

# CHANGING THE WAY **THE WORLD BREATHES**

RHINOMED - NASAL RESPIRATORY TECHNOLOGY

*MARCH 2016*

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## BOARD AND MANAGEMENT

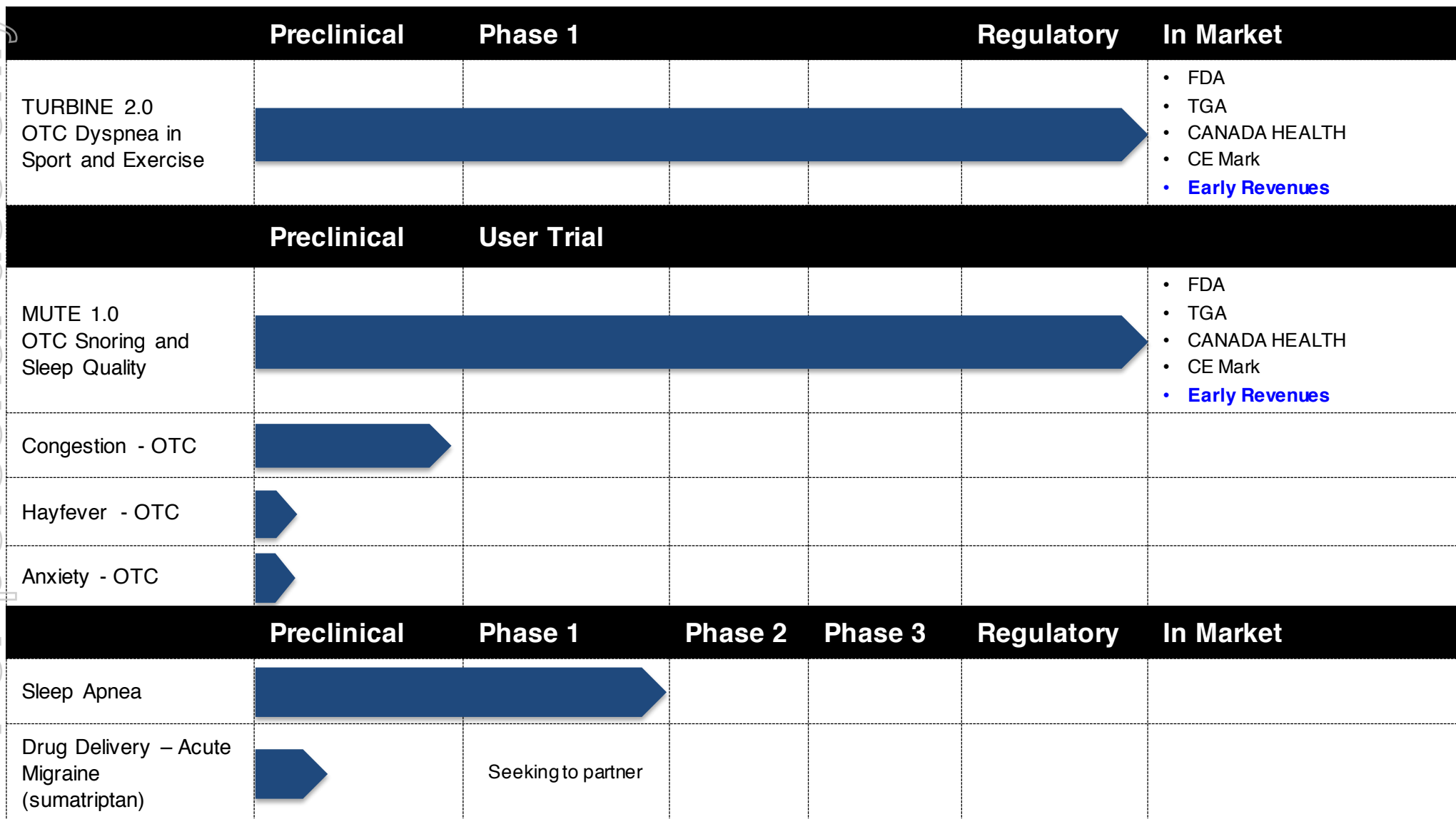
- Rhinomed develops, markets and partners its internal nasal technology platform into multiple form factors - internal nasal devices.
- Market Cap ~\$16m
- 60+ patents, global coverage, (13 granted)
- Focus on unmet needs in
  - Sports & exercise,
  - Sleep (snoring, sleep quality and sleep apnea)
  - Decongestion, anxiety
  - Drug delivery
  - Offices in Melbourne, Australia and Cincinnati, USA

Board	
Non Executive Chairman	Mr Ron Dewhurst <i>Ex JP Morgan, Legg Mason, IOOF, ANZ McCaughan Dyson</i>
Non Executive Director	Mr Brent Scrimshaw <i>Ex CEO Nike Western Europe,</i>
Non Executive Director	Dr Eric Knight <i>Ex BCG, Baker &amp; McKenzie</i>
Executive Director	Mr Michael Johnson <i>Ex Cogentum, Strategyn, Mercer, Leo Burnett</i>
Joint Company Secretary	Mr Phillip Hains

Senior Management	
CEO	Mr Michael Johnson
CFO/COO	Ms Justine Heath
Global VP Sales & Marketing	Mr Shane Duncan

Ordinary Fully paid Shares	612,902,124	100%
Top 20 shareholders	182,658,953	29.80%
Kroy Wren	50,000,000	8.15
HSBC Custodian Managers	14,819,427	2.41
Abingdon Nominees	14,000,000	2.28
Kensington Capital	13,500,000	2.20
Fifty Second Celebration Pty Ltd	9,062,500	1.48

# A NOVEL NASAL TECHNOLOGY PLATFORM



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## TURBINE – CHANGING THE WAY YOU BREATHE



- TURBINE 2.0 - Released Feb 2015
- Sports breathing technology that combats dyspnea (shortness of breath) and helps those suffering from nasal obstruction
- Designed to help athletes breathe easier during sport and aerobic exercise
- Adoption from athletes in training, pre-event preparation, competition and recovery
- Available in three sizes and a trial pack
- RRP US\$27.95

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Turbine helped Shannon Rowbury set a new American record for the 1500 meters

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Turbine helped Chris Froome win his second Tour de France



## SLEEP HEALTH HAS GONE MAINSTREAM

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“The science is pretty incontrovertible, that sleep deprivation affects every aspect of our health and cognitive performance.”

**ARIANNA HUFFINGTON**



# MUTE - CATEGORY DEFINING BRANDED TECHNOLOGY

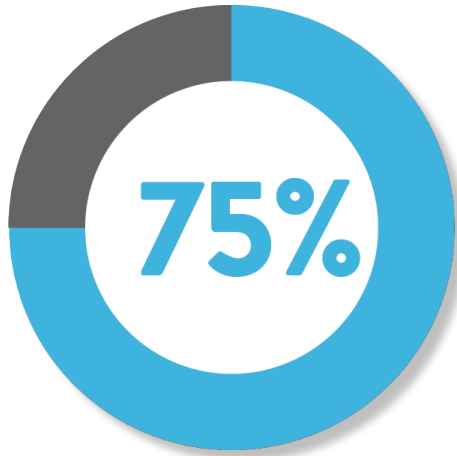


- Mute released January 2015
- Front line therapy – Snoring and sleep quality
- Available in three sizes and a trial pack
- RRP US\$27.95
- Less than a dollar a day
- 1 pack = 1 months supply ( 10 uses per individual unit)



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# MUTE WORKS - USER PRODUCT TRIAL RESULTS



OF THE SUBJECTS REPORTED  
A REDUCTION IN THE INCIDENCE  
& SEVERITY OF SNORING

2014 USER TRIAL N=236 INCLUDES 5 DAYS OF CONTINUAL USE



Mute User trial. N=236. 5 Day in-home user trial. November 2014

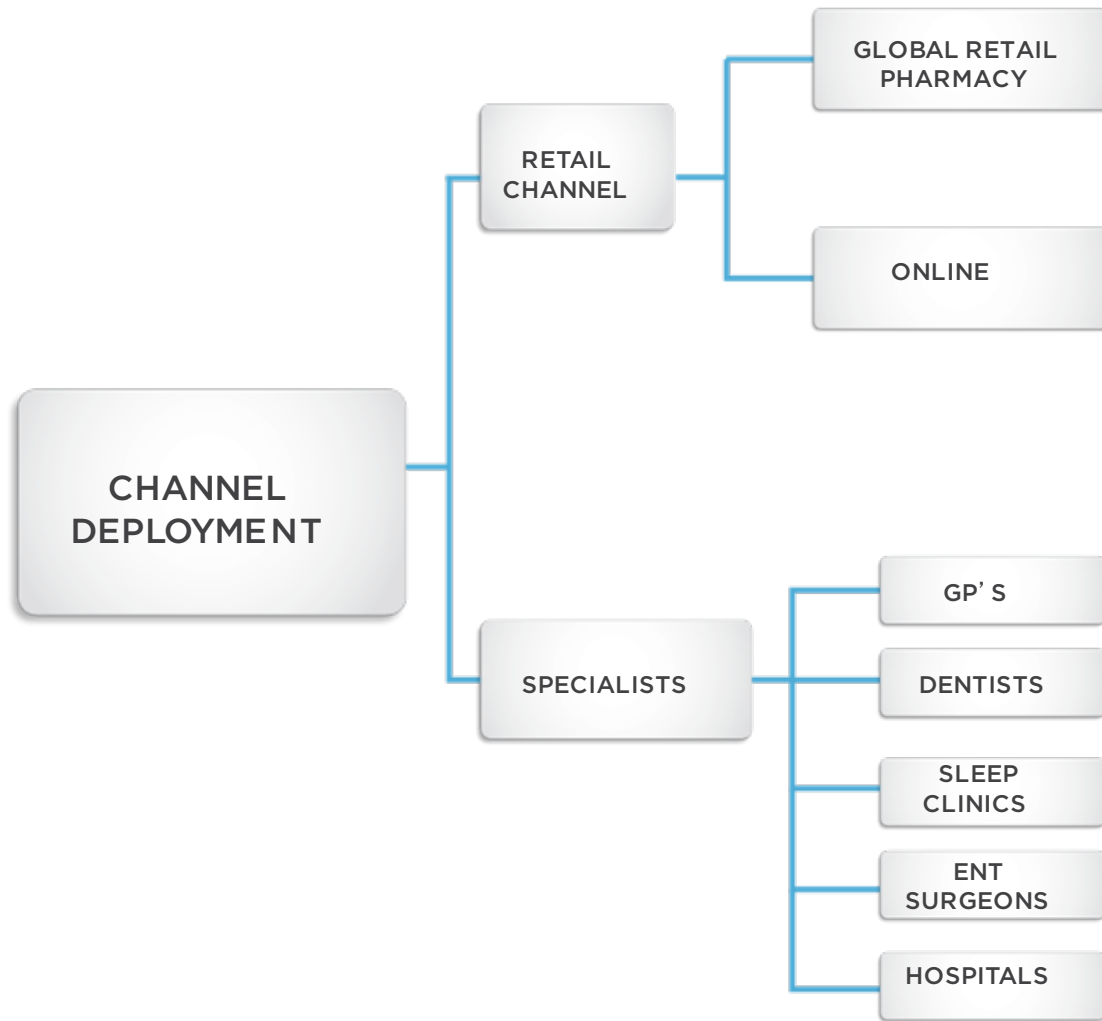
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# A UNIQUE, CUT THROUGH BRAND

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# A MULTI-CHANNEL DEPLOYMENT MODEL



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# MUTE - A GROWING DISTRIBUTION FOOTPRINT

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Australia  
Est. 3.5 million snorers



Approx. 330 out of 3,500 pharmacies



United Kingdom  
Est. 22 million snorers



Approx. 600 out of 2,511 pharmacies



Canada  
Est. 9 million snorers



Approx. 8500 pharmacies



USA  
Est. 49% of population snores



Launching into approx. 1000 drug stores. Untapped potential in approx. 30,000 pharmacies



Europe  
Est. 111 million snorers



Untapped potential in approx. 150,000 pharmacies



# ESTABLISHED PRODUCTION AND LOGISTICS

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- Provides UK warehousing, customs and logistics support
- Distribution into Boots warehouses



- Provides global logistics support from Hong Kong hub
- Drop ships to key US and European distribution warehouses
- Provides direct to consumer fulfillment services



## CHINAMED PRODUCTS (CHINA) LTD.

- Situated in the city of Jiaotang, Gaoyao, Zhaoqing in China's southern Guangdong Province
- Certified ISO13485-2003 and QSR820 facility
- RNO has 5 dedicated tooling, production, assembly and packaging lines

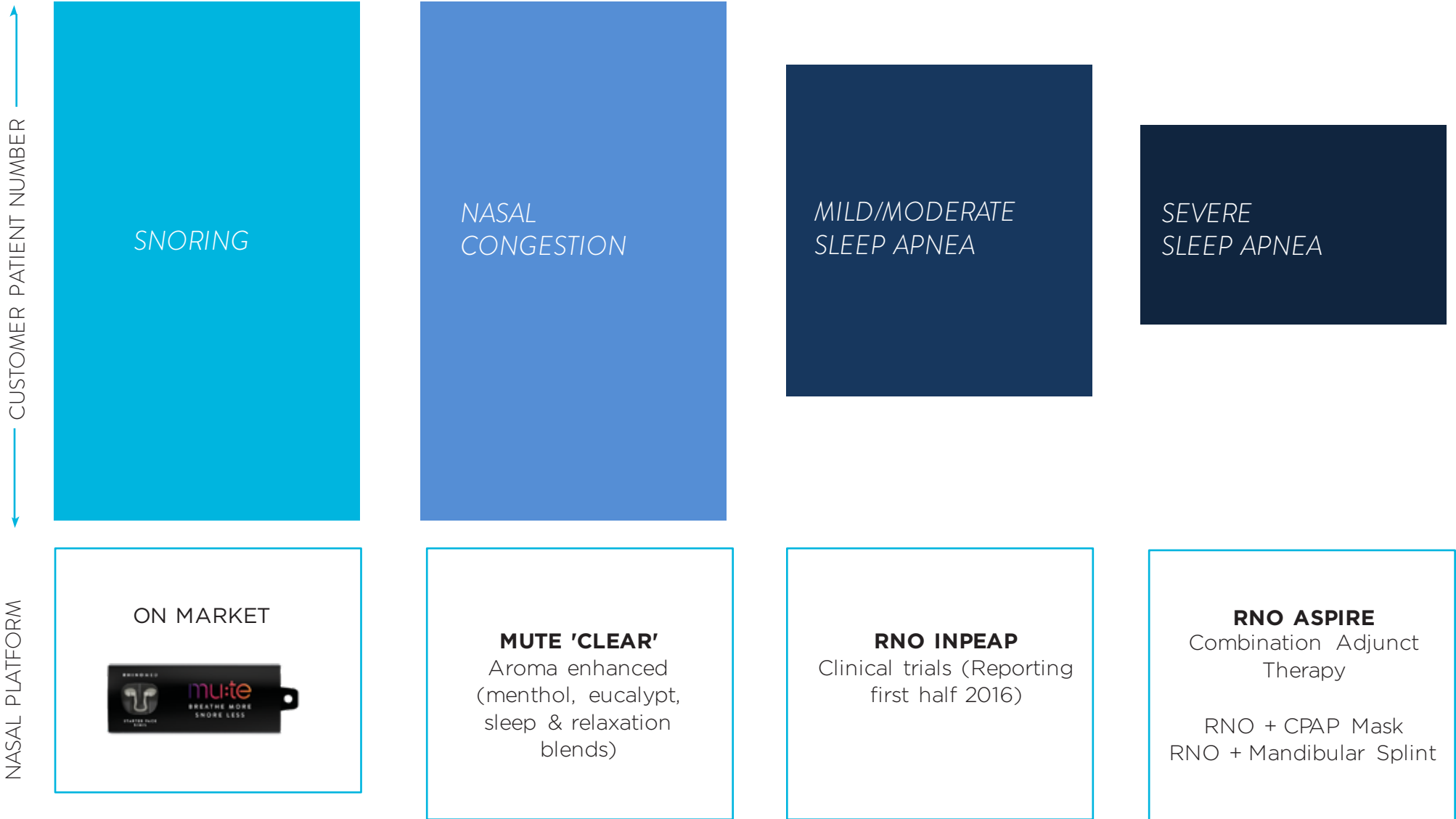


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# INNOVATION PIPELINE

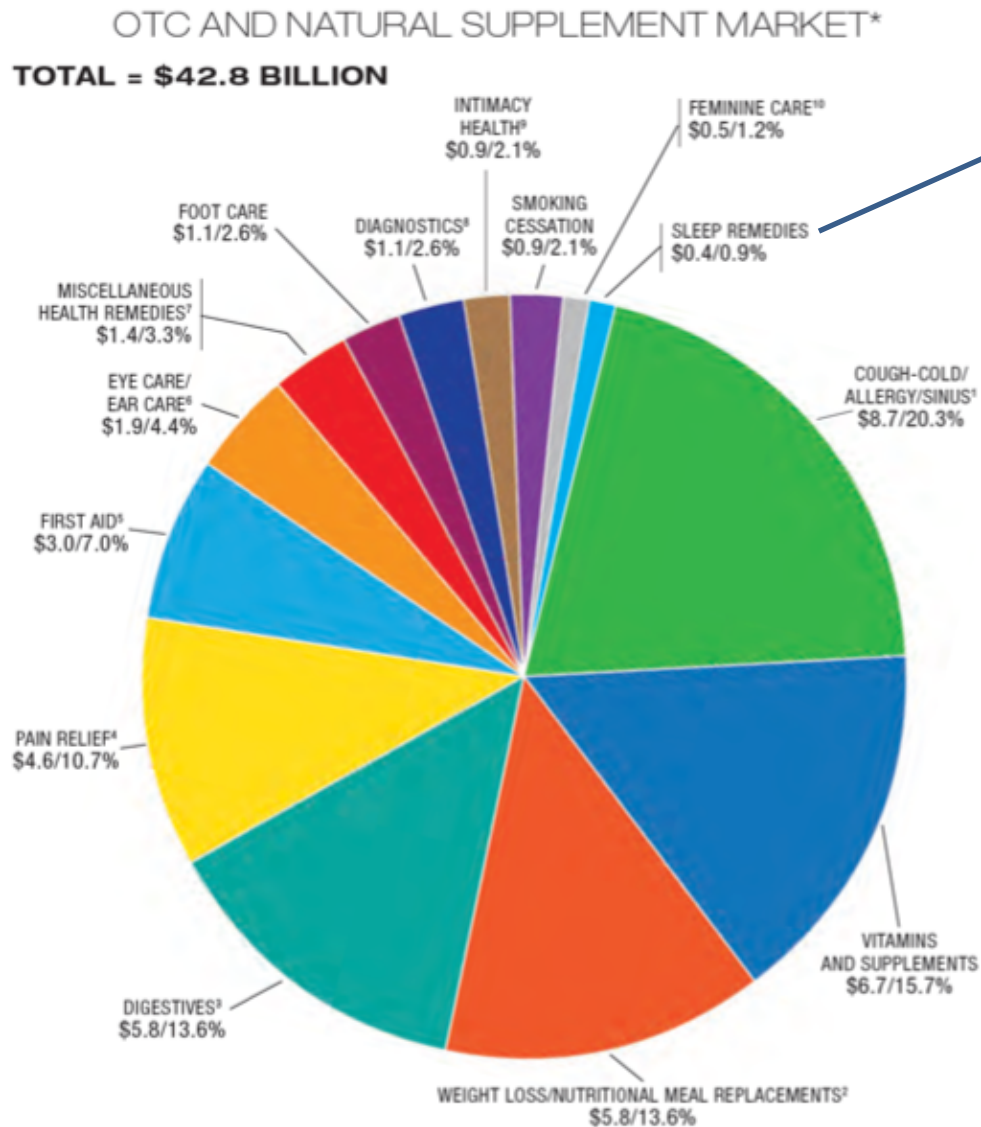
# END TO END SLEEP CATEGORY SOLUTIONS

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# LEVERAGING INTO DECONGESTION

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## MUTE

- In market
- Resolves snoring
- Improves sleep quality
- Adjunct to existing sleep therapies

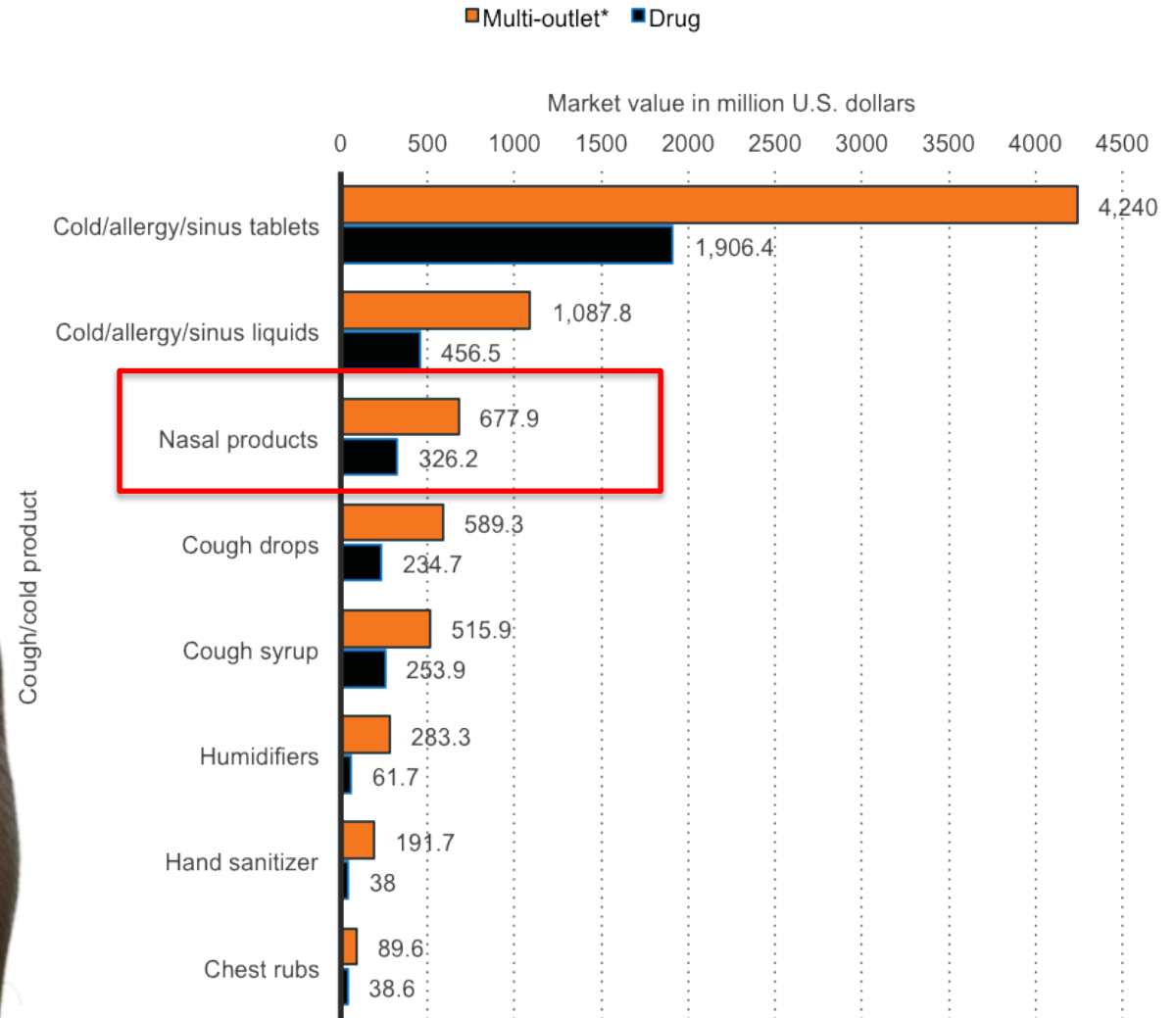


## MUTE 'CLEAR'

- Next generation multi formulation platform
- Overnight nasal decongestant
- Class 1 product – regulatory process commencing
- Design being finalised and production scoping underway
- TARGET RELEASE – DECEMBER 2016

# 1. NEXT GENERATION NASAL DECONGESTANT

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# SLEEP APNEA – A MAJOR CATEGORY OPPORTUNITY

- Existing Industry Revenues - US\$19 BILLION+
- Vast majority of patients remain undiagnosed – significant growth opportunities
- According to McKinsey & Co analysis (Harvard Medical School, 2010) the annual total costs of OSA is \$165 billion

WISCONSIN SLEEP COHORT STUDY			
	CLASS	%	US POP PREVALENCE
FEMALE	MILD	9%	14 MILLION
	SEVERE	4%	6.2 MILLION
MALE	MILD	24%	36.8 MILLION
	SEVERE	9%	13.8 MILLION

**MILD TO MODERATE SUFFERERS**



Of all OSA patients are MILD/MODERATE OSA

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## OSA HAS A BILLION DOLLAR PROBLEM

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- 80% of those with sleep apnea remain undiagnosed
- CPAP compliance rates are poor - less than 38%
- CPAP and MDS treatment is expensive \$2000+
- Few clinically proven alternative treatments
- All existing treatments are highly invasive
- Existing therapies struggle to attract and retain patients



## 2. MUTE – AN ADJUNCT TO EXISTING OSA THERAPIES



- A nasal stent that lowers nasal resistance
- Being increasingly recommended by Sleep Specialists, Sleep Technicians and ENT's as an adjunct therapy to Mandibular Advancement Devices and CPAP to resolve compliance issues
- Proof of compliance is increasingly required by insurers before reimbursement
- Working closely with sleep specialists to begin scoping trial

### 3. A REVOLUTIONARY APPROACH TO SLEEP APNEA

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#### **Intranasal Positive Expiratory Airway Pressure (INPEAP)**

- Patented INPEAP technology
- Targeting 70% of OSA patients with moderate OSA (AHI 14-29)
- Low invasive
- Well tolerated
- Nasal stenting coupled with nasally delivered EPAP
- Trial underway at Monash Lung and Sleep Dept. Monash Health

## 4. DRUG DELIVERY - PROOF OF CONCEPT

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- **37 MILLION** AMERICANS SUFFER FROM MIGRAINE
- **< 25% ARE SATISFIED** WITH THEIR EXISTING THERAPY
- **US\$1.6 BILLION** - WORLDWIDE SALES OF IMITREX
- **EFFICACY AND SAFETY** ESTABLISHED
- **7,026,000** SUMATRIPAN PRESCRIPTIONS
- **WILL SEEK TO PARTNER THIS PROGRAM**



## SUMMARY

- Business is rapidly expanding its global distribution footprint through high quality distribution partners
- Key focus will be expansion of sleep franchise in:
  - US
  - UK
  - Asia
- Office opened in the US to support roll out
- Company buys and sells in USD, maintaining a natural hedge against AUD movement
- Near Term - Sleep Apnea Trial results expected

**Revenue streams** with global growth opportunity

**Platform extension** in high value opportunities

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