

RHINOMED

ASX: RNO

**SLEEP AND NASAL RESPIRATORY SOLUTIONS
FROM THE COUNTER TO THE CLINIC**

AGM - NOVEMBER 14TH, 2017

IMPORTANT NOTICE

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DELIVERING ON MAJOR MILESTONES **AND POISED FOR GROWTH**

Positioned in the rapidly growing sleep and respiratory medicine markets, Rhinomed has achieved commercial validation and strong retail acceptance with global consumer health retailers.

1

EXCITING PLATFORM TECHNOLOGY

1. Two products already in market
2. Two products in development
3. Multiple next generation technology applications

4

SIGNIFICANT OPPORTUNITY TO SCALE GLOBALLY

1. Already on shelf in over 7000 stores in Aust, UK, Canada and USA
2. Business development pipeline of 15,000+ stores in US alone
3. Opportunity for retail expansion in Europe and Asia.

2

COMPREHENSIVE IP PORTFOLIO

1. Over 60 patents covering multiple applications
2. 57 Design patents
3. Brands and trademarks

5

GROWING REVENUE LINES

1. Strong existing retail channels
2. Well established production and logistic network
3. Strong gross margins
4. Addressing needs of 90 million American snorers and the one in four people suffering from nasal obstruction

3

ESTABLISHED SCIENCE AND EXCITING NEXT GEN OSA PROGRAM

1. Leveraging existing research in role of the nose and respiration
2. Positive Phase 1 Trial results for Next Gen Obstructive Sleep Apnea Therapy

6

COMPELLING CONSUMER HEALTH BRANDS IN GROWING GLOBAL MARKETS

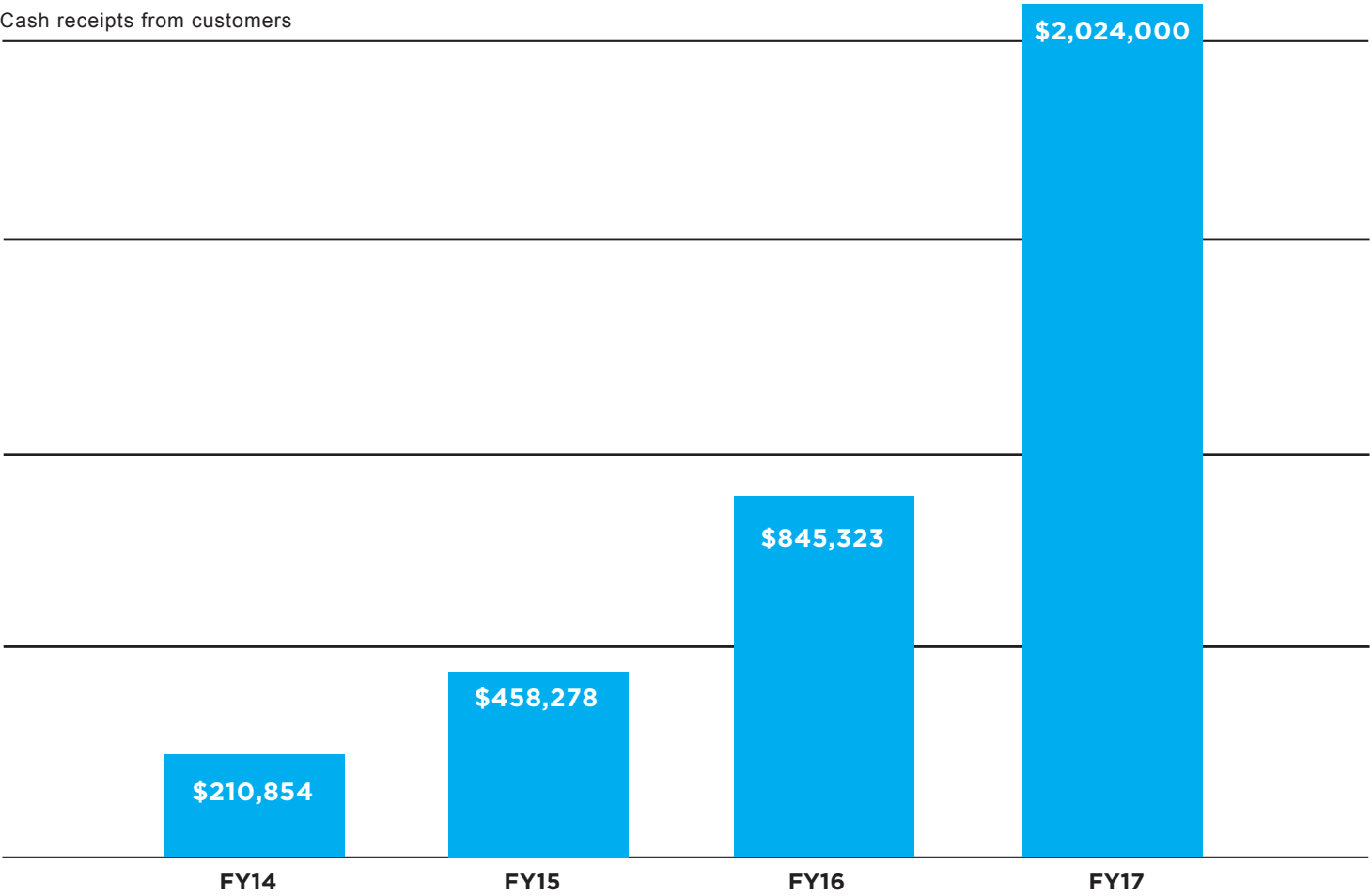
1. Turbine - global sport and exercise market
2. Mute - OTC consumer health and sleep markets
3. Emerging interest as companion therapy in existing sleep apnea market

***“I'm a huge fan of your product. It has changed my life!
I sleep like a baby and run like an iron man.”***

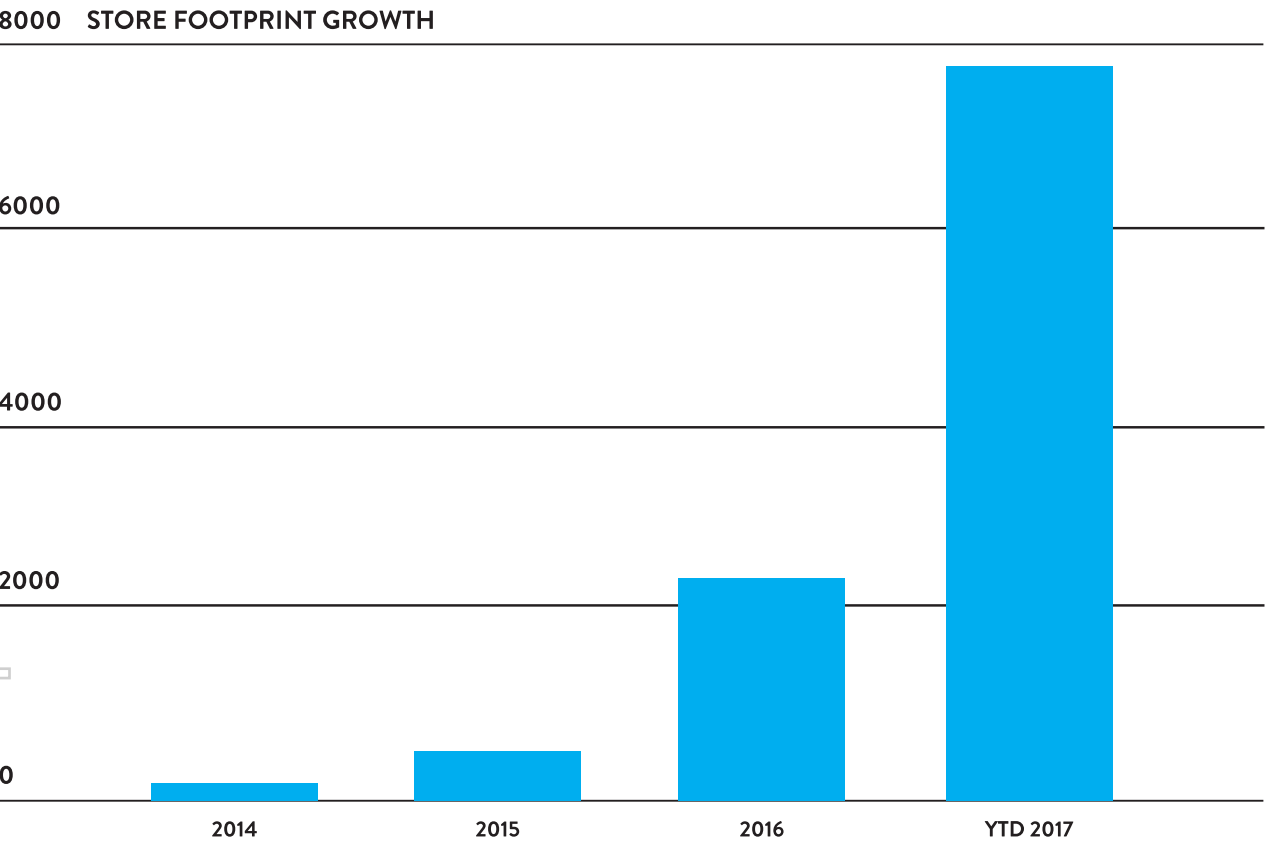
- Charles, Customer

DELIVERING YEAR ON YEAR INCOME GROWTH

- Steady growth in units shipped to customers
- Total units shipped FY17 YTD - approx. 150,000
- FY17 Revenue generated from installed store base of approximately 2800 stores

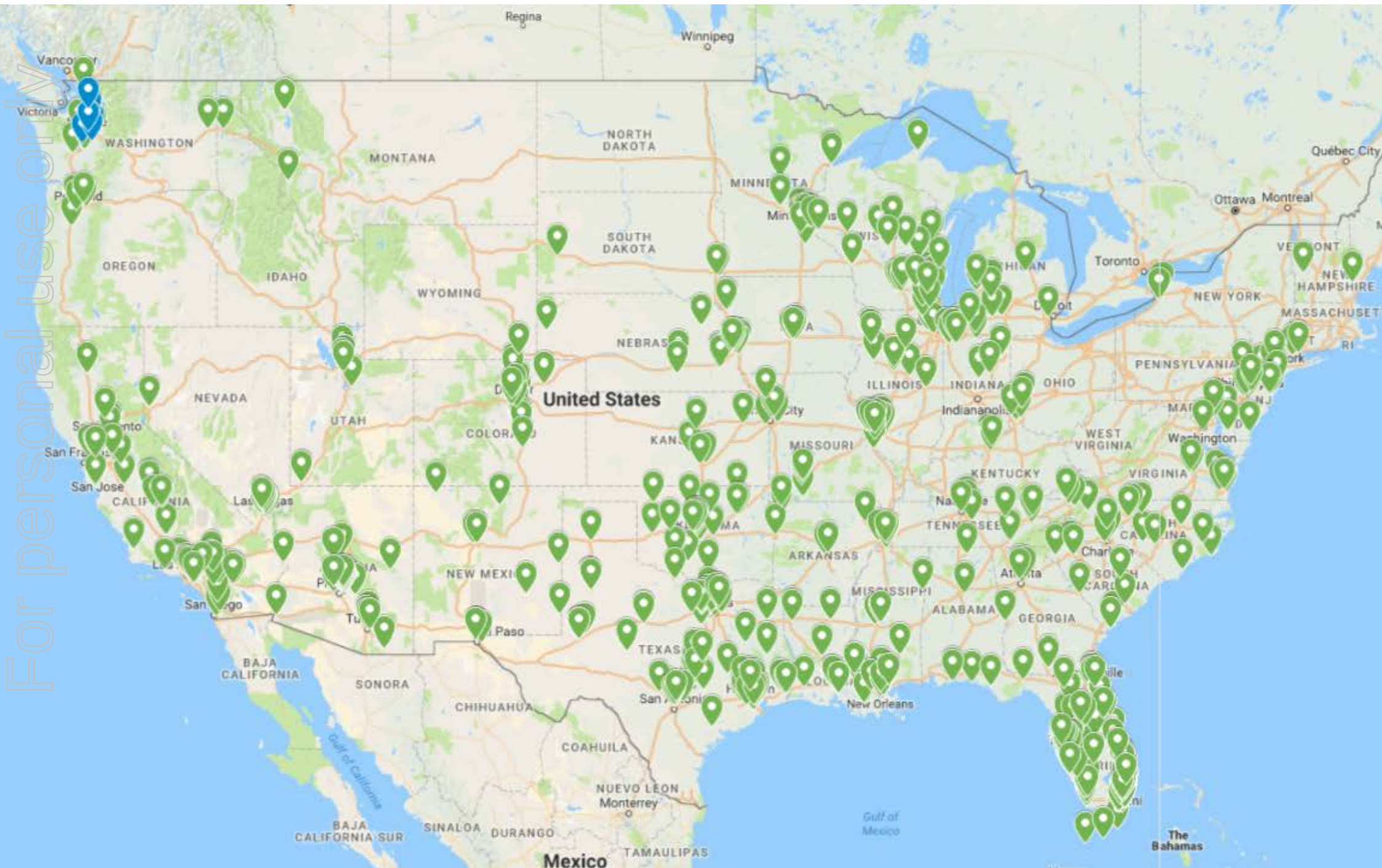


DELIVERING YEAR ON YEAR STORE GROWTH

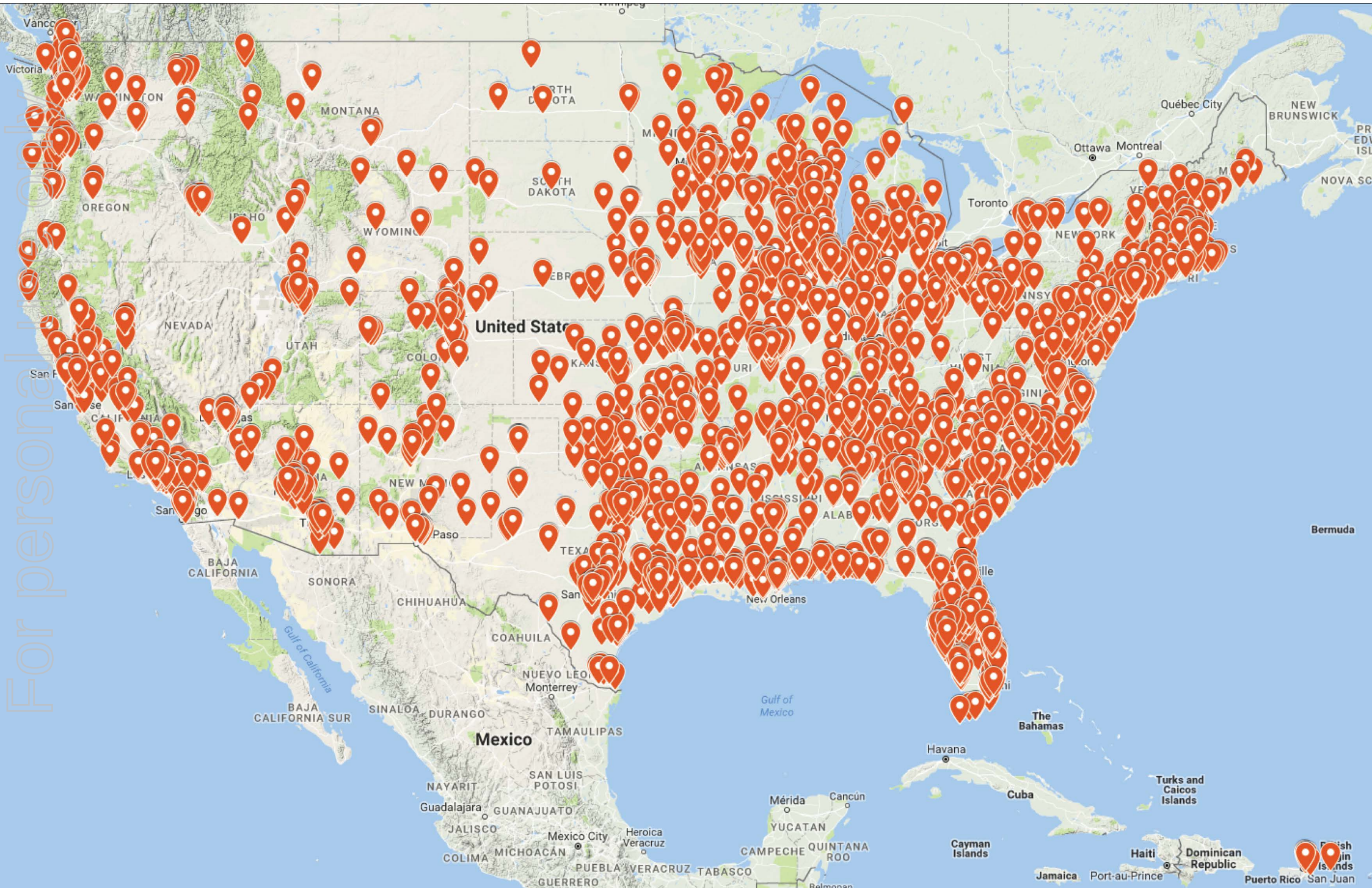


- Three fold increase in store count
- Footprint in Australia, UK, Canada and USA
- FY 18 Target footprint of 15,000 stores
- Strong pipeline of additional 20,000 stores

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12 MONTHS LATER - 5500+ STORES NATIONWIDE AND GROWING



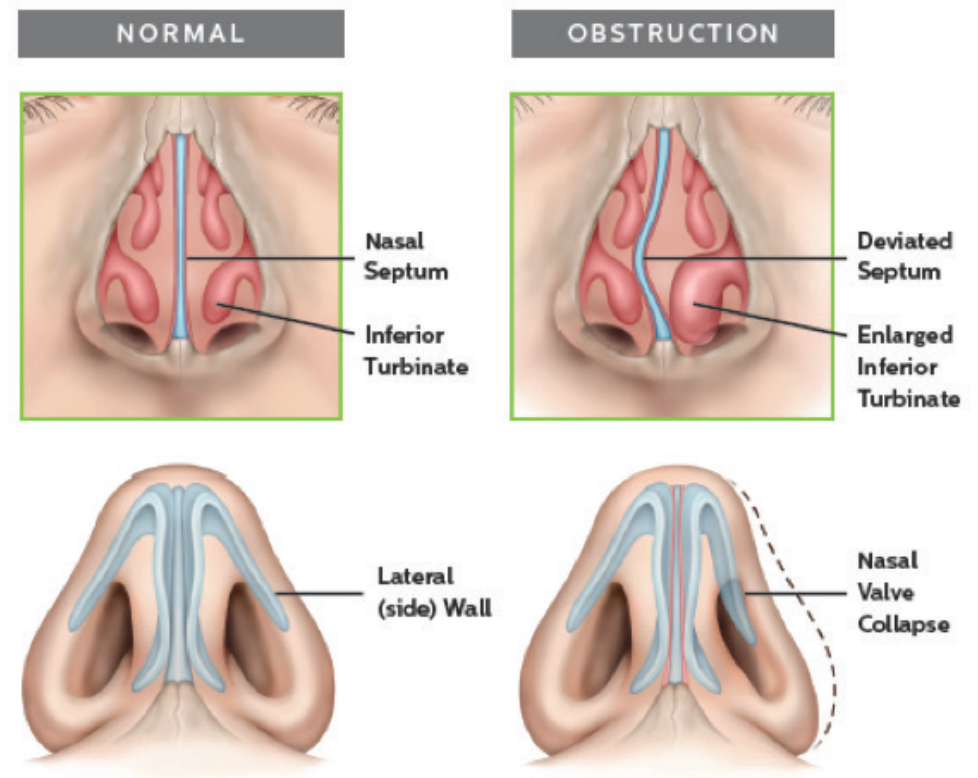
THE MOMENTUM CONTINUES INTO FY18 QUARTER 1

- Record number of units shipped during Q1 FY18
 - 52,000 (33% of entire last FY)
- Revenue
 - (Revenue) Invoiced - \$592k
 - Revenue recognised - \$307k (up 30%)
- Store count
 - Over 7000 stores stocking Mute
 - Mute accessible through additional 13,000 stores
 - Walgreen's stocked Mute into 4300 new stores in early October
- Strong pipeline of new stores:
 - UK - Pheonix (3550 stores)
 - US - 10,000
 - Australia - 1500

NASAL OBSTRUCTION – COMPROMISING SLEEP AND RESPIRATION

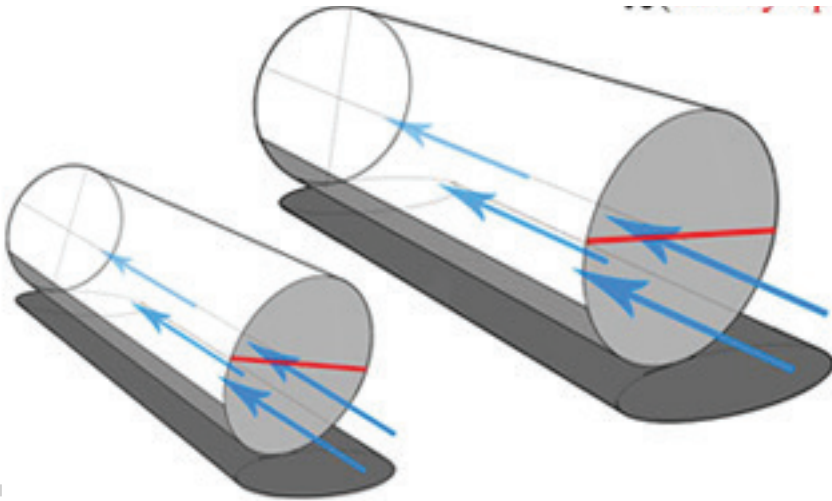
One in four people suffer from some form of nasal obstruction.

- Nasal obstruction is a contributor to snoring and poor sleep
- Mouth breathing can lead to poor sleep and Sleep Disordered Breathing issues
- Poor sleep and snoring is now being directly linked to Alzheimer Disease and other neurocognitive disorders
- People with nasal congestion are twice as likely to have moderate to severe sleep apnea



LEVERAGING PHYSICS TO ADDRESS NASAL OBSTRUCTION

- The diameter of your nose matters
- 50% of airway resistance occurs in the nose. A small change in the radius of the nose can dramatically impact the volume of air entering the airway.
- Poiseuille's Law - if the radius of the nose increases by 1, the volume of air traveling through the airway increases 16 times
- to the power of 4.
- Mute and Turbine leverage Poiseuille's Law to deliver a significant improvement in nasal patency and efficacy



Poiseuille's Law

Q	Flow rate
P	Pressure
r	Radius
η	Fluid viscosity
l	Length of tubing

$$Q = \frac{\pi P r^4}{8 \eta l}$$

Proprietary ratchet mechanism that delivers perfect individualised fit gently expands the nostril delivering airflow to the power of 4



Dilates from the back of the nose minimising pressure on the septum

Designed to mold to the internal surface of the nostril

MUTE IS NOW AN EMERGING **GLOBAL CONSUMER HEALTH BRAND**

- Adjustable for each nostril to ensure ultimate comfort and fit
- Available in a trial pack (contains 3 different sizes) and three sizes (small, medium & large)
- Reusable up to 10 times, thus small, medium & large pack lasts 30 days
- RRP US\$24.95 delivering strong margins



GROWING CUSTOMER SUPPORT & ENGAGEMENT

I CAN BREATHE

By Mike April 22, 2017

I can breathe again, love this product as it gently opens nasal passages and preventing airway collapse, letting me BREATHE!!!

SO AWESOME!

By John M Langston March 31, 2016

These things work amazing. How I slept with these encouraged me to finally have my deviated septum repaired.

SO SIMPLE, WHY OH WHY DID IT TAKE ME...

By Ann June 16, 2017

So simple, why oh why did it take me so long to find these. I have tried everything short of a cpap machine. This actually works and is by far more comfortable than any mouthguard solution.

WOW

By Jon February 7, 2017

These are absolutely amazing. I have never been able to breathe from my nose the way I can while wearing this device. It literally feels like I got corrective nose surgery. They stay nice and secure while sleeping. For the price, it is amazing what this does for nose breathing, don't even notice them anymore, besides the ability to actually breathe from my nose for once. Highly recommend this

WORKS AMAZINGLY WELL!

By Linda K. Horton May 21, 2016

I have finally found a product that works! I used the strips for years but disliked that I would have an indentation every morning when I would take it off plus the fact that it sometimes take my skin off with it. Mute has been perfect!

GREAT FOR STUFFY NOSES!

By Imstillhere September 14, 2016

Great product! Much better than the tunnel products,

SNORING IS DOWN TO A RUMBLE... By

Mike T August 21, 2016

Snoring is down to a rumble, no stops in breathing, more rested, and my wife was able to ditch the ear plugs.

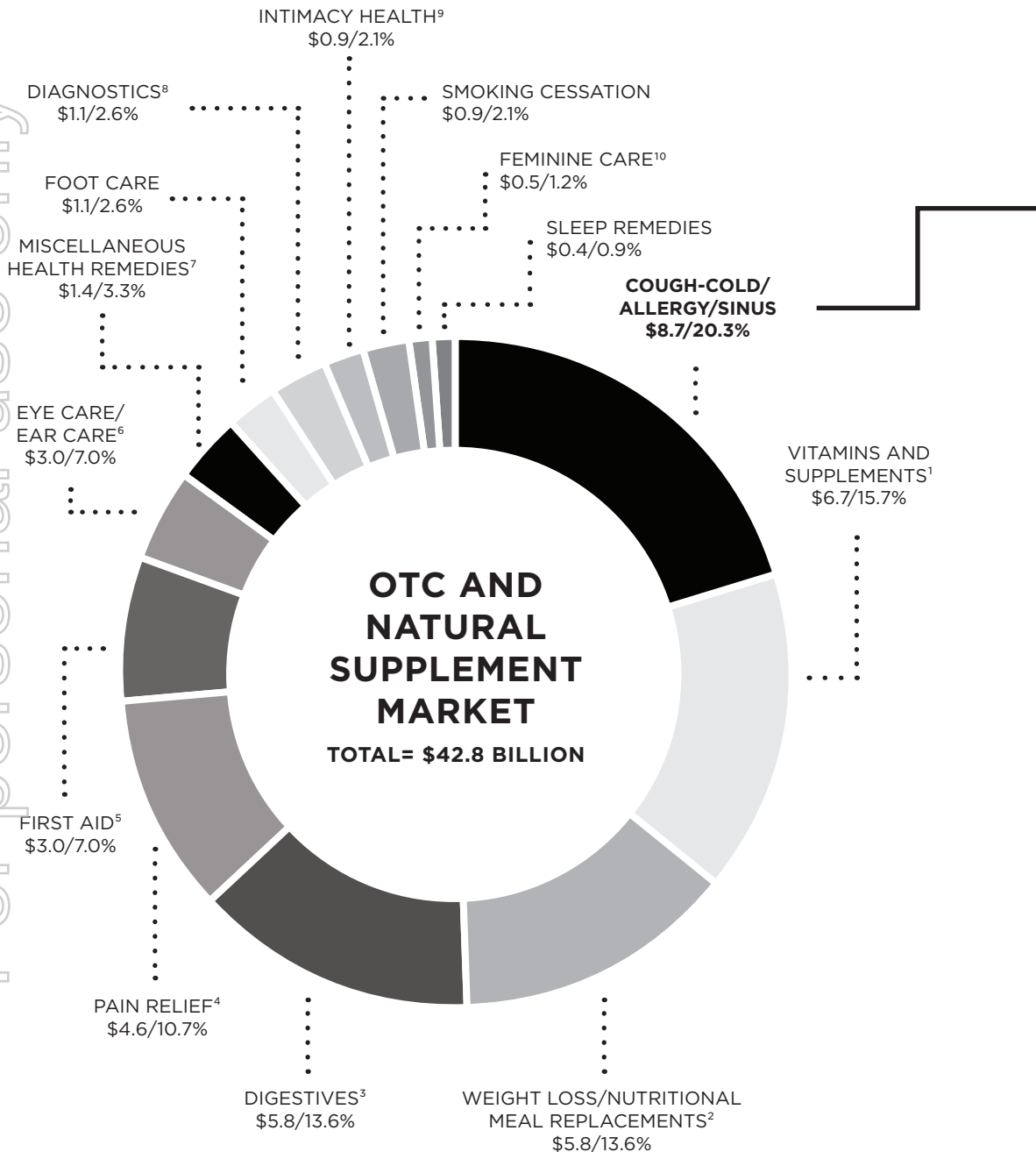
AIR!!!!!!

By David December 1, 2016

Why did I only discover this product now?!!!! As soon as I placed Mute in, I could breathe! I was amazed how much air I was taking in. It was super comfortable and didn't fall out when I was sleeping. I didn't know breathing could be so satisfying.

GEN 2.0 – IN DEVELOPMENT
NASAL TECHNOLOGY – OLFACTORY PATHWAY

DISRUPTIVE SOLUTION FOR THE US\$8BILLION DECONGESTION MARKET



MUTE 'CLEAR'

- Mute with added 'menthol/ eucalypt' formulation
- Next generation multi formulation platform
- Delivers low dose, overnight nasal decongestant
- Disruptive innovation in a market Vicks has dominated for decades
- Class 1 product – regulatory process scoped
- Design being finalised and production scoping underway

DISRUPTIVE SOLUTION FOR THE US\$3BILLION AROMATHERAPY MARKET

MUTE 'DEEP SLEEP'

- Mute with added 'lavender/chamomile' formulation
- Delivers low dose, overnight nasal relaxant to tackle anxiety, sleep onset and poor sleep maintenance
- Disruptive delivery technology in the aromatherapy market
- Class 1 product – regulatory process scoped
- Design being finalised and production scoping underway



INPEAP – A DISRUPTIVE, LOW INVASIVE SOLUTION FOR OBSTRUCTIVE SLEEP APNEA

INTRA NASAL POSITIVE EXPIRATORY AIRWAY PRESSURE (INPEAP) TECHNOLOGY

- A new patented alternative to CPAP and mandibular advancement technologies
- Targeting the 70% of OSA patients with Mild to moderate OSA - (AHI 14-29)
- Internal nasal delivery of Positive Expiratory Airway Pressure to keep airway open during sleep
- Low invasive solution when compared to CPAP and Oral devices
- Successfully completed Phase 1 trial showing
 - Nasally delivered EPAP
 - Well tolerated 73% compliance
 - Leverages the growing acceptance of Mute



NEXT GENERATION OF WEARABLE NASAL SENSOR TECHNOLOGY

Adoption of the platform to measure a variety of both organic and inorganic substances:

For example:

- Nitric Oxide - measurement of NO as a bio-marker for asthma, COPD and other respiratory diseases
- SpO2 - Alar pulse oximetry
- Nasal air pressure - a critical data channel in measuring the existence and severity of Sleep Apnea



NEXT GENERATION NASAL DRUG DELIVERY - **SEEKING PARTNERSHIP**

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Opening up a new window for nasal drug delivery

- In situ delivery
- Low dose, long release
- High dose, quick onset
- Providing an innovative platform for multiple targets
- Existing solutions significantly de-risk acceptance and adoption of a drug delivery solution – compliance
- Potential Targets:
 - Triptans for Migraine
 - Cannabinoids for pain relief and sleep
 - Topical decongestants and antihistamines

SLEEP – A MARKET RIPE FOR DISRUPTION

IN THE HOME

- Sleep measurement has become a commodity
- Hundreds of wearables and devices all measure sleep in various ways
- Consumers are left feeling "so what?"
- People 'know' when they sleep poorly,
- But the question remains on what to do and how to solve this.

IN THE CLINIC

- 80% with sleep apnea remain undiagnosed
- Only 40% of those being treated with CPAP are compliant
- CPAP is costly (<\$2000) and delivers a sub optimal patient outcome
- Clinicians are starved of innovation and the ability to offer patients a range of solutions that meet patients individuals specific needs
- Sleep medication (drug) suffers from a well deserved stigma

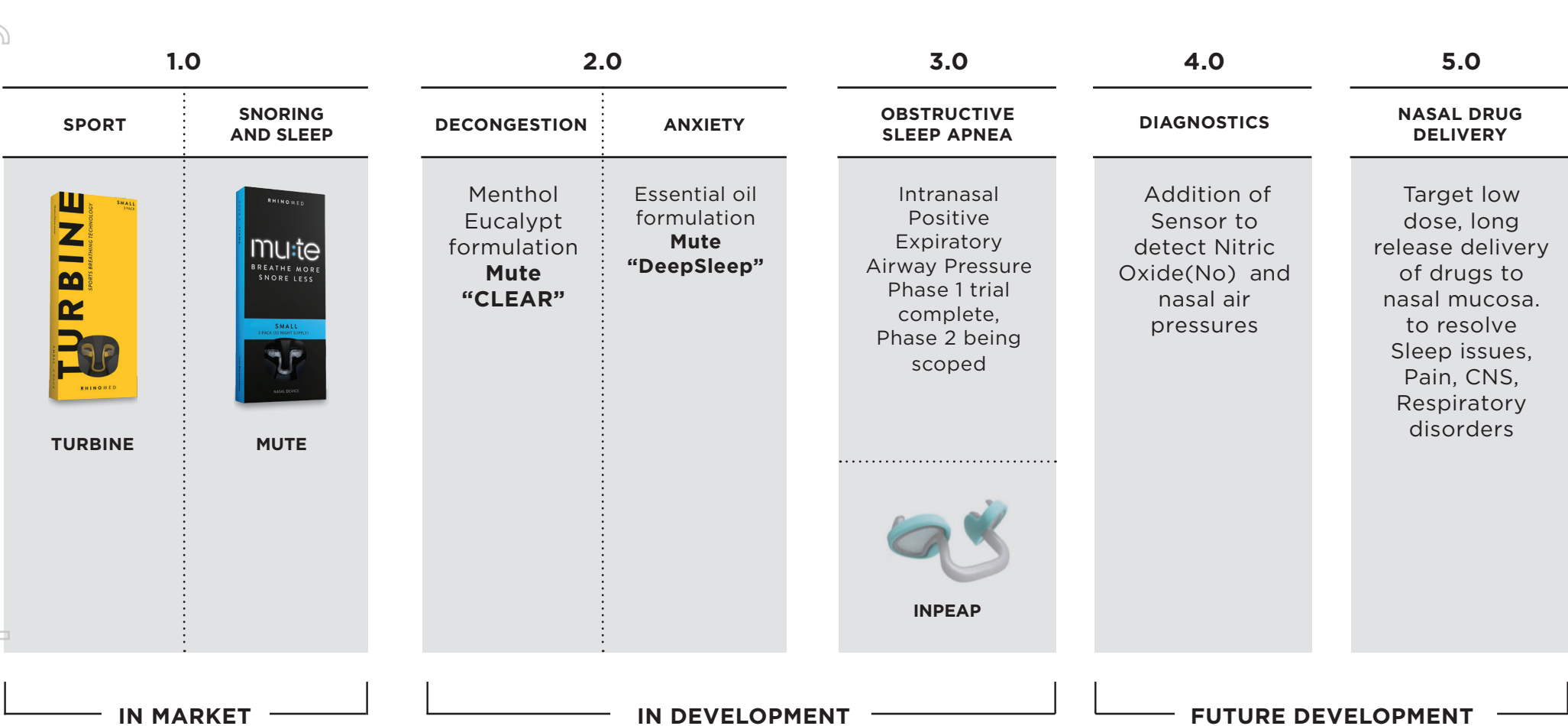
THE PHARMACY

- Pharmacies provide primary healthcare to millions world wide, but little in the way of sleep solutions
- OTC Sleep category is in its infancy
- Pharmacies will become the starting point for patients looking for sleep solutions
- This will allow millions of patients to access a range of low cost, 'non drug', low invasive solutions that will solve, either solus or in combination, their sleep needs from primary snoring through to complex insomnia and sleep apneas

- The global sleep aid and sleep apnea market is set for seismic change driven by a desperate need for better patient and health economic outcomes.
- Awareness of the importance of sleep has never been greater.
- The link between poor sleep and chronic disease has never been clearer.
- Pharmacies will play an ever increasingly important role as the entry point for sleep solutions
- *ONLY Rhinomed's "Counter to the clinic" approach has created a portfolio of solutions designed to address the specific needs of patients at every stage of the sleep spectrum and through multiple distribution channels.*

RHINOMED WILL OWN SLEEP FROM THE 'COUNTER TO THE CLINIC'

Growing acceptance of Mute and Turbine significantly de-risks our later stage innovation program



CORPORATE SUMMARY

GLOBALLY EXPERIENCED BOARD OF DIRECTORS

Mr Ron Dewhurst - Chairman	Previously Head of Americas JP Morgan Asset Management, EVP Head of Global Investment Managers Legg Mason Inc, CEO IOOF Holdings Ltd. Currently Director OneVue Ltd, Sprott Inc.
Mr Michael Johnson – CEO and Managing Director	CEO and MD since February 2013, Director Cogentum Advisory, Previously Director Cetus Energy, Principal Strategyn
Mr Brent Scrimshaw - Non Exec Director	Previously VP & CEO Nike Western Europe, VP & CMO Nike Europe, Middle East & Africa, GM Nike USA (East), CMO Nike Australia and NZ. Currently Non Exec Director Catapult Ltd (ASX: CAT) and CEO Unscript'd Pty Ltd
Dr Eric Knight - Non Exec Director	Previously Lawyer Baker McKenzie, Consultant Boston Consulting Group. Currently Strategy Professor & Pro-Vice-Chancellor University of Sydney

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FY17 Financial Position

Receipts FY17 - \$2.02m Units shipped FY17 YTD - 150,000 Strong Gross Margins

Capital Structure

Top 20 - 47%
Market Cap - approx A\$20m
Shares on issues - 93m

Offices

Melbourne, Australia and Cincinnati, USA

INVESTMENT PROPOSITION

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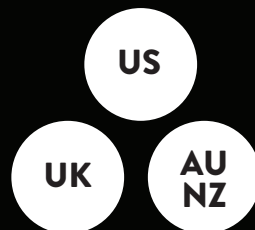
MARKET

Compelling technology in a growing global market - Sleep



DISTRIBUTION

Business is rapidly expanding the revenue base through a global distribution footprint



KEY FOCUS

- USA & CANADA
- UK
- Aust/NZ Base



NEAR-TERM NEWS FLOW

- Growing number of distributors



COMPELLING INVESTMENT COMPARATOR

- Breathe Right™ Strips - Peak revenues of approximately US\$150m
- Purchased by GSK - US\$566m in 2007

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CHRIS FROOME

TOUR DE FRANCE WINNER
2013, 2015, 2016 & 2017



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