RHINOMED



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RHINOMED CORPORATE SNAPSHOT

COMMERCIALISING A PROPRIETARY NASAL MEDICAL TECHNOLOGY PLATFORM



WHO WE ARE

- Rhinomed is a nasal and airway technology company developing and commercializing innovative solutions that improve breathing, help the diagnosis of upper respiratory diseases and have the potential to enable more effective drug delivery.
- We have offices in Melbourne, Australia and New York, USA.
- Listed on the ASX:RNO and OTCQF:RHMNF

KEY IVIE I KICS	KEY	METRICS
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Market Cap ~AU\$10m

Current Stock price ~A\$0.03

Shares on issue - 286 m

KEY INVESTORS

Mr Whitney George (US) - 39.2%

Prof John McBain (Aust) - 18.5%

Mr Ron Dewhurst (Aust) - 6.9%

Top 5 holders (incl. Directors) – 72.83%

Top 20 holders – 80.1%

BOARD & MANAGEMENT

Mr Ron Dewhurst: Chairman

Mr Michael Johnson: CEO and Managing Director

Assoc. Prof. John McBain AO: Non-Executive Director

Ms Lyn Swinburne AO: Non-Executive Director

Mr Brent Scrimshaw: Non-Executive Director (Retiring at 17 Nov '23)

Mr Sean Slattery: CFO and Company Secretary

RHINOMED'S STRATEGY

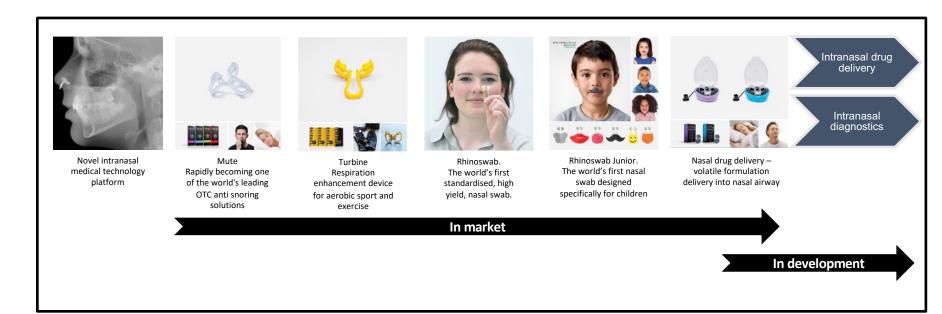
BUILDING A HIGH-VOLUME, HIGH MARGIN GLOBAL MEDTECH BUSINESS

	Unique Technology Platform	Novel technology platform protected by family of 70+ patents (granted and pending), 100+ design patents, trademarks & brands
	Global Distribution Network	 Global network of consumer health retailers including pharmacies, grocery, mass market retailers and online ecommerce
	Partnerships with leading medical technology companies	Demonstrate and expand the utility of our technology platform via strategic partnerships that radically improve the customer and clinician experience.

RHINOMED'S NASAL TECHNOLOGY PLATFORM

HIGH VALUE SOLUTIONS FOR THE GLOBAL CONSUMER HEALTHCARE MARKET

- All technology and IP developed in house
- Extensive IP position spinning off revenue creating applications with four products already in market
- Extensive pipeline of future applications in sleep, diagnostic and drug delivery markets



WE ARE BUILDING A GLOBAL DISTRIBUTION NETWORK

ENABLING US TO REACH CONSUMERS ALL OVER THE WORLD



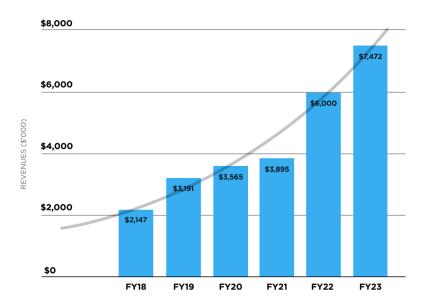


GROUP TRADING PERFORMANCE FY23

RAPID GROWTH ACROSS GLOBAL MARKETS



FULL YEAR REVENUES - CONSUMER HEALTH ONLY



GROUP TRADING PERFORMANCE

ACCELERATION STRATEGICALLY, OPERATIONALLY AND FINANCIALLY

STRONG REVENUE GROWTH

FY23 Revenues \$7.5m

FY23 Cash Receipts \$8.3m

Group Gross Margin 71%

Revenue trend continues into FY24 Q1

STRONG BALANCE SHEET

International Account Receivables growing rapidly

Global A/R working capital facility

Short-term working capital facility in place.

CONSUMER HEALTH BUSINESS CONTINUES TO GROW

FY23 Revenues \$7.5m up 24% on FY22.

445,360 units shipped

Store numbers up in Australia and USA

Chemist Warehouse and Walgreens expansion

Continued growth via Amazon across multiple geographies

SWAB BUSINESS – SUBSTANTIAL PIPELINE

Regulatory delays impacting revenues

Expanding relationships with Rapid antigen test companies

Expanding Rhinoswab Junior into Covid, Flu A&B and RSV test kts

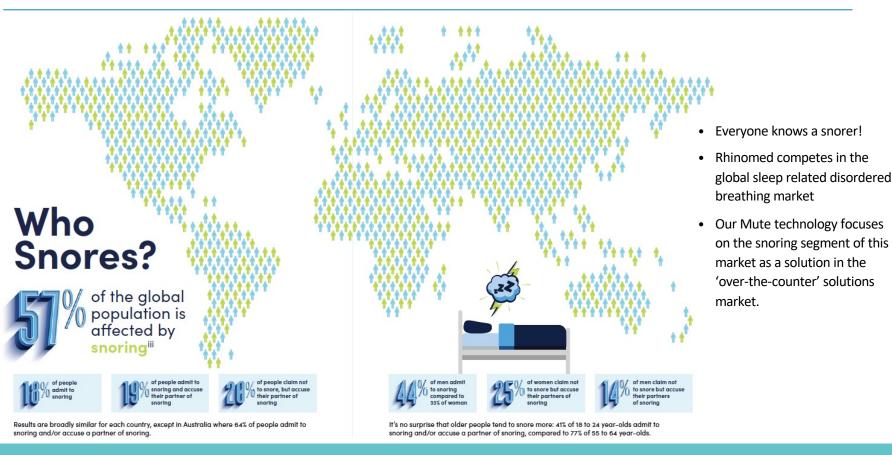
Confirmed retailer interest in test kits in US, UK and Australia

KEY MARKETS



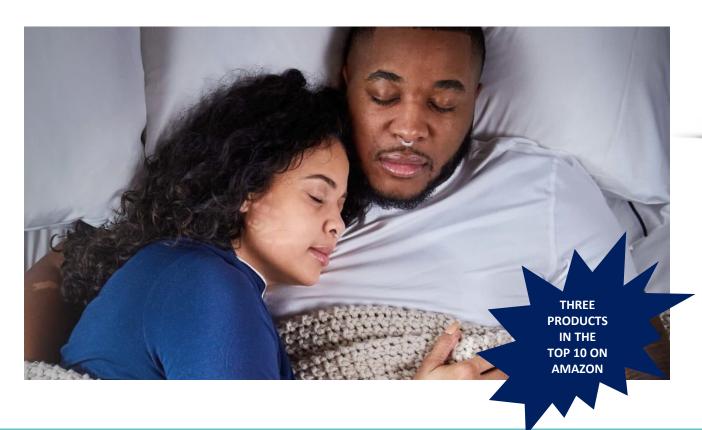
THE GLOBAL ANTI-SNORING TREATMENT MARKET

A US\$4.2 BILLION* COMMERCIAL OPPORTUNITY



MUTE IS ONE OF THE FASTEST GROWING BRANDS IN THE MARKET

OUR GOAL IS TO BE THE WORLD'S LEADING ANTI-SNORING BRAND





- Mute in the #1 internal nasal dilator brand in the USA
- Mute is the #2 brand overall in the US nasal strips category
- Mute is #3 in AMAZON USA for nasal strips
- Mute is #54 in the total sleep and snoring category on Amazon

INTRODUCING THE RHINOSWAB

A NEW 'GOLD STANDARD' RESPONSE FOR UPPER RESPIRATORY DISEASE TESTING

Not just an evolution in nasal swabs, but a revolution in nasal sample collection

Patented design and process

A world first standardised collection process Enables self collection with no loss in sensitivity

Significantly increased sample yield

Next generation comfort and user experience

No skilled labor requirement

Improved efficiency and health economics







RHINOSWAB JUNIOR REDUCES TESTING RELUCTANCE IN CHILDREN

THE WORLD'S FIRST NASAL SWAB DESIGNED SPECIFICALLY FOR CHILDREN AGED 4+







* https://www.medrxiv.org/content/10.1101/2022.09.21.22280208v1

COMPREHENSIVE CLINICAL TRIAL PROGRAM

RESULTS SUPPORT THE NEW 'GOLD STANDARD' SAMPLING FOR URI DIAGNOSIS

Initial validation work with the Doherty Institute (Melbourne, Australia), Canisius Wilhelmina Hospital and Radboud University Medical Center, (Nijmegen, Netherlands) and Gnomix (Adelaide, Australia).

Four key pivotal trials:

- 1. NSW Health Pathology Mass surveillance of SARS-CoV-2 utilising self-collection swabs (Rhinoswab) and high-throughput laboratory techniques: An Australian case study of asymptomatic Year 12 students at the Qudos Bank Arena
- 2. The MCRI and Royal Children's Hospital: Diagnosis of respiratory virus in Children with Rhinoswab Junior
- 3. The MCRI and Royal Children's Hospital: Less invasive SARS-CoV-2 testing for children A comparison of saliva and a novel Anterior Nasal Swab (Rhinoswab Junior)
- 4. St. Vincent's Hospital Melbourne: Evaluation of a novel anterior nasal swab for the detection of SARS-CoV-2

Conclusion

- Rhinoswab is an accurate and preferred method for sample collection within a mass collection setting.
- The Rhinoswab Junior is a superior method of sample collection of upper respiratory pathogens, including SARS-CoV-2 in terms of sensitivity and case detection when compared to Saliva samples and sampling using the standard of care combined nose and throat swab.
- The Rhinoswab Junior is highly acceptable and preferred by Children, parents and nurses when compared to alternative sampling modalities.

RHINOSWAB IS REGISTERED AS A CLASS 1 DEVICE

IN ALL MAJOR MARKETS

- Both Rhinoswab and Rhinoswab Junior are registered with the TGA and appear on the ARTG
- Additionally, both Rhinoswab and Rhinoswab Junior are registered with:
 - Australian TGA
 - The US FDA
 - Canada Health
 - The European Authority CE Mark
 - Registration in further markets is underway:
 - India
 - Malaysia
 - Singapore
 - Thailand
 - New Zealand



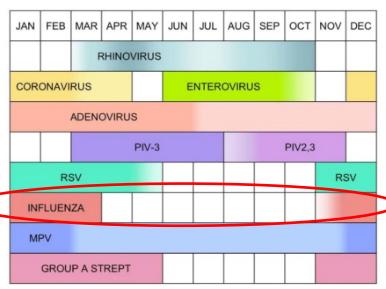




THE GLOBAL UPPER RESPIRATORY INFECTION DIAGNOSTICS MARKET

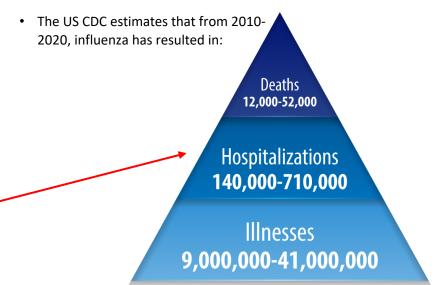
A CLEAR AND GROWING MARKET OPPORTUNITY OVER THE LONG TERM

- Incidence of Upper respiratory infection (URI) reached 17+ billion in 2019*.
- Testing to identify specific URIs is growing significantly to help identify appropriate treatments and prevent outbreaks



Seasonal URI in USA

Seasonal variation of selected upper respiratory tract infection pathogens. PIV is parainfluenza virus, RSV is respiratory syncytial virus, MPV is metapneumovirus, and Group A Strept is group A streptococcal disease. ¹



- 1. https://emedicine.medscape.com/article/302460-overview#a5
- Global burden of upper respiratory infections in 204 countries and territories, from 1990 to 2019 THE LANCET June 28, 2021
- https://www.cdc.gov/flu/about/burden/index.htm

HOME TESTING FOR UPPER RESPIRATORY DISEASE IS NOT GOING AWAY

FAMILIES LOVE THE BENEFITS OF HOME TESTING

56%

of American shoppers are interested in over-the-counter home health testing.

27%

of shoppers believe it is more important to them now than pre-pandemic.



Source: CHPA 2023

THE US COVID RAPID ANTIGEN TEST KIT MARKET REPRESENTS A KEY OPPORTUNITY

SALES THROUGH THE US FOOD, DRUG AND MASS MARKET RETAIL CHANNEL

US\$107m

•Sales in September 2023 alone

6.206 million

•Number of test kits sold in September 2023

US\$1.2bn - \$2bn

Estimated category size through retail channel (excluding Amazon)

+22%

•Growth compared to September 2022

Source: Circana /IRI report accessed 1 November 2023

THERE IS NO PRODUCT DIFFERENTIATION IN THE RAPID ANTIGEN TEST MARKET

THE USER EXPERIENCE IS IGNORED





















LAUNCHING IN 2024

THE ONLY TEST KIT FOR CHILDREN - CLEAR CONSUMER LED DIFFERENTIATION





Clinically validated, superior sample collection



Reduces fear and anxiety in children and their parents over testing



Empowers children to take their own sample under adult supervision



Less intrusive, more comfortable & pain free



Child friendly novelty feature adds fun & distraction









*https://rdcu.be/daUA4

A POTENTIAL BLOCKBUSTER OFFERING

STRONG APPREAL WITH BOTH PARENTS AND CHILDREN



Rhinoswab Junior is the clearly preferred nasal swab in covid testing

87%

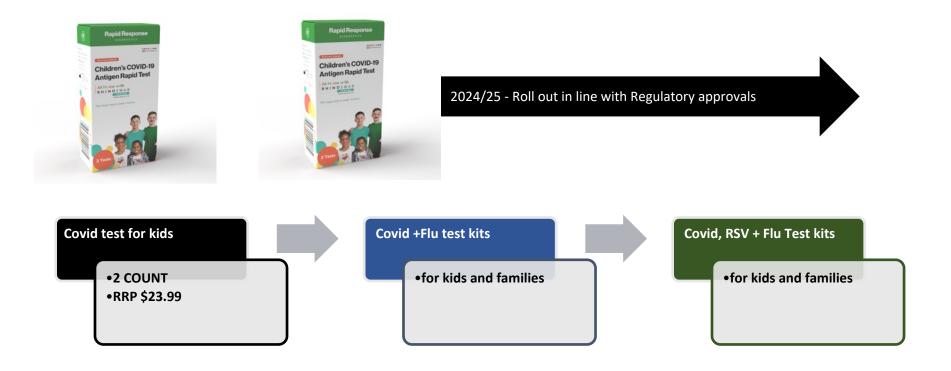
of children would choose the test with Rhinoswab Junior* 82%

of parents would prefer to test their children with Rhinoswab Junior*

*https://rdcu.be/daUA4

A DEEP COMMITMENT TO CATEGORY GROWTH DRIVEN BY INNOVATION

A PIPELINE OF NEW TESTING SOLUTIONS EN ROUTE TO MARKET



OPERATIONAL FOCUS FOR 2024

COST CONTAINMENT, ORGANIC GROWTH, BREAKEVEN.

Implementation of cost reduction and right sizing program:

- Reduced headcount
- Reduction in marketing expenditure
- Implement new NetSuite ERP system
- · Successfully achieve ISO 134386 certification
- Delivering \$4.8m in savings and a reduction in expenditure of 30% when compared to FY22 operational expenditure
- Drive to breakeven in 2H FY24

Implement additional strategic options:

- Reduce operational /admin burden and expenditure
- Optimise investor upside over the medium and longer term

Drive growth

- Expand Mute presence in store and grow Mute to be a leading brand in snoring and sleep
- Expand Mute offering within the sleep and snoring category
- Launch with partners the Rapid Antigen Test kits containing the Rhinoswab and Rhinoswab Junior in the US, Australia and European markets

