



MAYNE PHARMA INTERACTIVE INVESTOR EDUCATION WEBINAR ON WOMEN'S HEALTH & DERMATOLOGY BUSINESSES

30 October 2024, Adelaide, Australia: Mayne Pharma Group Limited (ASX: MYX), announces an investor presentation to accompany today's interactive investor education webinar discussing the Company's US Women's Health and Dermatology segments, including insights from several key US executives with strategic and operational oversight for each business.

Mayne Pharma's CEO Shawn Patrick O'Brien and CFO Aaron Gray, along with Women's Health executives Tony Ramy, VP Women's Health, Chad Turner, VP Marketing Women's Health and Dermatology executives Meredith Gambill, VP Dermatology Sales and Daniel Moore, Executive Vice President, Specialty Products and Patient Solutions will present to investors **today at 8.45am AEDT (5.45pm US EDT)**, with an interactive Q&A session following both presentations. The event will be moderated by Tom Duthy, Investor Relations. The event is scheduled to run for 1 hour 15 minutes.

Registration: <https://s1.c-conf.com/diamondpass/10042891-v7qogf.html>

Investors can submit questions in advance or on the day to ir@maynepharma.com. An interactive Q&A is available via the webinar platform during the live presentation as well. The Company will also utilise an operator assisted platform for questions.

A webinar recording will be made available via the Company's website at: <https://www.maynepharma.com/investor-relations/webcast/>

For further information contact:

Dr Tom Duthy
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ir@maynepharma.com

Authorised for release to the ASX by the Chair

About Mayne Pharma

Mayne Pharma is an ASX-listed specialty pharmaceutical company focused on commercialising novel pharmaceuticals, offering patients better, safe and more accessible medicines. Mayne Pharma is a leader in dermatology and women's health in the United States and also provides contract development and manufacturing services to clients worldwide. Mayne Pharma has a 40-year track record of innovation and success in developing new oral drug delivery systems. These technologies have been successfully commercialised in numerous products that continue to be marketed around the world. To learn more about Mayne Pharma, please visit [maynepharma.com](https://www.maynepharma.com).

Mayne Pharma Group Limited

ABN 76 115 832 963

[maynepharma.com](https://www.maynepharma.com)

1538 Main North Road, Salisbury South, SA 5106 Australia



Improving patient access to
life-enhancing medications

Mayne Pharma Group Limited

Investor Education Webinar
Women's Health & **Dermatology**
Strategic Focus

30 October 2024



The information provided is general in nature and is in summary form only. It is not complete and should be read in conjunction with the company's audited Financial Statements and market disclosures. This material is not intended to be relied upon as advice to investors or potential investors.

Forward looking statements

- This presentation contains forward-looking statements that involve subjective judgement and analysis and are subject to significant uncertainties, risks and contingencies, many of which are outside the control of, and are unknown to the Company. These forward looking statements use words such as 'potential', 'expect', 'anticipate', 'intend', 'plan' and 'may', and other words of similar meaning. No representation, warranty or assurance (express or implied) is given or made in relation to any forward looking statement by any person (including the Company). Actual future events may vary materially from the forward looking statements and the assumptions on which the forward looking statements are based. Given these uncertainties, readers are cautioned not to place undue reliance on such forward looking statements. Subject to the Company's continuous disclosure obligations at law and under the listing rules of the Australian Securities Exchange, the Company disclaims any obligation to update or revise any forward looking statements. The factors that may affect the Company's future performance include, among others: changes in economic conditions, changes in the legal and regulatory regimes in which the Company operates, litigation or government investigations, decisions by regulatory authorities, changes in behaviour of major customers, suppliers and competitors, interruptions to manufacturing or distribution, the success of research and development activities and research collaborations and the Company's ability to protect its intellectual property.

Other

- A glossary of industry terminology is contained in the Mayne Pharma Annual Report which can be accessed at [maynepharma.com/investor-relations/results-reports](https://www.maynepharma.com/investor-relations/results-reports) and product descriptions are detailed at [maynepharma.com/us-products](https://www.maynepharma.com/us-products) and [maynepharma.com/au-products](https://www.maynepharma.com/au-products).
- DORYX®, FABIOR®, LEXETTE®, RHOFADÉ® and SORILUX® are trademarks of Mayne Pharma. ANNOVERA®, BIJUVA®, CLIMARA®, DUAVEE®, ESTRING®, FEMLYV®, FEMRING®, IMVEXXY®, INTRAROSA®, LO LOESTRIN® Fe, NEXPLANON®, NEXTSTELLIS®, PREMARIN®, SLYND®, TYBLUME®, TWIRLA®, VEOZAH® and WYNZORA® are trademarks of third parties.

Agenda

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Introduction to Mayne Pharma

2

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Dermatology Strategy

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Q&A (**Women's Health** & **Dermatology**)

6

Close



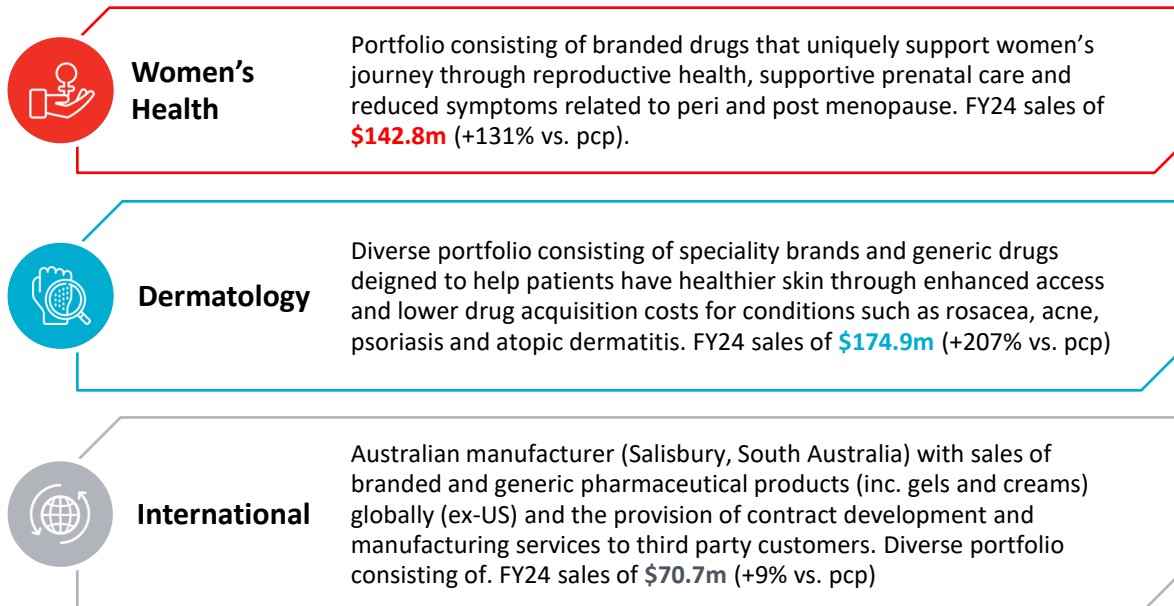
CEO & Managing Director

Shawn Patrick O'Brien

Mayne Pharma Snapshot

- Mayne Pharma is an ASX-listed specialty pharmaceutical company focused on commercialising novel pharmaceuticals, offering patients better, safe and more accessible medicines in dermatology and women's health
- Mayne Pharma has a 40-year track record of innovation and success in developing new oral drug delivery systems. These technologies have been successfully commercialised in numerous products that continue to be marketed around the world

Segments



Corporate Summary^{1,2}

Share price (ASX:MYX)	\$4.53
Market Capitalisation	\$385. 5 million
FY24 Sales	\$388.4 million
FY24 Underlying EBITDA	\$22.9 million
FY24 Cash & Marketable Securities	\$149.3 million
Top 20 Shareholders	64.3%

Analyst Coverage

Elyse Shapiro: Canaccord Genuity
Melissa Benson: Wilsons Advisory

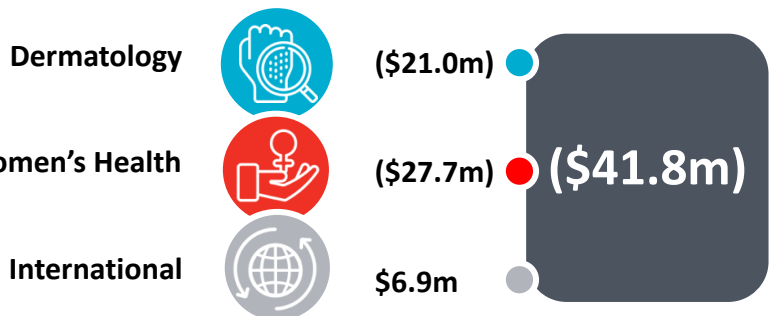
Core Strategic Priorities



Material Improvement in FY24 Direct Contribution¹

Benefit of scale and leverage starting to be demonstrated

FY23 Total Direct Contribution

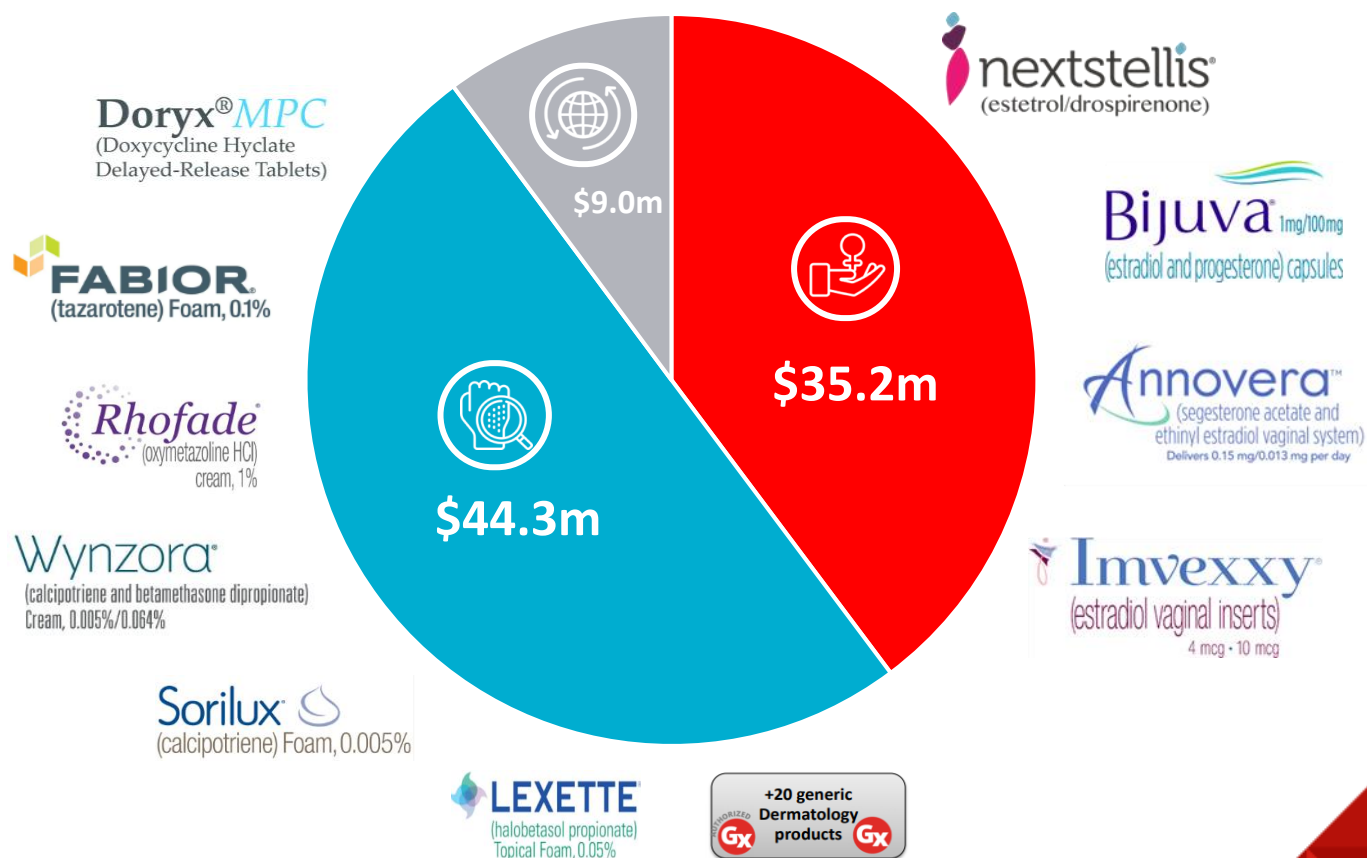


+\$130.3m

Simplification of our business model combined with our strong operating and financial discipline has delivered significantly improved FY24 results

FY24 Total Direct Contribution

\$88.5m



1. Direct contribution calculated as gross margin less direct opex.



Women's Health



Tony Ramy

Vice President, Women's Health

Tony has 27 years of experience in the pharmaceutical and healthcare industries. He has held Director, Senior Director, and VP level roles in Sales and Market Access in organizations including Organon, Schering-Plough, Curia, Novo Nordisk, and here at Mayne Pharma.



Chad Turner

Vice President, Marketing Women's Health

Chad has 25 years of experience in the pharmaceutical and healthcare industries with the majority of his time spent in the Women's Health vertical. Chad has held leadership roles in both Sales and Marketing at leading companies including PSS World Medical, Organon and Warner Chilcott before joining Mayne Pharma 8 years ago.

Bijuva[®] 1mg/100mg
(estradiol and progesterone) capsules

nextstellis[®]
(estetrol/drospirenone)

Invexxy[®]
(estradiol vaginal inserts)
4 mcg • 10 mcg

Annovera[®]
(segesterone acetate and
ethinyl estradiol vaginal system)
Delivers 0.15 mg/0.013 mg per day



Dermatology



Meredith Gambill

Vice President, Dermatology Sales

Meredith Gambill has over 15 years of experience in dermatology. She has been with Mayne Pharma for over 8 years, playing a key role in driving sales growth and expanding the dermatology portfolio. With a background as Director of Marketing and Regional Sales Manager, Meredith has been integral to the company's strategic success. She is passionate about Mayne Pharma's mission and dedicated to fostering innovation and improving patient outcomes in dermatology.



Daniel Moore

Executive Vice President, Specialty Products and Patient Solutions

Daniel joined Mayne Pharma in 2015 and has 12 years of healthcare industry experience. He has held a number of roles during his time at Mayne Pharma and now leads our commercial efforts in the US across Dermatology and Commercial Operations including sales, marketing, client relations, pricing and contracts, commercial analytics and channel development. Daniel is a graduate of the University of North Carolina at Chapel Hill with a BA-Economics and MA-Accounting.

Doryx[®] MPC
(Doxycycline Hyclate
Delayed-Release Tablets)

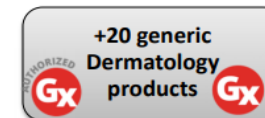
FABIOR[®]
(tazarotene) Foam, 0.1%

Rhofade[®]
(oxymetazoline HCl)
cream, 1%

Wynzora[®]
(calcipotriene and betamethasone dipropionate)
Cream, 0.005%/0.064%

Sorilux[®]
(calcipotriene) Foam, 0.005%

LEXETTE[®]
(halobetasol propionate)
Topical Foam, 0.05%





Women's Health Strategy

Tony Ramy, VP Women's Health

Chad Turner, VP Marketing Women's Health

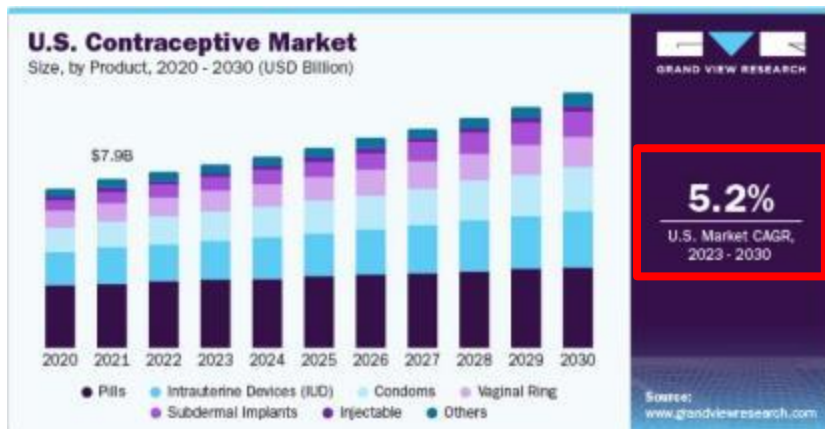


Mayne Pharma is well positioned in both Women's Health segments for continued long-term growth

Global Menopausal Hot Flashes Market



U.S. Contraceptive Market



Last OB Listed Patent Expiry

Women's Health



Menopause

May 2032

Bijuva[®] 1mg/100mg
(estradiol and progesterone) capsules

Feb 2034

Imvexxy[®]
(estradiol vaginal inserts)
4 mcg • 10 mcg

Contraception

Jun 2036

nextstellis[®]
(estetrol/drospirenone)









Jun 2039

Annovera[®]
(segesterone acetate and
ethinyl estradiol vaginal system)
Delivers 0.15 mg/0.013 mg per day

Long term
patent
protection



Women's Health competition in the hormonal contraceptive space continues to decline, paving the way for Mayne Pharma to lead





Company	Mayne Pharma	Abbvie	Exeltis USA	Agile Therapeutics	Organon	Millicent
	 (estetrol/drospirenone)  (segesterone acetate and ethinyl estradiol vaginal system) <small>Delivers 0.15 mg/0.013 mg per day</small>		 (drospirenone) tablets 4 mg 		 68 mg etonogestrel	
Detail	<ul style="list-style-type: none">• 85 sales territories• Diverse product offering, allowing for oral or vaginal delivery options• Unique hormone profile with estetrol and segesterone acetate	<ul style="list-style-type: none">• Field force focused on maintaining samples and materials in large accounts only• Focus is on LO LOESTRIN® Fe	<ul style="list-style-type: none">• Representative coverage across both oral contraceptive brands• SLYND® is the sole drospirenone only product available	<ul style="list-style-type: none">• 35 Contract representatives• Sale to Exeltis passed shareholder vote• Only promoted contraceptive patch	<ul style="list-style-type: none">• National field force dedicated to full portfolio including NEXPLANON®• Only contraceptive single rod implant	<ul style="list-style-type: none">• Scaling field force for impending launch• Older pill formulation in orally disintegrating form• Product not yet listed

Key Drivers

- Best in class sales force with top tier field sales leadership
- NEXTSTELLIS® contains a highly differentiated estrogen with selective action paired with the oral progestin most close to progesterone in drospirenone
- ANNOVERA® is the only annual controllable contraceptive ring option



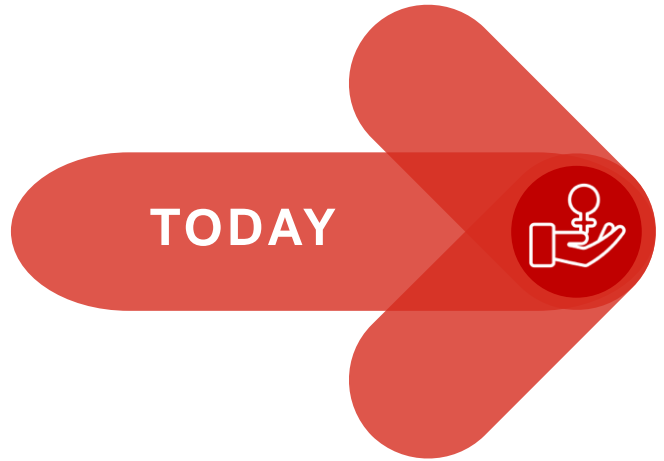
Women's Health competition in the menopausal space is highly generic but is seeing a resurgence

Company	Mayne Pharma	Astellas	Pfizer	Bayer	Millicent
	 		 	 	 
Detail	<ul style="list-style-type: none">• 85 sales territories• Diverse product offering with a solution for symptoms of vulvovaginal atrophy and vasomotor symptoms (VMS)• Bioidentical hormonal options	<ul style="list-style-type: none">• Significant field force presence• Only non-hormonal option for VMS being promoted	<ul style="list-style-type: none">• National field force targeting limited accounts• Focus is on DUAVEE® & ESTRING®• Premarin franchise not supported by field sales	<ul style="list-style-type: none">• Maintained share with CLIMARA® patch franchise• Expect Hormone Therapy field presence with impending launch of non-hormonal product for VMS	<ul style="list-style-type: none">• Scaling field force for impending launch of oral contraceptive• Expect increase in share of voice around both vasomotor and vaginal estrogen treatment options

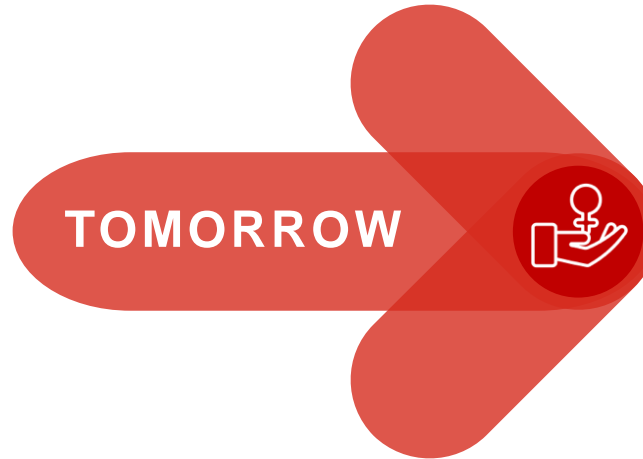
Key Drivers

- Best in class sales force with top tier field sales leadership
- BIJUVA® is the only bioidentical combination product - available in 2 doses
- IMVEXXY® offers flexible dosing (4mcg and 10mcg) with the lowest dose offering of any vaginal estrogen

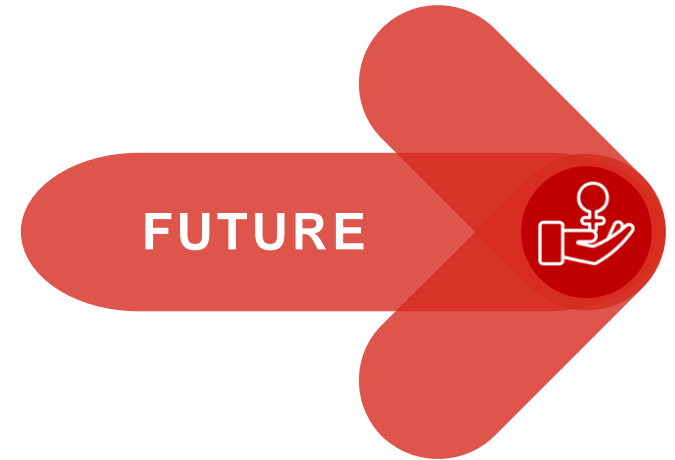
The Women's Healthcare Company – Serving the needs of women from contraception to menopause



1. Performance is Improving
2. Improved Operations
3. Building *#OneTeam* future strategy

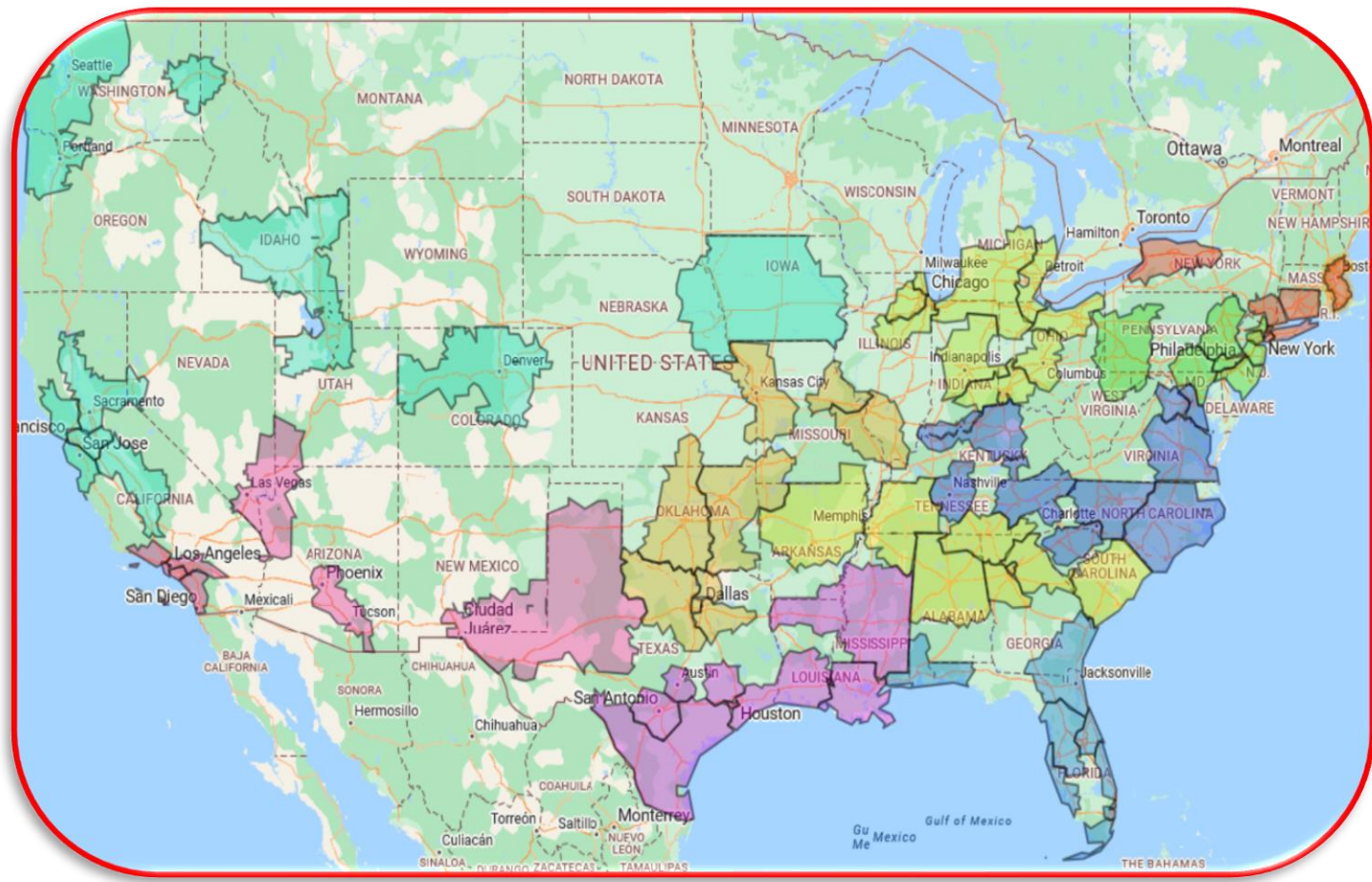


1. Mayne Pharma Portfolio addresses market needs
2. Menopause market is a growth driver



THE Women's Healthcare Company

Territory Mapping



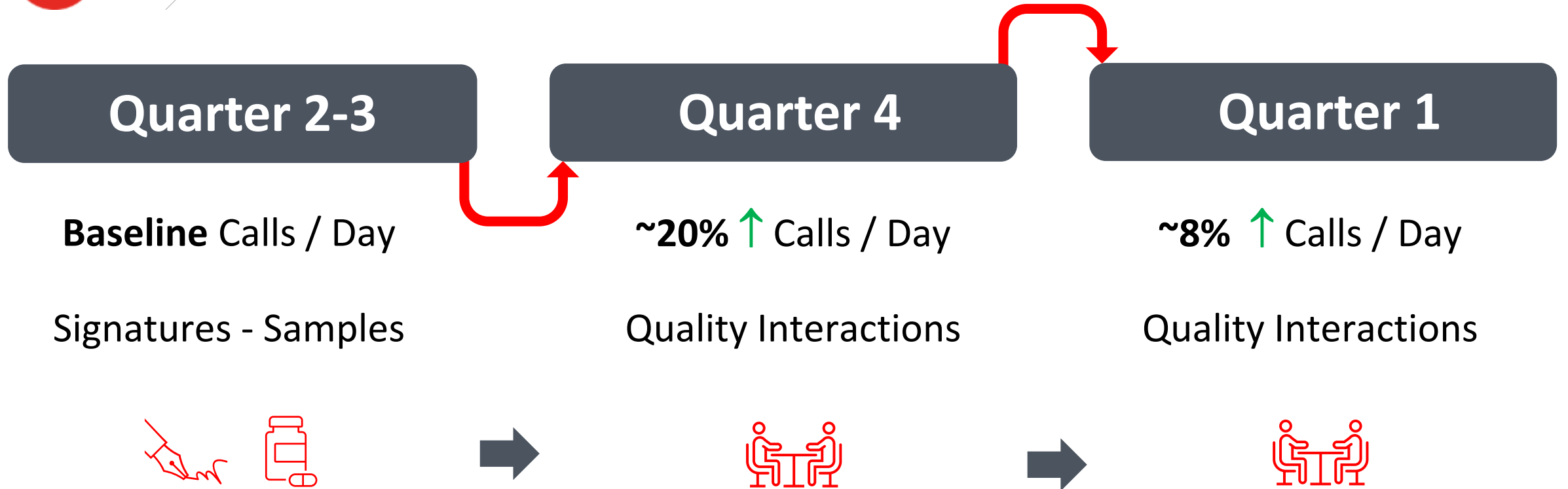
10 RSMs
(regional sales managers)

85
sales territories

2 ASRs
(assoc. sales representatives)
1 Inside

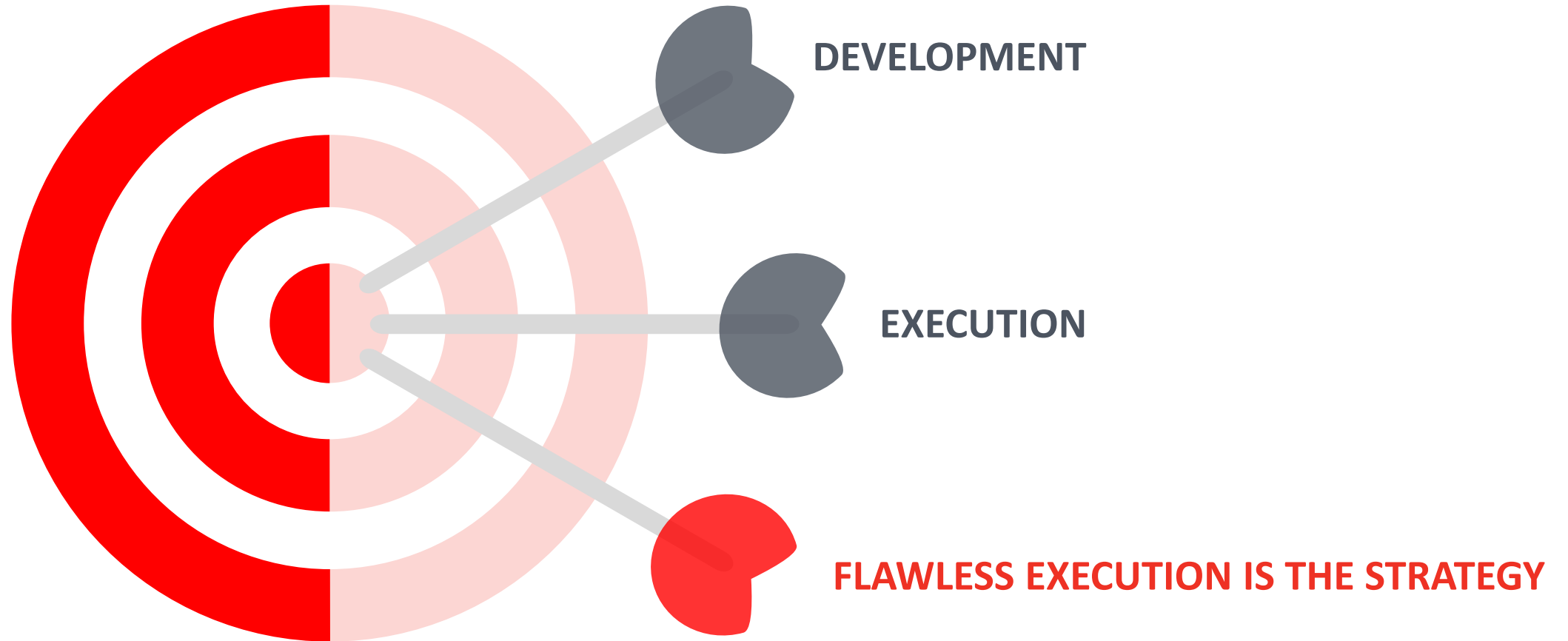


Significant U.S. Population Coverage



- Account selling mindset trained and being executed
- Regional Sales Managers upgraded and business acumen/coaching developed
- Marketing initiatives, including Speaker Programs, being maximised

Women's Health Pillars for Success



Resources to support sales force promotion



NEXTSTELLIS®



Tools:

- **Samples** available through rep and direct-to-physician delivery
- **New core visual aid** and **in-office leave behinds**
- **Peer-to-Peer Speaker Programs**
- **In office education**
- **Optimised Paid Search Programs**
- **Telehealth opportunities**
- **Email campaign to HCPs** to support rep promotion
- **National conference visibility**

Continued peer-to-peer education with a world-class speaker's bureau



Updated NEXTSTELLIS® Speaker deck & New Combination Contraceptive deck



Meeting Providers



- ◆ 2 presentation options
- ◆ 25 Trained Speakers
- ◆ 1,500+ HCPs to be reached

Optimising awareness tactics toward conversion



Consumer Display | Paid Social | Consumer Video | Peer to Peer



Paid Search | SEO | Email | Telehealth | HCP Display



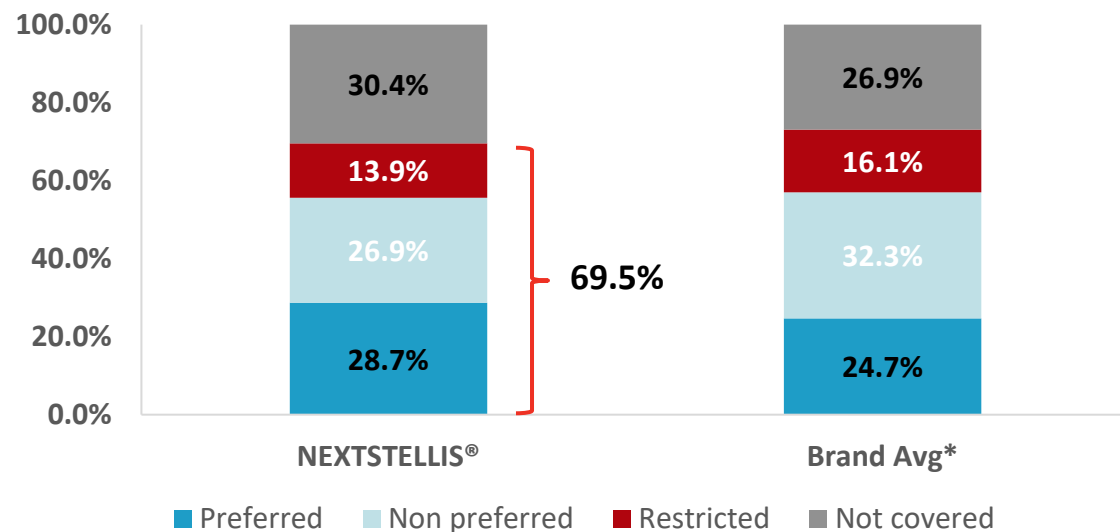
Mayne Pharma Strategic Focus



- Optimise ROI producing tactics based on post campaign reporting
- Leverage tactics that produce high reach and frequency
- Focus on HCP education and awareness



Coverage and Access



nextstellis
(drospirenone and estrorel tablets)
3 mg/14.2 mg

Copay offer redeemable for commercially insured patients at your pharmacy of choice*

\$0 Copay* for most eligible **covered** patients

\$25* for most eligible **uncovered** patients

No activation required

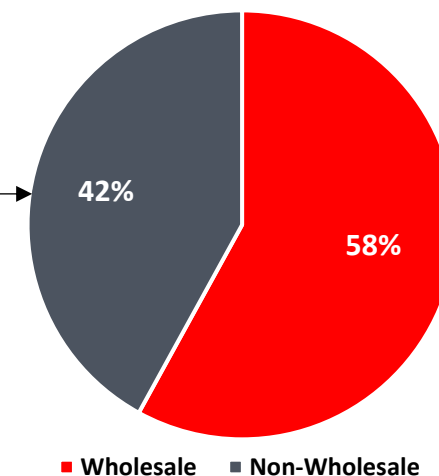
maynepharma

*Restrictions and limitations apply. Please see reverse side for Terms, Conditions, and Eligibility Criteria.



Mayne Pharma Women's Health

- 100% of volume Independent Pharmacy Network
- 90% of volume in top 30 customer pharmacy locations



- 90% of Volume is Retail and Grocery Chains (CVS, Walgreens, Kroger, etc.)



New proposed rule change to expand contraception coverage, eliminate out of pocket costs under ACA



Increased Coverage



Increased Choice



Eliminate Out of Pocket Expenses

- Under proposed rule change to Affordable Care Act (ACA), all healthcare plans and issuers would have to provide consumers with more choices of covered contraceptives, such as a broader array of contraceptive drugs (e.g. NEXTSTELLIS®) and drug-led combination products (e.g. ANNOVERA®) without cost-sharing

US\$768.7m

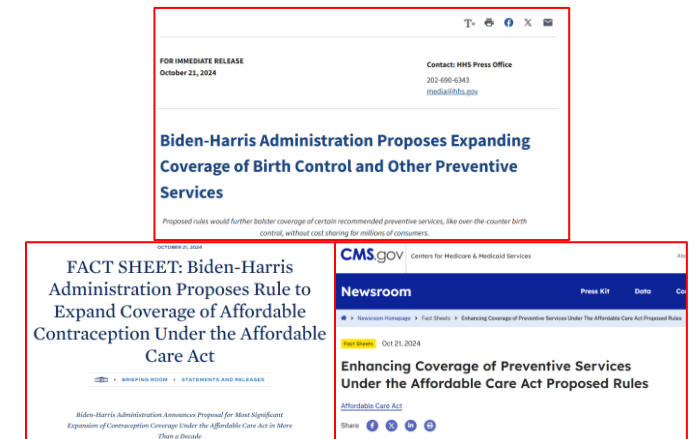
transfer per year to contraceptive users in the form of reduced out-of-pocket payments per annum

US\$316

Maximum decrease in average cost sharing from a patient per annum

52 million

US women of reproductive age with private health insurance to benefit with increased coverage of contraception under proposed rule





Dermatology Strategy

Meredith Gambill, VP Dermatology Sales

Daniel Moore, Executive Vice President, Specialty Products and Patient Solutions



Driving Growth and Innovation in Dermatology

Steadfast in Our Mission and Vision Since 2021: Committed to Transforming Care and Delivering Predictable Outcomes



Dermatology

“Improving patient experiences and access to specialty therapies”



MISSION

Transform Mayne Pharma’s Dermatology Division into a growth business by leveraging smart analytics and strategic messaging to maximise Healthcare Professionals (HCPs) with access to enhanced, predictable outcomes



VISION

Rebrand our dermatologic division to elevate Mayne Pharma as the leader in Innovative Solutions

Key Differentiators

Strengthening Our Position in Dermatology



Tenured Salesforce: A committed team with a unified vision, with over half serving Mayne Pharma for 3+ years



Experienced Leadership: A strong leadership team with a proven track record guiding our strategy



Portfolio Transformation: Transformed our mission and vision in the last 3+ years to align with market changes



Trusted Model: Established a strong dermatology presence over 9 years, establishing ourselves as trusted partners

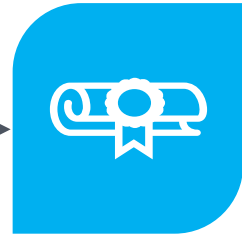
Tenured Salesforce: Team Impact & Expertise

Harnessing Passion and Commitment in Dermatology



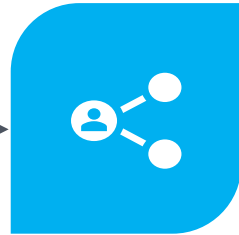
DEDICATED PROFESSIONALS:

our passionate team brings expertise and commitment



FIELD EXPERIENCE:

extensive experience in the dermatology landscape fosters strong, trust-based relationships



TRAINING AND DEVELOPMENT:

ongoing training around sales process, consultative selling, and market trends



COLLABORATIVE SPIRIT:

a culture of collaboration drives knowledge sharing and collective success

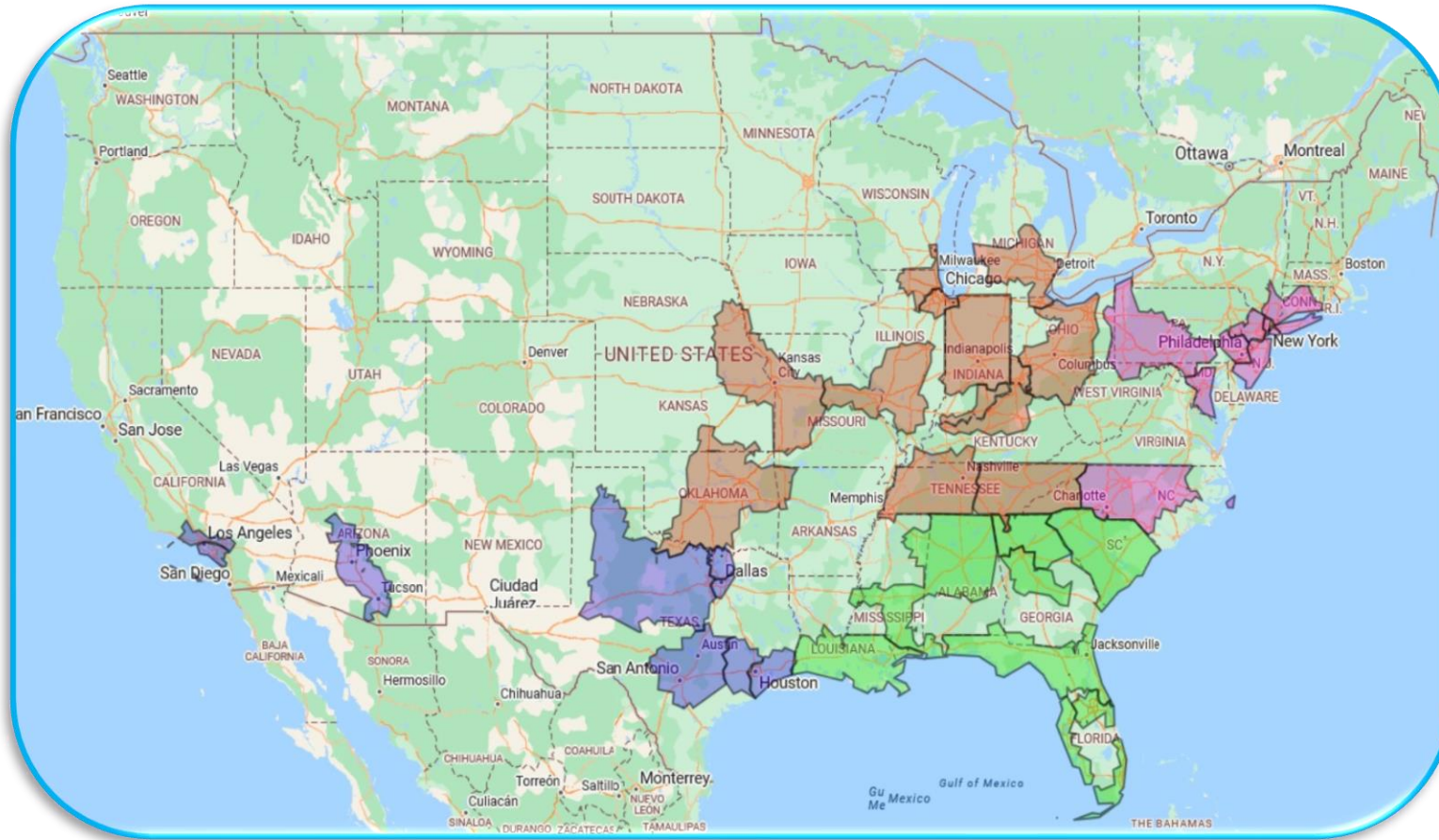


PATIENT-CENTRIC APPROACH:

we prioritise patient needs, aligning solutions to improve outcomes and experiences

Experienced Team: Our Dermatology Footprint Today

Focused and Concentrated Coverage Across Key Areas for Maximum Impact



41
territories

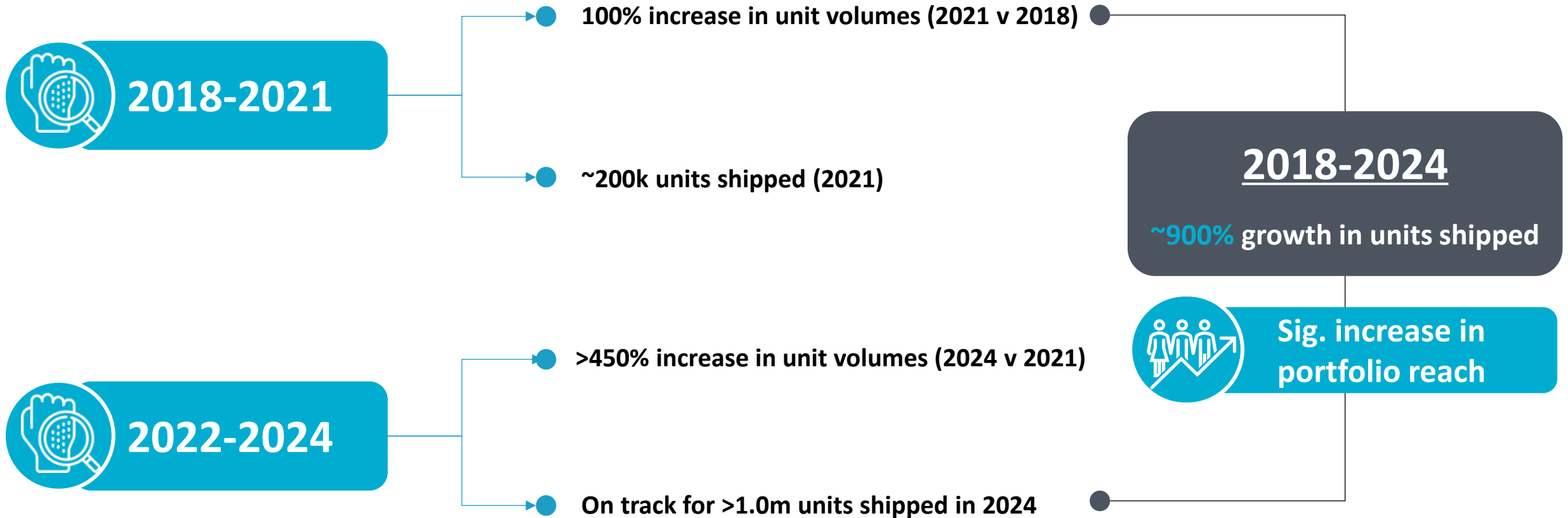
4
regions



Concentrated U.S. Population Coverage

Dermatology Portfolio Transformation

Advancing Patient-Centered Solutions Across Key Dermatology Markets



Product Portfolio & Pipeline

Expanding Our Dermatology Offerings

A large, light blue arrow pointing from the bottom-left towards the top-right, representing the growth of the product portfolio and pipeline. Five white circles are placed along the arrow's path, each corresponding to a text block.

Diverse Portfolio: A growing range of dermatology products

Acne Management: Comprehensive options addressing various types of acne, enhancing patient access to effective solutions (e.g., DORYX[®] MPC, FABIOR[®])

Psoriasis Innovations: Developing targeted therapies that offer relief for psoriasis patients (e.g., LEXETTE[®], WYNZORA[®])

Rosacea Solutions: Innovative treatments designed to effectively manage persistent facial erythema and improve patient outcomes (e.g., RHOFADE[®])

Pipeline Growth: Ongoing investment to expand our offerings and meet emerging patient needs

Dermatology Model – Channel Strategy / Full Disintermediation

Network Ecosystem

Mayne Pharma is leveraging the inefficiencies in the dermatology value chain through new partnerships aimed at improving patient coverage, co-pay, inventory management, pharmacy stickiness and higher patient switching costs

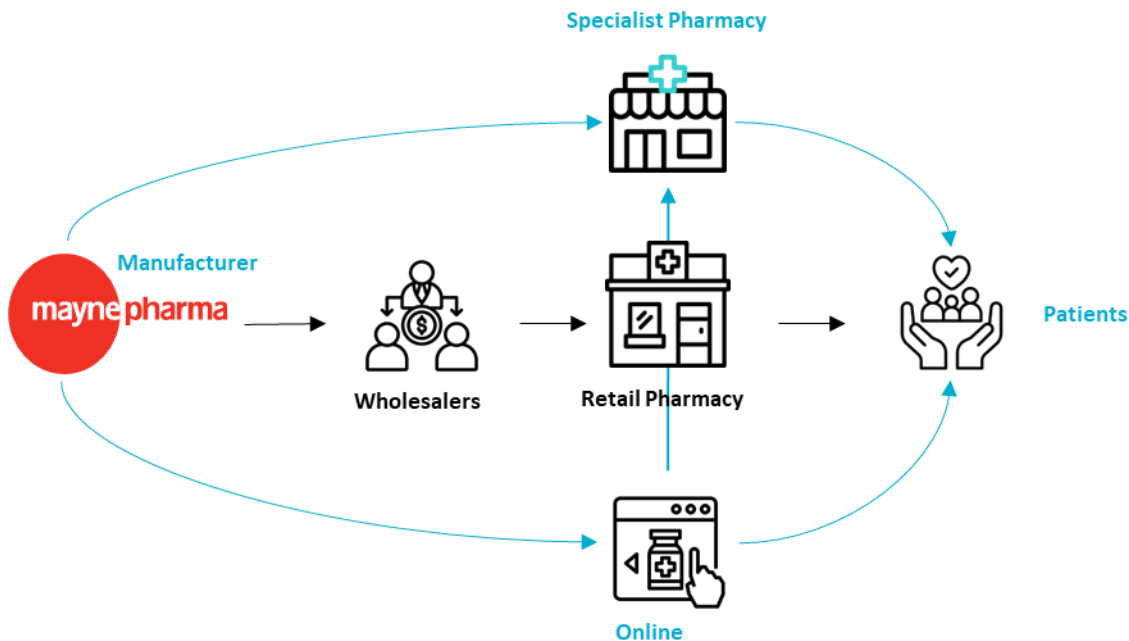


Disintermediation

Involves removing the intermediary (wholesaler) between the manufacturer (Mayne Pharma) and the patient – excellent growth in FY24

Benefits of Mayne Pharma channel strategy

- Less burden for prescribers
- Ease of access for patients
- Ability to determine patient out of pocket cost and most economic location to get the prescription
- Improve ability to repeat prescriptions for chronic skin conditions
- Able to generate profit from a cash only dermatology prescription



Dermatology: Mayne Pharma can fill 1 in 3 retail prescriptions for medical dermatology¹

Key Macro trends in Dermatology

Mayne Pharma



Expanding treatable population

- Rising incidence of skin diseases, and a growing awareness and increased spend on personal care (e.g. Acne – **50m** people in the US)²
- Patient preference for consultation with specialist dermatologists for chronic skin conditions supports continued growth

- Increasing number of patients are treatable via Mayne Pharma's portfolio
- Portfolio of branded (DORYX®, FABIOR®, LEXETTE®, RHOFADÉ®, SORILUX® and WYNZORA®) and generic (n=20) gives focus and presence to dermatology writers



Retreat by Big Pharma from medical dermatology

- Few products in development for the treatment of common dermatology conditions, introducing a longer life cycle for currently available dermatology products

- Opportunity to expand our portfolio offering in near term via capital light transactions



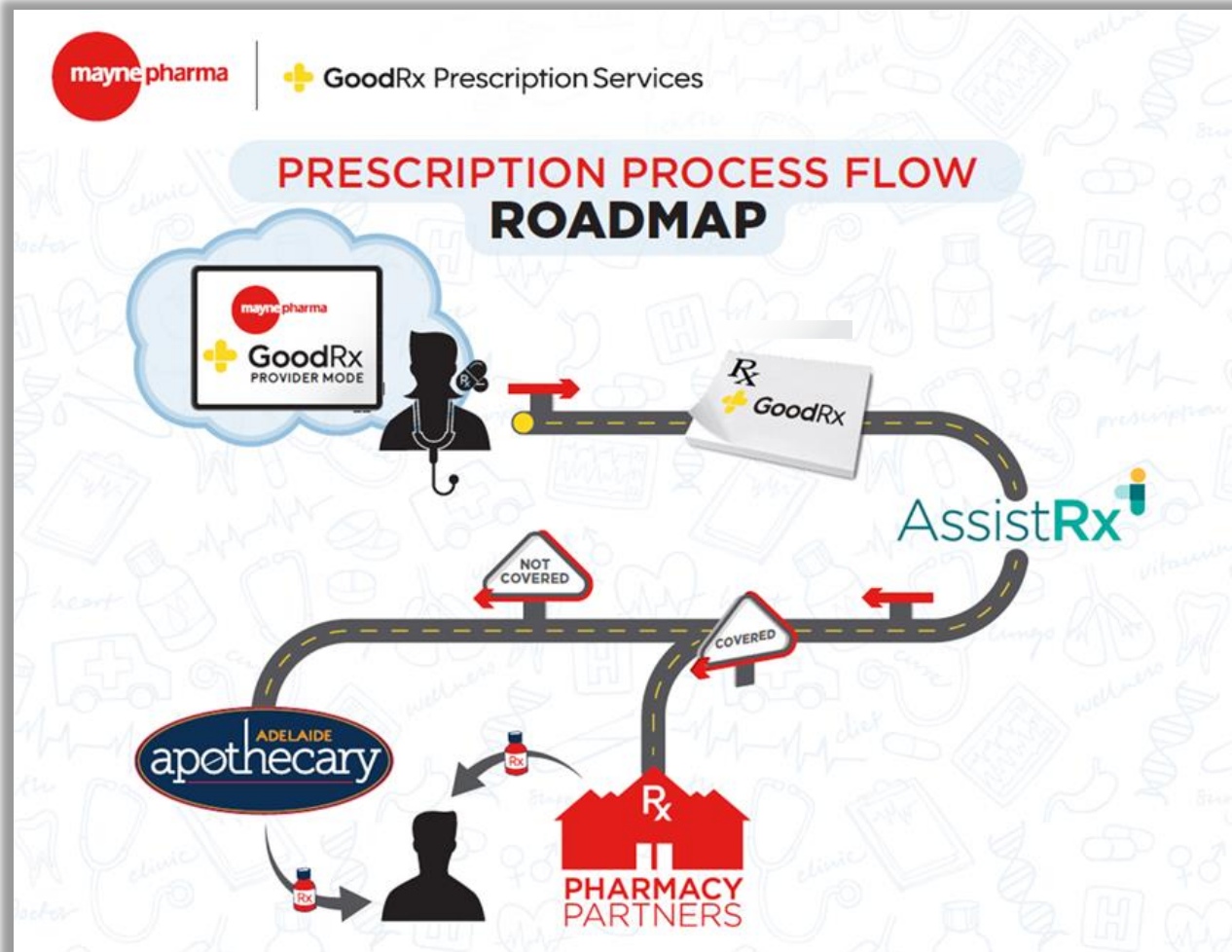
Disintermediation

- Health insurance benefit design has shifted large cost burden to patients in dermatology
- Large retailers often carry limited dermatologic agents due to high costs and often call back prescribers to switch patients' prescriptions to older, cheaper options

- Leverage existing 400+ speciality pharmacies, convenient for repeat prescriptions across brands and generics
- Uninsured patients receive the prescribed product at a reasonable and predictable cost with limited special assistance from their dermatologist required

Future Outlook

Driving Patient Access and Enhancing Care in Dermatology



Enhancing Efficiency and Access in Dermatology Prescriptions

Reduced Prescriber Burden

Enhanced Patient Access

Transparent Out-of-Pocket Costs

Profitable Cash-Only Prescriptions



Women's Health Q&A



Dermatology Q&A

On the webcast page there is an 'ask a question' box. Please type your question into the 'ask a question' box and press submit and we will attempt to answer your question



Close



Contact

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ir@maynepharma.com

You deserve tomorrow.