

# Investor Presentation

September 2017



Cogstate



“

We believe that **brain health is profoundly important** to quality of life and should be easier to measure.

That's why we so passionately apply our expertise, access to data and flexible technology to **simplify the measurement of cognition.**”

# Investment Highlights

(refer to slides)

- Advanced commercial opportunities based upon 15+ years of world-class research and development 4 - 6
- Continued revenue growth and positive cash flow, with planned investment in strategic areas 7 - 8
- Expansion of Clinical Trials commercial opportunity: 9 – 13
  - Record revenue and segment contribution
  - Growth in sales opportunities; increase in both customer base and average contract value
  - Expansion of solutions through development and innovation
- FDA clearance enables commercial launch in the U.S. of digital brain health assessments to general practice doctors and hospitals, opening a completely new market in FY18 14 - 17
- Enhanced leadership expertise and experience 18 - 20
- FY18 goals and objectives 21

# Corporate Overview

Strong conviction from long-term shareholders has enabled Cogstate to develop a unique technology platform, extensive validation & expanding supporting services.

Highly credentialed and well aligned Board and management team holding >40% of Cogstate shares

## 43.6% Current Board and management shareholders

### 17.4% Dolby Family

- Related party to Non-Executive Director, David Dolby
- Shareholder since November 2013

### 17.3% Martyn Myer AO

- Non-Executive Chairman
- Co-founder and shareholder since 1999 as provider of initial seed capital

### 8.9% Other Board and management

## 15.9% Other significant shareholders

### 7.9% Nebula Neuro (Dr. Alan Finkel AO)

- Currently Australia's Chief Scientist
- Previous Director of Cogstate
- Shareholder since 2006, substantial shareholder since May 2015

### 8.0% Fidelity International Limited

- Substantial shareholder since November 2016

## Trading information

Share price (13-Sep-17) A\$1.06

Number of shares 114.1m

**Market capitalisation A\$121m**

Cash (30-Jun-17) A\$9m

Debt (30-Jun-17) Nil

**Enterprise value A\$112m**

## Board of directors

**Martyn Myer** Non-Exec Chairman

**Brad O'Connor** Chief Executive Officer

**David Dolby** Non-Exec Director

**Rich Van Den Broek** Independent Non-Exec Director

**Dr. Richard Mohs** Independent Non-Exec Director

**Jane McAloon** Independent Non-Exec Director

**David Simpson\*** Independent Non-Exec Director

# Leaders In Cognitive Measurement

Digital brain health assessments and novel technology enhancements for traditional cognitive measures, all driven by science and operational expertise

## Our proven technology allow clients to measure cognition with greater fidelity

- World class scientific leadership
- Market leading digital brain health assessments
- Proprietary and commercially available technology solutions, combined with novel eLearning approach, to improve traditional (analogue) cognitive assessment in trials
- Recently launched medical device (510K cleared in the U.S.)

## We are commercialising our technology in two large and growing markets



### Clinical Trials

**Full-service outsourced solution** for optimising measurement of cognition in clinical trials for more than 70 indications



### Clinical Practice

**Tools to detect cognitive change and impairment in patients** for use in hospital, physician or domestic settings

# Validated Through Use in Over 1,500 Studies Across Academic and Clinical Research



>50  
Countries



>90  
Languages  
& Dialects



>70  
Indications



>400  
Peer Reviewed  
Publications

Cognition disorders **Alzheimer's disease** Heart failure  
**Major depressive disorder** Multiple sclerosis (MS) Hepatitis C  
Parkinson's disease Diabetic peripheral neuropathy **Mild cognitive impairment**  
Insomnia **Schizophrenia** Overactive bladder Stroke  
Obsessive compulsive disorder Alcohol Toxicity **Familial Hypercholesterolemia**  
Attention deficit hyperactivity disorder **Epilepsy** Prostate cancer Lung carcinoma  
Bipolar disorder **Glioblastoma** Tourette's syndrome **Paediatric Hyponatremia**  
Autism spectrum disorders **Healthy Population** Anemia **HIV**  
**Pain** Fragile X **Cardiovascular Risk** NSCLC **Down syndrome** Depression



# FY17 Financial Highlights

## A Solid Year with Growth Across Most Core Metrics

### Sales contracts executed

  
**+4%**

**US\$29.6m**

Contract delays in second half pushed awards into FY18

### Contracted future revenues

  
**+10%**

**A\$37.5m (US\$28.7m)**

Strong contracted revenue pipeline

### Revenue

  
**+28%**

**A\$35.0m (US\$26.5m)**

An increase of A\$7.7m over FY16

### EBITDA

  
**-92%**

**A\$0.1m (US\$0.1m)**

Contract delays and planned investment in strategic areas impacting profit

### Operating cash flow

  
**+2%**

**A\$2.6m**

Over \$5m cash inflow from operations over FY16 and FY17

### Cash balance

  
**+24%**

**A\$9.3m**

An increase of A\$1.8m during the year

# Investments for Future Growth

Investments to facilitate continued future growth within the Clinical Trials segment as well as the launch into Clinical Practice in FY18.

	FY17 A\$	FY16 A\$
Healthcare	(\$1.23m)	(\$0.97m)

- *preparation for FDA submission and commercial launch of Cognigram  
(commercial launch and first revenue in FY18: see slides 14-17 for further details)*

R&D	(\$0.75m)	(\$0.56m)
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- *validating data supports commercial efforts*

Product Development	(\$5.56m)	(\$4.11m)
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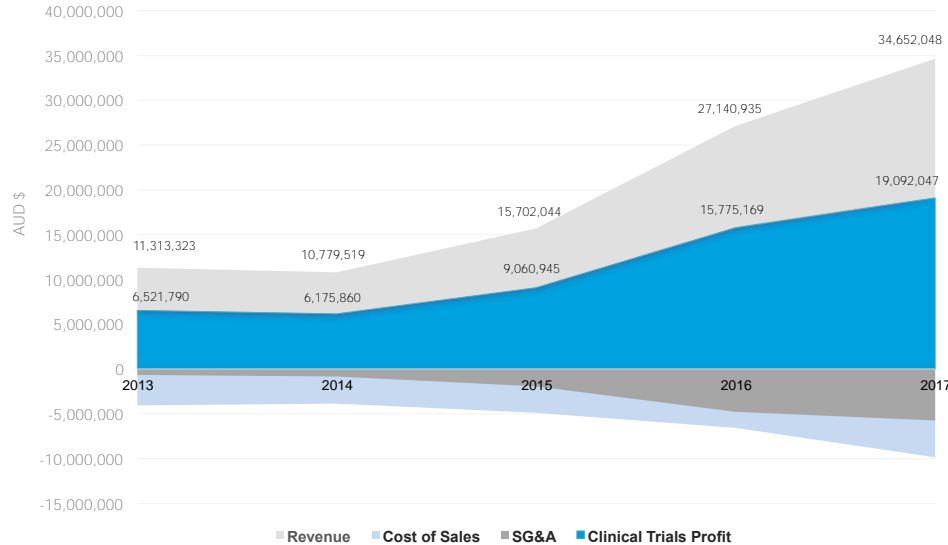
- *improved technology solutions in both Healthcare and Clinical Trials segments  
(see slide 12 for further details on Clinical Trials technology solutions added during FY17)*



# Expanded Commercial Opportunities In Clinical Trials

A person is holding a tablet computer. The screen of the tablet displays a blue and white patterned playing card, specifically the back of a card. The person's hands are visible, holding the tablet. The background is a soft, out-of-focus grey. In the bottom left corner, there are abstract geometric shapes in shades of blue and magenta.

# Commercial Success Metrics



- Revenue growth over the last 3 years driving significant growth in contribution from Clinical Trials
- Commercial business development team implemented in FY16 (SG&A costs), positively impacting sales
- Increase in operational resources (cost of sales) to ensure quality of delivery, while still maintaining margins

## Building Pipeline For Future Growth

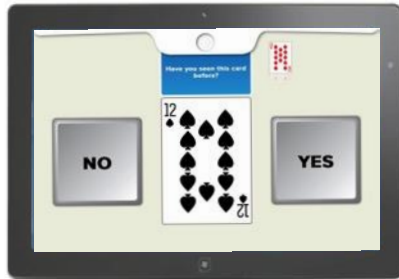
- Sales pipeline now exceeds US\$100m
- Preferred partner for Lilly AD program
  - Largest AD pipeline in the industry
- Established multiple strategic channel partnerships providing access to more programs
- Contracted revenue backlog of A\$37.5m with ~A\$19m expected to be recognised in FY18 (*additional FY18 revenue will be added via sales contracts executed during the year*)

# Complete Solutions for More Reliable Results



# Enhanced Solutions Delivered in FY17

## Computerized Cognitive Assessment



Adapted our technology for more flexible, device-independent deployment models with features ideal for self assessment

## Tablet-based eSource



Partnered with Clinical Ink to provide eSource solution to improve administration and assessment when using traditional (analogue) measures of cognition

## Rater Training & Monitoring



Created a novel eLearning solution that drives efficiencies in the training, central monitoring and remediation of those administering traditional measures of cognition

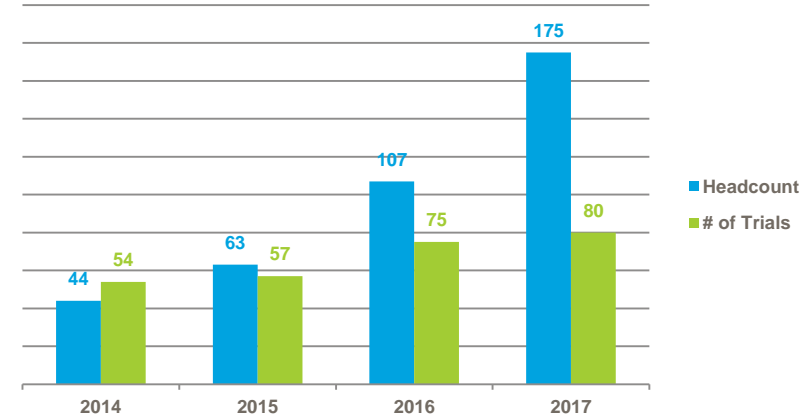
# Global Footprint and Managed Growth

## Global Footprint



- ~275 team
  - 175 full-time employees across 5 offices
  - Global network of consulting neuropsychologists (LEADS) provide local rater support to >30 countries

## Total Headcount & Active Trials



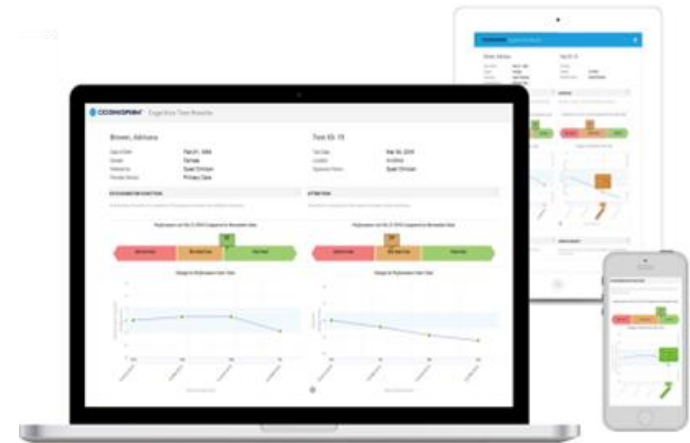
- Managed growth, hiring ahead of demand
- 40% increase from 2016 to 2017 in Clinical Trials Operations & Scientific staff (primarily in Rater Services & Project Management)
- ~80% of new clinical trials contracts are signed with repeat clients

# FDA Clearance for U.S. Healthcare Market



# What Is Cognigram?

- 10-15 minute test for clinical care setting
- Can be taken at home or in hospital/clinic
- Assessment results instantly available to healthcare professionals
- Class II medical device, reviewed and cleared by FDA
- HIPAA compliant



Sensitivity



Ease of use



Culturally  
neutral



Impairment  
& change



Wide adoption in  
drug clinical trials

# Most Promising Clinical Applications

## Application

**Detect cognitive decline that could be signs of Alzheimer's or Mild Cognitive Impairment**



## Benefits

- early detection for disease management and clinical trial referral

**Monitor Drug Side Effect**



- evaluate cognitive state during/after drug therapy

**Assess Geriatric Surgery Risks**



- reduce risks for POCD (*post operative cognitive dysfunction*)
- lower hospital re-admissions and length-of-stay

**Evaluate Concussion**



- confirm concussion
- assess return-to-play readiness



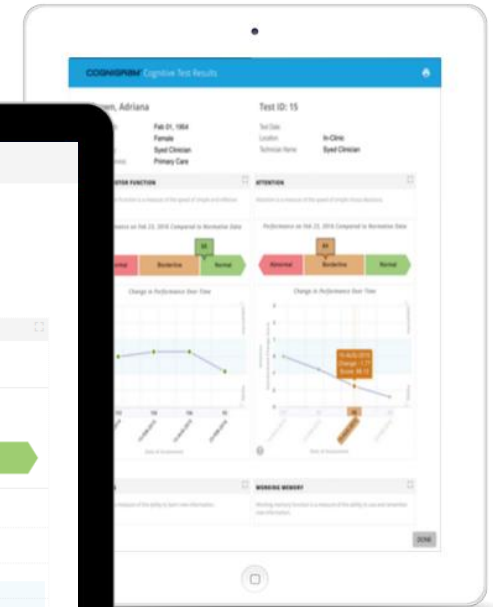
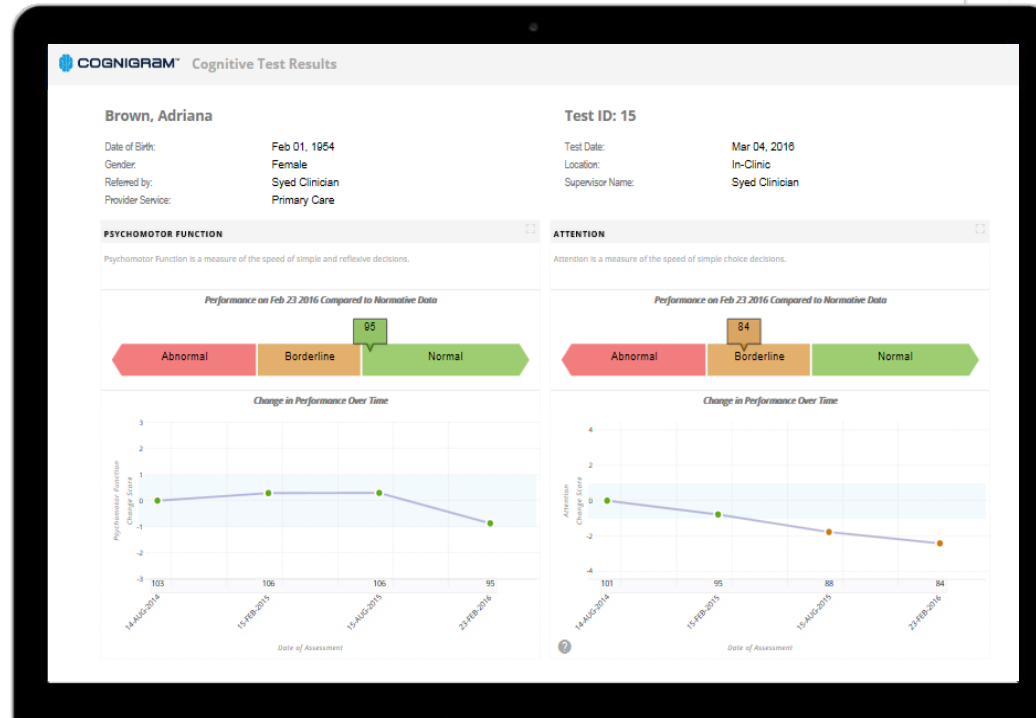
# Cognigram Report for Healthcare Professionals

*Patient & assessment order Information*

*Interactive results and data visualisations*

*Real-time baseline configuration and change score analysis*

*Composite scores (shown) and detailed outcome measures*





# Enhanced Leadership & Expertise

# Senior Executive Appointments

To Further Accelerate Revenue Growth in Clinical Trials and Healthcare

## George Hunnewell

**COO & President of Clinical Trials**

*Appointed November 2016 (US based)*



- **25 years experience** growing healthcare technology businesses
- **Global general management expertise** including sales, marketing, operations, finance, and M&A
- Previously the Corporate Vice President, Clinical Research Services for **Parexel International, one of the largest CROs in the world**

*2<sup>nd</sup> in command to CEO, full P&L responsibility*

***"I'm thrilled to have joined Cogstate because of its superb technology, loyal customers and a huge market potential."***

## Frank Cheng

**President of Healthcare**

*Appointed November 2016 (US based)*



- More than **23 years experience** in the global medical device technology and diagnostic industries
- **Extensive experience** in respect to bringing new medical technologies to market by leading product development, regulatory clearance, market access, commercialisation and strategic partnership
- Previously the Senior Vice President, Worldwide Marketing & Business Development at **Stereotaxis Inc, publicly-traded robotic heart surgery company**

*Full P&L responsibility of the Healthcare segment*

***"I find Cogstate's untapped opportunities in healthcare very exciting and hard to resist from personal standpoint"***

# Non-Exec Director Appointments

## Providing Enhanced Commercial and Governance Oversight

### Richard Mohs

#### Independent non-executive director

*Appointed January 2017 (US based)*



- Retired from Eli Lilly in 2015, where he held several leadership positions including VP for Neuroscience Early Clinical Development and Leader of the Global Alzheimer's Drug Development team
- 23 years with the Mount Sinai School of Medicine in NY where he was Professor in the department of Psychiatry and Associate Chief of Staff for Research at the Bronx Veterans Affairs Medical centre.
- Ph.D. in psychology from Stanford University
- Co-author of 350 scientific papers, including those describing clinical trials that lead to the approval of cholinergic treatments for Alzheimer's disease
- Currently Chief Scientific Officer for the Global Alzheimer's Platform (GAP)

### Jane McAloon

#### Independent non-executive director

*Appointed January 2017 (Aust based)*



- Until 2015, part of the Group Management Committee of BHP Billiton as President, Governance and Group Company Secretary from 2013
- Prior to joining BHP in 2006, was part of the executive team at AGL as Group Manager External and Regulatory Services and Group Company Secretary
- Bachelor of Economics (Hons) & Bachelor of Laws from Monash University and Graduate Diploma in Applied Corporate Governance.
- Currently a non-executive director of Healthscope Ltd and Energy Australia Pty Ltd.
- Fellow of the Australian Institute of Company Directors

# FY18 Goals and Objectives

## Continued Investment to Position for the Longer-term Opportunity

- Increase in Clinical Trial sales, driven by more than 100% growth in sales pipeline
- Increased contribution from the Clinical Trials segment
- Launch and roll-out of Cognigram
- Investment in Healthcare; we expect an investment of approximately US\$2.5m in commercialisation activities associated with the launch of Cognigram in FY18
- Continued investment in new tech solutions; we expect to invest approx US\$5.2m in FY18

*Note: Cogstate will transition to US\$ functional and reporting currency in FY18*



Cogstate

A woman with curly hair, wearing a purple shirt, is sitting at a desk and writing on a tablet with a white marker. The background is a blurred office setting. The text 'Appendix: background information' is overlaid in white on the image.

# Appendix: background information

Additional investor presentations available at :  
[cogstate.com/investors/investor-presentations/](https://cogstate.com/investors/investor-presentations/)

# FY17 Summary of Financial Performance

Financial Performance	FY17 (AUD)	FY16 (AUD)
<b>Clinical Trials</b>		
Revenue	34,652,048	27,140,935
Cost of sales	(11,431,759)	(7,911,432)
Gross Margin	23,220,289	19,229,503
Selling, General & Admin costs	(4,186,511)	(3,441,848)
Pass-through costs, net of recovery	58,269	(12,487)
<b>Clinical Trials contribution</b>	<b>19,092,047</b>	<b>15,775,168</b>
<b>Healthcare (incl. Sport)</b>		
Revenue	272,850	90,814
Cost of sales	(1,117,942)	(528,232)
Other operating expenditure	(387,456)	(529,990)
<b>Healthcare contribution</b>	<b>(1,232,548)</b>	<b>(967,408)</b>
<b>R&amp;D (incl. academic research studies, normative data studies and new technology validation)</b>		
Revenue	16,674	20,306
Cost of sales	(90,653)	(52,914)
Other operating expenditure - Salaries & Wages	(679,933)	(527,442)
<b>R&amp;D contribution</b>	<b>(753,912)</b>	<b>(560,050)</b>
Product Development & Quality Assurance	(5,563,221)	(4,109,216)
IT Infrastructure	(1,398,006)	(1,096,139)
Share based payments	(959,213)	(175,860)
Office & Facilities	(1,078,446)	(686,774)
Other operating expenditure *	(8,619,475)	(7,557,493)
Other income, incl. R&D tax rebate	44,006	565,169
Interest Income	74,463	79,787
Net foreign exchange losses	(422,311)	(228,404)
<b>Other Expenditure (Net)</b>	<b>(17,922,203)</b>	<b>(13,208,930)</b>
<b>Net (Loss)/Profit before tax</b>	<b>(816,616)</b>	<b>1,038,780</b>

\*Other operating expenditure, includes employment expenses of A\$4.9m (FY16 A\$4.6m) inclusive of Board, CEO, COO, Finance team, Legal team, administrative and temporary staff. Those employment expenses are expected to remain consistent from FY17 to FY18.

Additional items included within "Other Operating Expenditure" includes depreciation, professional fees, travel, marketing, insurance and ASX/Registry costs.



# Market Opportunity

## \$800m Annual Opportunity for Cognition Assessment in Clinical Trials

### Clinical trials context

#### Large and growing clinical research market...

- Total industry spend on clinical development: US\$38bn p.a.
- ~37,000 new trials initiated each year
- Growth rate: ~5% to 8% per year

#### ...requiring large-scale cognition assessment solution

- ~5.5m patients in US with Alzheimer's disease
- ~50m patients worldwide with dementia
- Third leading cause of death in the US alone

### Three key applications in efficacy, safety, and screening worth >US\$500m annually in US clinical trials

		Approximate value to Cogstate	Estimated studies/tests (p.a.)	Potential opportunity	
1	Measuring trial efficacy	Alzheimer's disease	US\$ 500k	100	US\$50m
		All other CNS diseases	US\$ 500k	250	US\$125m
2	Measuring patient safety		US\$ 500k	750	US\$375m
3	Participant screening		US\$ 500k	500	US\$250m
			Total	US\$800m	

# World Class Customer Base

Cogstate is a Key Partner to the World's Leading Pharmaceutical Companies

Worked with 15 of the top 20 pharmaceutical companies over the last 2 years



76% of new clinical trials contracts are signed by repeat clients

Why do clients continue to choose Cogstate?

- ✓ End-to-end outsourced solution
- ✓ High quality analysis platform
- ✓ Strong track record of integration into clinical trials
- ✓ Access to empirical evidence that supports advancement to the next phase of development

# Validated & Scalable Technology Platform

15+ years of investment in Cogstate's scalable technology platform underpins accelerating commercial success and provides foundation for further growth

## Validated approach



Technology is **clinically and scientifically validated**

>400 peer reviewed publications

>1,500 studies across academic and clinical trials

255 active/completed studies

## Valuable databases



Unique proprietary databases of cognitive indicators are a **key competitive advantage**

**Key point of difference** for large global customers

Can be leveraged in **new indications**

Total patient records: >140,000

## Built for growth



Platform developed to scale and **engineered for rapid growth**

>70 indications

>50 countries

>90 languages & dialects

*Focus is on leveraging the platform to drive scalable growth across new indications and markets*