



ASX ANNOUNCEMENT

AGM PRESENTATION

SYDNEY, Monday 21 November 2016: Cellmid Limited (ASX:CDY) provides the following presentation for the Annual General Meeting of the shareholders.

End

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Cellmid Limited (ASX: CDY)

Cellmid is an Australian life sciences company with lead programs in multiple disease indications. The Company, through its wholly owned subsidiaries, Lynamid, Kinera and Advangen, develops and markets innovative novel therapies and diagnostic tests for fibrotic diseases, cancer, ischemic diseases of the heart and hair loss. Cellmid holds the largest and most comprehensive portfolio of intellectual property relating to the novel targets midkine (MK) and FGF5 globally. Intellectual property pertaining to midkine is being exploited through wholly owned subsidiaries Lynamid and Kinera. Advangen, Cellmid's consumer health business, sells its FGF5 inhibitor hair growth products in Australia and Japan, and currently expanding distribution in other territories. For further information, please see www.cellmid.com.au, www.evolisproducts.com.au and www.evolisprofessional.com.

Advangen Limited and hair growth products

Advangen Limited is Cellmid's wholly owned subsidiary engaged in the development and sale of anti-aging hair care products. Advangen has a range of FGF5 inhibitor hair growth products which are sold in Australia and Japan with a USA launch currently ongoing. Advangen has a rich portfolio of hair growth and anti-aging hair care assets which include formulations of products on market, trademarks, patents and patent applications, proprietary assays and manufacturing processes.

Investment in life sciences companies

There are a number of inherent risks associated with the research, development and commercialisation of pharmaceutical products. Investment in companies specialising in these activities carry specific risks which are different to those associated with trading and manufacturing businesses. As such, these companies should be regarded as highly speculative. Cellmid recommends that investors seek professional advice before making an investment in its shares.



CELLMID LIMITED

ANNUAL GENERAL MEETING

21 November 2016

Maria Halasz

CEO & Managing Director

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IMPORTANT NOTICE

Summary information

This presentation contains summary information about Cellmid Limited (Cellmid) and its activities as at November 2016. The information in this presentation is of a general nature and does not purport to be complete or contain all information that a prospective investor should consider when evaluating an investment decision in Cellmid or that would be required in a prospectus or product disclosure statement prepared in accordance with the requirements of the Corporations Act 2001 (Cth) (Corporations Act). This Presentation should be read in conjunction with Cellmid's other periodic news releases or ASX disclosure documents as available from time to time.

Forward looking statements

This Presentation contains forward-looking statements that are subject to risks and uncertainties. Such statements involve known and unknown risks that may cause the actual results, performance or achievements of Cellmid to be materially different from the statements in this presentation. Actual results could differ materially depending on factors such as the availability of resources, regulatory environment, the results of advertising and sales activities and competition.

CELLMID (CDY:ASX)

Fully Paid Ordinary Shares (1 August 2016)	1,063,867,011
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Market Capitalisation (18 November 2016)	A\$32 million
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Unlisted options	38,440,000
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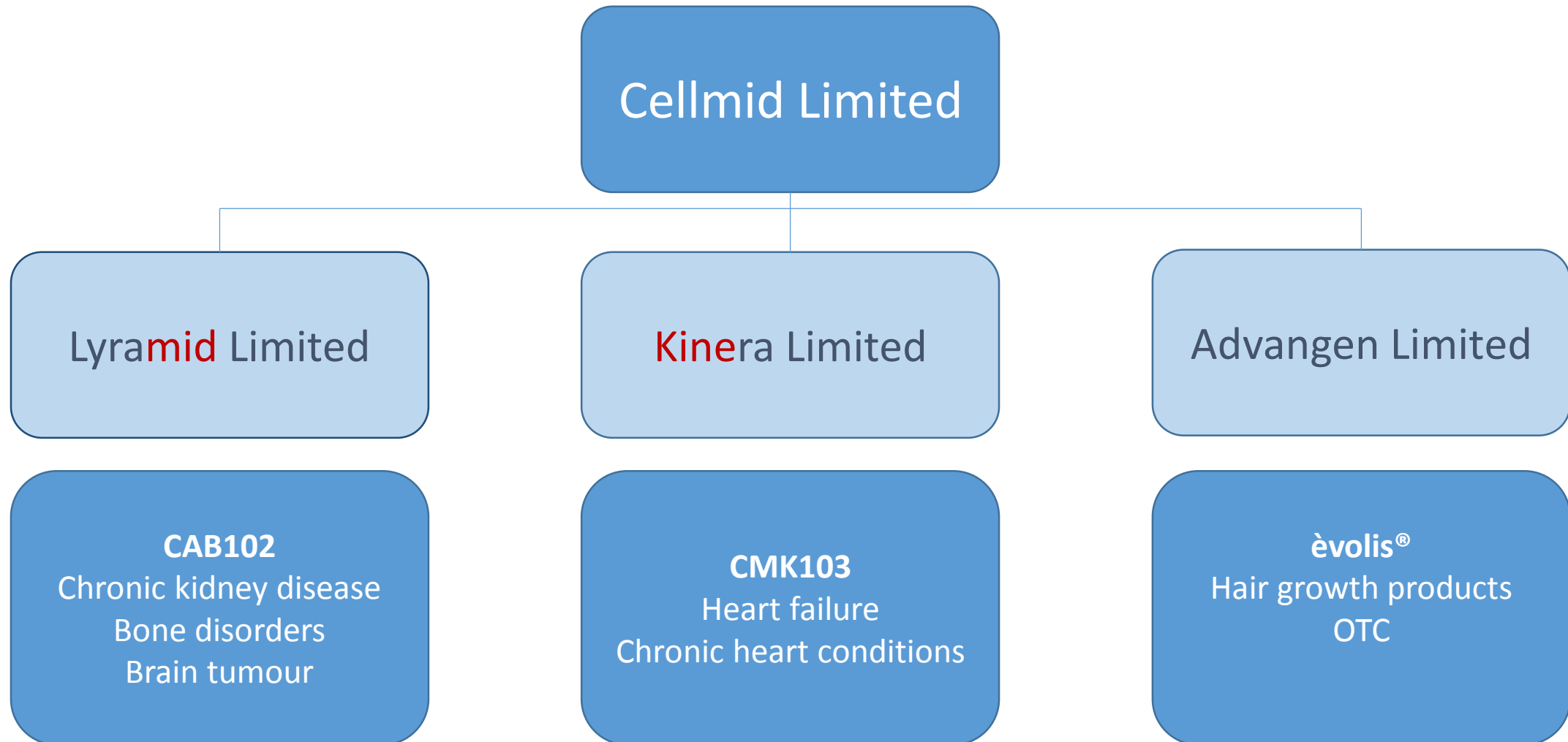
Cash Position (reported 30 September plus Placement)	A\$4.6 million
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Debt (\$700K due Feb 2017, secured against R&D Tax Credit)	A\$1.2 million
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CELLMID (CDY:ASX)

- Cellmid is an Australian life sciences company listed on the ASX (CDY:ASX)
- Cellmid has three wholly owned subsidiaries with dedicated therapeutic targets:
 - Lynamid (chronic kidney disease, bone disorders and cancer including cancer diagnostic)
 - Kinera (heart failure)
 - Advangen (hair loss)
- Cellmid is a revenue stage company with a rapidly growing consumer health business and a high value drug pipeline

CELLMID: CORPORATE AND BUSINESS STRUCTURE



2016 SHARE PRICE PERFORMANCE



- A1 Appointment of Elizabeth Masamune (4th Feb)
- A2 Cellmid Investor Briefing Call (25th Feb)
- A3 Midkine Strategy Update (8th Apr)
- A4 Record monthly sales for Advangen Japan (26th May)
- A5 évolis[®] Professional Launch (14th Jun)

- B1 Midkine interviews with PharmaTelevision published (29th Jun)
- B2 USA Distribution Partnership for Cellmid's évolis[®] (20th Jul)
- B3 New publication for Cellmid's Midkine antibody (9th Aug)
- B4 Cellmid's MK Antibodies Show Anti-tumor Activity Against Brain Cancer (5th Oct)
- B5 Cellmid Records Highest Ever Quarterly Sales For évolis[®] (10th Oct)
- B6 USA launch of évolis[®] (3rd Nov)

BOARD MEMBERS



Dr David King | Chairman

An experienced independent chairman with expertise in high growth companies, Dr King has a track record in building business ventures and developing them into attractive take-over targets.



Bruce Gordon | Non-Executive Director

Bruce is a seasoned audit partner and corporate finance specialist with over 35 years' industry experience. Bruce brings significant expertise in valuations, mergers and acquisitions, restructuring and transaction support.



Maria Halasz | CEO and Managing Director

With over 23 years in the life sciences sector Maria started in corporate finance before joining Cellmid nine years ago as CEO. Maria led the acquisition of the company's current portfolio of midkine and FGF5 inhibitor assets.



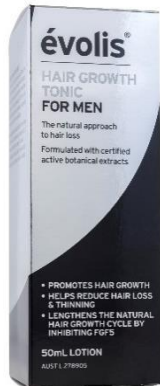
Dr Fintan Walton | Non-Executive Director

Dr Walton has over 33 years experience in the global pharmaceutical and biotechnology sector and is the Founder and CEO of PharmaVentures Ltd, a UK based corporate advisory firm.

FY2016 HIGHLIGHTS

- April 2016: Strategic repositioning of Lynamid and Kinera (midkine pipeline companies)
- April 2016: Fourth Midkine Symposium: new partnerships to enhance MK pipeline
- May 2016: Record monthly sales for Advangen Japan (\$575K in April 2016)
- June 2016: Launching the évolis® Professional salon range in Australia
- June 2016: New publication on Cellmid's antibodies in bone healing
- July 2016: USA distribution partnership for the évolis® hair loss products
- Oct 2016: Anti-tumour activity for MK antibodies in brain cancer
- Oct 2016: Highest ever quarterly revenue: over \$1 million for the first time

ÉVOLIS® AUSTRALIAN PHARMACY RANGE



**Men's
Tonic**



**Women's
Tonic**



**Men's
Shampoo**



**Women's
Shampoo**



**Men's
Active Pack**



**Women's
Active Pack**

ÉVOLIS® AUSTRALIAN SALON RANGE



Youth
for youthful age defying hair



Boost
for stronger, thicker, healthier hair



Life
for superior hydration and damage repair



Vivid
for colour treated hair

ADVANGEN JAPANESE RANGE



Jo-Ju scalp lotion
for women



Jo-Ju shampoo
for women



Lexilis scalp
lotion for men



Lexilis shampoo
for men

ÉVOLIS[®] USA RANGE



THE PROBLEM



THE PROBLEM



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THE PROBLEM IS REAL

80 MILLION

80 million men and women are suffering from hair loss in the USA

60%

60% of hair loss sufferers said they would rather have more hair than money or friends

47%

47% of hair loss sufferers would spend their life savings to regain a full head of hair



Both men and women suffer from hair loss. The effects can be devastating impacting their self esteem and way of life

THE OPTIONS

Topical

Daily treatments focused on decreasing hair loss vs. promoting hair growth

Variations for men and women with no clinical evidence or poor performance

Positive: Cheap and lower risk

Negatives: Side effects can exclude large populations, limited efficacy, , life long commitment with immediate hair loss if discontinued

Medicinal

Prescription drug taken daily to decrease hair loss and stimulate new growth

Current options support hair loss challenges for men only

Positive: Easy to use with long-term benefits

Negatives: Serious side effects including impotence experienced by large percentage of users

Surgical

Transplant surgery can recover 70-80% of missing hair

High Cost but not everyone is suitable candidate

Positive: Immediate results

Negative: Procedure, recovery can be painful. Side effects including infection can be serious, must maintain and repeat it

THE ALTERNATIVE

A NATURAL ALTERNATIVE TO COMBAT HAIR LOSS





DAY 0

DAY 56

DAY 112



THE INGREDIENTS



THE BELIEVERS



THE BELIEVERS



AUSTRALIAN MARKET STRATEGY

- Continue to grow the national pharmacy and salon distribution for évolis®
 - Currently ranging secured in 1,612 pharmacies, improve ranging
 - Build the national distribution to 400 salons by June 2017
- Increase market penetration in all retail channels by
 - Strong representation in pharmacies by our dedicated team
 - TV advertising
- Increase direct to consumer sales by
 - Social and digital campaigns
 - PR focused on bloggers and influencers

KEY OBJECTIVES — CONSUMER HEALTH

1. USA: Direct to consumer sales, retail and salon distribution

- Grow direct customer base to 10,000 by June 2017
- Retail launch in mid-2017
- Targeting \$100 million in revenue in 7 years

2. Japan: Increase sales and profitability

- Continue to grow sales through QVC, salons and private label with improved profitability
- Open évolis® concept store in Tokyo

3. Australia and other regions: open channels in China, Europe and SE Asia

- Increase sell through in Australian pharmacy and broaden salon distribution
- Continue business development; China through e-commerce and other markets through retail

KEY OBJECTIVES — LYRAMID AND KINERA

- 1. Build key opinion leader network for Lyramid and Kinera**
- 2. Build on existing academic and commercial collaborations**
- 3. Fund subsidiary companies directly**
 - avoid dilution in Cellmid; and
 - add valuation upside
- 4. Complete preclinical development and commence clinical development for Kinera**
- 5. Complete preclinical development and finalise clinical indication for Lyramid**

FINANCIAL PERFORMANCE

Results (AU\$)		2014	2015	2016	
Total revenue		1,898,037	2,930,518	4,571,599	141%
Sales Revenue		1,150,931	1,842,804	3,120,367	171%
Midkine revenue		1,009,188	99,263	205,390	
R&D tax credit/grants		747,106	988,451	1,121,562	
Total expenditure		5,023,890	6,301,547	8,098,979	61%
R&D spending		1,660,236	2,196,558	2,492,360	50%
Current assets		4,499,891	4,173,616	5,131,104	14%
Revenue/Expenditure*		38%*	47%	56%	

* Not including one off license fee

SUMMARY

- Cellmid has a balanced portfolio of life sciences assets with strong global revenue growth expected from consumer health
- Major potential upside from midkine drug therapeutics (partnerships and licenses)
- Track record of delivering sales growth year on year, with sales up 72% in FY2016
- Experienced management team and strong partners to deliver on growth prospects

THANK YOU

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