

RHINOMED

**2022
ANNUAL GENERAL MEETING**

18 November 2022

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All references to currency are to Australian currency, unless otherwise indicated



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

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\$31m
Current Stock price	~A\$0.11
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	2.5%
HSBC Custody Nominees	1.3%

CEO BUSINESS REVIEW

MICHAEL JOHNSON



RHINOMED - COMPANY SNAPSHOT

COMMERCIALISING A PROPRIETARY NASAL MEDICAL TECHNOLOGY PLATFORM

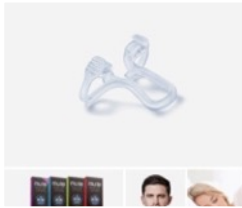


WHO WE ARE

Rhinomed is a leading medical device company with offices in Melbourne, Australia and New York, USA.

KEY MARKETS

Consumer Health



Diagnostics



Nasal Drug Delivery



STRATEGIC PRIORITIES

Socialise 'wearing' a nasal device



Build compelling clinical data that supports the efficacy and user preference of our technology



Build a global B2C and B2B distribution network

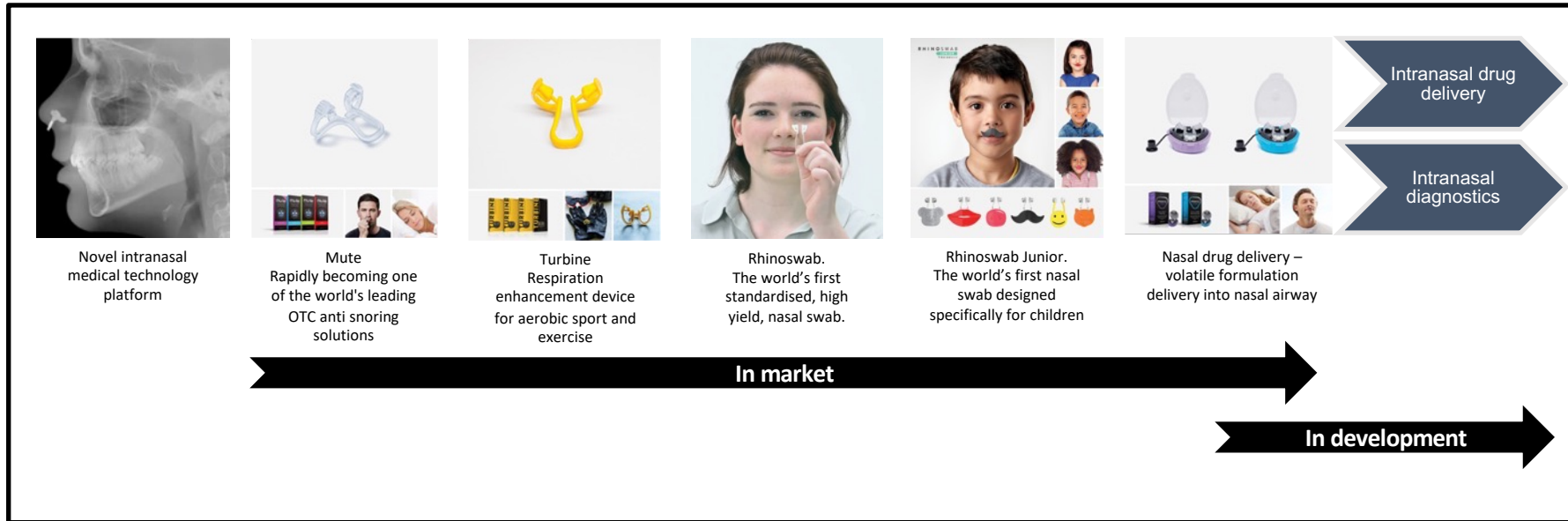


Partner with world best medical device, diagnostic and pharma companies

RHINOMED'S NASAL TECHNOLOGY PLATFORM

A PORTFOLIO OF THERAPIES AND SOLUTIONS FOR THE GLOBAL HEALTHCARE MARKET

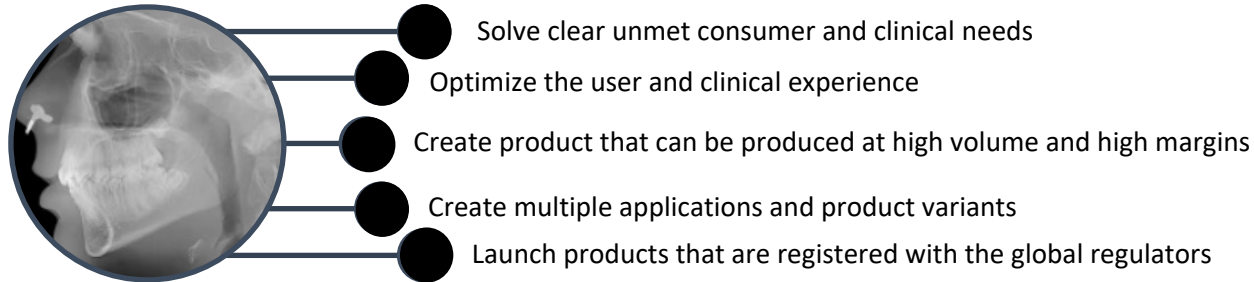
- In-house developed, proprietary nasal medical technology platform that is creating a portfolio of valuable patented healthcare products.
- Our innovation program continues to successfully bring novel products to market while building clinical stage assets with near term commercial and clinical milestones.



RHINOMED'S STRATEGY

BUILDING A HIGH-VOLUME, HIGH MARGIN GLOBAL MEDTECH BUSINESS

Leverage our novel medical technology platform to



Execute via a business model anchored to three key assets:



GROUP TRADING PERFORMANCE FY22

RAPID GROWTH ACROSS GLOBAL MARKETS

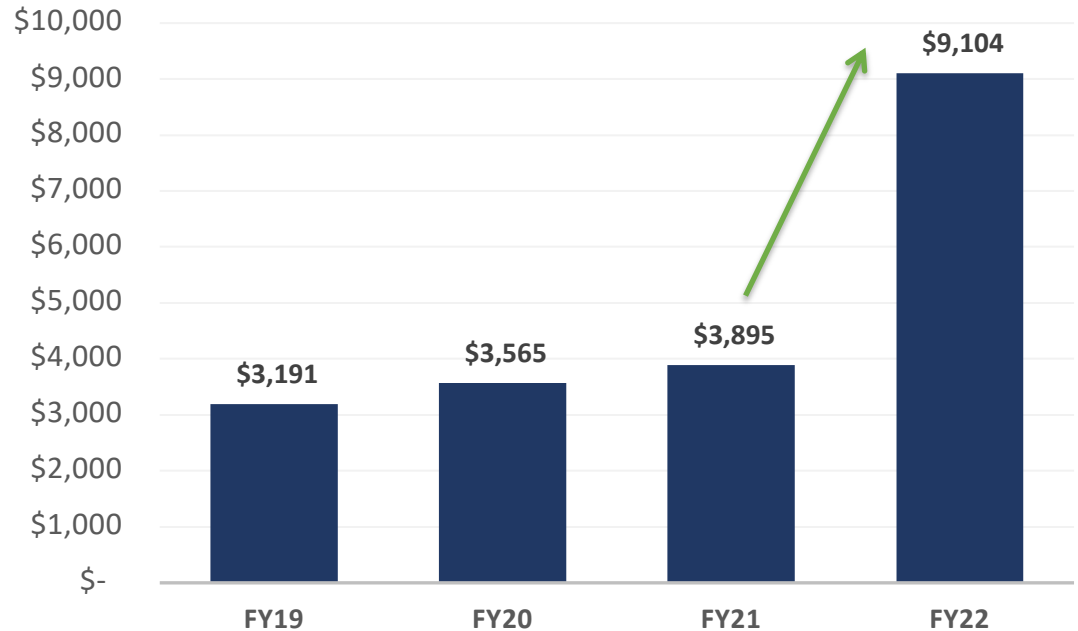
Group revenues \$9.1m - up 134% on FY21

Consumer Health Revenues \$6.0m – up 54% on FY21

First revenues from Rhinoswab \$3.1m – Govt orders

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

Revenues (A\$'000)



GROUP TRADING PERFORMANCE

ACCELERATION STRATEGICALLY, OPERATIONALLY AND FINANCIALLY

STRONG REVENUE GROWTH

FY22 Revenues \$9.1m
up 134% on FY21

FY22 Receipts \$8.8m
up 200% on FY21

Group Gross Margin 68%

Revenue trend continues
into FY23 Q1

STRONG BALANCE SHEET

International Account
Receivables growing
rapidly

New \$2.8m A/R working
capital facility

Line of credit \$2.5m

CONSUMER HEALTH BUSINESS CONTINUES TO GROW

FY22 Revenues \$6.0m
up 54% on FY21.

FY23 Q1 Revenue
up 29% PCP

Store numbers up in
Australia and USA

Amazon growth 3-fold,
Amazon UK coming online

SWAB BUSINESS LAUNCHED – SUBSTANTIAL PIPELINE

First revenues secured in
FY22

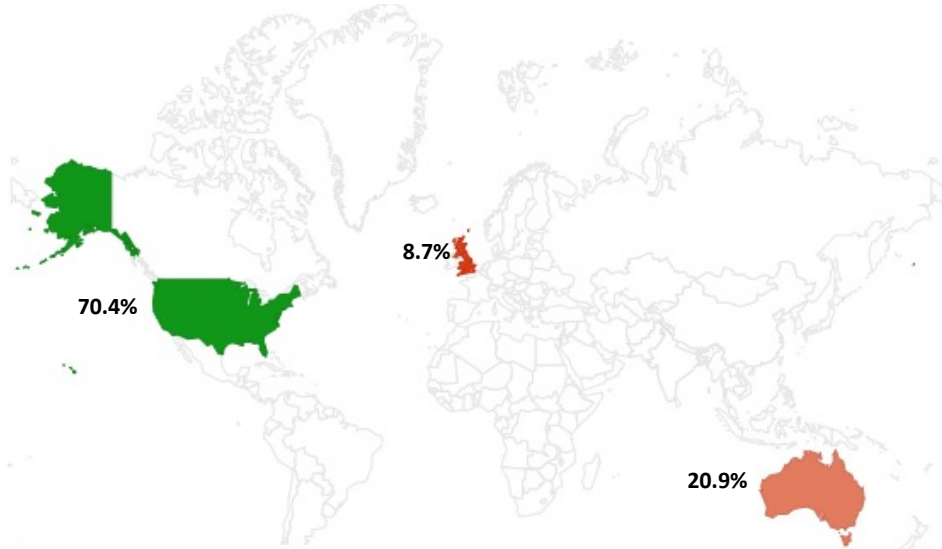
22.5m swab supply deal
with BTNX (Canada)
first orders received

10m swab supply deal
with SureScreen Aust.
first orders received

Successful MCRI clinical
trial results

GROUP TRADING PERFORMANCE FY22

DELIVERED AGAINST PRIORITIES ACROSS THREE GEOGRAPHIES



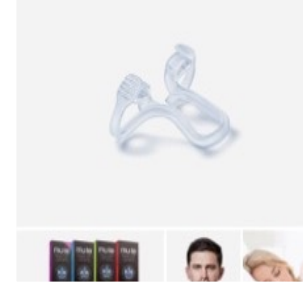
GLOBAL REVENUE \$9.1M: REGIONAL CONTRIBUTION

REVENUE CONTRIBUTION BY CHANNEL



BUSINESS UNIT REVENUE CONTRIBUTION

Consumer Health



65.9%
GROSS MARGINS - 72%

Diagnostics



34.1%
GROSS MARGINS - 60.7%

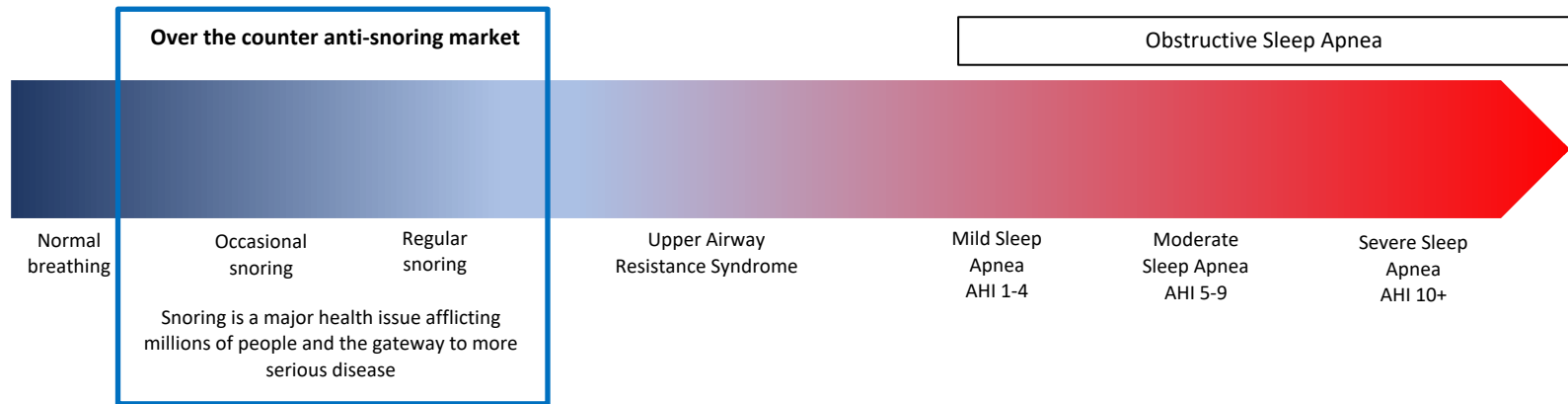
KEY MARKETS



THE GLOBAL ANTI-SNORING TREATMENT MARKET

A US\$4.2 BILLION* OPPORTUNITY

- Rhinomed competes in the global sleep related disordered breathing market
- Our Mute technology focuses on the snoring segment of this market as a solution in the preclinical 'over-the-counter' solutions market.



* <https://www.gminsights.com/industry-analysis/anti-snoring-treatment-market>

THE GLOBAL ANTI-SNORING TREATMENT MARKET

WE UNDERSTAND SNORERS

- Rhinomed completed a comprehensive research project looking at snorers across three continents
- 6,000 snorers in the US, the UK and Australia.



51%

of all study respondents in Australia, the United Kingdom and the United States, admit to snoring^{xi}, with just the slightest variation between the three countries taking part. But the snoring doesn't stop there: 50% of survey respondents in all three countries also accuse their partner/spouse of snoring^{xii}.



WE CONNECT TO CUSTOMERS THROUGH A GLOBAL DISTRIBUTION NETWORK

ONLINE AND THROUGH THE WORLD'S LEADING PHARMACY BRANDS

Walgreens



symbion

HollandBarrett



api Enriching life™

CVS pharmacy®

AAH

Sigma Healthcare



Growing brand awareness



Sold in leading pharmacies in the USA, UK & Australia

Presence on over 20,000 shelves

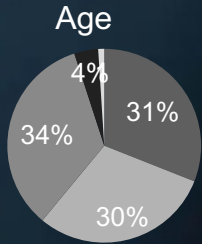
Substantial online sales growth via amazon and mutesnoring.com

amazon.com®

mu:te

EXTENSIVE CUSTOMER RESEARCH DEMONSTRATING STRONG SATISFACTION

OUR CUSTOMERS LOVE MUTE



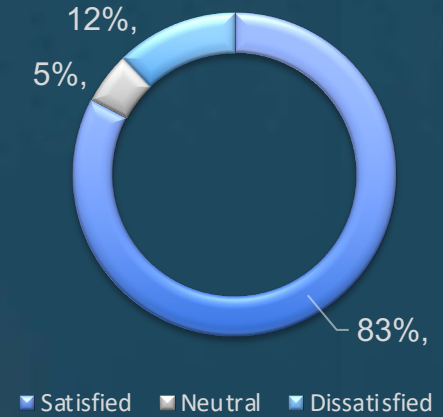
- Millennials 25-40
- Gen X 41-56
- Boomers 57-75

Gender



56% 44%

Satisfaction













MUTE IS ONE OF THE FASTEST GROWING BRANDS IN THE MARKET

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

Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

Best Sellers in Sleeping Disorder Nasal Strips

<p>#1</p>  <p>Breathe Right Nasal Strips Calming Lavender Scent Extra Strength Tan Nasal Strips Help Stop Snoring Drug-Free Snoring Solution &...</p> <p>★★★★★ 12,190 4 offers from \$12.99</p>	<p>#2</p>  <p>Rhinomed Mute Nasal Dilator for Snore Reduction - Anti-Snoring Aid Solution - Improve Airflow - Comfortable Nose Vents,...</p> <p>★★★★☆ 7,028 12 offers from \$13.38</p>	<p>#3</p>  <p>Breathe Right Extra Strength Tan Nasal Strips, Nasal Congestion Relief due to Colds & Allergies, Reduces Nasal Snoring caused by...</p> <p>★★★★★ 6,686 9 offers from \$12.00</p>	<p>#4</p>  <p>Breathe Right Original Nose Strips to Reduce Snoring and Relieve Nose Congestion, Large, Tan, 30 Count (Packaging May Vary)</p> <p>★★★★★ 7,871 13 offers from \$11.26</p>	<p>#5</p>  <p>Breathe Right Extra Clear Drug-Free Nasal Strips for Nasal Congestion Relief, 44 Count , 1 Count</p> <p>★★★★★ 7,605 18 offers from \$21.99</p>
<p>#6</p>  <p>Extra Nasal Strips, 72 Count (Premium Pack)</p> <p>★★★★★ 3,635 27 offers from \$23.00</p>	<p>#7</p>  <p>Rhinomed Mute Nasal Dilator for Snore Reduction - Anti-Snoring Aid Solution - Improve Airflow - Comfortable Nose Vents,...</p> <p>★★★★☆ 2,354 4 offers from \$21.98</p>	<p>#8</p>  <p>NeilMed NasaMist Hypertonic Extra Strength Saline Spray, Green 4.5 fl oz (Pack of 1)</p> <p>★★★★★ 3,868 2 offers from \$12.95</p>	<p>#9</p>  <p>Breathe Right Nasal Strips Original Tan Small/Medium, 30 Count</p> <p>★★★★★ 276 1 offer from \$18.86</p>	<p>#10</p>  <p>Rhinomed Mute Nasal Dilator for Snore Reduction - Anti-Snoring Aid Solution - Improve Airflow - Comfortable Nose Vents,...</p> <p>★★★★☆ 1,164 3 offers from \$21.99</p>



Source: <https://www.amazon.com/Best-Sellers-Sleeping-Disorder-Nasal-Strips/zgbs/hpc/3764371> Nov 16, 2022

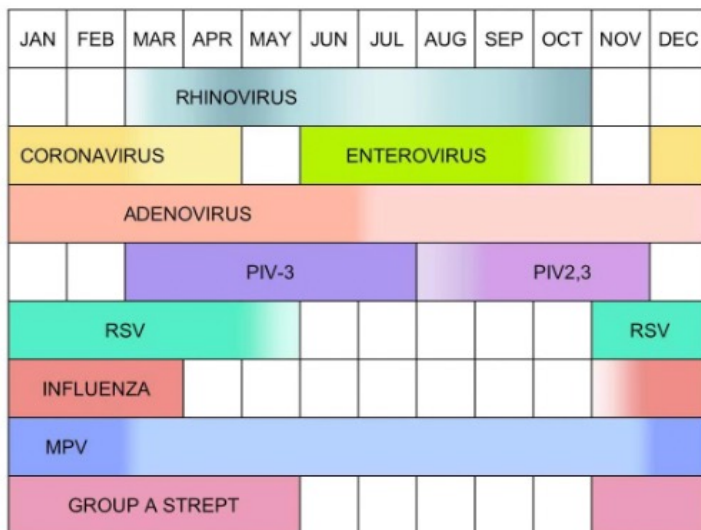
**KEY MARKETS -
UPPER RESPIRATORY
DIAGNOSTICS**



THE GLOBAL UPPER RESPIRATORY INFECTION DIAGNOSTICS MARKET

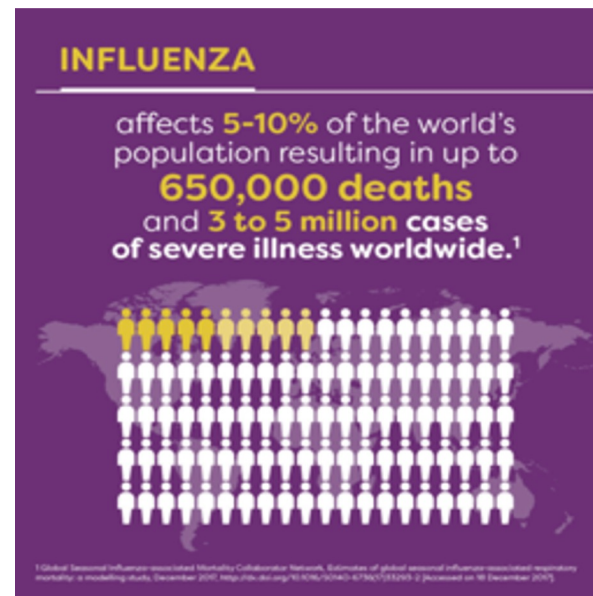
A CLEAR AND GROWING MARKET OPPORTUNITY OVER THE LONG TERM

- 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. ¹



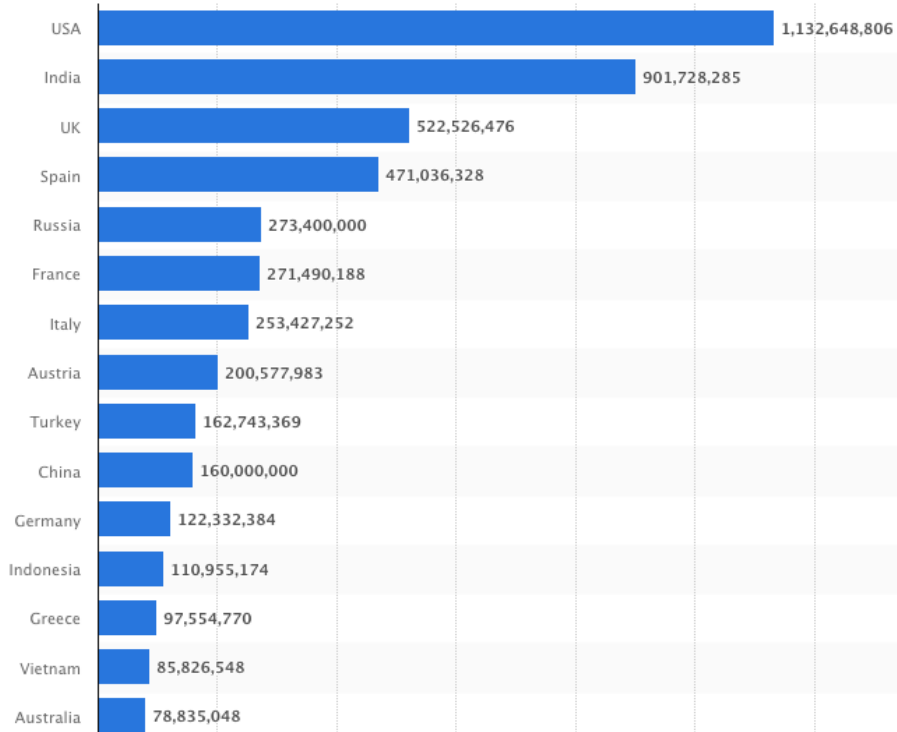
1. <https://emedicine.medscape.com/article/302460-overview#5>

* 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 in the most impacted countries worldwide as at Nov 8, 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

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



OVERCOMING TESTING RELUCTANCE WITH THE RHINOSWAB JUNIOR

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



Child-friendly COVID-19 test

Children globally could soon be faced with a less-invasive COVID-19 test thanks to our partnership with The Royal Children's Hospital (RCH).

The child-friendly Rhinoswab Junior™ resembles a curly moustache and sits at the base of the nose to collect particles for testing. It is being trialled at the RCH Respiratory Infection Clinic.

Rhinoswab Junior™ was developed by Melbourne-based Rhinomed Ltd.

The test's development follows research that found 74 per cent of parents were concerned the COVID-19 test might be stressful, painful or uncomfortable for children.

Dr Shidan Toof said the ability for children to insert the device themselves, its comfort and novelty all helped improve the experience.

He said this would be needed as children and adults required multiple COVID-19 tests as new variants emerged.

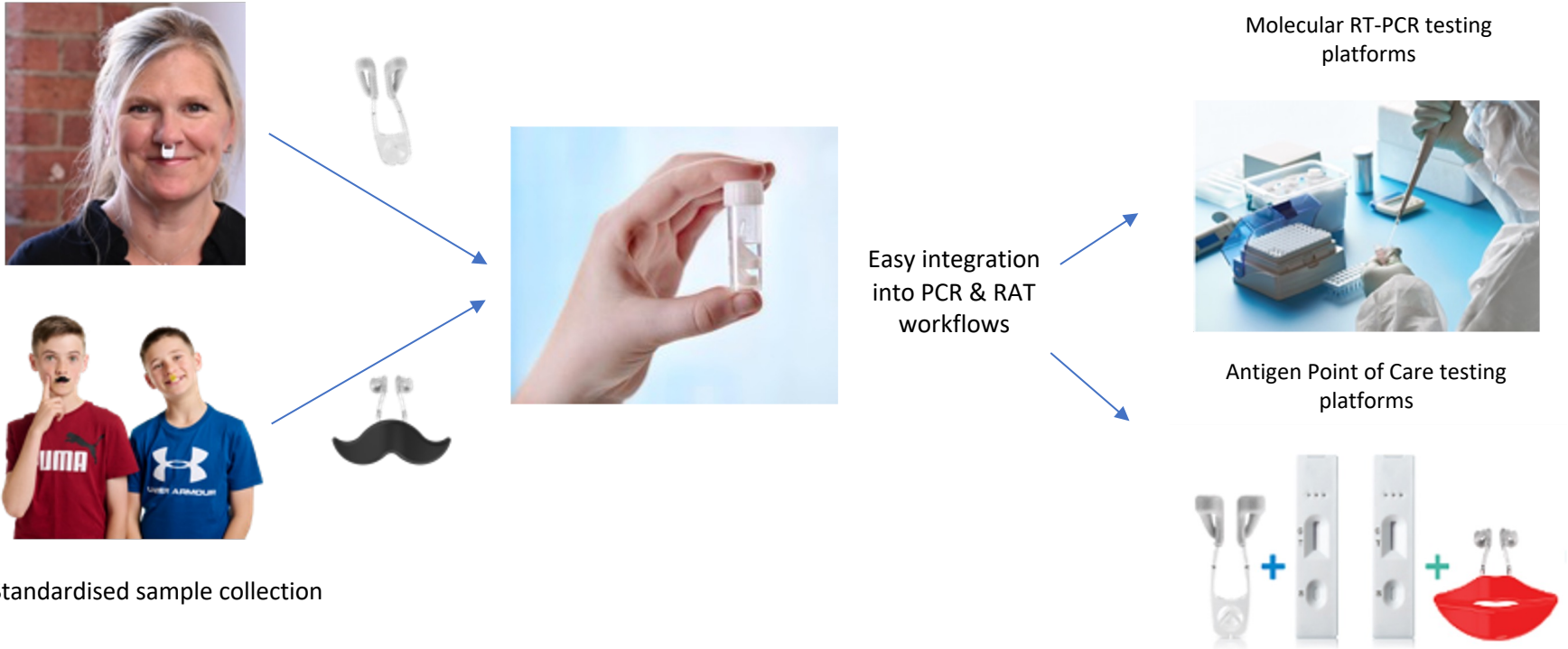


* <https://www.medrxiv.org/content/10.1101/2022.09.21.22280208v1>

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



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).

Three key pivotal trials:

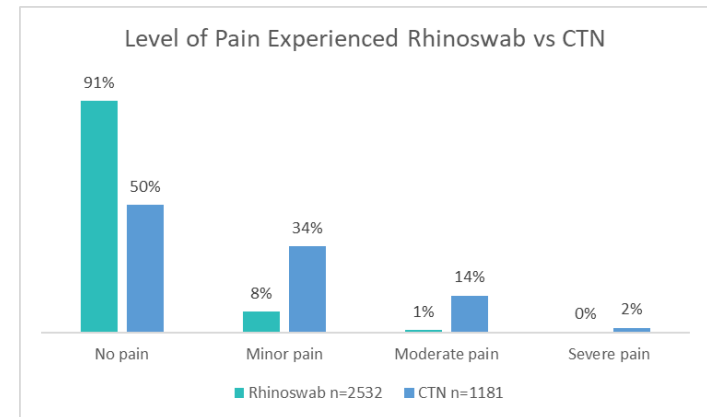
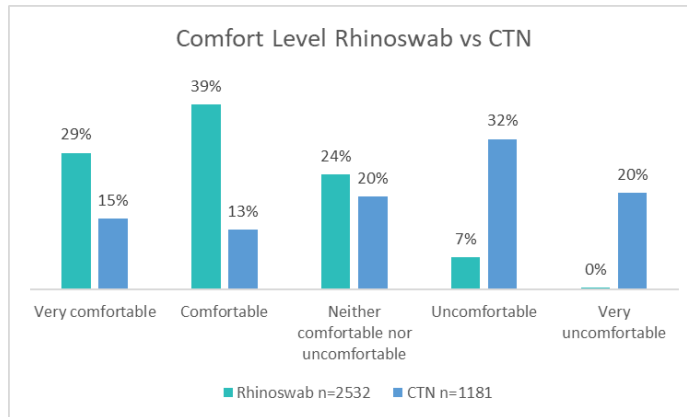
1. NSW Health Pathology - Mass surveillance of SARS-CoV-2 utilising self-collection swabs (Rhinoswab) and high-throughput laboratory techniques: An Australian case study of asymptomatic Year 12 students at the Qudos Bank Arena
2. The MCRI and Royal Children's Hospital: Diagnosis of respiratory virus 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)

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.

MASS SURVEILLANCE OF SARS-CoV-2 WITH RHINOSWABS AND HIGH-THROUGHPUT LAB TECHNIQUES

- 15,000 Year 12 students tested and then surveyed
- Results:
 - Self-collection averaged less than 5 minutes per collection.
 - RT-PCR focusing on human genes revealed adequate human cell collection of 99.9% of collection.
 - Self-collection techniques are preferred, protect healthcare workers and improve result turnaround times.
 - 91% of users felt no pain with Rhinoswab while 50% of users experienced minor to severe pain with the standard swab.
 - 52% found the standard swab to be uncomfortable or very uncomfortable.
 - At least 75% of users found Rhinoswab to quick, convenient and easy to use



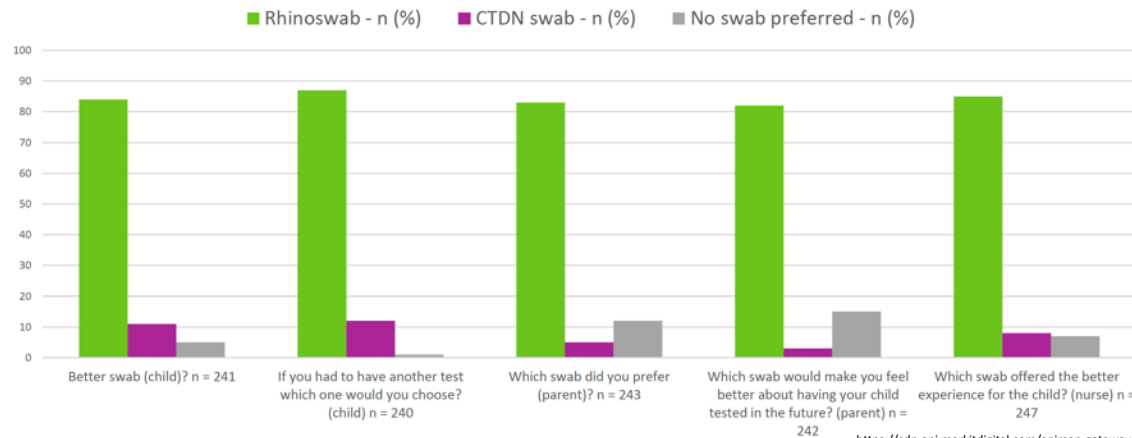
<https://www.pathology.health.nsw.gov.au/research-and-innovation/research-forum/christopher-kot>

THE MCRI AND ROYAL CHILDREN'S HOSPITAL

DIAGNOSIS OF RESPIRATORY VIRUS IN CHILDREN WITH RHINOSWAB

- 254 symptomatic children, aged 4-18 years
- Each child was sampled with the standard of care combined nose and throat swab and the Rhinoswab Junior with the order randomised. Samples were assessed on RT-PCR using an Ausdiagnostics respiratory pathogens 16- well multiplex panel that could identify multiple pathogens including SARS-CoV-2 (2 assays), Influenza A and B, RSV, Rhinovirus/Enterovirus Parechovirus, Parainfluenza 1,2,3,4, Adenovirus groups B,C,E some A,D, Metapneumovirus, Bordetella spp and Mycoplasma Pneumoniae.

Conclusion: The Rhinoswab Junior has high acceptability and provides a more comfortable and effective method for respiratory virus testing in children



https://cdn-api.markitdigital.com/apiman-gateway/ASX/asx-research/1.0/file/2924-02469551-3A584290?access_token=83ff96335c2d45a094df02a206a39ff4

THE MCRI AND ROYAL CHILDREN'S HOSPITAL



DIAGNOSIS OF RESPIRATORY VIRUS IN CHILDREN WITH RHINOSWAB

- Rhinoswab Junior has good sensitivity and is clinically comparable to the standard of care combined nose and throat swabs

Sensitivity	Detected n (%) on standard CTDN swab	Result on Rhinoswab in those detected on standard CTDN		Sensitivity (95% CI)
		Detected	Not Detected	
Virus				
Rhino/Entero	85 (35.1%)	83	2	0.976 (0.918, 0.997)
Enterovirus	35 (14.5%)	32	3	0.914 (0.769, 0.982)
Paraflu 1-3	1 (0.4%)	0	1	0.000 (0.000, 0.975)
Adenovirus	2 (0.8%)	2	0	1.000 (0.158, 1.000)
hhMPV	24 (9.9%)	24	0	1.000 (0.858, 1.000)
SARS-CoV-2	10 (4.1%)	10	0	1.000 (0.692, 1.000)
All viruses combined	157 (5.0%)	151	6	0.962 (0.918, 0.983)

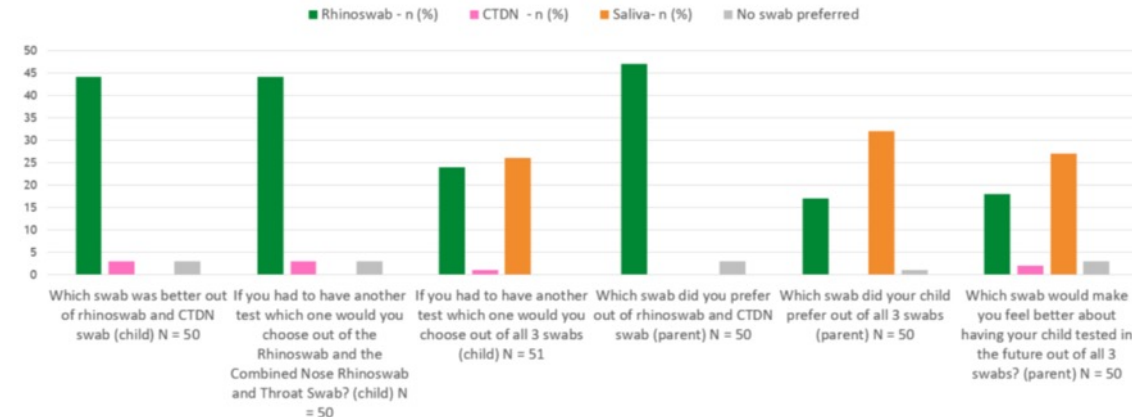
Table 1: Sensitivity of ANS compared with CTDN for detection of respiratory viruses

THE MCRI AND ROYAL CHILDREN'S HOSPITAL



A COMPARISON OF SALIVA AND A NOVEL ANTERIOR NASAL SWAB

- 53 symptomatic children, aged 5-18 years
- Each child was sampled via Self-collected CTN, ANS and saliva swabs were obtained concurrently. Swabs were collected by the patient or assisted by the parent, without clinician assistance. Swabs were collected at home, Emergency Department, or inpatient ward. Samples were extracted on Roche MagNA Pure 96 system using MagNA Pure 96 DNA and Viral NA Small Volume Kit. Samples were tested on the Allplex SARS-CoV-2 Assay (Seegene, Seoul, South Korea) which detects 4 target genes for SARS-CoV-2 (E, RdRP/S, N)
- The Rhinoswab junior is significantly more comfortable method for SARS-COV 2 detection when compared to the standard of care combined nose and throat swab



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

THE MCRI AND ROYAL CHILDREN'S HOSPITAL STUDIES



A COMPARISON OF SALIVA AND A NOVEL ANTERIOR NASAL SWAB

- The Rhinoswab Junior was highly sensitive for SARS-CoV-2 detection when compared to saliva testing.
- The Rhinoswab Junior outperformed saliva as a method for case detection

Sample	Detected n (%) on standard CTDN swab	Result on Rhinoswab/Saliva in those detected on standard CTDN		Sensitivity (95% CI)
		Detected	Not Detected	
Rhinoswab	43 (82.7%)	43	0	1.000 (0.918, 1.000)
Saliva	43 (82.7%)	38	5	0.884 (0.749, 0.961)

medRxiv
THE PREPRINT SERVER FOR HEALTH SCIENCES



BMJ Yale

Less invasive SARS-CoV-2 testing for children: A comparison of saliva and a novel Anterior Nasal Swab

© Shidan Tosif, Lai-yang Lee, Jill Nguyen, Chris Selman, Anneke C Grobler, Alissa McMinn, Andrew Steer, Andrew Daley, Nigel Crawford

doi: <https://doi.org/10.1101/2022.09.21.22280208>

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

RHINOSWAB JUNIOR 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:
 - The US FDA
 - Canada Health
 - The European Authority – CE Mark
 - Registration in further markets is underway:
 - India
 - Malaysia
 - Singapore
 - Thailand
 - New Zealand



RHINOSWAB LAUNCHED IN THE US

SHOWCASED AT AACC 2022 IN CHICAGO



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

SWAB SUPPLY DEAL WITH BTNX CANADA

22.5M SWABS OVER 24 MONTHS



- ✓ 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)
- ✓ Now investigating applications in RSV, Flu etc

SWAB SUPPLY DEAL WITH SURESCREEN DIAGNOSTICS (AUSTRALIA)

10M SWABS OVER 24 MONTHS

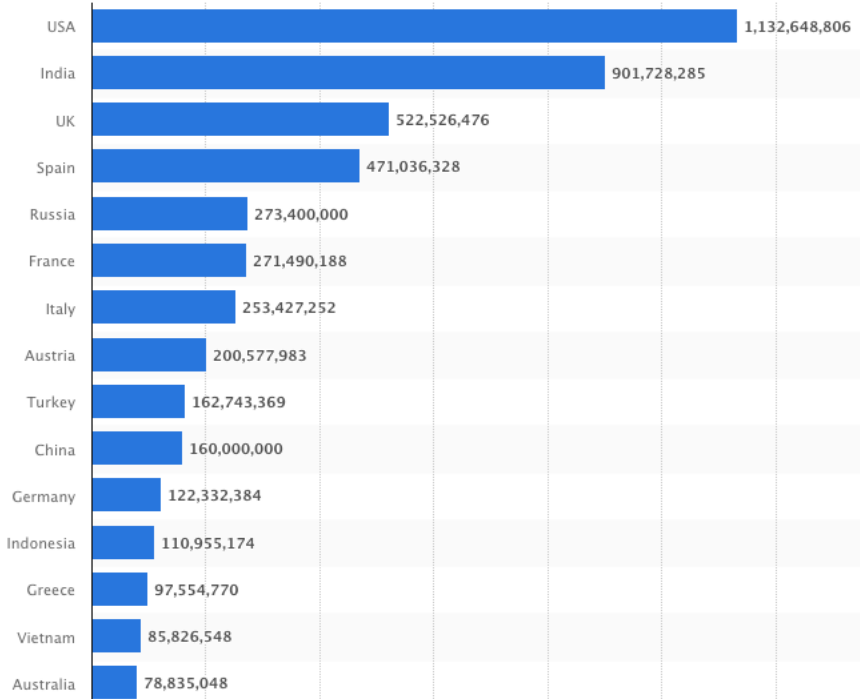


- ✓ SureScreen Australia is the Asia Pac affiliate of SureScreen Diagnostics UK.
- ✓ SureScreen Diagnostics UK is one of Europe's leading developer and manufacturers of rapid, point-of-care diagnostics
- ✓ SureScreen Australia will supply the new RAT kit including Rhinoswab Junior to the Australian/NZ, Singapore and South Pacific markets
- ✓ Minimum of 10m swabs over 24 months
- ✓ First orders received (495k swabs)
- ✓ Investigating new Adult kit with Rhinoswab targeting the aged care market

OVER THE COURSE OF THE PANDEMIC 5.4 + BILLION TESTS HAVE BEEN CARRIED OUT

RHINOMED HAS IDENTIFIED A US\$94M+ PIPELINE OF OPPORTUNITY

Number of Covid-19 tests performed in the most impacted countries worldwide as at Nov 8, 2022



<https://www.statista.com/statistics/1028731/covid19-tests-select-countries-worldwide/>

Actively pursuing two key channels to market



RT- PCR LAB

- Large pathology companies
- Direct Hospital and clinical settings



Rapid antigen testing companies



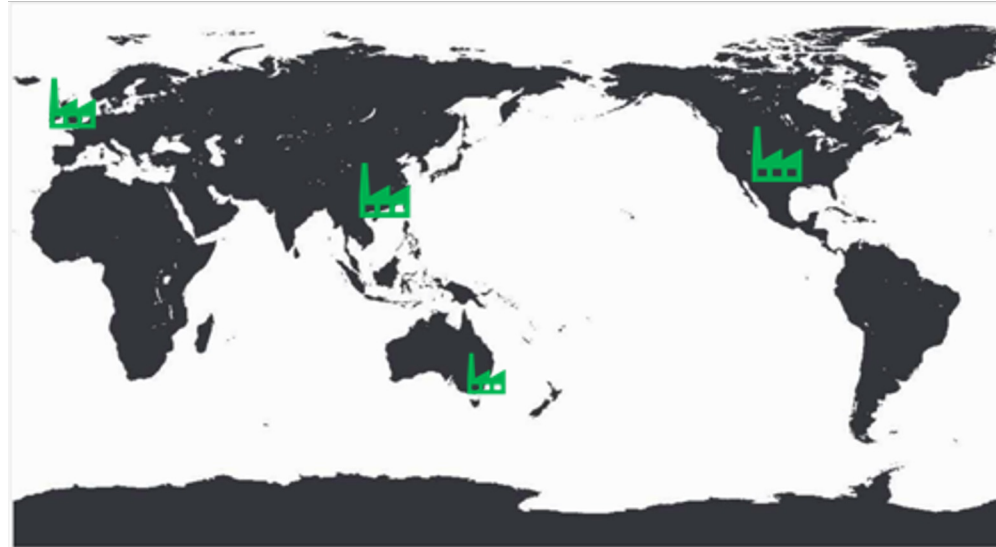
SCALING PRODUCTION AND MANUFACTURING



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 p.a. 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 OUTLOOK - FY23

FOCUS ON STRONG REVENUE GROWTH AND MOVE TO BREAKEVEN



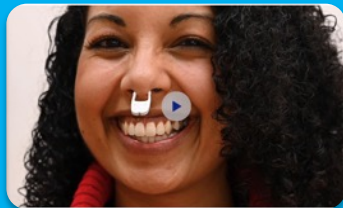
CONSUMER HEALTH

- ✓ Continued growth online through direct-to-consumer sites
- ✓ Expansion in Amazon US - entering Amazon UK and Amazon Germany
- ✓ Further store growth in global pharmacy/drug store channel
- ✓ Expansion into US grocery channel



RHINOSWAB JUNIOR

- ✓ Establishing Rhinoswab Junior as new gold standard for pediatric upper respiratory sample collection
- ✓ Continued delivering on 24 month of the 32.5 million supply deals (Australia and Canada)
- ✓ Secure further supply deals in USA, Europe, Asia and MENA



RHINOSWAB ADULT

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



CONTACT

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