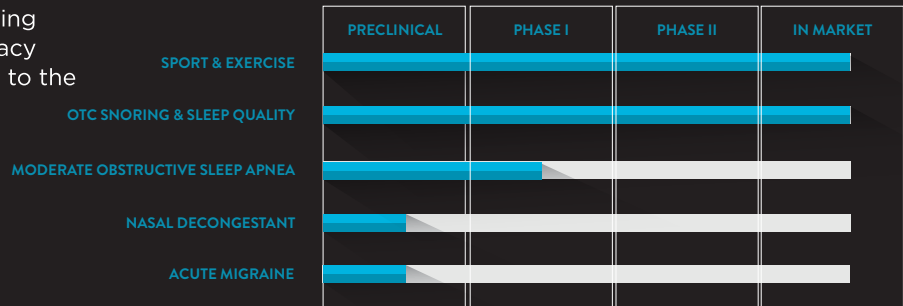
Rhinomed has developed a unique nasal stenting technology. The technology has shown, in clinical trials, to improve airflow through the nose by an average of 38%. The platform has multiple form factors and applications across a range of consumer health and clinical settings.

The company released its first product, the Turbine, into the global sport and exercise market in 2014. Distribution is rapidly expanding and growing adoption by elite athletes like 2013 Tour de France winner Chris Froome, is cementing the Turbine as a 'must have' technology for all those undertaking any form of aerobic exercise.

In early 2015 the company released its OTC snoring and sleep solution, the Mute, a technology that reduces snoring in 75% of users<sup>1</sup> and is one of the few technologies shown to improve sleep quality. Already available online, the company is actively working with leading global organizations in the clinical, pharmacy and retail environments to introduce Mute to the global snoring and sleep aid market.

The company is now progressing a clinical program in Obstructive Sleep Apnea (OSA) where it seeks to introduce its new Intra-nasal Positive Expiratory Air Pressure (INPEAP) technology as an effective and well tolerated solution to the 70% of all OSA patients<sup>2</sup> who suffer from mild/moderate OSA. This program seeks to directly leverage the platform's growing acceptance within the consumer health setting.

Rhinomed has now commenced pre-clinical work in drug delivery. The company seeks to demonstrate how an intra-nasal device can provide drug developers with a patient compliant medium for the delivery of medication. By providing a device that can remain comfortably within the nose for up to 8 hours, Rhinomed's platform opens up considerable opportunities for drug developers looking to avoid first-pass hepatic and intestinal metabolism.



<sup>1</sup> Mute user trial 2014

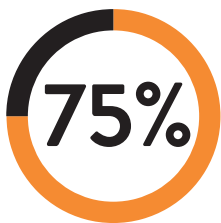
<sup>2</sup> Wisconsin Sleep Cohort, American Journal of Respiratory and Critical Care Medicine Vol 165, pp. 1217-1239, (2002)

## OTC SNORING AND SLEEP MARKET

Mute™ is a compelling solution to major unmet needs in the global sleep aid market which was valued at \$54.9bn in 2013. By increasing the volume of air travelling through the nose during sleep, alleviating congestion and encouraging nasal breathing, Mute has been shown to not only reduce snoring but also radically improve sleep quality in users and their partners.

In late 2014, the company reported the results of a 5 day in-home user trial (n=118 couples). 75% of respondents snored less and 78% reported that they could breathe better. There was also a dramatic improvement in sleep quality with 3x as many snorers and 4x as many sleep partners reporting good or excellent sleep quality with Mute.

Mute is available at [www.mutesnoring.com](http://www.mutesnoring.com).



SNORED LESS  
OFTEN **WITH**  
MUTE\*



COULD BREATHE  
BETTER AT NIGHT  
**WITH MUTE\***





## SPORT AND EXERCISE MARKET

Turbine™ is a sports breathing technology designed to make breathing easier during aerobic activity. Designed to sit comfortably inside the nose, Turbine allows athletes to take in an average of 38% more air with every breath. By optimizing every breath and making it easier and more efficient to do so, Turbine may improve performance, boost endurance and aid recovery. Turbine has been readily adopted by some of the world's leading elite athletes including 2013 Tour de France winner Chris Froome.

Turbine is available in selected sports stores and at [www.theturbine.com](http://www.theturbine.com).



**TURBINE**  
SPORTS BREATHING TECHNOLOGY  
NEW  
IMPROVED TECHNOLOGY  
RHINOMED  
STARTER PACK

ANNABEL LUXFORD  
PROFESSIONAL TRIATHLETE

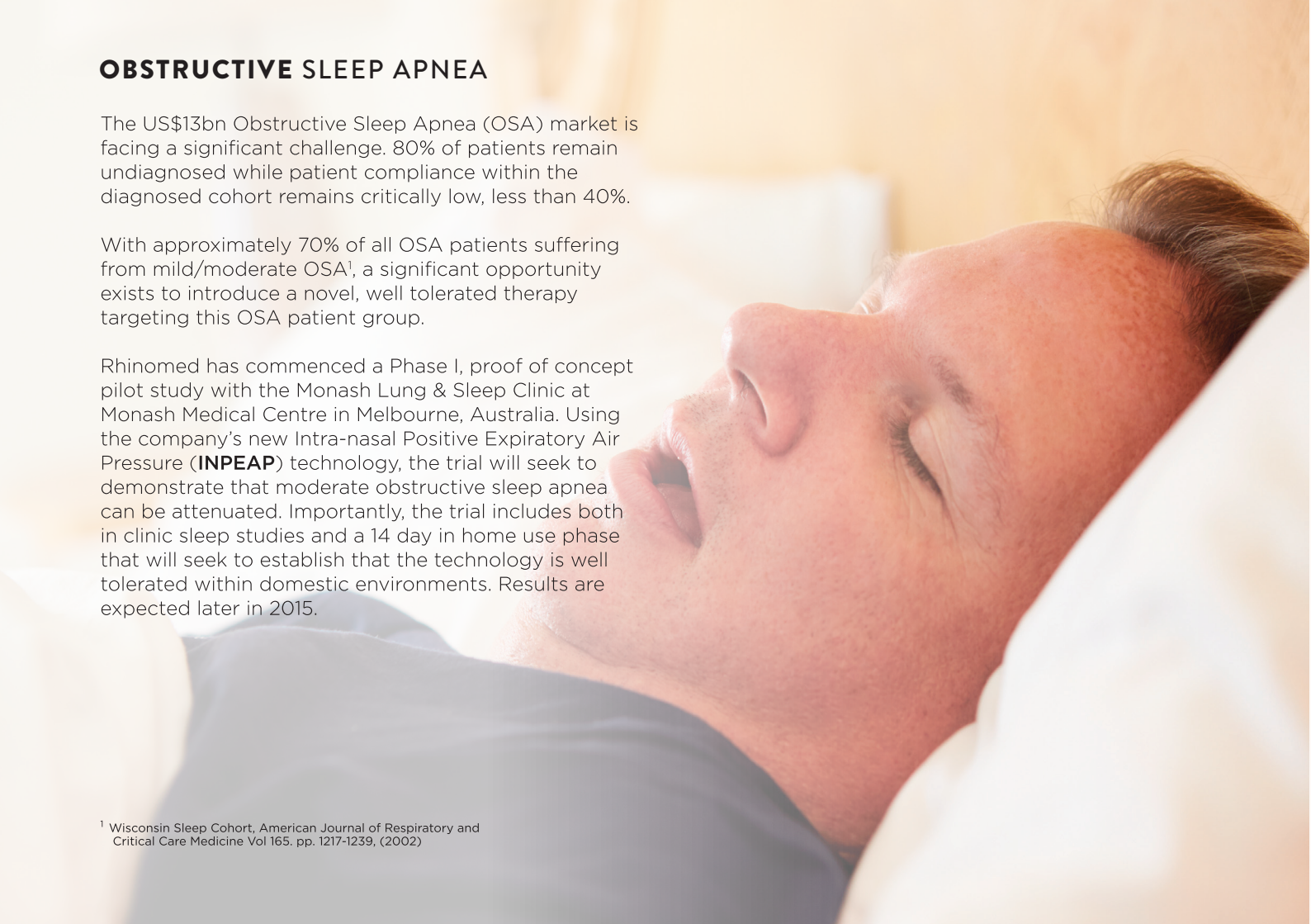
## OBSTRUCTIVE SLEEP APNEA

The US\$13bn Obstructive Sleep Apnea (OSA) market is facing a significant challenge. 80% of patients remain undiagnosed while patient compliance within the diagnosed cohort remains critically low, less than 40%.

With approximately 70% of all OSA patients suffering from mild/moderate OSA<sup>1</sup>, a significant opportunity exists to introduce a novel, well tolerated therapy targeting this OSA patient group.

Rhinomed has commenced a Phase I, proof of concept pilot study with the Monash Lung & Sleep Clinic at Monash Medical Centre in Melbourne, Australia. Using the company's new Intra-nasal Positive Expiratory Air Pressure (**INPEAP**) technology, the trial will seek to demonstrate that moderate obstructive sleep apnea can be attenuated. Importantly, the trial includes both in clinic sleep studies and a 14 day in home use phase that will seek to establish that the technology is well tolerated within domestic environments. Results are expected later in 2015.

<sup>1</sup> Wisconsin Sleep Cohort, American Journal of Respiratory and Critical Care Medicine Vol 165, pp. 1217-1239, (2002)





## PLATFORM EXTENSIONS

The Rhinomed nasal respiratory platform is protected by a family of over 60 patents. These are granted and pending across multiple jurisdictions. From this platform the company is addressing significant needs in billion dollar markets including Sleep Apnea, Nasal Drug Delivery and general Health & Wellness.

### HEALTH & WELLNESS

Rhinomed is currently developing an application of its platform technology that will seek to address a major unmet need in the billion dollar nasal decongestant market.

Through the introduction of a vapour, the company has developed a product that will provide an in-situ solution for patients seeking relief from nasal congestion. The combination of Rhinomed technology (nasal stenting) with the mild cooling effects from a vapour has the potential to soothe the lining of the nose, ease breathing and relieving cough. Further clinical work will commence on this next generation technology later in 2015.

Leveraging the established acceptance of the existing Turbine and Mute technologies, the company will expand into the rapidly growing cold/allergy/sinus market in 2016. Further applications in the use of vapours, scents and aromatics such as appetite suppression and anxiety are being considered.

### NASAL DRUG DELIVERY

Rhinomed's patented technology provides a compelling opportunity for biotech and pharma companies. The program in the consumer health space provides a powerful, well accepted platform from which medication can be delivered transdermally or transmucosally. Until now intranasal delivery has relied upon sprays whereas the Rhinomed platform allows exploration into a much broader range of Active Pharmaceutical Ingredients. By providing a stable platform that has the potential to stay in situ for up to 8 hours, the technology allows drug developers to consider a much broader range of formulation options and absorption rates.

Rhinomed is currently progressing a proof of concept trial. The program seeks to demonstrate the value of the platform through the intranasal delivery of Sumatriptan (acute migraine). The company welcomes partnership enquiries regarding its drug delivery program from interested biotech, pharma and research institutions.

## BOARD OF MANAGEMENT

### **MICHAEL JOHNSON – MANAGING DIRECTOR AND CEO**

Experienced leader and innovator who has specialized in the successful commercialization of emerging technologies and brands for over 20 years, in a range of industries.

### **MARTIN ROGERS – NON-EXECUTIVE CHAIRMAN**

A successful bio-tech start-up investor and company director, who has experience in all aspects of financial, strategic and operational management, helping raise over \$100m cash equity.

### **DR MITCHELL ANDERSON – SPORTS MEDICAL ADVISOR**

A sports medicine doctor with expertise in health, physiology and physiotherapy. With 30 Ironman finishes (2 victories), he brings a wealth of professional endurance sports knowledge to Rhinomed.

## CONTACT DETAILS

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**ASX:RNO**

### **BRENT SCRIMSHAW – NON-EXECUTIVE DIRECTOR**

Widely regarded as one of the most creative and respected leaders in global sport. Brent has been VP & General Manager of Nike (Western Europe) and is now CEO and co-founder of unscriptd.com.

### **ERIC KNIGHT – NON-EXECUTIVE DIRECTOR**

A former Boston Consulting Associate and now leading academic and author at Sydney University Business School. Eric is a Rhodes scholar and graduate of Oxford.

### **JUSTINE HEATH – CFO / COO**

Experienced CFO/COO with over two decades experience in finance and operational roles in healthcare and technology development.

## FORWARD LOOKING STATEMENT

Any forward looking statements in this newsletter have been prepared on the basis of a number of assumptions which may prove incorrect and the current intentions, plans, expectations and beliefs about future events are subject to risks, uncertainties and other factors, many of which are outside Rhinomed Limited's control. Important factors that could cause actual results to differ materially from any assumptions or expectations expressed or implied in this newsletter include known and unknown risks. As actual results may differ materially to any assumptions made in this newsletter, you are urged to view any forward looking statements contained in this newsletter with caution. This newsletter should not be relied on as a recommendation or forecast by Rhinomed Limited, and should not be construed as either an offer to sell or a solicitation of an offer to buy or sell shares in any jurisdiction.