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CANCER DIAGNOSTICS

Sienna Cancer Diagnostics

2018 Annual General Meeting



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- AGM
 - Chairman's Opening
 - Business of meeting including resolutions
 - Close of AGM

- CEO Presentation

- Questions

- Tea / Coffee



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Annual General Meeting
Nov 15th 2018

- Annual Report

- To table and consider the 2018 Annual Report including the Financial Report, Directors' Report, and Auditor's Report for the period 1 July 2017 to 30 June 2018

No resolution is required for this item of business

- Adoption of the Remuneration Report

- To consider and if thought fit, to pass the following non-binding resolution

Resolution 1:

That the Company's Remuneration Report for the year ended 30 June 2018 as set out in the Company's Annual Report for the year ended 30 June 2018 be adopted

- Election of Non-executive Director - Ms Helen Fisher
 - To consider and if thought fit, to pass the following resolution

Resolution 2:

That pursuant to section 13.1(d) of the Company's Constitution and for all other purposes, Ms Helen Fisher having been duly appointed to the Board on 28 March 2018, retires as an Independent Non-executive Director of the Company being eligible and having submitted herself for election, be appointed as an Independent Non-executive Director of the Company

- Ratification of prior issue - Placement
 - To consider and if thought fit, to pass the following resolution

Resolution 3:

That, for the purposes of ASX Listing Rule 7.4 and for all other purposes, Shareholders approve and ratify the issue of 27,039,349 fully paid ordinary shares pursuant to a placement as set out in the ASX Announcement lodged with ASX on 20 July 2018 and on the terms and conditions outlined in the Explanatory Memorandum which accompanies this Notice of Meeting

- Issue of options to Non-executive Chairman - Geoffrey Cumming
 - To consider and if thought fit, to pass the following resolution

Resolution 4:

That for the purposes of Section 200B of the Corporations Act 2001 (Cth), ASX Listing Rule 10.14 and for all other purposes, Shareholders approve the issue of a total of 600,000 options to Non-executive Chairman – Dr Geoffrey Cumming, pursuant to the Company's Employee Share Option Plan, on the terms and conditions outlined in the Explanatory Memorandum which accompanies this Notice of Meeting

- Issue of options to Non-executive Director – Carl Stubbings
 - To consider and if thought fit, to pass the following resolution

Resolution 5:

That for the purposes of Section 200B of the Corporations Act 2001 (Cth), ASX Listing Rule 10.14 and for all other purposes, Shareholders approve the issue of a total of 400,000 options pursuant to the Company's Employee Share Option Plan to Non-executive Director – Mr Carl Stubbings, on the terms and conditions outlined in the Explanatory Memorandum which accompanies this Notice of Meeting

- Issue of options to Non-executive Director – David Earp
 - To consider and if thought fit, to pass the following resolution

Resolution 6:

That for the purposes of Section 200B of the Corporations Act 2001 (Cth), ASX Listing Rule 10.14 and for all other purposes, Shareholders approve the issue of a total of 400,000 options pursuant to the Company's Employee Share Option Plan to Non-executive Director – Dr David J.Earp, on the terms and conditions outlined in the Explanatory Memorandum which accompanies this Notice of Meeting

- Issue of options to Non-executive Director – Helen Fisher
 - To consider and if thought fit, to pass the following resolution

Resolution 7:

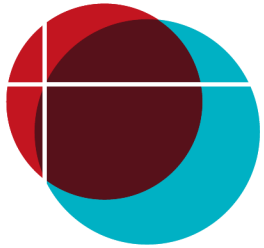
That for the purposes of Section 200B of the Corporations Act 2001 (Cth), ASX Listing Rule 10.14 and for all other purposes, Shareholders approve the issue of a total of 400,000 options pursuant to the Company's Employee Share Option Plan to Non-executive Director – Ms Helen Fisher, on the terms and conditions outlined in the Explanatory Memorandum which accompanies this Notice of Meeting

- Approval of increased placement capacity
 - To consider and if thought fit, to pass the following special resolution

Resolution 8:

That pursuant to and in accordance with ASX Listing Rule 7.1A and for all other purposes, Shareholders approve an increase in the capacity of the Company to issue equity securities up to 10% of the issued capital of the Company (at the time of the issue) calculated in accordance with the formula prescribed in Listing Rule 7.1A.2 and on the terms and conditions stated in the Explanatory Memorandum which accompanies this Notice of Meeting

Close of AGM



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CEO Presentation

High Level 12-Month Recap

- Significant milestones achieved ...
 - Roadshow conducted with AxLab to launch test and establish trial sites in Denmark
 - Roadshow with Biosystems Switzerland to launch test, first customer sale achieved in Switzerland
 - Positive results from a 500 patient study presented at USCAP by JHH
 - First insto becomes substantial holder (Paradigm)
 - Helen Fisher appointed to the Sienna board
 - JHH study published in peer-review journal
 - Successful capital raise to bring in ~\$5m for acceleration of technology expansion program
 - Further strengthening of shareholder register with both Merchant Opportunity Fund and David Williams substantial
 - Work on technology expansion program commenced
 - Distribution partner appointed for mainland China, allowing pursuit of a significant new market
 - Clinical study started at RMH to explore first potential follow-on application of hTERT test

“Sienna’s test may help resolve indeterminate needle biopsies limiting the number of patients that require surgical intervention.”

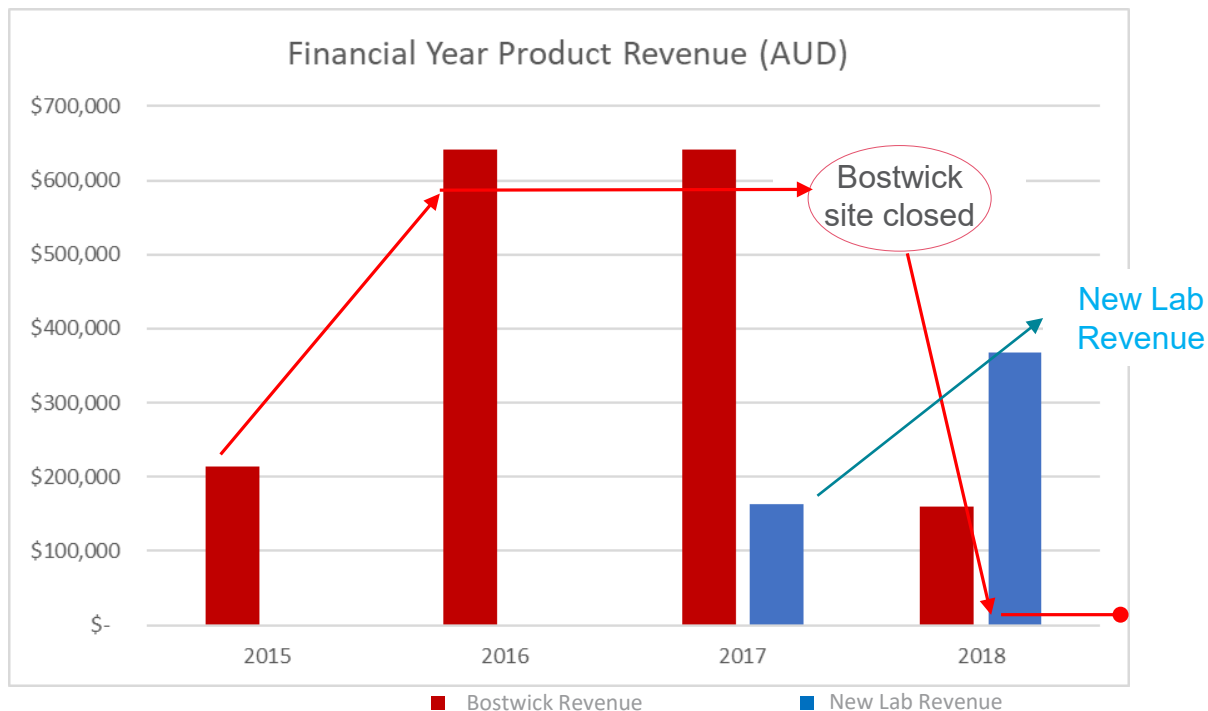
- Dr Julie Miller, Specialist Endocrine Surgeon & Chair of Thyroid Multidisciplinary Team, RMH

“The market opportunity for this product in China is significant, and Gaoyuan is pleased to be introducing a product that adds real clinical value to the diagnostic process which will help patients, while at the same time creating growth for our business”

- Mr Yan Wenguang, CEO
Shaanxi Gaoyuan IVD Reagents

New Labs - Product Revenue Growing

- In FY15 and FY16 Bostwick Labs in New York purchased directly from Sienna. Since June 2017, all sales in the USA have been through StatLab, our exclusive US distributor. StatLab is the only entity in the USA to order directly from Sienna, therefore the FY17 & FY18 Bostwick revenue (through StatLab) is our estimate only.
- During 2017 Bostwick Labs entered chapter 11 insolvency, and was later acquired by Poplar Healthcare. StatLab continue to sell our hTERT test to Poplar, but only for use in their Tennessee site as the previous Bostwick site in New York has now closed. The closure of the New York laboratory had led to decreased revenues in the short term but StatLab is actively targeting a large number of new labs. Revenues from these new labs is already showing growth.
- StatLab & Sienna's European distributors, continue to purchase Sienna's test for sale to their customers. The blue bars below show estimated sales to distributors excluding previous sales to Bostwick ("**New Lab Revenue**")



Customer Testimonials



“Adding urothelial hTERT testing to other clinical information can be valuable when determining the most appropriate follow-up for patients. With hTERT positivity, closer follow-up may be warranted even if other tests are negative for bladder cancer, as hTERT may be an early indicator that a low or even a high-grade cancer is present, or that one may be developing. hTERT is not expected in normal, mature urothelial cells, so when detected, some additional investigation or monitoring may be beneficial to ensure nothing gets missed. On the other hand, a negative hTERT result, particularly in combination with other negative tests, can provide added confidence that cancer is less likely to be present. In some cases, there may be no further testing required at that time”

*Jed C. Kaminetsky MD
Clinical Assistant Professor of Urology
NYU School of Medicine*



“With the sensitivity of urine cytology being so low, incorporating hTERT gives our pathologists a novel way to determine if atypical and normal appearing urothelial cells are abnormal. The staining pattern of hTERT is intense and easily recognizable to the pathologist. When overexpression of hTERT is detected in urothelial cells, our pathologists have the confidence to inform the clinicians of the potential for neoplasia. Our laboratory staff finds the staining procedure easy to incorporate into the work-flow, allowing the pathologist simultaneous review of both the urine cytology and hTERT antibody. As a laboratory manager, I find that providing the additional information from hTERT testing helps set our lab apart from other labs performing routine urine cytology testing”

*Mr Michael Matthews
Director of Molecular Diagnostics, Acupath Laboratories*



“Testing urothelial cells for the presence of hTERT is a great improvement over urine cytology alone. The presence of this biomarker is significant as it may be an indication of an early stage malignancy. This is particularly helpful if seen in cells that if not for the presence of hTERT, would be considered normal or at worst atypical, based on their appearance alone.”

*Dr Michael Choi
Cytopathologist*



“When positive, the test indicates an increased likelihood that either the patient has an existing UCC, or is at a higher risk of one developing, and the test increases the detection of lesions not well detected by UTC”

*Christopher VandenBussche, M.D., Ph.D.
Assistant Professor of Pathology
Associate Director Cytopathology
Johns Hopkins Hospital*

Focus on growth through execution of our strategies

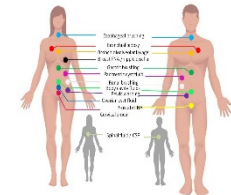
Short to mid term growth through

- Revenue expansion for hTERT from existing distributors
- Market expansion for hTERT into new geographies



Mid to long term growth through

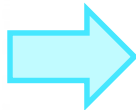
- Application expansion for hTERT into new cancer/sample types
- Technology expansion program to increase pipeline



Technology Expansion Program



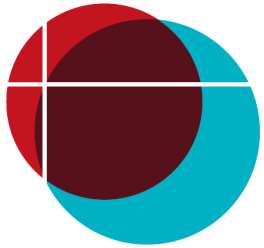
Research Institutes
Universities
Existing Companies



If it's cancer related – Sienna is interested

- Acquire, in-license, partner
- Leverage economy of scale in existing company
- Build critical mass
- Create new revenue streams
- Translate development and commercialization programs
- Feed existing sales and marketing channels
- Create a pipeline of programs within the company
- Productize, manufacture, register, reimburse, launch
- Generate sustainable, long term growth and profitability





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