

CHANGING THE WAY **THE WORLD BREATHES**

RHINOMED - NASAL RESPIRATORY TECHNOLOGY

MASTER INVESTOR APRIL 2016

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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.

WHO IS RHINOMED?








ASX: RNO

Early stage medical technology company	Cash on Hand ~ 4.0 Million
Offices: Melbourne, Australia and Cincinnati, USA	Revenues FY YTD – AU\$750k
Share Price ~AU\$0.024	Staff 11
Market Cap ~ AU\$ 17 million	60+ patents, 13 granted plus additional 57 design patents

Globally experienced board and management team

Mr Ron Dewhurst - Chairman	Mr Michael Johnson – CEO and Managing Director
Mr Brent Scrimshaw - Non Exec Director	Ms Justine heath - CFO
Dr Eric Knight - Non Exec Director	Mr Shane Duncan – Head Americas

A NOVEL NASAL TECHNOLOGY PLATFORM

	Preclinical	Phase 1			Regulatory	In Market
TURBINE 2.0 OTC Dyspnea in Sport and Exercise						<ul style="list-style-type: none"> • FDA • TGA • CANADA HEALTH • CE Mark
	Preclinical	User Trial				
MUTE 1.0 OTC Snoring and Sleep Quality						<ul style="list-style-type: none"> • FDA • TGA • CANADA HEALTH • CE Mark
Congestion - OTC						
Hayfever - OTC						
Anxiety - OTC						
	Preclinical	Phase 1	Phase 2	Phase 3	Regulatory	In Market
Sleep Apnea						
Drug Delivery – Acute Migraine (sumatriptan)		Seeking to partner				

TURBINE – SPORT BREATHING TECHNOLOGY



- 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 US\$27.95 delivering strong margins

A portrait of Chris Froome, a professional cyclist, wearing his yellow Tour de France jersey. He is standing in front of a wooden wall with several bicycles hanging on it. The jersey features logos for LCL, le coq sportif, and le Tour de France 2015. The text "Turbine helped Chris Froome win his second Tour de France" is overlaid on the right side of the image.

**Turbine helped Chris Froome win
his second Tour de France**

Turbine helped Shannon Rowbury set a new American record for the 1500 meters



SLEEP IS A MAJOR EMERGING MARKET



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 by mainstream media as a 'health story'



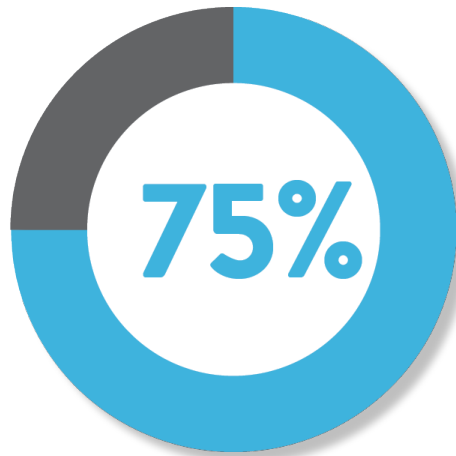
MUTE - CATEGORY DEFINING BRANDED TECHNOLOGY



- Mute released January 2015
- Front line therapy – Snoring and sleep quality
- Available in three sizes and a trial pack
- RRP £\$16.99 – delivering strong margins
- 1 pack = 1 months supply (10 uses per individual unit)



MUTE WORKS – USER PRODUCT TRIAL RESULTS



OF THE SUBJECTS REPORTED
A REDUCTION IN THE INCIDENCE
& SEVERITY OF SNORING

2014 USER TRIAL N=236 INCLUDES 5 DAYS OF CONTINUAL USE

78% IMPROVEMENT IN BREATHING AT NIGHT



73% REDUCTION IN SNORING SEVERITY



65% REDUCTION IN SNORING DURATION



67% REDUCTION IN SNORING VOLUME



63% REDUCTION IN SNORING FREQUENCY



Mute User trial. N=236. 5 Day in-home user trial. November 2014

RHINOMED HAS A UNIQUE, CUT THROUGH BRAND



CUSTOMERS LOVE MUTE

← → ↺ www.dailymail.co.uk/femail/article-3327979/The-wife...

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
PUBLISHED: 12:59 EST, 21 November 2015 | UPDATED: 13:48 EST, 21 November 2015

101 shares View comments

Just as Eskimos have 50 words for snow, so Colin Chapman thinks we should have an entire range of expressions for 'snore'.

It's so vague, isn't it? he snorts. 'People say to me: "Oh my partner snores..." But that can mean anything. Snoring can be a bit 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 1.58am today. It was like a trumpet call to a herd of elephants. 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 to be proud of 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 Len 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 crowing about the fact that such ear-piercing levels were recorded and made official.

'I was vindicated,' he says. 'All those years I'd spent 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 aeroplane buff. He can not only 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 hear it happening for real, I dash outside to look up at the sky. In the middle of the night, I just sit up in bed and say: "What the heck was that?"'

'Even after 30 years I still do a lot of saying: "What the heck was that?". You imagine all sorts — a bomb exploding, the roof coming in, the world ending.'



Jenny Chapman, who has the slightly embarrassing accolade of being Britain's loudest snorer





Jen Owens commented on a link [Mute Snoring](#) shared.

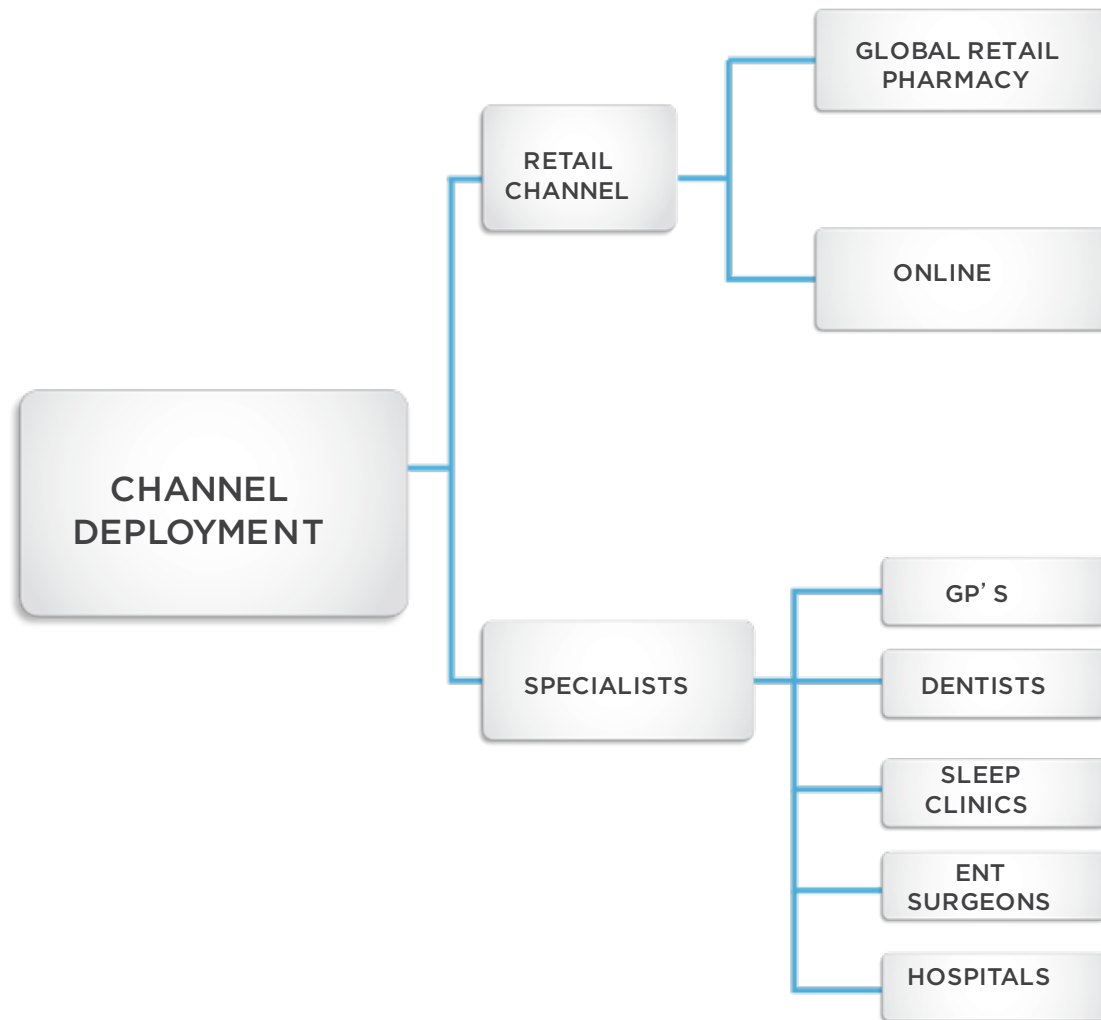
 **Jen Owens**
28 March at 07:11

Guy Gyngell I WILL NOT MOVE IN WITH YOU UNLESS YOU GET THESE

 Like  Comment

 **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 ·  2 · 23 March at 18:42

A MULTI-CHANNEL DEPLOYMENT MODEL



RAPIDLY EXPANDING GLOBAL DISTRIBUTION

NOW TARGETING – 15,000+ retail stores globally by end CY17

- 2000 Pharmacies in Australia and New Zealand
- 1200 Pharmacies in UK
- 1200 Pharmacies in Canada
- 2500 Pharmacies in Europe
- 15,000 Pharmacies in USA

Walgreens | **DUANE**reade™

US Launch May
1000 pharmacies



**Appoint American
Sports Distributor**

McARTHUR
MEDICAL SALES INC.

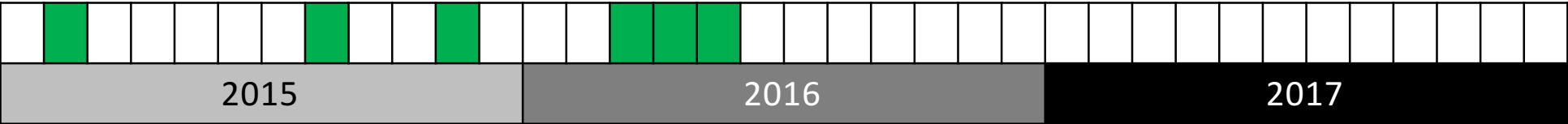
**Appoint Canadian
Distributor**



UK Nov
600 Pharmacies

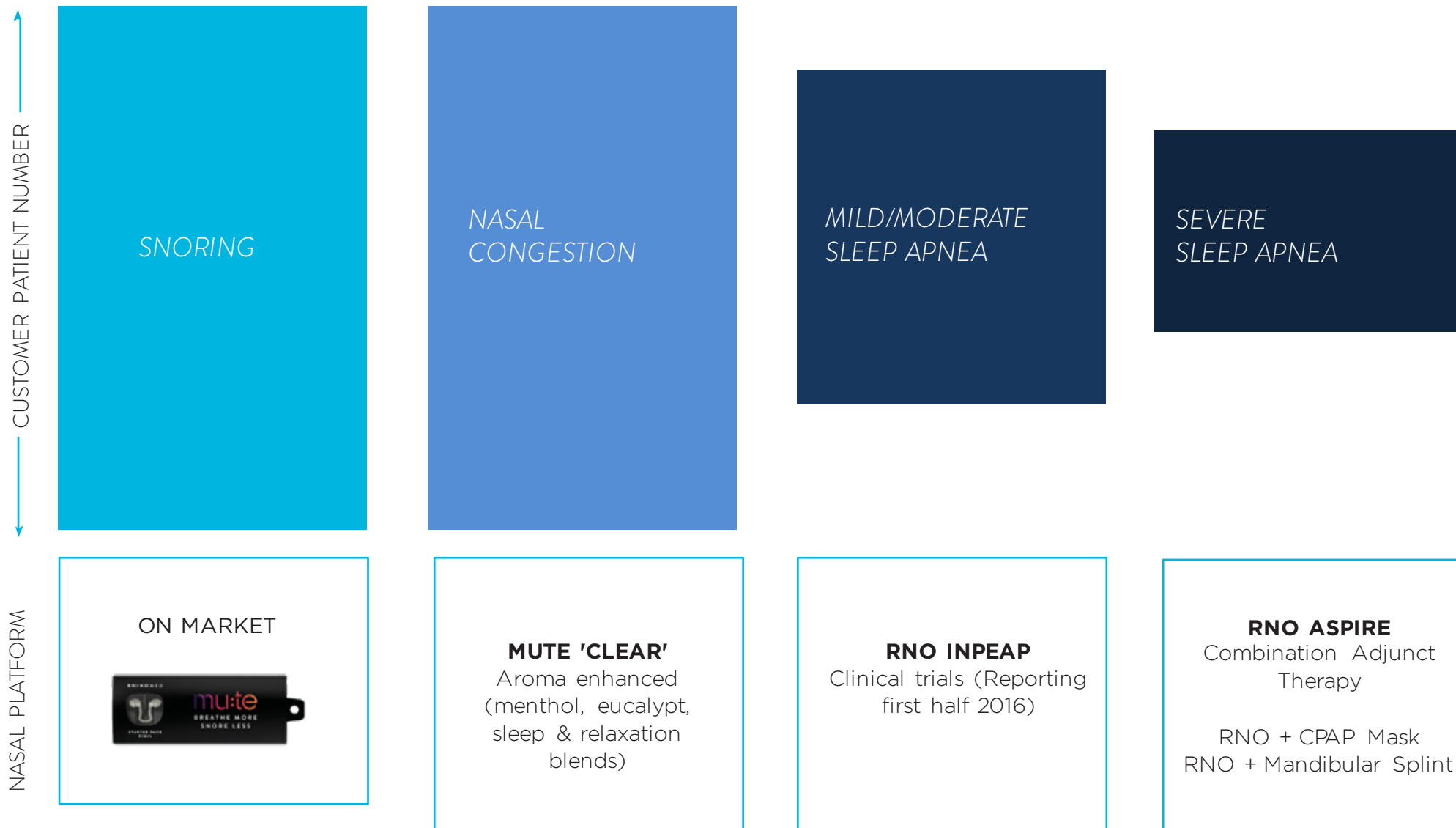
symbion  **SIGMA**
300 Pharmacies

Launched Australia



INNOVATION PIPELINE

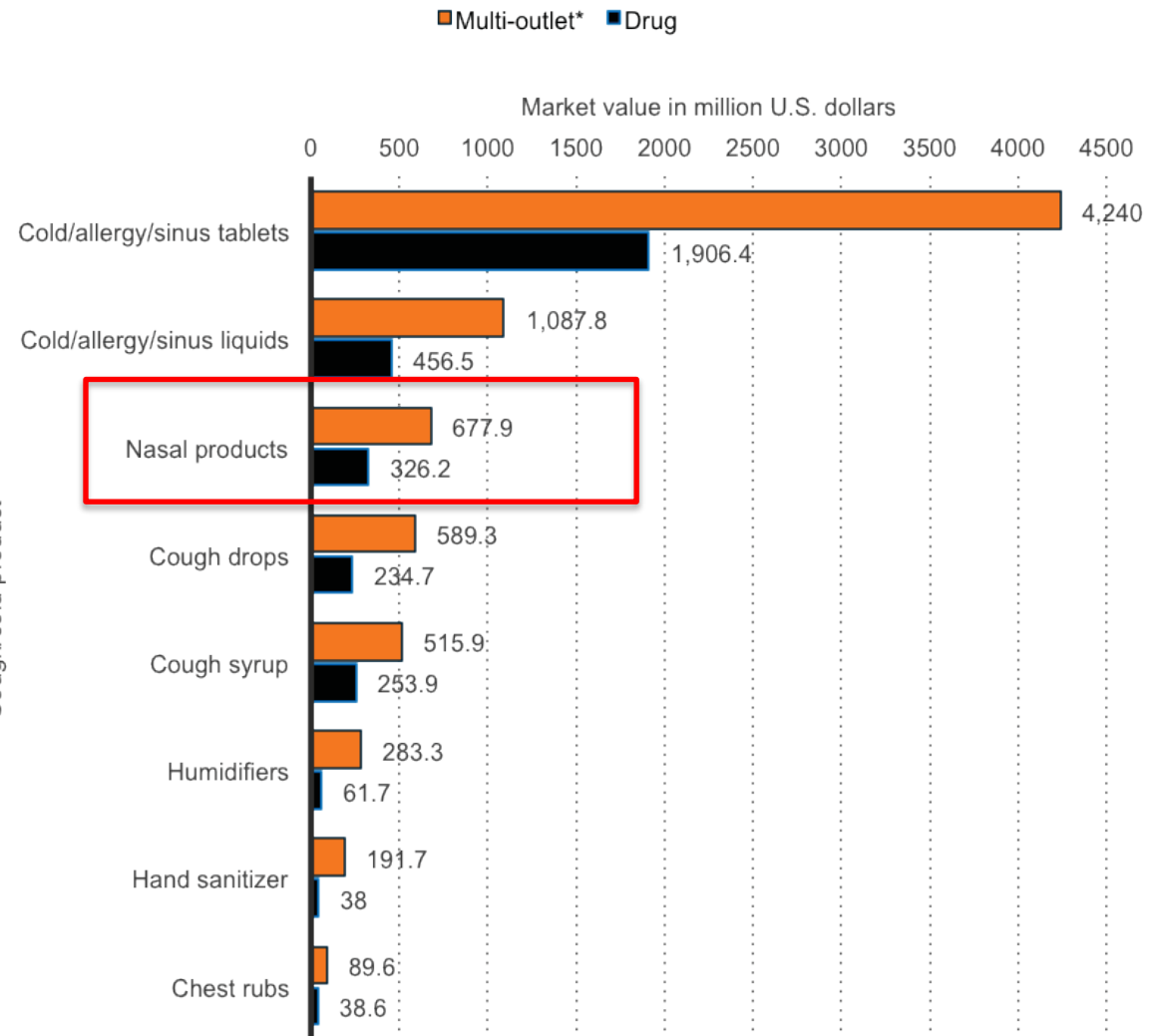
END TO END SLEEP CATEGORY SOLUTIONS



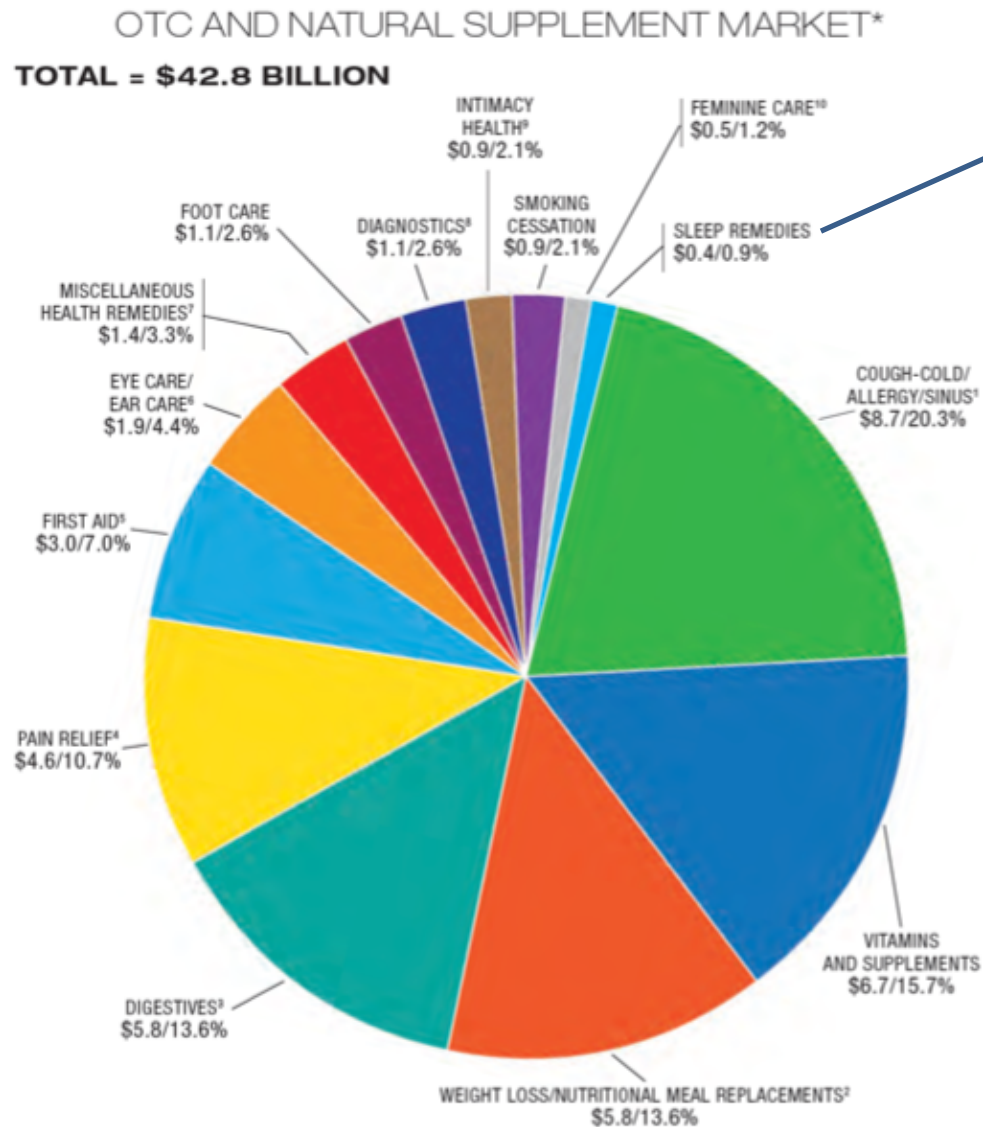
NEXT GENERATION NASAL DECONGESTANT



Cough/cold product



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

WISCONSIN SLEEP COHORT STUDY			
	CLASS	%	US POP PREVALENCE
FEMALE	MILD	9%	14 MILLION
	SEVERE	4%	6.2 MILLION
MALE	MILD	24%	36.8 MILLION
	SEVERE	9%	13.8 MILLION

**MILD TO
MODERATE
SUFFERERS**



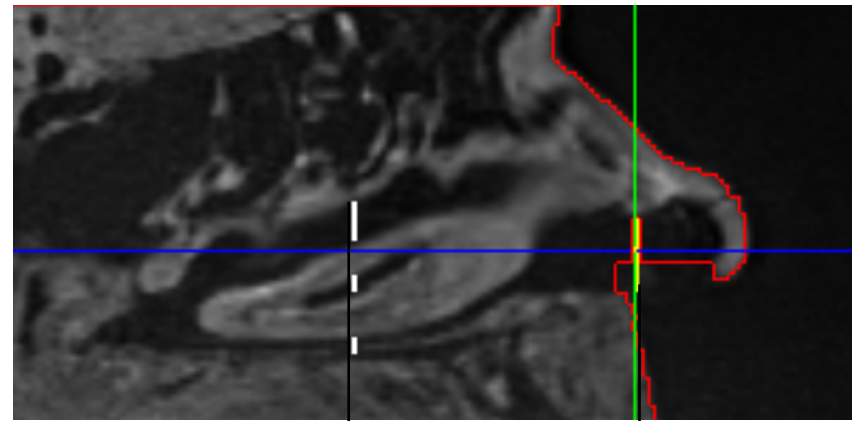
Of all OSA patients are
MILD/MODERATE OSA

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 OSA THERAPIES



Location of posterior
coronal slice

Location of anterior
coronal slice

- Proof of compliance is increasingly required by insurers before reimbursement
- RHINOMED nasal stent lowers nasal resistance
- Being increasingly recommended by Sleep Specialists, Sleep Technicians and ENT's as an adjunct therapy to Mandibular Advancement Devices and Low AHI Patients to resolve compliance issues
- Working closely with sleep specialists to begin scoping 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

DRUG DELIVERY – PROOF OF CONCEPT



- **37 MILLION** AMERICANS SUFFER FROM MIGRAINE
- **< 25% ARE SATISFIED** WITH THEIR EXISTING THERAPY
- **US\$1.6 BILLION** - WORLDWIDE SALES OF IMITREX
- **EFFICACY AND SAFETY** ESTABLISHED
- **7,026,000** SUMATRIPTAN PRESCRIPTIONS
- **WILL SEEK TO PARTNER THIS PROGRAM**

S U M M A R Y

- 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

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