CHANGING THE WAY THE WORLD BREATHES

RHINOMED - NASAL RESPIRATORY TECHNOLOGY

MAY 2016
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**WHO IS RHINOMED?**

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<thead>
<tr>
<th><strong>ASX: RNO</strong></th>
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<tr>
<td><strong>Respiratory and breathing management technology company</strong></td>
<td><strong>Cash on Hand ~ $4.0 Million</strong></td>
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<td><strong>Offices: Melbourne, Australia and Cincinnati, USA</strong></td>
<td><strong>Revenues: FY YTD – AU$750k</strong></td>
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<td><strong>Share Price ~ AU$0.023</strong></td>
<td><strong>Staff 11</strong></td>
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<td><strong>Market Cap ~ AU$ 17 million</strong></td>
<td><strong>IP - 60+ patents, 13 granted 47 pending, plus an additional 57 design patents</strong></td>
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<tr>
<th><strong>Globally experienced board and management team</strong></th>
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<tr>
<td><strong>Mr Ron Dewhurst - Chairman</strong></td>
<td><strong>Mr Michael Johnson – CEO and Managing Director</strong></td>
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<td><strong>Mr Brent Scrimshaw - Non Exec Director</strong></td>
<td><strong>Ms Justine Heath - CFO</strong></td>
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<td><strong>Dr Eric Knight - Non Exec Director</strong></td>
<td><strong>Mr Shane Duncan – VP Global Sales</strong></td>
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<td><strong>Mr Phillip Hains – Company Secretary</strong></td>
<td><strong>Ms Nairy Baghdikian – Strategic Marketing Lead</strong></td>
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## A Novel Nasal Technology Platform

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<thead>
<tr>
<th>Product</th>
<th>Preclinical</th>
<th>Phase 1</th>
<th>Phase 2</th>
<th>Phase 3</th>
<th>Regulatory</th>
<th>In Market</th>
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<td>TURBINE 2.0</td>
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<td>MUTE 1.0</td>
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<td>OTC Snoring and Sleep Quality</td>
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<td>Congestion - OTC</td>
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<td>Hayfever - OTC</td>
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<td>Anxiety - OTC</td>
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## Drug Delivery

- **Sleep Apnea**
- **Drug Delivery – Acute Migraine (sumatriptan)**
  - Seeking to partner
Rhinomed is pursuing a significant global opportunity

- Rhinomed is amplifying the belief that better breathing can radically improve how you perform, recover, sleep and maintain your health by creating the world’s most elegant, innovative and clinically backed nasal respiratory technology.
- We partner with the world’s best and brightest people to make this a reality.
POOR SLEEP IS A GLOBAL HEALTH EPIDEMIC

• The United States Centers for Disease Control and Prevention has declared sleep deprivation a national epidemic.

• Anti snoring market expected to grow from US$744 in 2015 to US$1.232 Billion in 2020

• Growing at CAGR of 10.6% per annum

Source: Centre For Disease Control and Prevention.
SLEEP IS NOW A MAJOR CONSUMER HEALTH THEME

Apple included a new ‘blue light function in their new iphone OS release in March ‘16

Huffington Post founder Arianna Huffington is taking the US by storm

Sleep is being picked up mainstream media as a ‘health story’
THE SLEEP CATEGORY REPRESENTS A MAJOR COMMERCIAL OPPORTUNITY

Snorers can’t find an effective OTC solution:

- 73% of nasal spray users find them ineffective
- 81% of throat spray users find them ineffective
- 75% of nasal strip users find them ineffective
- there has been a lack of medically backed innovation
- value for money has been poor

Consumers rate popular snoring solutions

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<tr>
<th>Solution</th>
<th>Tried Solution</th>
<th>Found Effective</th>
<th>Found Ineffective</th>
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<tbody>
<tr>
<td>Nasal Spray</td>
<td>36%</td>
<td>27%</td>
<td>73%</td>
</tr>
<tr>
<td>Throat Spray</td>
<td>31%</td>
<td>8%</td>
<td>81%</td>
</tr>
<tr>
<td>Nasal Strip</td>
<td>62%</td>
<td>23%</td>
<td>75%</td>
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n=867
MUTE - CLINICALLY BACKED INNOVATION

- A comfortable, scientifically proven, disposable nasal stent that improves airflow and reduces snoring
- Adjustable for each nostril to ensure ultimate comfort and fit
- Each pack contains 3 Mutes
- 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
Rhinomed’s technology has been shown in a 2003 clinical trial to outperform the Breathe Right Strip by an average of 38%.

Source: Braham S, Varigos J. Royal Victorian Eye and Ear Hospital Phase 1, “Proof of Principle”, n=20 Randomised, Cross-Over Study of the Effect of A New Therapeutic Device and a Marketed Device on Nasal Airflow Rates in Normal, Healthy Adults 2003

Rhinomed’s technology has been shown in a 2014 five day, in home, user trial to reduce snoring.

Source: Baghdikian N, Cogentum. Effect of Mute Nasal stent on Snoring and Sleep Quality. n=236. Five Day in-home user trial, bed partner and user reporting 2014
DISTRIBUTED GLOBALLY THROUGH A MULTI CHANNEL STRATEGY

CHANNEL DEPLOYMENT

- RETAIL CHANNEL
- SPECIALISTS
  - GP’S
  - DENTISTS
  - SLEEP CLINICS
  - ENT SURGEONS
  - HOSPITALS

GLOBAL RETAIL PHARMACY

ONLINE
STRONG RETAIL STORE GROWTH IN KEY MARKETS

- Launched Mute in Feb 2015
- 2000+ stores live today (plus strong pipeline)
- Footprint in Australia, UK, Canada and USA
UNIQUE, CUT THROUGH BRAND

DIVORCE LAWYERS HATE IT.

MORE COMFORTABLE THAN THE COUCH.

BE GOOD IN BED.
CUSTOMERS LOVE MUTE

The wife who's Britain's loudest snorer: Retired bank worker is as noisy as a low-flying jet and her husband hasn't had a decent night's sleep for 30 years

Jenny Chapman's strange claim to fame is she's the UK's loudest snorer
Six years ago Jenny enlisted herself in a boot camp for chronic snorers. Her snoring was recorded at a remarkable 111 decibels, the same as a jet. Colin has shared his wife's bed for 30 years, and is woken up every night

By JENNY JOHNSTON FOR THE DAILY MAIL

Just as Esme have 50 votes for snow, so Colin Chapman thinks we should have an entire range of expressions for ‘snore’. It’s so vague, art? it? he snorts. People say to me, “Oh my partner snores...” But that can mean anything. Snoring can be a lot of a murmuring in your sleep, it can also be making the sort of noise that takes the roof off. There really should be a special word for the type that woke me at 1am today, it was like a trumpet, a hell of a trumpet. I reckon we know at least 50 different types of snore.

When he says ‘we’, he means him and his wife, Jenny, who has an unusual claim to fame—one she’s a little embarrassed about, and one Colin isn’t quite sure whether he’ll support or not.

For Jenny Chapman is officially Britain’s loudest snorer. How does one get such an accolade? Well, six years ago, after decades of disrupted sleep and banishment to the spare room, Jenny, a retired bank worker, sought help and enlisted herself in a boot camp for chronic snorers. Her snoring levels were recorded and the decibels measured. To her astonishment—but not bloody mine—points out Colin, who sounds a touch like Strictly’s Lee Goodman, and has the patience to match—her snoring was as loud as a low-flying jet, zooming in at a remarkable 111 decibels.

Colin, who has shared his wife’s bed for more than 30 years, is still musing about the fact that such ear-piercing levels were recorded and made public.

"I was vindicated," he says. "At those days I’d spend saying to her, ‘Blimey, Jenny, you sounded like a fighter jet’—and I was proved right."

Rather hilariously, the pair live under a flight path in Peterborough and Colin is something of an ace-plane buff. He can confidently confirm that his wife’s snoring sounds like a jet, but can pinpoint exactly what sort of jet it resembles.

"You know when a fighter suddenly pulls up, when the engines are on reheat and you get that roar, followed by a crackle? Er, no. Well, that’s exactly what Jenny sounds like. When I first said it happened, I didn’t think it was true. I said, I just sat up in bed and say, 'What the hell was that?' Even after 30 years I still do a lot of saying, 'What the hell was that?’. You imagine all sorts—a bomb exploding, the roof coming in, the world ending.”

Ian Lane Since using them I don’t snore anymore. Can breath thru my nose all night. Faye thinks they are the best thing since sliced bread

Unlike · Reply · 23 March at 18:42
• TURBINE 2.0 - Released Feb 2015
• Designed to help athletes breathe easier during sport and aerobic exercise and helps those suffering from nasal obstruction
• Now distributed globally
• Available in three sizes and a trial pack
• RRP AU$29.95 delivering strong margins
Turbine helped Chris Froome win his second Tour de France
Turbine helped Shannon Rowbury set a new American record for the 1500 meters.
CUSTOMERS LOVE TURBINE

In the last year Turbine has helped people all over the world achieve new records and set new ‘personal bests’ by making every breath count.
INNOVATION PIPELINE
END TO END SLEEP CATEGORY SOLUTIONS

SNORING

NASAL CONGESTION

MILD/MODERATE SLEEP APNEA

SEVERE SLEEP APNEA

ON MARKET

MUTE ‘CLEAR’
Aroma enhanced (menthol, eucalypt, sleep & relaxation blends)

RNO INPEAP
Clinical trials (Reporting first half 2016)

RNO ASPIRE
Combination Adjunct Therapy
RNO + CPAP Mask
RNO + Mandibular Splint
NEXT GENERATION NASAL DECONGESTANT

Market value in million U.S. dollars

- Cold/allergy/sinus tablets: Multi-outlet* - 1,906.4
- Cold/allergy/sinus liquids: Drug - 1,087.8
- Nasal products: Multi-outlet* - 677.9
- Cough drops: Drug - 589.3
- Cough syrup: Drug - 515.9
- Humidifiers: Drug - 234.7
- Hand sanitizer: Drug - 253.9
- Chest rubs: Drug - 283.3
- Market value range: 0 - 4,500 million U.S. dollars

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WWW.RHINOMED.GLOBAL
US$8 BILLION DECONGESTION MARKET

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
SLEEP APNEA – US$32 BILLION 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

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<thead>
<tr>
<th>WISCONSIN SLEEP COHORT STUDY</th>
<th>CLASS</th>
<th>%</th>
<th>US POP PREVALENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEMALE</td>
<td>MILD</td>
<td>9%</td>
<td>14 MILLION</td>
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<tr>
<td></td>
<td>SEVERE</td>
<td>4%</td>
<td>6.2 MILLION</td>
</tr>
<tr>
<td>MALE</td>
<td>MILD</td>
<td>24%</td>
<td>36.8 MILLION</td>
</tr>
<tr>
<td></td>
<td>SEVERE</td>
<td>9%</td>
<td>13.8 MILLION</td>
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MILD TO MODERATE SUFFERERS

Of all OSA patients are MILD/MODERATE OSA
WITH A BILLION DOLLAR PROBLEM

- 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
MUTE - AN ADJUNCT TO EXISTING SLEEP APNEA THERAPIES

- Proof of compliance is increasingly required by insurers before reimbursement
- Rhinomed nasal stent lowers nasal resistance – opens up upper airway
- Increasingly recommended by Sleep Specialists, Sleep Technicians and Dentists as an adjunct therapy to Mandibular Advancement Devices and Low AHI Patients to resolve compliance issues
- Rhinomed is working closely with sleep specialists to begin scoping a trial
INPEAP – A NEW FRONT LINE SLEEP APNEA THERAPY

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
SUMMARY

• Compelling technology in a growing global market
• Business is rapidly expanding revenue base through global distribution footprint
• Key focus is expansion in:
  • USA and Canada
  • UK
  • Aust/NZ base
• Near Term new flow – more distribution agreements, Sleep Apnea Trial results expected
• Cash on hand ~ AU$4.0 million
• Compelling investment comparator – Breathe Right Strips – purchased by GSK- US$566m in 2007

Revenue streams with global growth opportunity  Platform extension in high value opportunities