



RHINOMED

BREATHE + SLEEP + MEDICATE + DIAGNOSE

ASX:RNO; OTCQB:RHNMF

DECEMBER 2 2020

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INTRODUCING RHINOMED

LEADING DEVELOPER OF NASAL AIRWAY TECHNOLOGY

- Rhinomed is a listed (ASX:RNO; OTCQB: RHMF), Melbourne, Australia based medical technology company.
- The company has developed a nasal technology platform protected via a family of over 60 patents and 57 design patents, brands and trademarks.
- Our novel technology is used by athletes, clinicians and customers from all over the world to solve their breathing, sleep and nasal congestion issues.
- With over 1 million happy customers, Rhinomed is designing multi-award winning, category leading nasal technology.
- Rhinomed's technology platform allows a number of different applications. The company has four products in market and a compelling innovation pipeline.



CATEGORY LEADING PORTFOLIO OF SOLUTIONS

PARTNERING WITH BEST-IN-CLASS HEALTHCARE PROVIDERS

Rhinomed provides solutions to customers in the global sleep, respiration and nasal congestion markets:

- Creating category leading branded technology.
- A global customer base of users.
- Partnering with some of the world's leading healthcare and pharmacy wholesalers and retailers.



MCKESSON
Empowering Healthcare

Sigma Healthcare

symbion

Kroger

RITE AID

Boots

AmerisourceBergen

BED BATH & BEYOND
Beyond any store of its kind.

Fred Meyer

CVS/pharmacy

LONDON DRUGS

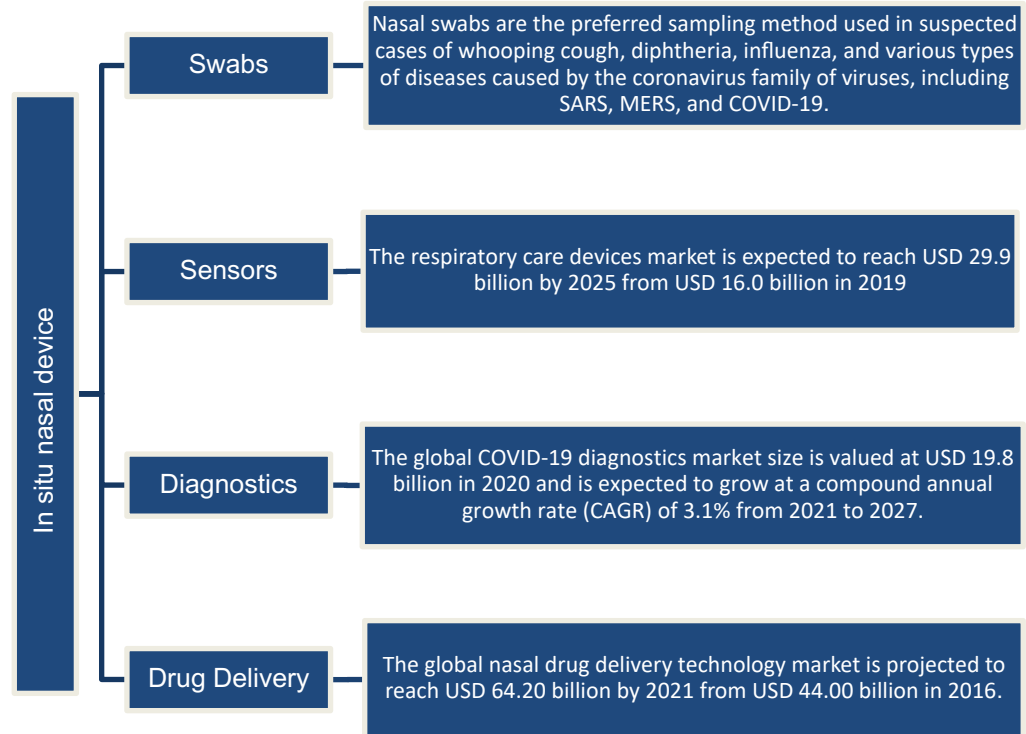
amazon

Walgreens

A COMPELLING PATENTED PLATFORM

A PIPELINE OF OPPORTUNITY MOVING FROM OTC TO DX AND RX APPLICATIONS

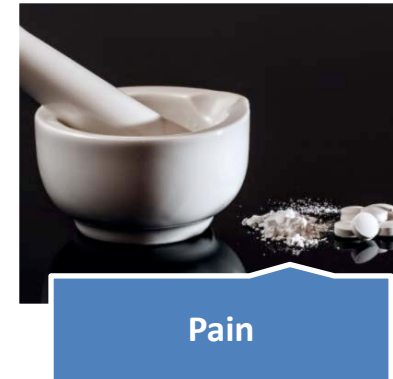
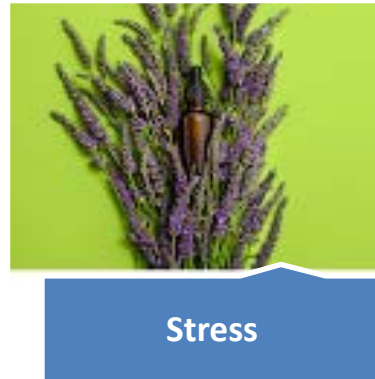
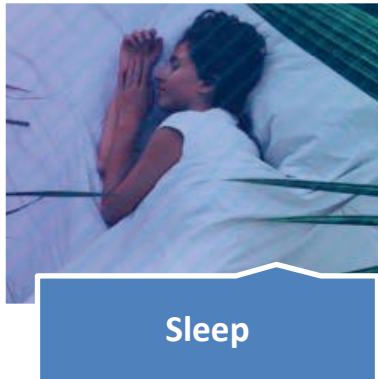
- Over the last 6 years we have built out a family of over 60 patents, 57 design patents, brands and trademarks.
- Initial consumer health products support the development, acceptance and adoption of the pipeline of future wearable sensor, diagnostic and drug delivery opportunities.



STRATEGIC DIRECTION

DELIVERING VALUE IN HIGH GROWTH, GLOBAL HEALTHCARE MARKETS

- Rhinomed's mission is to unlock value for our customers by ensuring we radically improve the way people breathe sleep, medicate, diagnose and maintain their health and wellness.
- Our mission aligns with the needs of our retailers and clinicians to respond to key emerging consumer health trends:
 - “Move from treating disease to the best investment is in your health.”
 - “Self care isn't a luxury = it's an investment in your most important asset, your health”

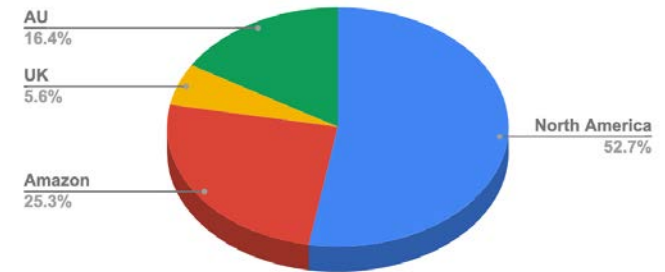


FY 20 (END JUNE 30) FINANCIAL HIGHLIGHTS

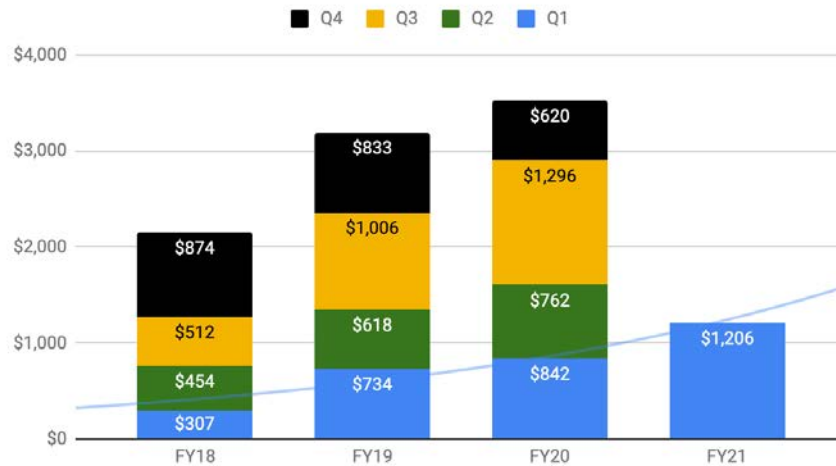
REVENUE GROWTH ACROSS ALL MARKETS

- Year on year revenue growth, despite pandemic.
- 251,000 units shipped to customers during FY20.
- #1 Nasal dilator in US market
- Strong balance sheet, no debt

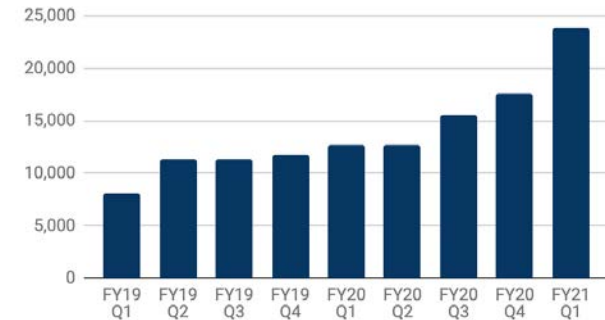
FY20 - Revenue Contribution



Quarterly Revenues (\$'000)



Global Shelf Presence

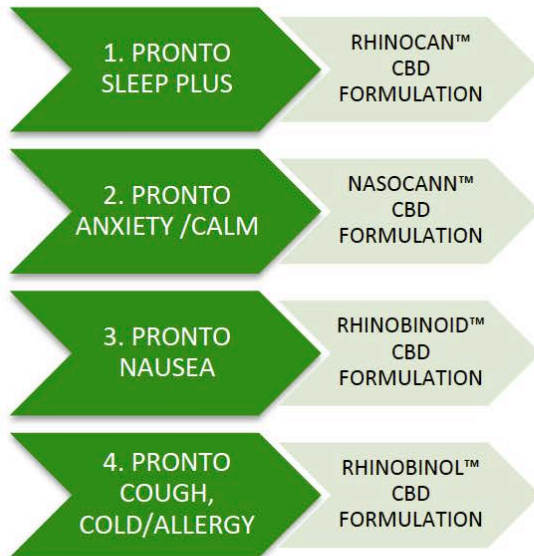


RAMPING UP CANNABIS PROGRAM

IN 2021 LAUNCHING A RANGE OF TARGETED SOLUTIONS

New Product range

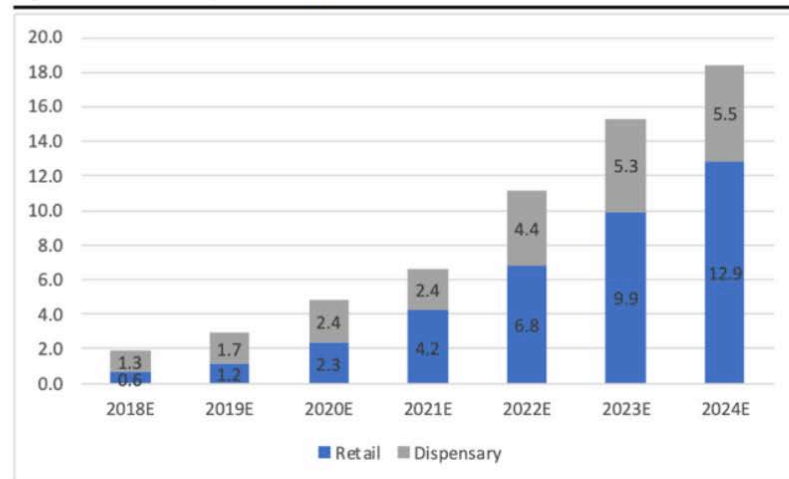
- Leveraging Rhinomed platform
- Targeting clear unmet needs in the global CBD consumer health market



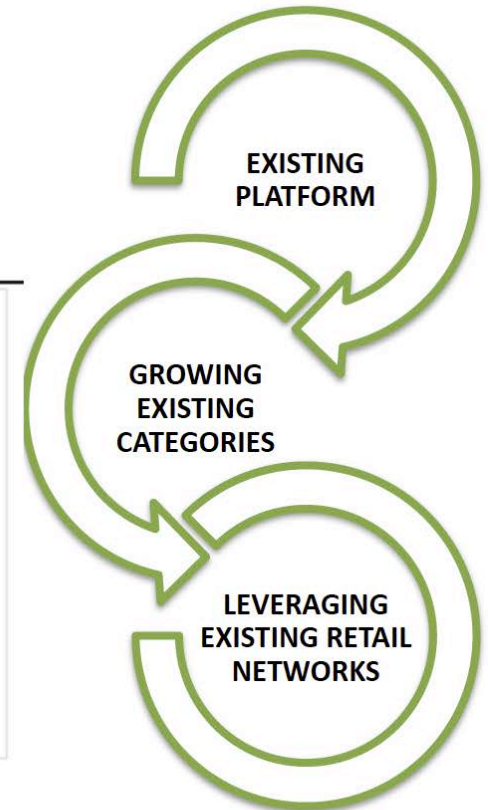
Targeting an \$18bn* opportunity

- Leveraging Rhinomed's 13,000 + existing retail network
 - Via Columbia Care in USA
 - Via Rhinomed's retail network in ROW

Figure 13: CBD sales by channel \$bn



Source: Canaccord Genuity estimates



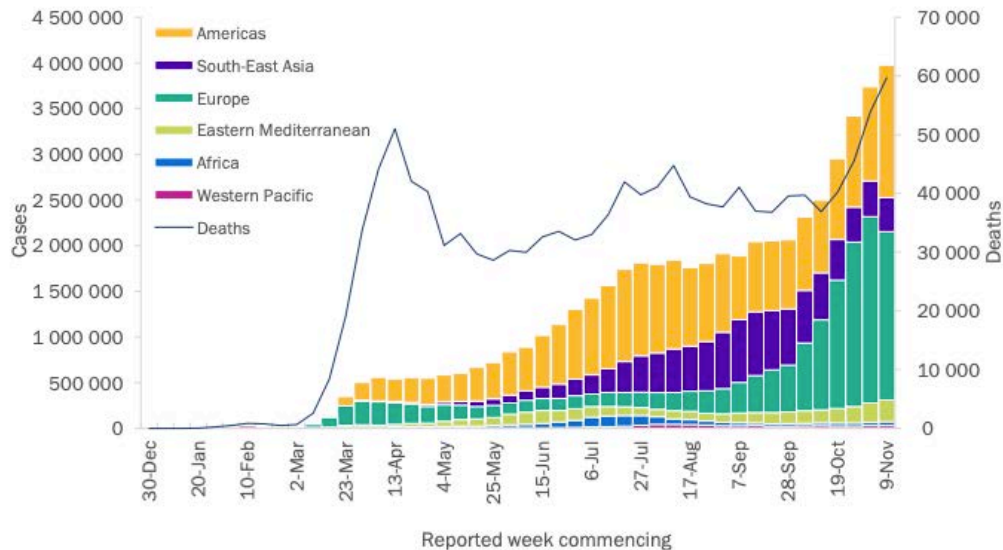
* CANNACORD GENUITY: UNDERSTANDING CBD'S TREMENDOUS GROWTH POTENTIAL GLOBAL EQUITIES REPORT SEPTEMBER 2019

THE COVID CHALLENGE

WHAT'S HAPPENING?

FIRST WAVE RESPONSES WORKED BUT ARE LOSING EFFICACY OVER THE LONGER TERM

Figure 1: COVID-19 cases reported weekly by WHO Region, and global deaths, as of 15 November 2020**



- Nasal swabs are the preferred sampling method used in suspected cases of whooping cough, diphtheria, influenza, and various types of diseases caused by the coronavirus family of viruses, including SARS, MERS, and COVID-19.
- Northern Hemisphere experience points to a second and even a possibly, a third wave of COVID-19 infection.
- Vaccines will prevent severe disease, but not infection
- Mass, high frequency testing will be a major strategy in the foreseeable future.
- There is a global shortage of nasal swabs with only two major manufacturers.

<https://www.who.int/publications/m/item/weekly-epidemiological-update---17-november-2020>

WE NEED A HOLISTIC SOLUTION

A CLEAR HEALTH SOLUTION WITH MINIMAL SOCIAL AND ECONOMIC IMPACT

The US CDC (Centers for Disease Control and Prevention) estimates that:

- Around 40% of viral transmissions occur before an infected person has any symptoms*.
- Symptoms occur around day 5 of infection#.
- This initial five-day period post infection represents a significant high-risk period.

‘MASS, HIGH FREQUENCY’ Assurance testing^ for every person should be our lead strategy in a return to normal.

- Test everybody, frequently (possibly 5 days):
 - Those with a positive test can isolate and be treated.
 - Those with a recent negative test can carry on – opening up society and the economy.

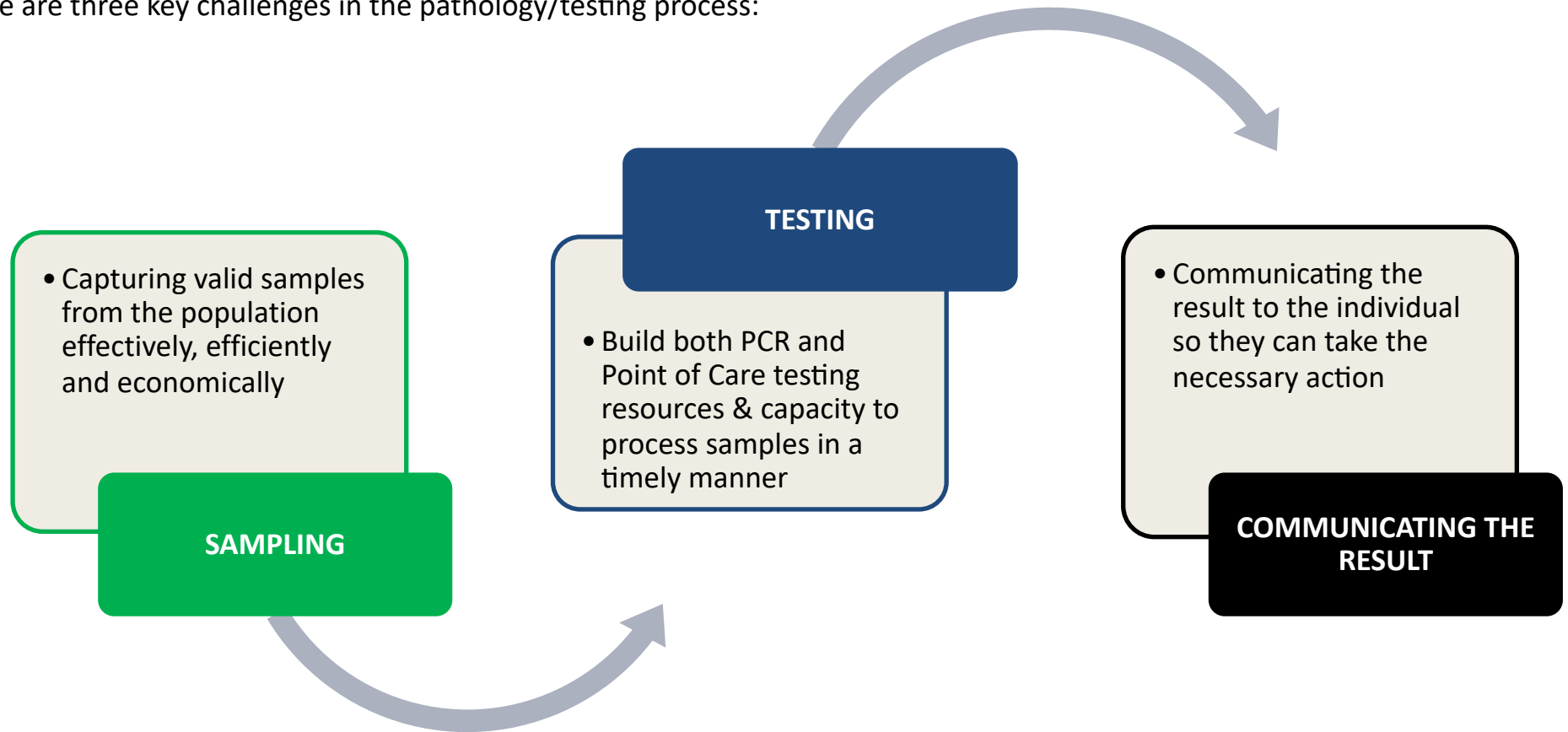
*<https://www.cdc.gov/coronavirus/2019-ncov/hcp/planning-scenarios.htm>. <https://www.acpjournals.org/doi/10.7326/M20-3012> |
https://www.who.int/health-topics/coronavirus#tab=tab_1

^ <https://www.msnbc.com/all-in/watch/nobel-prize-winner-we-should-be-testing-30-million-for-covid-19-daily-81912389636>
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7325181/>

MASS, HIGH FREQUENCY 'ASSURANCE' TESTING

REQUIRES THE ABILITY TO EASILY, SAFELY AND ECONOMICALLY CAPTURE SAMPLES

There are three key challenges in the pathology/testing process:



ONE OF THE MAJOR CHOKES POINTS IS SAMPLING

WHILE NASAL SWABS ARE THE GOLD STANDARD, THEY ALSO PRESENT CHALLENGES

• DEVICE ISSUES:

- Small load capacity
- Limited loading time
- Poor yield
- Causes sneezing, gagging etc. that can accelerate infection and spread
- Major global shortage and supply chain constraint
- Estimated 60m tests a month needed in US alone

The Nasal Swab



• COLLECTION ISSUES:

- Skilled healthcare worker required
- Lack of standardized use of swab
- Healthcare workers at significant risk of infection from positive patients
- High cost of labor
- High cost and shortage of PPE

The Healthcare Worker



• PATIENT ISSUES:

- Experience of pain, discomfort
- Highly invasive
- Risk of injury
- Growing reluctance to get tested

The Participant



* JAMA Otolaryngology–Head & Neck Surgery Published online October 1, 2020

INTRODUCING RHINOSWAB BY RHINOMED

NOVEL, HIGH LOAD CAPTURING, SELF ADMINISTERED NASAL SWAB



Click on image to view video

INTRODUCING RHINOSWAB BY RHINOMED

THE WORLD'S MOST COMFORTABLE AND EASY TO USE NASAL SWAB



EVERY NOSE
ANY NOSE
ANYTIME
EVERYWHERE

Click on image to view video

A NOVEL, COMFORTABLE, EASY TO USE SWAB

A SIMPLE, STANDARDISED SAMPLING PROCESS



Simple insertion process delivers the Rhinomed Swab to the high yield area below the lower turbinate



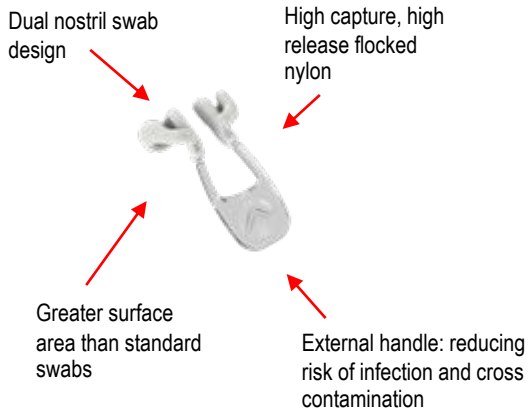
Rhinomed Swab is removed from nose by handle and arms broken off into standard transport tube



Rhinomed Swab arms elute sample into the transport solution and the handle is discarded

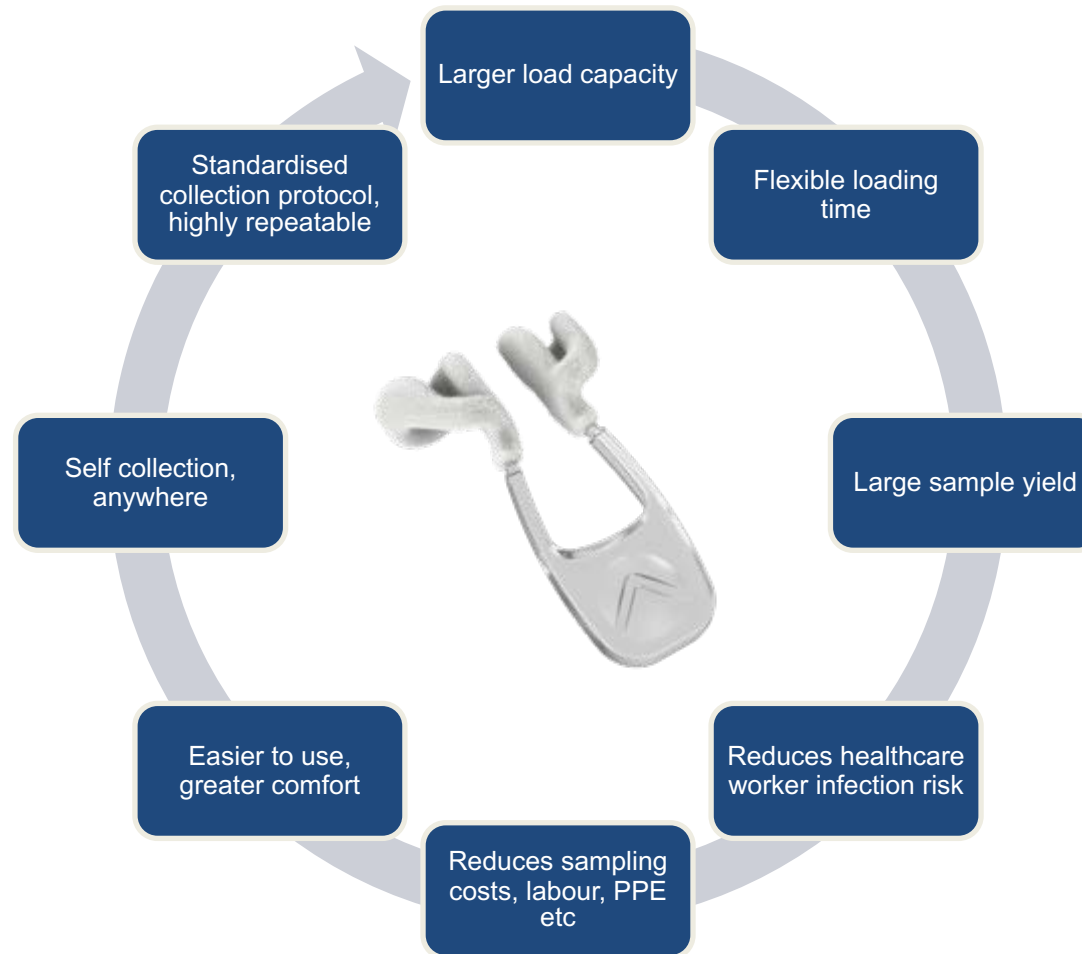


The Transport tube is readied for collection or shipped within provided container to testing lab



RHINOMED'S NEW PATENT PROTECTED SWAB

A COMPELLING NEW 'STANDARD SETTING' RESPONSE TO COVID SAMPLING



RHINOMED LIMITED

CORPORATE SNAPSHOT

| Board | Michael Johnson CEO & MD | Ron Dewhurst Chairman | Brent Scrimshaw Non-Exec Director | Prof Eric Knight Non-Exec Director | Sean Slattery CFO & Co Secretary |
|-------|---|---|--|---|---|
| | More than 20 years of experience in technology commercialisation. Technology developer and patent holder. | Chairman and CEO Cooper Investors, Chairman Sprott Inc. <i>Previous:</i> <i>Head of Global Investment Managers Legg Mason Inc (USA) Head of Americas, J P Morgan Asset Management (USA)</i> | CEO & Executive Director, Enero Ltd. Non Exec Director Kathmandu <i>Previous:</i> <i>Nike- VP Western Europe, GM East USA, Marketing Director Pacific</i> | Executive Dean Macquarie Business School <i>Previous:</i> <i>Pro Vice Chancellor Sydney University, Founder Identitii (ASX:ID8)</i> | <i>Previous CFO & Company Secretary of ASX and Private companies in the media, technology and financial services sectors.</i> |



- Global logistics network
- Regulatory clearance in USA, Canada, Europe, Taiwan, Australia and New Zealand.

| | |
|----------------------------|------------------------------|
| Headquarters | Melbourne, Australia |
| Sales Offices | New York, USA. London, UK |
| Staff | 18 |
| Top 20 Shareholding | 75% |
| US Shareholders | circa- 48% |
| Shares on issue | 253,809,132 |
| Market Cap | A\$44m |

CONTACT

Michael Johnson - CEO

mjohnson@rhinomed.global

