

MAJOR EXPANSION OF MUTE USA RETAIL DISTRIBUTION

KEY HIGHLIGHTS:

- **Mute added to the Hamacher Resource Group annual 'Cold and Allergy' pharmacy planogram.**
- **Hamacher planogram used and referenced by up to 10,000 North American independent pharmacies.**
- **Planogram to be distributed to wholesalers and pharmacies from August 2017**

July 17th, 2017. Melbourne, Australia.

Rhinomed Limited (ASX: RNO), is pleased to announce that it has been advised that its sleep and breathing technology Mute, has been added to the annual 'large set' planogram produced by the Hamacher Resource Group, Inc.

Each year Hamacher produce a 'large set' planogram that is used by up to 10,000 American pharmacies to determine their store layout and what products appear on shelf. Hamacher has advised the company that 2 SKU's (Trial pack and Medium) of Mute will be included in the 'Cold and Allergy' large set planogram.

This new planogram will be distributed to wholesalers and independent pharmacies from August 2017.

Mute's inclusion in the 2017/18 planogram marks a major milestone in the US distribution plan. Hamacher has advised the company that Mute met its criteria of product orientation, continued earning potential, product uniqueness, promotional support, and category growth. Hamacher Resource Group, Inc. is a private category management, business strategy, and marketing services company for the wholesale and consumer retail healthcare market.

There are approximately 61,000 pharmacies in the USA. The top 25 chains are estimated to have around 35,000 stores while small business community pharmacies number approximately 22,000. As a result, the addition of Mute to the Hamacher planogram opens up a significant opportunity within the independent pharmacy market.

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MAKE EVERY BREATH COUNT

While not all independent pharmacies are compliant with the planogram, many are. The US based Rhinomed sales team will be targeting these independent pharmacies and wholesalers in the Hamacher network to take full advantage of the new planogram.

Pleasingly, Pharmacies will be able to order Mute via both Mckesson Corporation and AmerisourceBergen. Rhinomed announced vendor agreements with McKesson Corporation on 1st August 2016 and AmerisourceBergen on 8th March 2017.

One in four people suffer from nasal obstruction or congestion. Mute provides a drug free alternative to steroid sprays and drug based decongestants by stenting the nose and increasing airflow thereby helping people to breath more, snore less and sleep better.

Mute is currently on shelf in the USA in GNC, Walgreens and Duane Reade Stores, the Bartell Drug store chain in Seattle and Discount Drug Mart chain in Ohio and in limited CVS stores.

Michael Johnson
Chief Executive Officer

Media Enquiries

Michael Johnson, CEO & Director

+61 (0) 3 8416 0900

mjohnson@rhinomed.global

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About Rhinomed Limited (ASX:RNO)

Rhinomed Limited is a Melbourne, Australia based technology firm with a focus on nasal, respiratory and breathing management technologies. The company is developing and commercialising applications of its technology portfolio in the sport, sleep, cough/cold and allergy, and drug delivery markets. The company has two products in market (the Turbine for sports and exercise and Mute for snoring and better sleep) and has recently completed a pilot Phase I clinical trial of its new INPEAP technology targeting mild to moderate sleep apnea. For more information, go to www.rhinomed.global.

About Mute™

Mute™ is a unique nasal respiratory technology that has been found to reduce the volume and frequency of snoring in 75% of users*. Mute is easy to use, drug free and fits discreetly inside the nose. Made from ultra-soft polymers, Mute gently expands each nostril to increase the volume of air in each breath. By doing so, Mute encourages nasal breathing and reduces the need to open the mouth during sleep, factors critical to a reduction in snoring and better sleep. For more information or to purchase online, visit www.mutesnoring.com

* Mute in-home user trial, 2014. n=118 couples.

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