

RHINOMED

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**MICROCAP INVESTOR  
CONFERENCE**

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October 2022

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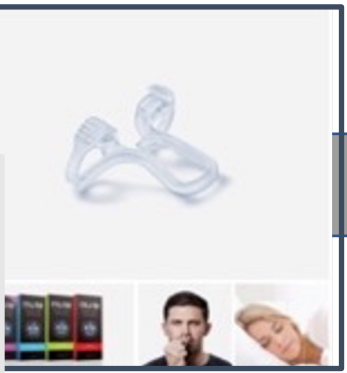
*We are on a mission to radically improve the way we breathe, sleep, take medication and diagnose disease by utilising the nose as a site for the delivery of novel solutions*

# COMPANY SNAPSHOT

## COMMERCIALISING A PROPRIETARY NASAL MEDICAL TECHNOLOGY PLATFORM

- Rhinomed is a leading medical device company with offices in Melbourne, Australia and New York, USA
- We have developed a proprietary nasal technology platform protected by over 60 patents and 50+ design patents
- We seek to:
  - Socialise 'wearing' a device in the nose in order to solve unmet needs in the global consumer health, diagnostic and drug delivery markets
  - Build compelling clinical data that supports both the efficacy and user preference of our technology
  - Ensure that people have access to our solutions through the world's premier retail and online pharmacies and drug stores
  - Partner with the world best medical device, diagnostic and pharma companies in order to optimise their solutions

Building a world class consumer health business



Creating a new gold standard in nasal specimen collection for diagnostics



Extending the portfolio into nasal drug delivery



# RHINOMED CORPORATE SNAPSHOT

ASX: RNO; OTCQB: RHNMF

## Board and 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
Mr Sean Slattery	CFO and Company Secretary

## Key Metrics

Market Cap	~AU\$39m
Current Stock price	~A\$0.135
Shares on issue	286 m
Top 20 Investors	76%
Debt	Nil



## Top Investors

Mr Whitney George (US)	39.2%
Prof John McBain (Aust)	18.5%
Mr Ron Dewhurst (Aust)	6.9%
Citicorp Nominees	2.1%
HSBC Custody Nominees	1.3%

# GROUP TRADING PERFORMANCE FY22

## RAPID GROWTH ACROSS GLOBAL MARKETS

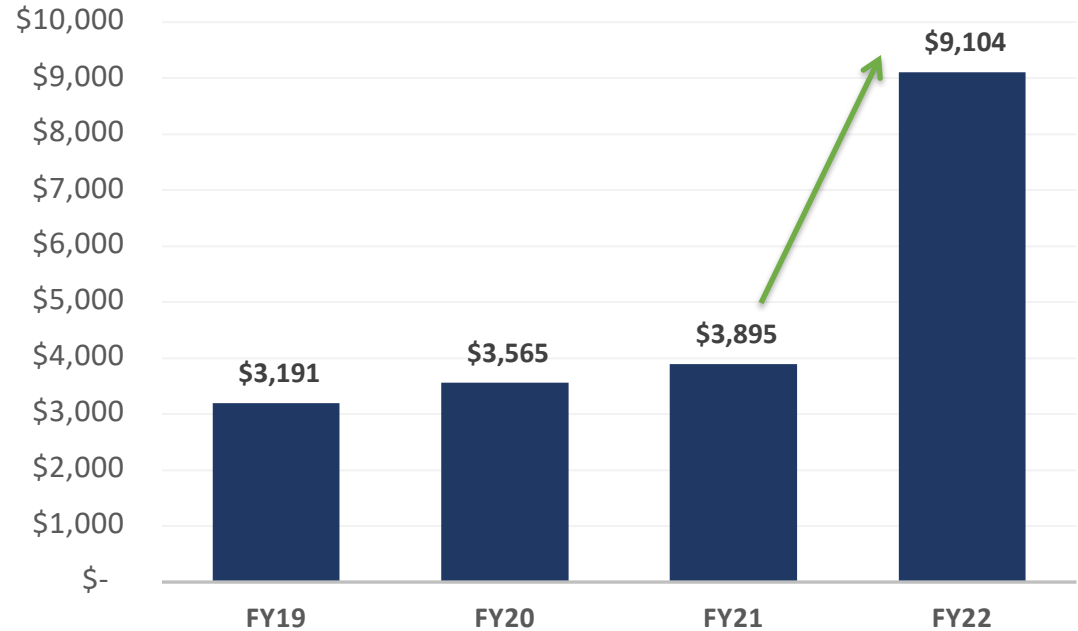
Group revenues \$9.1m - up 134% on FY21

Consumer Health Revenues \$6.0m – up 59% on FY21

First revenues from Rhinoswab \$3.1m – Govt orders

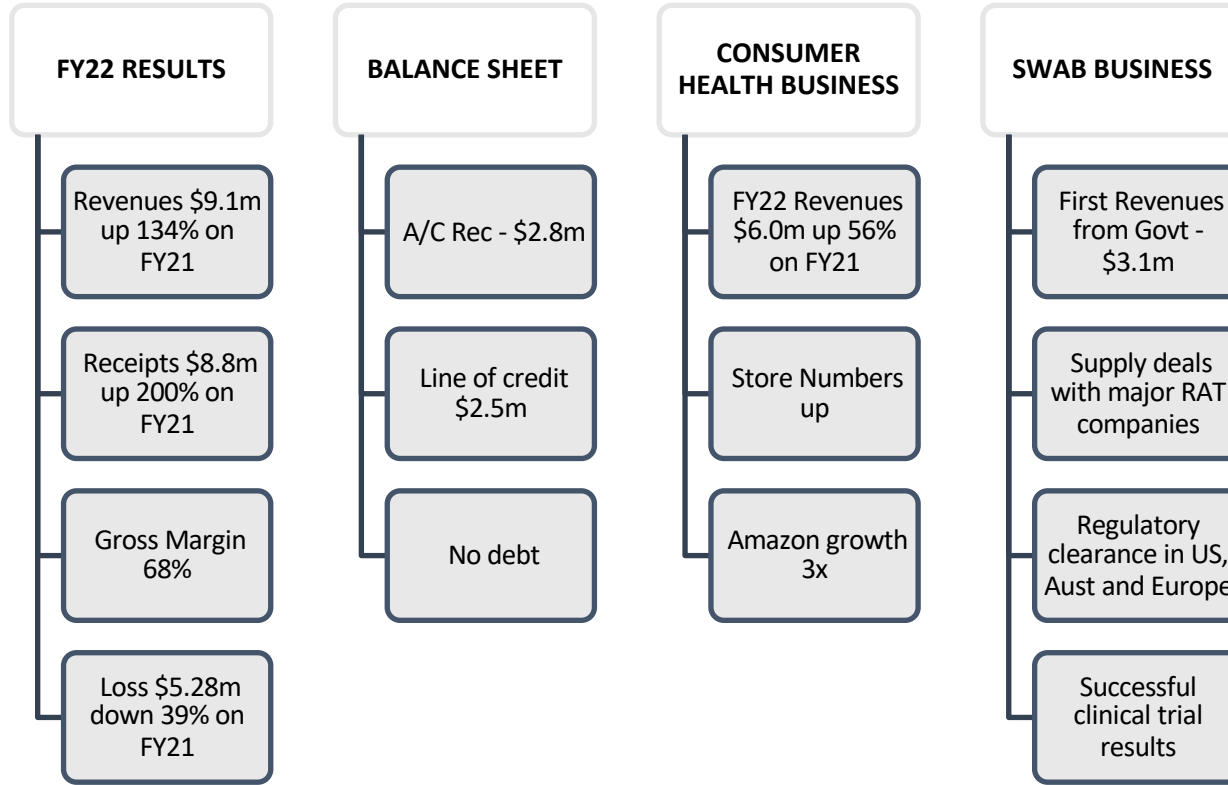
Long term supply deals in place- 32.5m swabs over 2 years

Revenues (A\$m)



# GROUP TRADING PERFORMANCE FY22

## ACCELERATION STRATEGICALLY, OPERATIONALLY AND FINANCIALLY



**KEY MARKETS -  
CONSUMER HEALTH**





# THE GLOBAL CONSUMER HEALTH MARKET

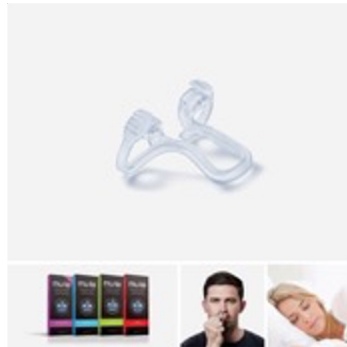
## BUILDING A HIGH-VOLUME, HIGH MARGIN GLOBAL CONSUMER HEALTH BUSINESS

Presence on 20,000+ pharmacy shelves globally

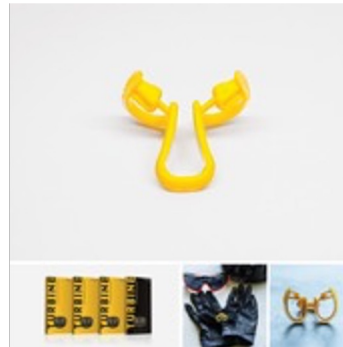
Growing brand awareness

Substantial online sales growth

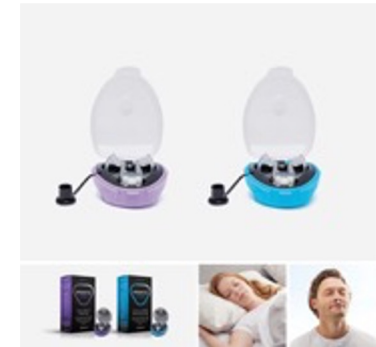
### SNORING



### SPORT/EXERCISE



### ALLERGY/SLEEP/ CONGESTION



BuzzFeed

martha stewart

NEW YORK POST

Sun

Daily Telegraph

Better Homes and Gardens

Woman's Day

McKesson  
Empowering Healthcare

Signa  
Healthcare

symbion

giant eagle

RITE AID

Walgreens

AmersourceBergen

BED BATH & BEYOND

Walgreens

CVS pharmacy

amazon

dsn  
HEALTHY  
LIFE

dsn  
HEALTHY  
LIFE

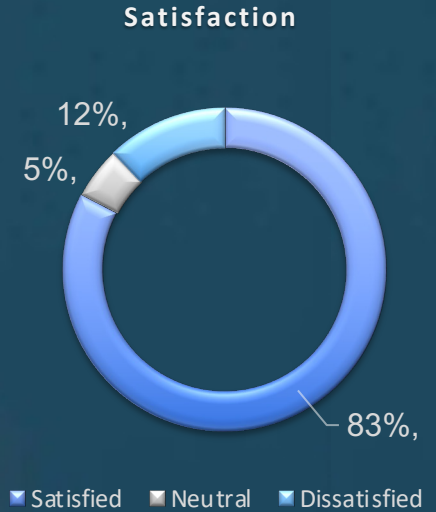
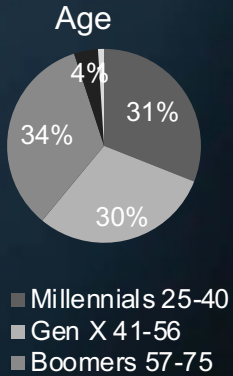
dsn  
HEALTHY  
LIFE

Health  
WEARABLE  
TECHNOLOGY



# EXTENSIVE CUSTOMER RESEARCH DEMONSTRATING STRONG SATISFACTION

## OUR CUSTOMERS LOVE MUTE



# MUTE IS THE TRUSTED BRAND IN THE GLOBAL SNORING MARKET

## AND A SOURCE OF NEWS AND INFORMATION FOR SNORERS

Newsworthy facts and figures about “snoring couples” have generated extensive media coverage, bringing MUTE into the forefront.

**SNORE NO MORE**  
BREATHE MORE  
SNORE LESS  
SLEEP BETTER

Anyone who struggles to sleep thanks to a noisy partner should ask them to try **Mute**. The nasal breathing device, consisting of two soft paddles, is inserted into the nostrils where it works to gently expand the airways, increasing airflow during sleep. £18.50 for a pack of three. boots.com

**ALWAYS TAKE YOUR PT WITH YOU**

Up your fitness game with the Polar Unite. A simple way to start 24/7 activity tracking. Unite counts every step from dancing to stairs, while acting as a personal trainer on your wrist with daily workout suggestions and fitness tests. It's also programmed to track sleep and recovery. £134.50, polar.com

**The FIT List**

FITNESS MUST-HAVES AND NATURAL ALTERNATIVES  
by VICKI-MARIE COSSAR

### Separate rooms for snorerszzzz

By **Becky Snowden**

MILLIONS of snorers have been forced to sleep in a separate room or even been dumped because of their noisy habit, a study claims.

Researchers found 83 per cent of Britons either have the affliction or live with someone who does.

Men are more likely to snore (52 per cent) than women (30 per cent).

More than a quarter face kicks under the covers from their partner, while 13 per cent said it led to rows.

One in 10 admitted they have been dumped because of it.

The poll of 2,000 adults who snore also found 12 per cent have dodged public transport in case they fall asleep and start snoring.

Nearly 30 per cent have had someone say they could hear them through the walls, and an 22 per cent have had their snoring recorded.

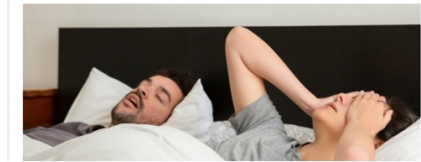
Steve Smith, of nasal dilator firm Mute Snoring, which commissioned the poll, said: "It can have a huge impact on your life."

### THE SCOTSMAN News you can trust since 1817

Read This

### Millions of snorers have been forced to sleep in a separate room to their partner or been dumped for their noisy habit

By Gemma Francis  
Tuesday, 20th July 2021, 8:38 am



A study revealed 83 per cent of Brits either snore or live with someone who does, with men more likely to be to blame for the noise (52 per cent) than women (30 per cent).

More than a quarter regularly face kicks under the covers from their partner in a bid to get them to stop snoring, while 13 per cent said it had led to rows with their other half.

But one in 10 admitted it had had such an impact on their relationship that they have delayed moving in with someone or even been dumped as a result.

# ONE OF THE FASTEST GROWING BRANDS IN THE GLOBAL SNORING MARKET

OUR GOAL IS TO BE THE WORLD'S LEADING BRAND IN SNORING AND SLEEP

**Amazon Best Sellers**  
Our most popular products based on sales. Updated hourly.

**Best Sellers in Sleeping Disorder Nasal Strips**

<p><b>#1</b></p>  <p>RhinoMed Limited Mute Nasal Dilator for Snore Reduction, Assorted   Anti-Snoring Aid Solution   Improves Airflow   Comfortable No...</p> <p>★★★★☆ 5,217</p> <p>\$14.99</p>	<p><b>#2</b></p>  <p>Breathe Right Extra Strength Tan Nasal Strips, Nasal Congestion Relief due to Colds &amp; Allergies, Reduces Nasal Snoring caused by...</p> <p>★★★★☆ 6,001</p> <p>\$18.30</p>	<p><b>#3</b></p>  <p>Breathe Right Original Nasal Strips to Reduce Snoring and Relieve Nasal Congestion, Tan, 30 Count (Packaging May Vary)</p> <p>★★★★☆ 4,634</p> <p>\$14.99</p>	<p><b>#4</b></p>  <p>Breathe Right Extra Clear Drug-Free Nasal Strips for Nasal Congestion Relief, 44 Count - 1 Count</p> <p>★★★★☆ 1,601</p> <p>\$16.60</p>
<p><b>#5</b></p>  <p>NasalMed NasalMist Hypertonic Extra Strength Saline Spray, Green 4.5 fl oz (Pack of 1)</p> <p>★★★★☆ 5,246</p> <p>\$8.79</p>	<p><b>#6</b></p>  <p>RhinoMed Limited Mute Nasal Dilator for Snore Reduction, Size Medium   Anti-Snoring Aid Solution   Improves Airflow   Comfortable...</p> <p>★★★★☆ 1,425</p> <p>\$21.09</p>	<p><b>#7</b></p>  <p>Breathe Right Extra Nasal Strips, 72 Count, 2 Pack</p> <p>★★★★☆ 171</p> <p>\$15.99 - \$18.99</p>	<p><b>#8</b></p>  <p>RhinoMed Mute Nasal Dilator for Snore Reduction, Size Small   Anti-Snoring Aid Solution   Improves Airflow   Comfortable No...</p> <p>★★★★☆ 137</p> <p>\$21.09</p>



Click image to open expanded view

RhinoMed Limited Mute Nasal Dilator for Snore Reduction, Assorted | Anti-Snoring Aid Solution | Improves Airflow | Comfortable Nose Vent, Transparent (EN-MUTE10SAM-XX)

Visit the RhinoMed Limited Store  
★★★★☆ 1,178 ratings | 44 answered questions  
**#1 Best Seller** in Sleeping Disorder Nasal Strips

Price: \$21.99 (\$5.00 / Count) & FREE Returns

Get \$60 off instantly: Pay \$0.00 \$14.99 upon approval for the Amazon Prime Store Card. No annual fee.

Available at a lower price from other sellers that may not offer free Prime shipping.

- Mute is a nasal dilator designed to reduce snoring by gently opening nasal passages and preventing airway collapse
- Proven to increase airflow through the Nose by an average of 38% when compared to nasal strips
- We recommend first buying the Trial Pack to determine which size fits best
- Easy to Use, flexible, lightweight and reusable up to ten times
- Available in three sizes, each with individually-adjustable nostril stents

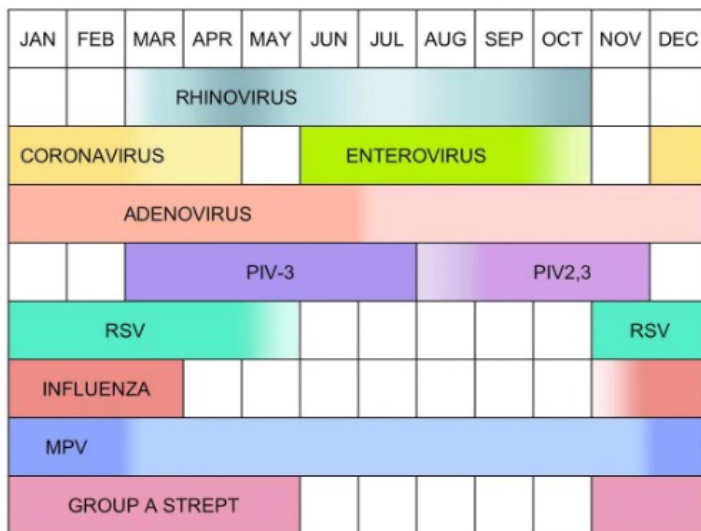
**KEY MARKETS -  
UPPER RESPIRATORY  
DIAGNOSTICS**



# THE GLOBAL UPPER RESPIRATORY INFECTION DIAGNOSTICS MARKET

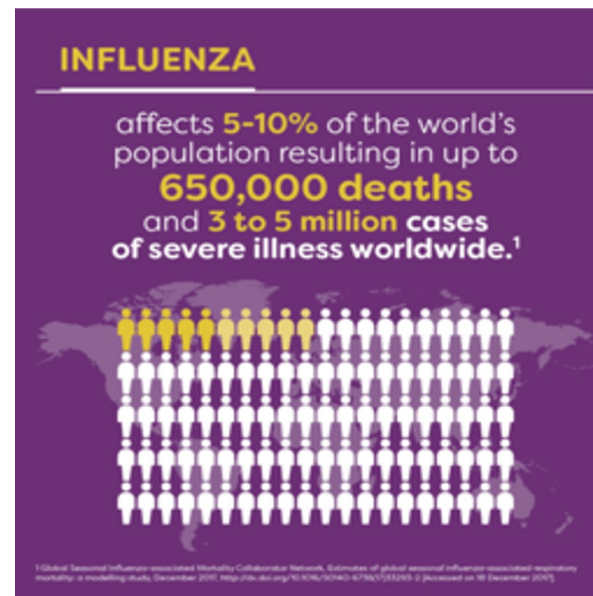
## A CLEAR AND GROWING MARKET OPPORTUNITY OVER THE LONG TERM

- 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
- Testing for URI's requires a sample. Nasal samples are the gold standard for diagnosis



### 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. <sup>1</sup>



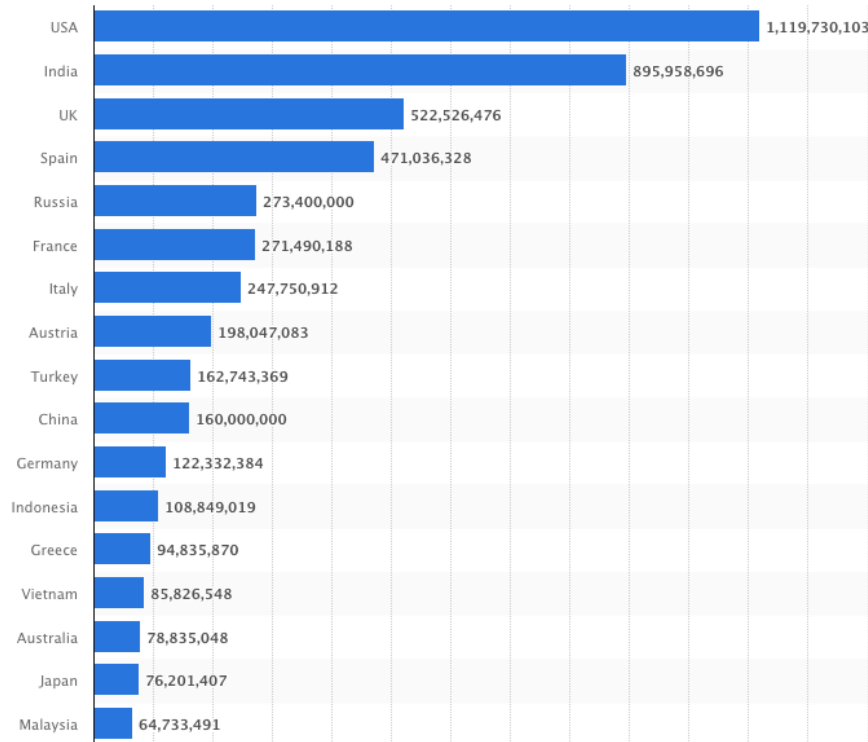
1. <https://emedicine.medscape.com/article/302460-overview#5>

2 Global burden of upper respiratory infections in 204 countries and territories, from 1990 to 2019 THE LANCET June 28, 2021

# TESTING FOR UPPER RESPIRATORY INFECTION HAS SURGED

## COVID HAS HIGHLIGHTED A CLEAR AND MAJOR PROBLEM

Number of COVID-19 tests performed by country. October 6, 2022



[~https://www.statista.com/statistics/1028731/covid19-tests-select-countries-worldwide/](https://www.statista.com/statistics/1028731/covid19-tests-select-countries-worldwide/)



Painful and traumatic collection processes leading to testing reluctance

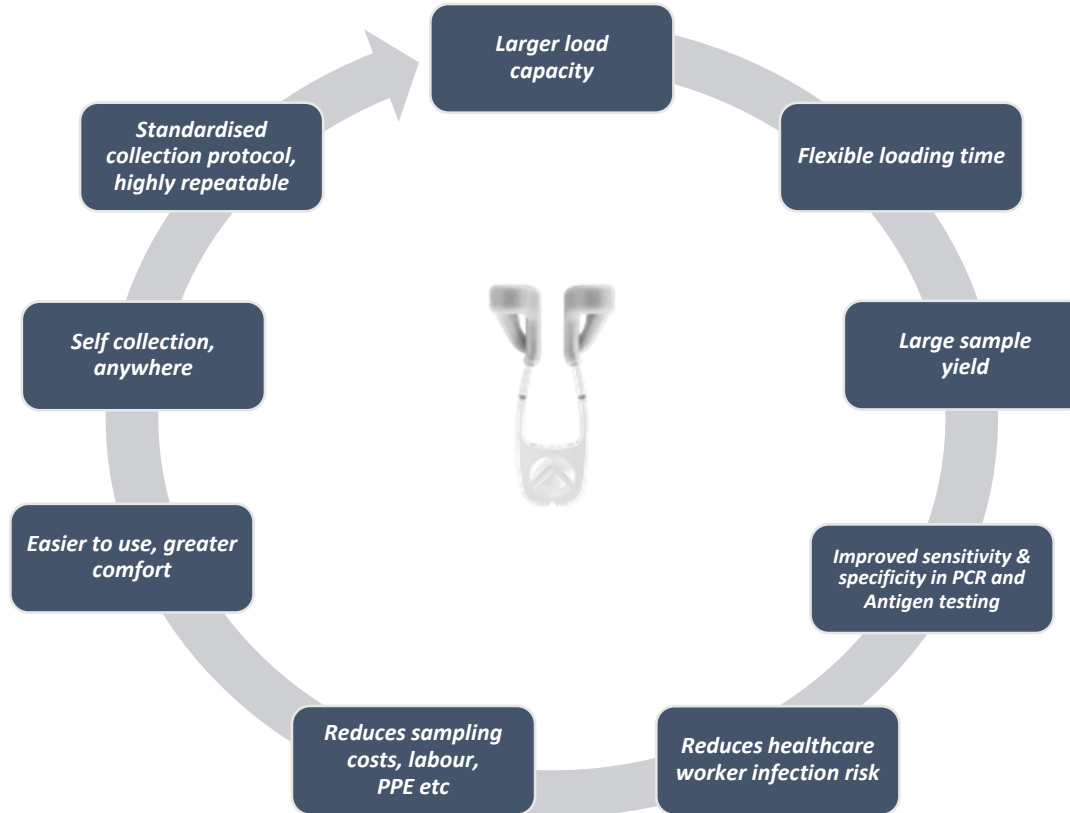


Labor intensive, slow and inefficient collection processes



# INTRODUCING THE RHINOSWAB

## A NEW 'GOLD STANDARD' RESPONSE TO SAMPLING FOR URI DIAGNOSIS



# THE RHINOSWAB JUNIOR

## CHANGING PAEDIATRIC DIAGNOSTICS FOREVER

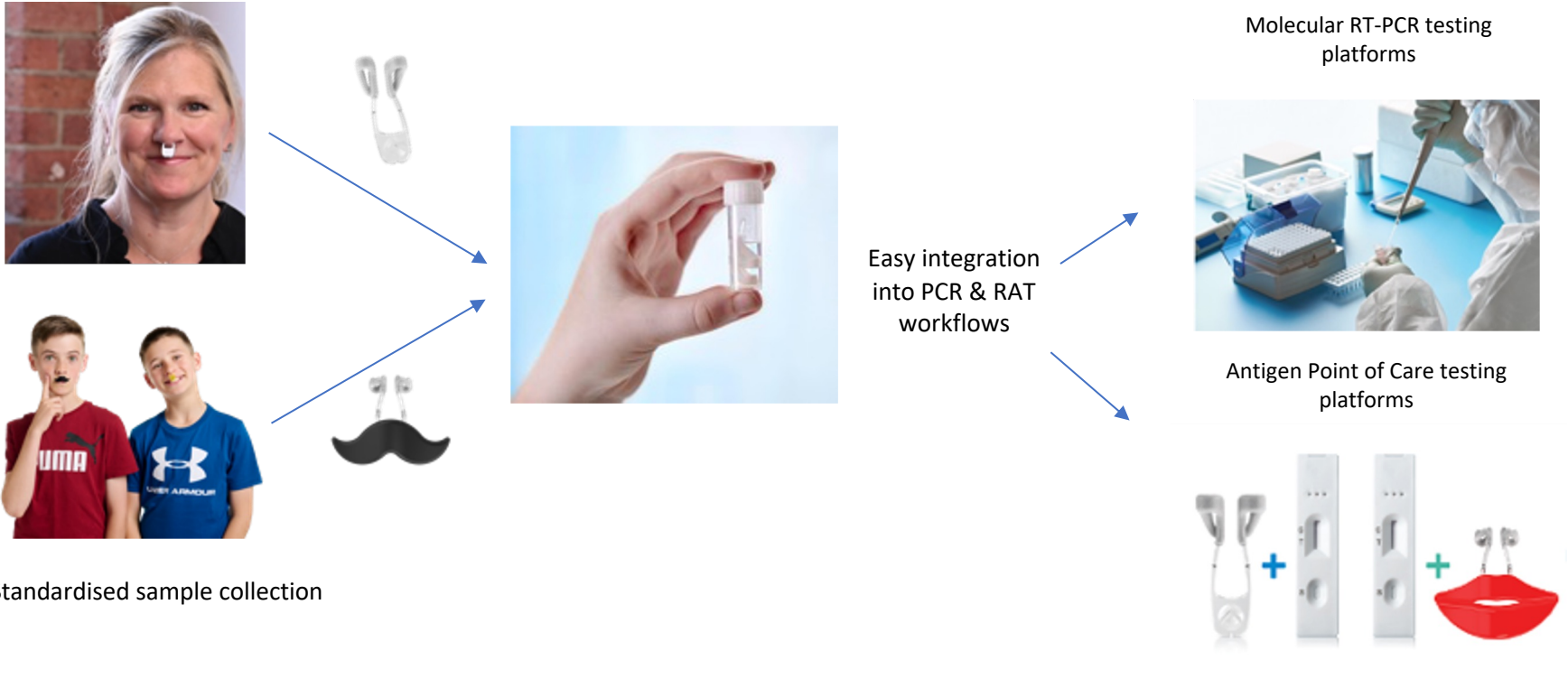


- [Successful trials at MCRI & Royal Children's Hospital Melbourne](#)
  - Met all primary endpoints
  - Clinically comparable to the more invasive combined nose & throat swabs (96.2% sensitivity, 99.6% specificity)\*
  - More sensitive and better case detection than saliva sampling
  - 88% of children preferred Rhinoswab Junior
  - 79% of parents want children to be tested with Rhinoswab Junior
  - 82% of nursing staff would prefer to test children with the Rhinoswab Junior
- Reduces fear & anxiety in children and their parents over testing
- Empowers children to take their own sample under supervision
- Less intrusive, more comfortable & pain free

Source: <https://www.mcri.edu.au/news-stories/our-2021-annual-report-celebrating-35-years-of-progress>

# BOTH RHINOSWABS WORK WITH LATERAL FLOW AND PCR PLATFORMS

## DELIVERING A SUPERIOR AND STANDARDISED SPECIMEN COLLECTION PROCESS



# RHINOSWAB LAUNCHED IN THE US

SHOWCASED AT AACC 2022 IN CHICAGO

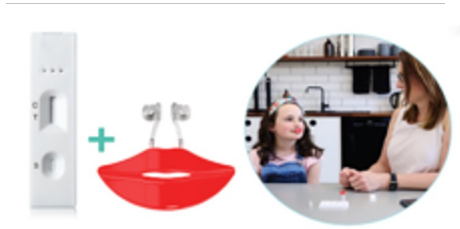
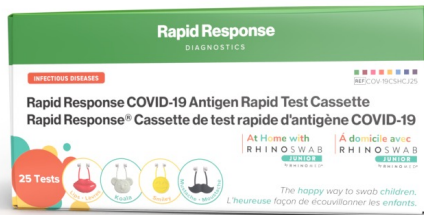


<https://www.nbcchicago.com/top-videos-home/co/2898859/>

# US\$120M+ PIPELINE OF OPPORTUNITY IDENTIFIED

## 32.5M SWAB DEMAND CONFIRMED AND FIRST ORDERS RECEIVED

- ✓ BTNX Inc. is a Canadian biotechnology company and leader in rapid, point-of-care diagnostics with a global presence. Largest supplier of RAT kits to the Canadian government where it has supplied over 390 million kits to date
- ✓ BTNX will supply the new RAT kit including Rhinoswab Junior to the Canadian market
- ✓ Minimum of 22.5m swabs over 24 months
- ✓ First orders received (1.5 million swabs)
- ✓ Surescreen Australia is the AsiaPac affiliate of Surescreen UK, one of Europe's leading developer and manufacturers of rapid, point-of-care diagnostics
- ✓ Surescreen Australia will supply the new RAT kit including Rhinoswab Junior to the Australian/NZ, Singapore and South Pacific markets
- ✓ Minimum of 10m swabs over 24 months
- ✓ First orders received (495k swabs)



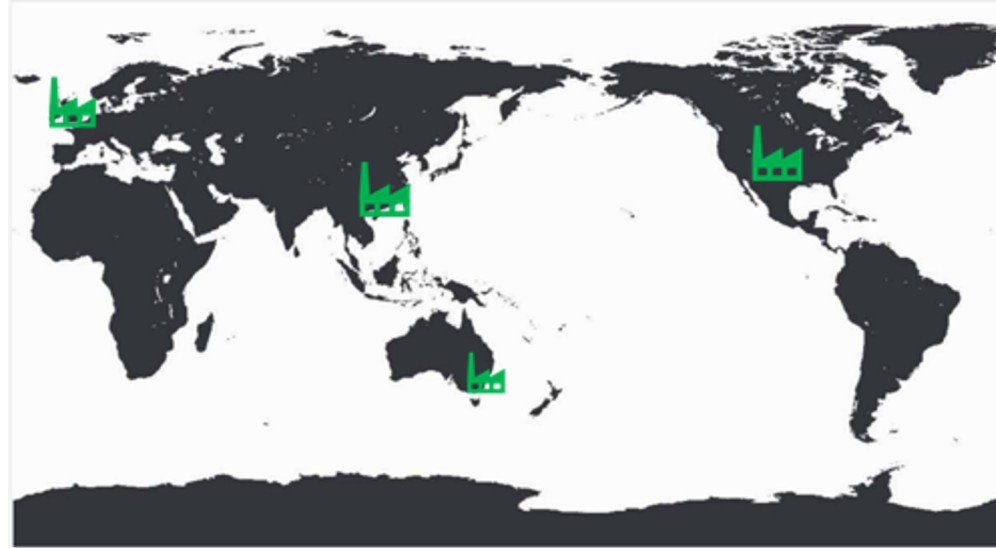
# SCALING PRODUCTION AND MANUFACTURING



# BUILDING A NEAR TO MARKET PRODUCTION CAPABILITY

## FLEXIBLE AND SCALABLE PRODUCTION CAPACITY

- In response to increasing demand Rhinomed is building a global production network
  - Multiple production sites
  - Close to high volume markets
  - 33+ million swab pa production capacity in place
    - Existing Chinese production partner now online
    - Established small Australian based manufacturing
  - Scoping two additional production sites in UK & USA
  - Production capability designed to cater for increased demand for consumer health products (Mute, Turbine) lowering cost of goods & improving margins across the business



# RHINOMED IN FY23

## OUTLOOK ACROSS KEY VERTICALS

### CONSUMER HEALTH

- ✓ Continued growth through our direct-to-consumer sites
- ✓ Expansion in Amazon US - entering Amazon UK and European markets
- ✓ Rebound in retail pharmacy and drug store as foot traffic returns in US and UK
- ✓ Expansion into US grocery channel
- ✓ Growing brand awareness

### RHINOSWAB JUNIOR

- ✓ Establishing Rhinoswab Junior as new gold standard for pediatric upper respiratory sample collection
- ✓ Delivering on 24 month of the 32.5 million supply deals – first orders received (1.95 m swabs)
- ✓ Further growth from roll out of Rhinoswab Junior into rapid antigen test kits in Canada and Australia
- ✓ Further supply pipeline opportunities in USA, Europe, Asia and MENA

### RHINOSWAB ADULT

- ✓ Inclusion of Rhinoswabs into RAT kits targeting aged care and disability markets
- ✓ Expansion into general adult market segment
- ✓ Inclusion in combined Covid+ flu, RSV and other upper respiratory disease lateral flow tests





## CONTACT

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[mjohnson@rhinomed.global](mailto:mjohnson@rhinomed.global)