

R H I N O M E D

BIOSHARES JULY 2016

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ONE IN FOUR PEOPLE<sup>1</sup> WILL HAVE  
A PROBLEM BREATHING THROUGH  
THEIR NOSE.

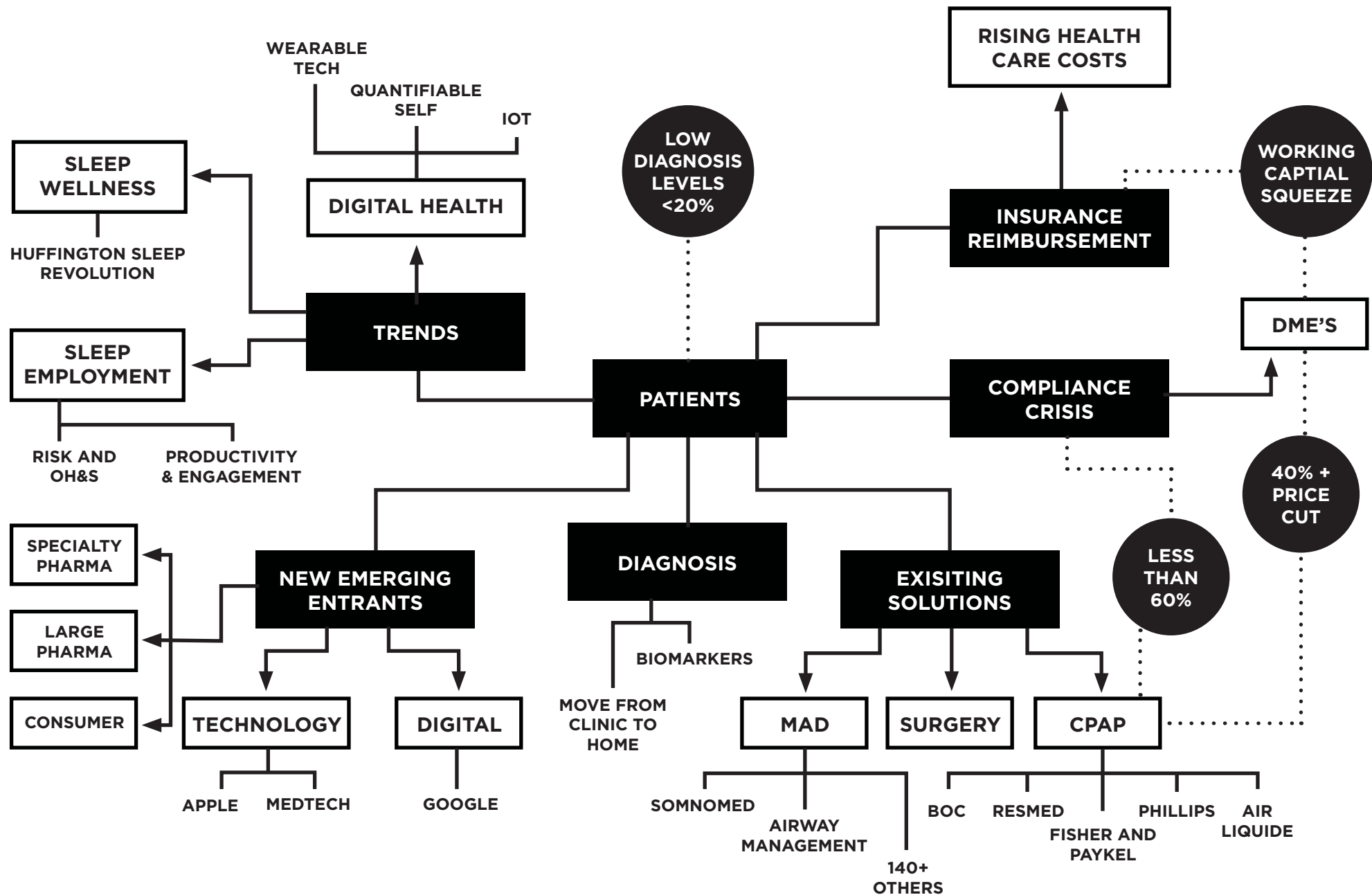
WE HAVE CREATED AN ELEGANTLY  
DESIGNED AND PATENTED PLATFORM  
THAT SOLVES THIS PROBLEM IN  
MULTIPLE SITUATIONS.

| DURING EXERCISE | AT NIGHT | WHEN ILL | WHEN ASLEEP |

DIVORCE  
LAWYERS  
HATE IT.



# THE GLOBAL SLEEP MARKET IS AWAKENING



**THE MARKET** IS BEING REDEFINED

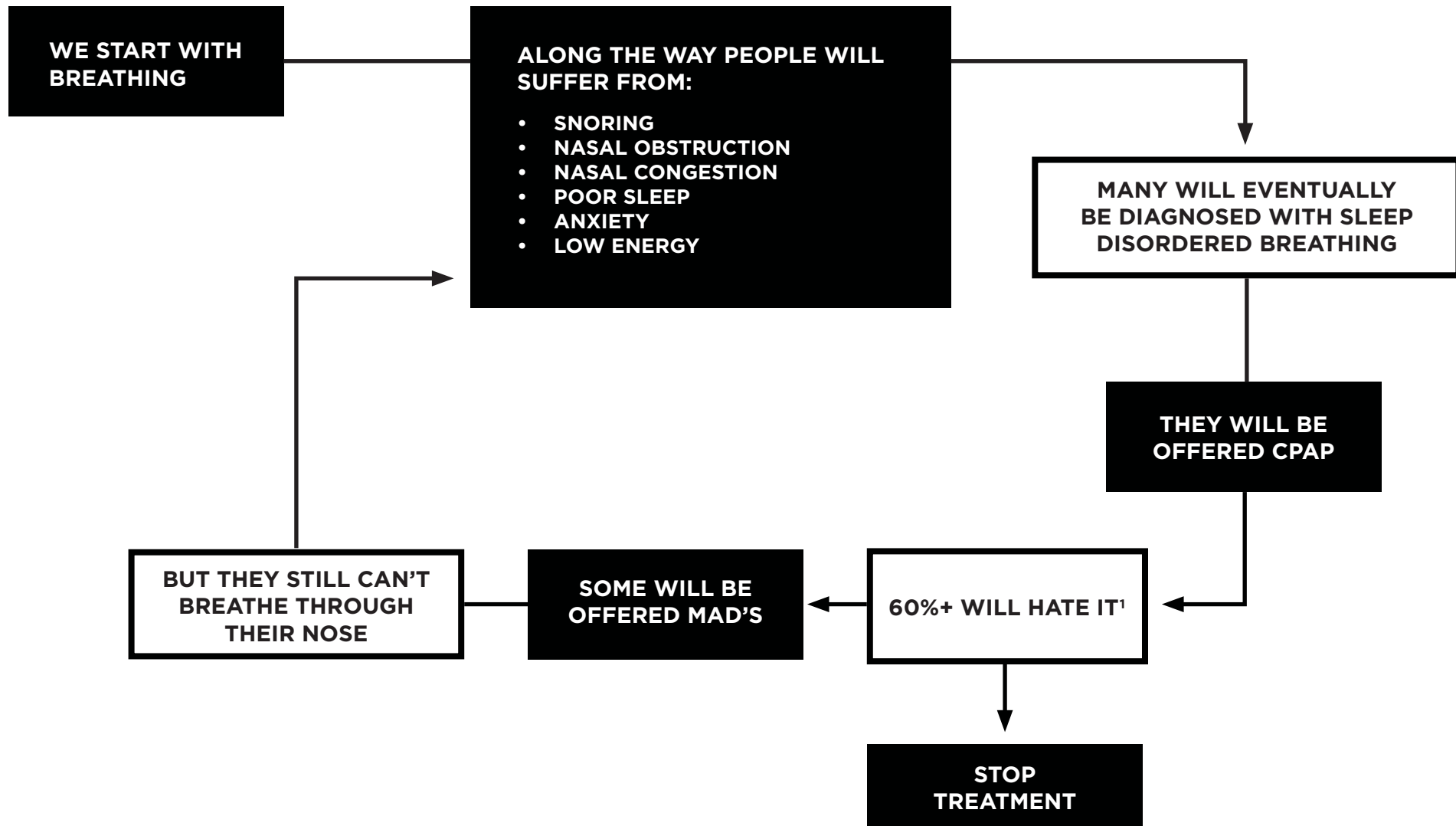
HYPERCOMPETITION

NO SIGNIFICANT INNOVATION

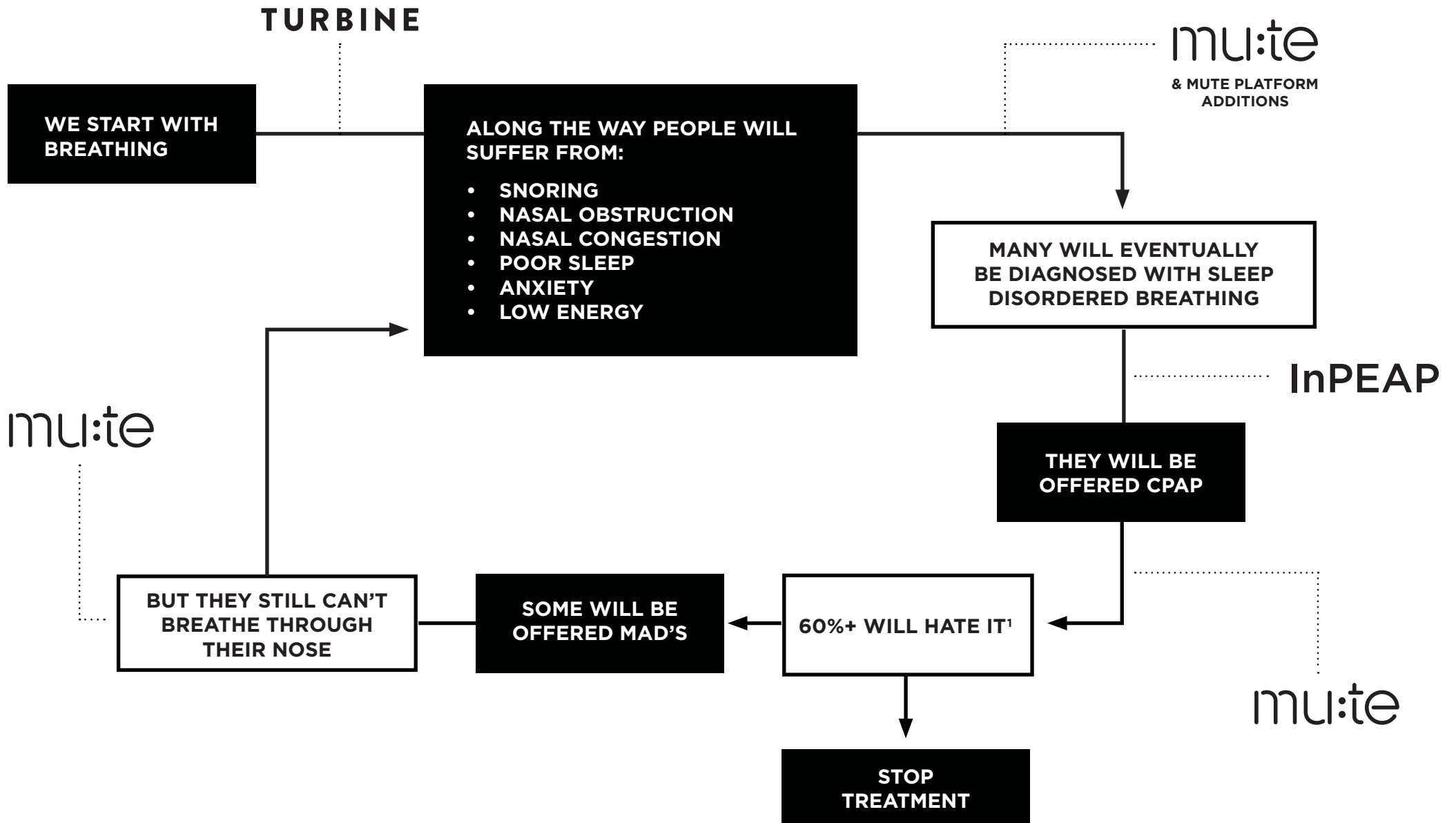
INCREASING PUBLIC AWARENESS

SIGNIFICANT PRESSURE ON COSTS

# SLEEP JOURNEY



# SLEEP JOURNEY



<sup>1</sup>WEAVER, TERRI E AND GRUNSTEIN RONALD R. "ADHEARENCE TO CONTINUOUS POSITIVE AIRWAY PRESSURE THERAPY". PROCEEDINGS OF THE AMERICAN THORACIC SOCIETY, VOL 5, NO. 2 (2008), PP. 173-178



# BUILDING A CUSTOMER BASE



**CHRIS FROOME**

BREATHING  
ISSUES



**SHANNON ROWBURY**

NASAL  
OBSTRUCTION



**EMILY GIANNOPOULOS**

PRIMARY SNORING



**JENNY CHAPMAN**

SEVERE SNORING



**MARK PACHACZ**

SLEEP APNEA

# BUILDING A DISTRIBUTION CHANNEL



## SPECIALTY RETAIL

PERFORMANCE BIKE  
GIANT



## MAINSTREAM RETAIL

DICK'S SPORTING  
GOODS



## ONLINE

AMAZON  
DRUGSTORE.COM  
1800CPAP.COM  
CPAP SUPPLY USA  
MUTESNORING.COM  
TURBINE.COM  
JET.COM



## PHARMACY & GROCERY

BOOTS  
DUANE READE  
WALGREENS  
SYMBION  
SIGMA  
API



## CLINICAL

SLEEP CLINICS  
DOCTORS  
DENTISTS

# GROWTH DRIVERS

## RETAIL



- Scale in store numbers in Australia, USA, Canada and UK - Target: 13,000 FY17
- Premium in-store experience and presence - Drive sell-through
- Establish mute technology as the entry point to the global sleep category

## ONLINE



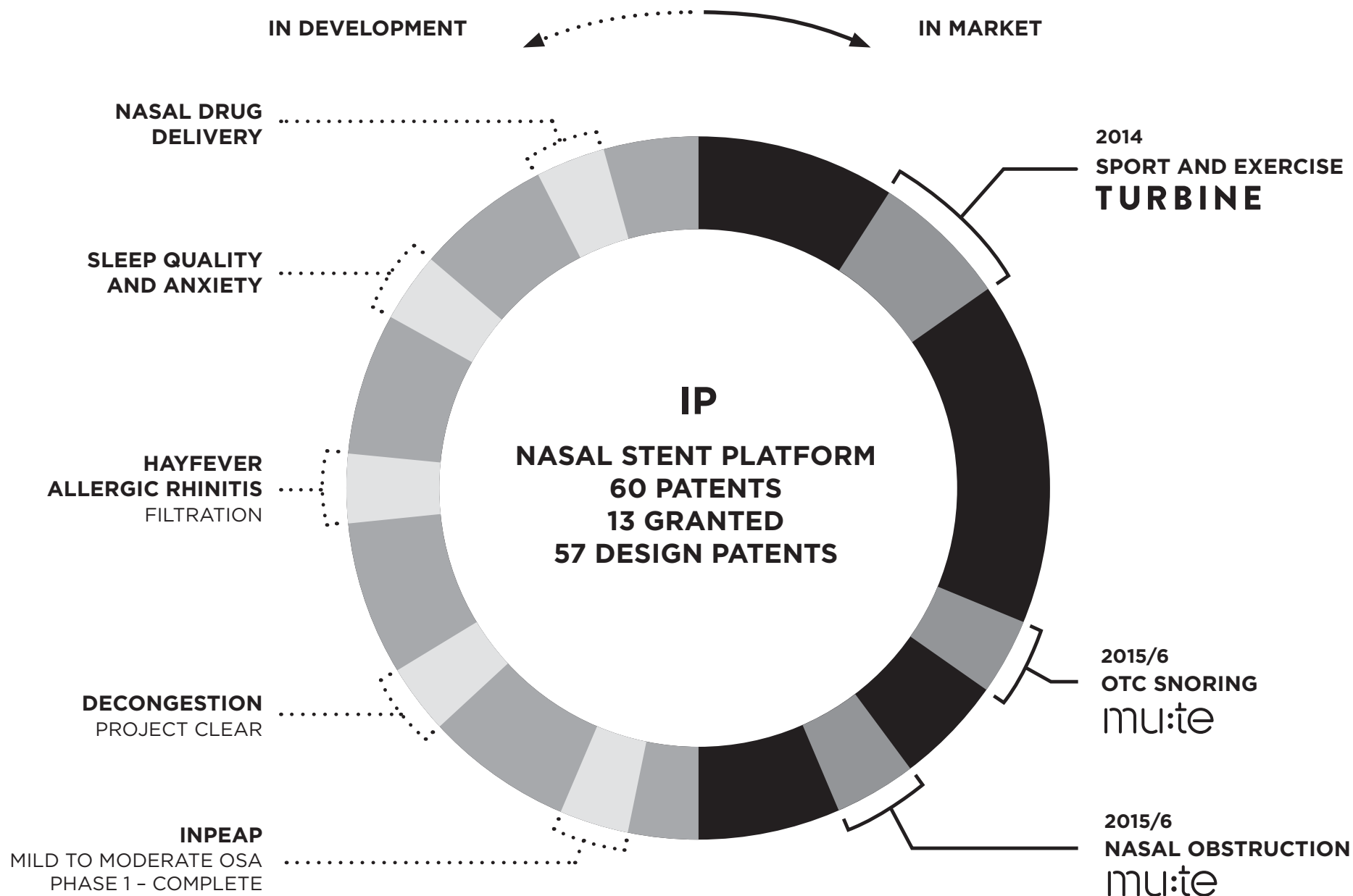
- Leading provider of content that informs and educates
- Curate an active and vibrant community and conversation

## CLINICAL



- Become the preferred solution for nasal obstruction by Doctors and Dentists

# THE TECHNOLOGY PLATFORM



# WHO IS RHINOMED?

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## BOARD & MANAGEMENT

**RON DEWHURST**  
CHAIRMAN

**MICHAEL JOHNSON**  
CEO

**DR ERIC KNIGHT**  
NON-EXECUTIVE DIRECTOR

**BRENT SCRIMSHAW**  
NON-EXECUTIVE DIRECTOR

**JUSTINE HEATH**  
CFO

**SHANE DUNCAN**  
SALES

**NAIRY BAGHDIKIAN**  
MARKETING

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## OFFICES

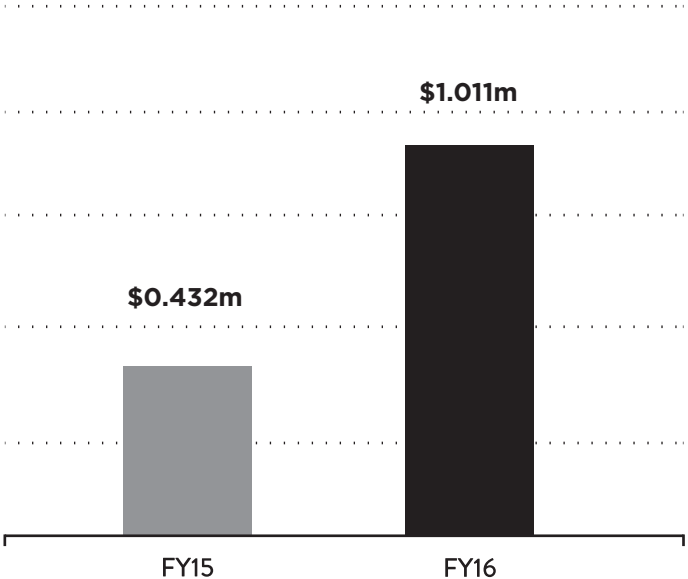
MELBOURNE  
AUSTRALIA

CINCINNATI  
USA

# FINANCIAL PROGRESS

- Market Capitalisation - \$18 million
- Shares on Issue - 812,971,551
- Cash on Hand - \$2.6 million
- Production Capacity - 3.9m units/p.a.

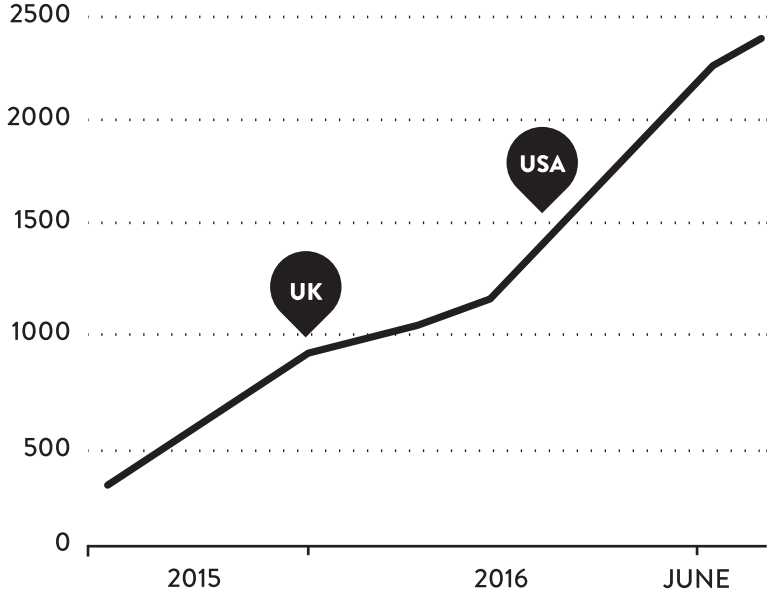
## REVENUE



## TOP FIVE SHAREHOLDERS

1. Kroy Wen - 8.72%
2. Merril Lynch Nominees - 5.99%
3. HSBC Custody Nominees - 3.30%
4. Abingdon Nominees - 2.57%
5. Fifty Second Nominees - 1.88%

## STORE NUMBERS (GLOBAL)



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