

 RHINOMED

ASX.RNO

RHINOMED LIMITED

INTERNAL NASAL TECHNOLOGY PLATFORM

ONEMED FORUM - JANUARY 2015

FORWARD LOOKING STATEMENTS

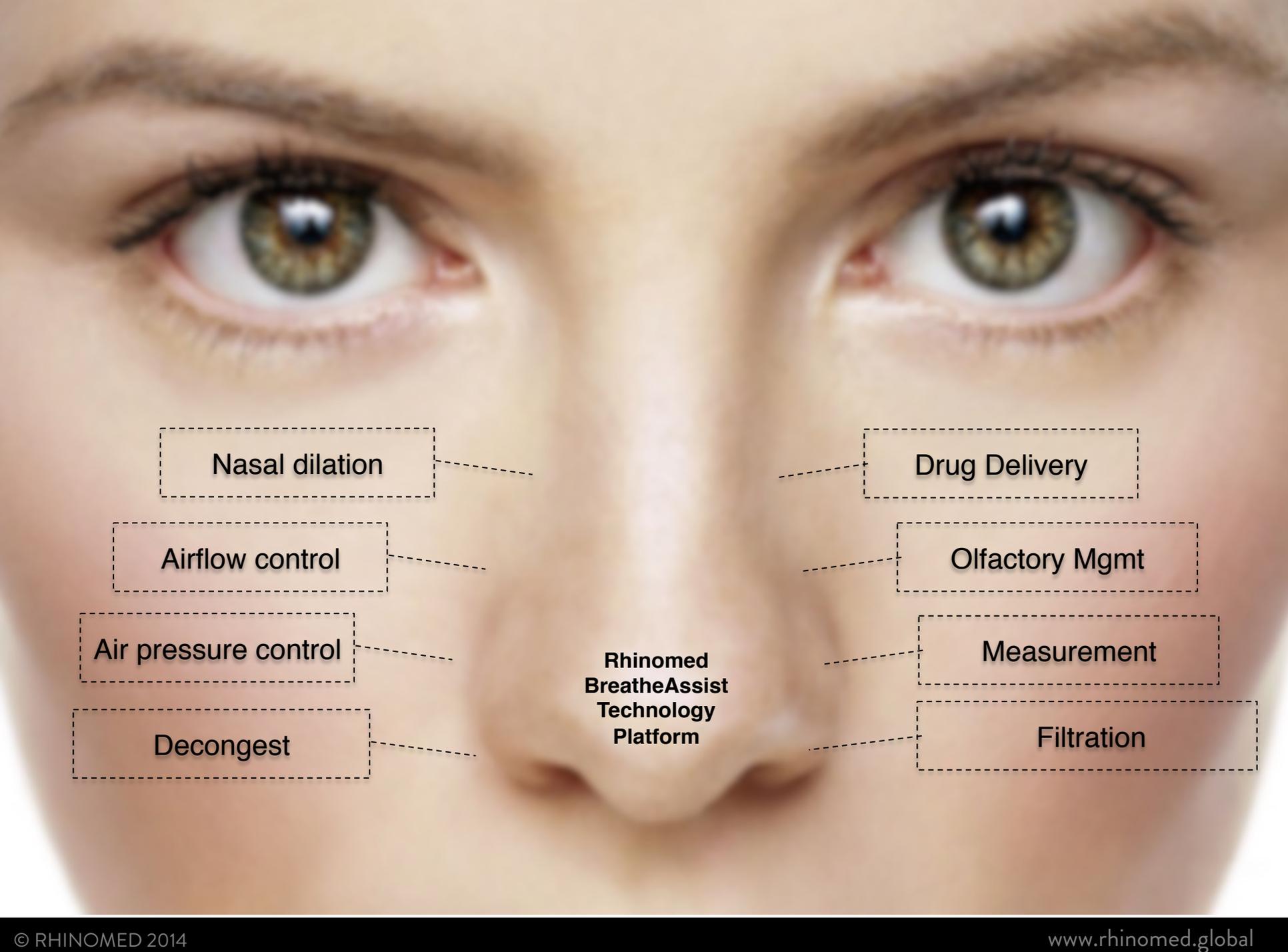
Statements contained in this release that are not historical facts are “forward-looking” statements as contemplated by the Private Securities Litigation Reform Act of 1995. This presentation contains forward-looking statements that are subject to risks and uncertainties. Such statements involve known and unknown risks that may cause the actual results, performance or achievements of Rhinomed Ltd to be materially different from the statements in this presentation.

Actual results could differ materially depending on factors such as the availability of resources, the results of clinical studies, the timing and effects of regulatory actions, the strength of competition and the effectiveness of the Company's patent protection. Rhinomed does not undertake to update its forward-looking statements.

RADICALLY IMPROVE
THE WAY YOU BREATHE,
SLEEP,
MAINTAIN YOUR
HEALTH,
AND TAKE MEDICATION.

WHO IS RHINOMED?

- **A nasal and respiratory medical technology company based in Melbourne, Australia**
- Rhinomed develops, markets and partners its internal nasal technology platform into multiple form factors - internal nasal devices
- Focus is unmet needs in sport & exercise, sleep (snoring, sleep quality and sleep apnea), wellness and drug delivery
- Launched first product in February 2014, now shipping to 36 countries
- Second product released prior to Christmas
- Raised \$7.5m to date
- Market Cap- AUD\$13m
- Listed: Australian Stock Exchange (ASX:RNO)
- Experienced Board and team including biotech execs and former European CEO of Nike



Nasal dilation

Airflow control

Air pressure control

Decongest

Rhinomed
BreatheAssist
Technology
Platform

Drug Delivery

Olfactory Mgmt

Measurement

Filtration

CLINICAL PROGRAM

Rhinomed Platform technology

1

SPORT & EXERCISE

Entry market and socialization strategy

2

OTC SLEEP MARKET

Snoring and sleep quality

3

SLEEP APNEA

Clinical applications

4

WELLNESS

Targeting global decongestion, allergy markets

5

DRUG DELIVERY

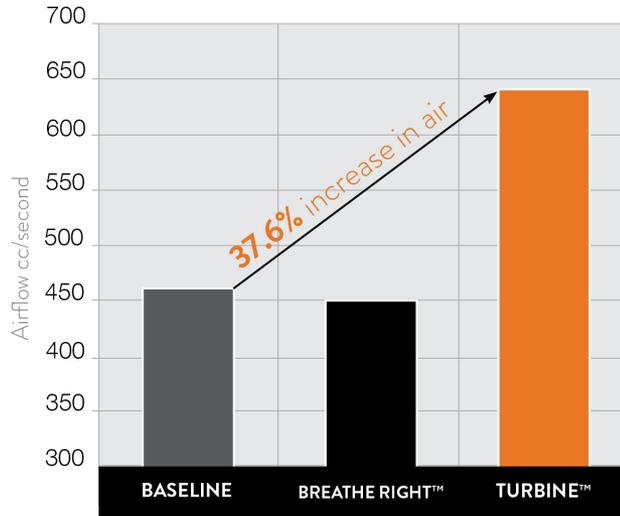
Acute migraine – sumatriptan – Phase 1 clinical trial

6

ESTABLISHED CLINICAL PROGRAM

	Preclinical	Phase 1			Regulatory	In Market
OTC Dyspnoea in Sport and Exercise						<ul style="list-style-type: none"> • FDA • CE Mark • Early Revenues
User Trial						
OTC Snoring and Sleep Quality						<ul style="list-style-type: none"> • FDA • CE Mark • Early Revenues
	Preclinical	Phase 1	Phase 2	Phase 3	Regulatory	In Market
Sleep Apnea		Commencing in March				
Drug Delivery – Acute Migraine (sumatriptan)		Underway				
Hayfever - OTC						
Congestion - OTC						
Anxiety -OTC						

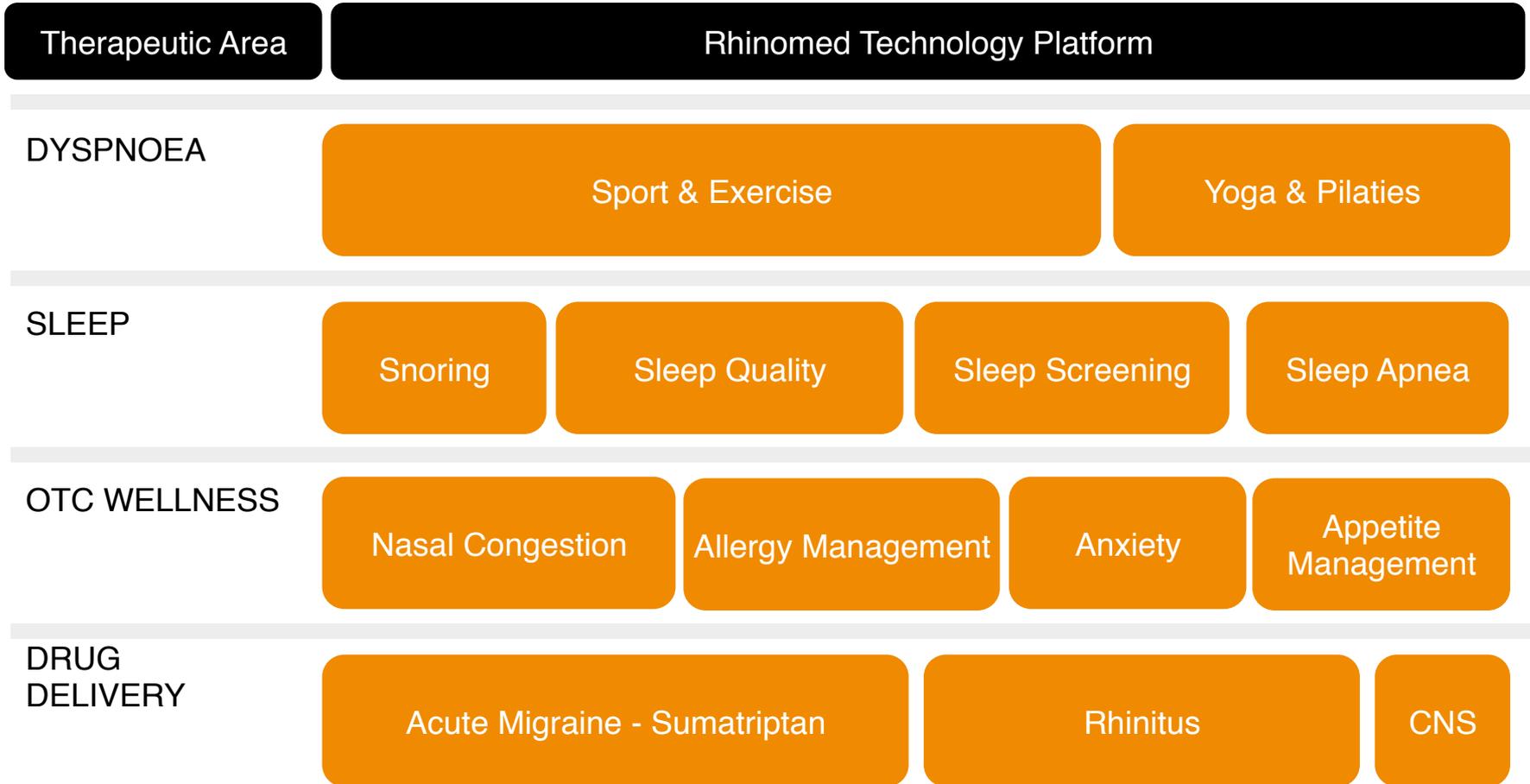
INITIAL STENTING CLINICAL TRIAL



Stenting the nose with the Rhinomed technology delivered an average of 642.8cc/sec (**37.6% increase**) in airflow through the nose

- Independent Phase One, proof of principle, clinical trial carried out at the Royal Victorian Eye & Ear Hospital
- Randomised cross over study (n=20) comparing the RNO001 technology against BreatheRight strips and baseline.

MULTI-PRODUCT PIPELINE - PLATFORM TECHNOLOGY



SUCCESS IN EARLY MARKETS DE-RISKS LATER OPPORTUNITIES

Mainstream Market

Broad market who will accept the technology based on its clear utility

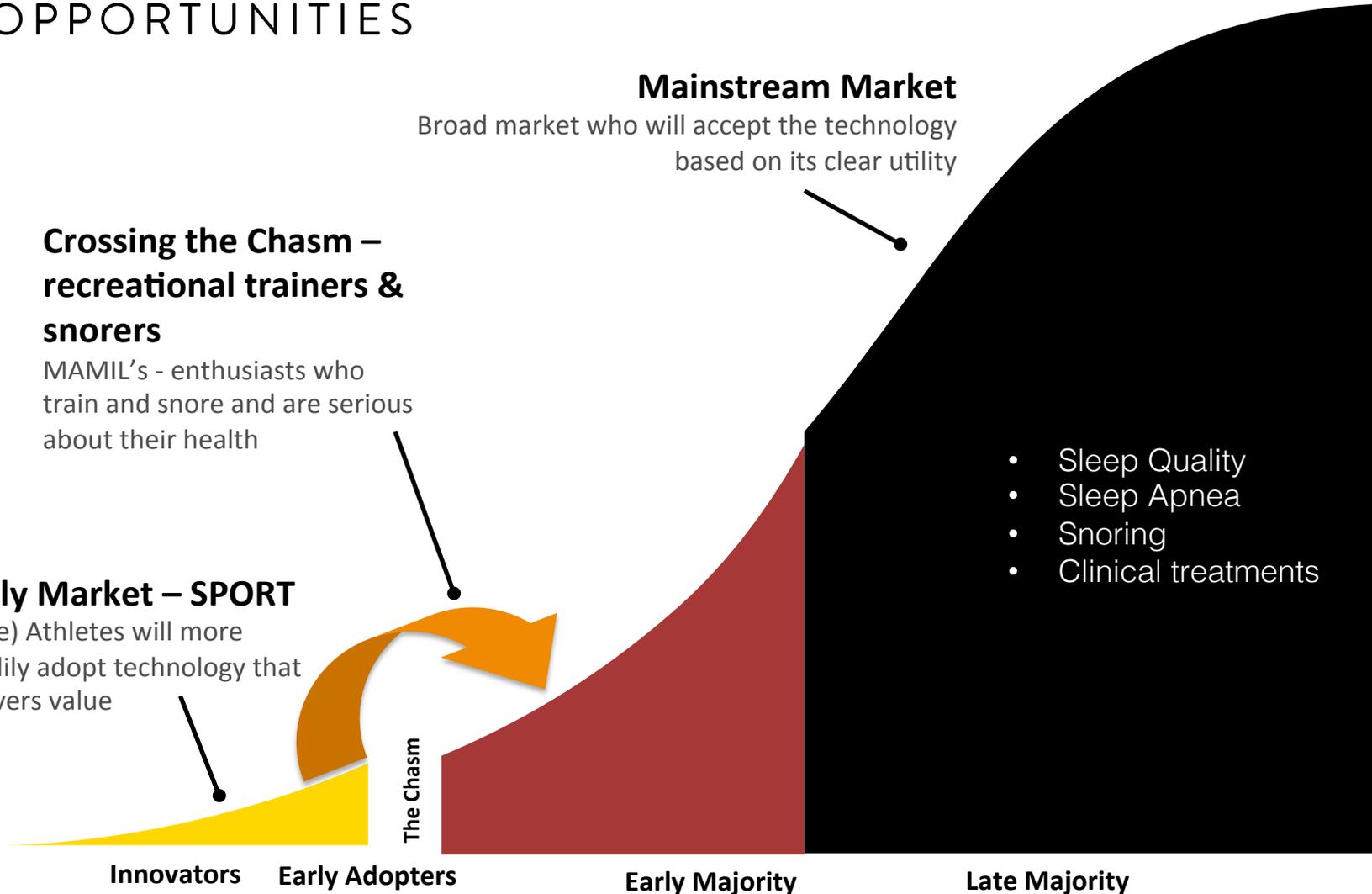
Crossing the Chasm – recreational trainers & snorers

MAMIL's - enthusiasts who train and snore and are serious about their health

Early Market – SPORT

(Elite) Athletes will more readily adopt technology that delivers value

- Sleep Quality
- Sleep Apnea
- Snoring
- Clinical treatments



Innovators

Early Adopters

Early Majority

Late Majority

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TURBINE
MAKE EVERY BREATH COUNT

THE SECRET TO EASIER BREATHING IS RIGHT UNDER YOUR NOSE.



The challenge of pushing yourself further has always been right in front of you. Until now. Introducing Turbine, technology that can allow you to inhale 28% more air, giving you 6% more power when you need it most. So the next time you exercise, breathe easy with the Turbine.

CATCH YOUR BREATH AT [THETURBINE.COM](http://theturbine.com)



THE TURBINE

- Registered with US FDA, CE Mark
- Starter pack containing 3 sizes - \$12.95
- Refill 3 pack - \$24.95 retail
- Approximately 10 uses per product (\$1 a day)
- Optimizing and controlling airflow has advantages in sport and aerobic performance
- Sold on line and through sporting goods stores (15 countries)
- Shipping to over 36 countries since launch in January 2014
- **www.theturbine.com**



EARLY ADOPTER TO MAINSTREAM GROWTH



58.5million
Americans used health clubs in 2012



24.3million
Americans attended Yoga Studios in 2013



46.6million
Americans cycled recreationally in 2013



CHRIS FROOME – 2013 WINNER OF THE TOUR DE FRANCE

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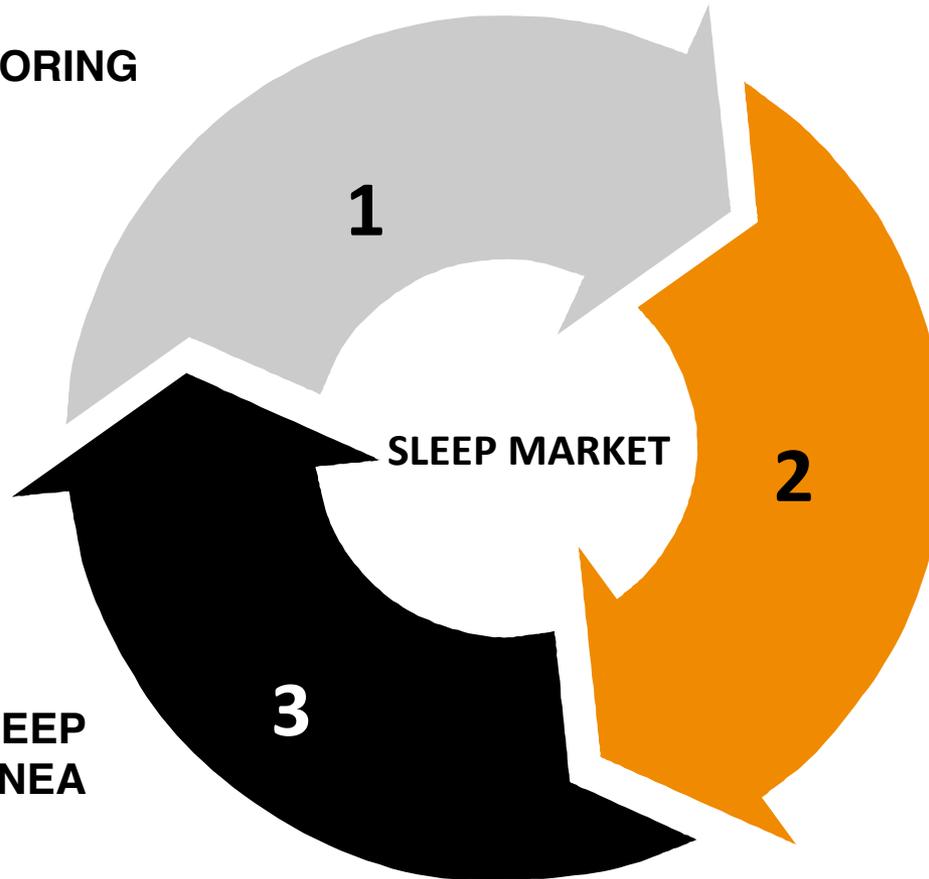
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CLEAR LINEAR PROGRESSION IN SLEEP MARKET

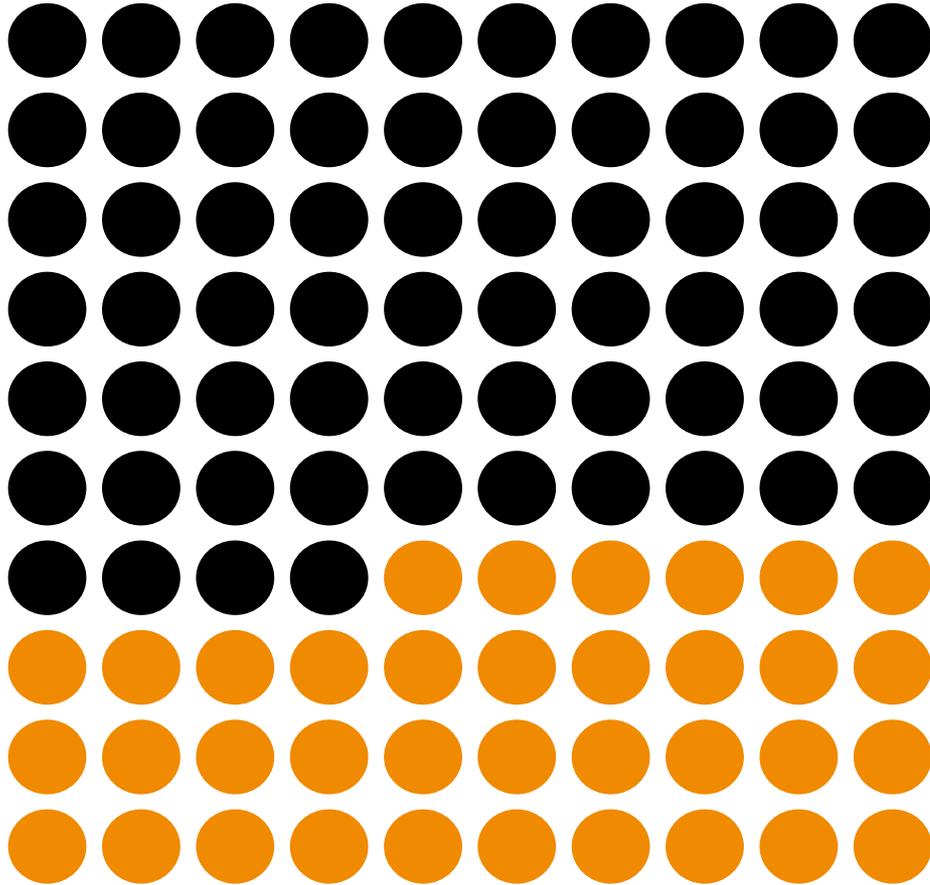
PHASE 1- OTC SNORING

PHASE 3 - SLEEP APNEA

PHASE 2 - SLEEP QUALITY



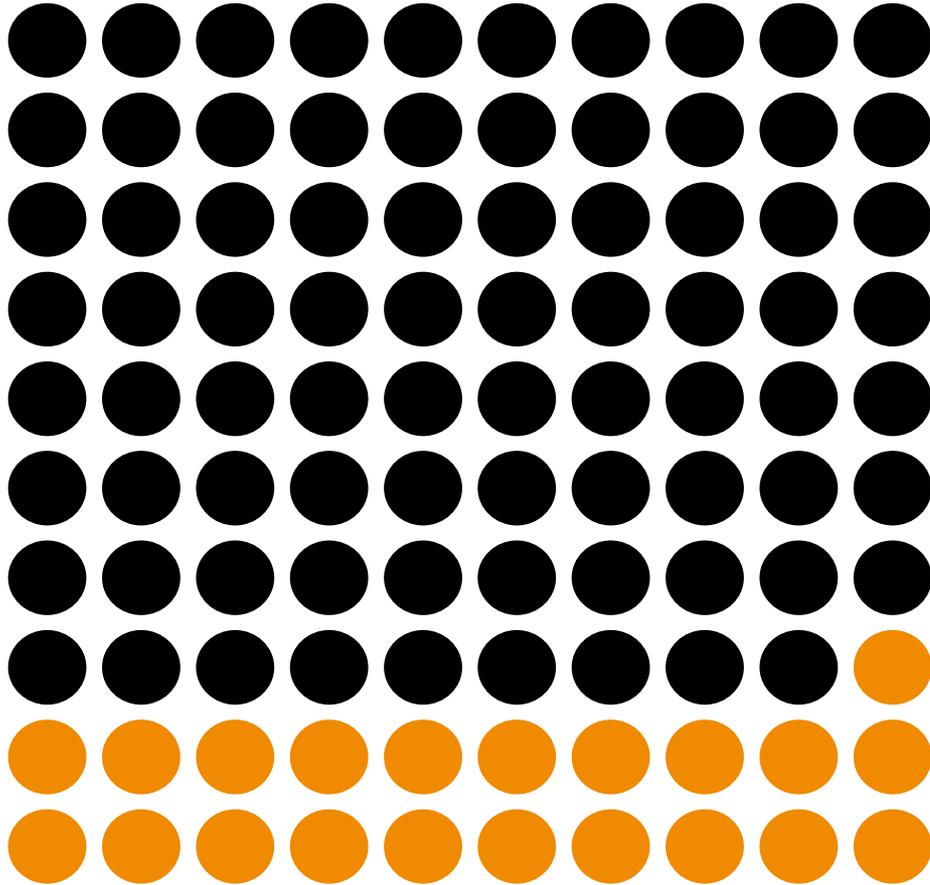
SNORING IS A REAL ISSUE FOR MANY



64%

OF AMERICAN HOUSEHOLDS
HAVE ONE OR MORE
MEMBERS WHO SNORE
REGULARLY

IMPACTS THE SNORER AND THEIR PARTNER



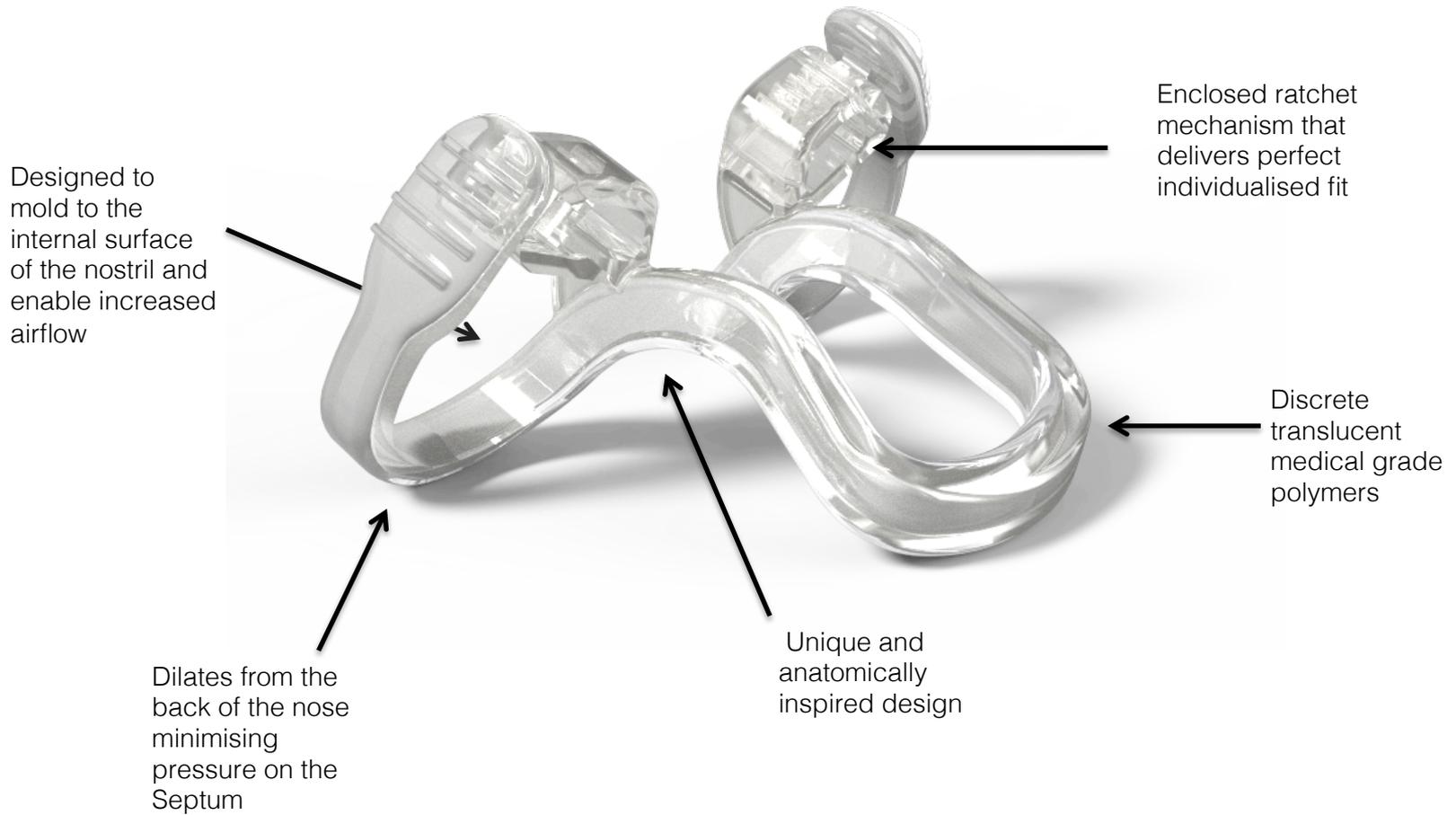
79%

OF THE SUBJECTS REPORTED
THEIR PARTNERS SNORING
EFFECTED THEIR ABILITY TO
GET AN UNINTERRUPTED
SLEEP

mu:te

BREATH E MORE
SNORE LESS

ANATOMICALLY INSPIRED, DESIGNED FOR COMFORT

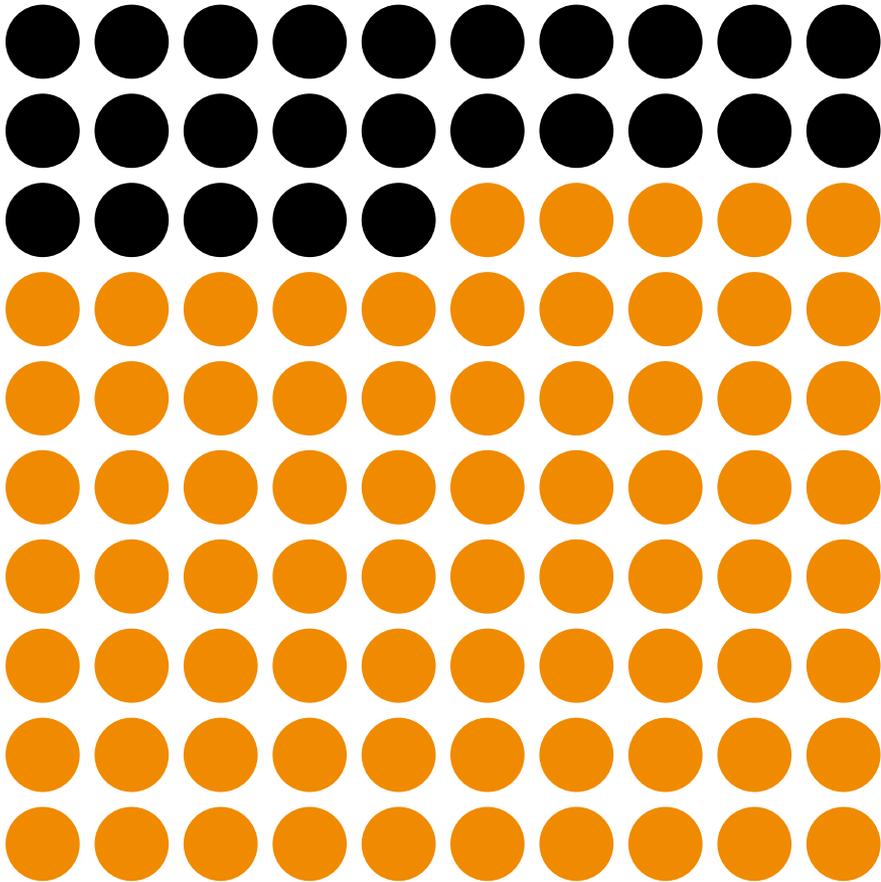


TEST MARKETING UNDERWAY

- Registered with US FDA, European Authority (CE Mark), Australian TGA
- Available as:
 - Starter pack containing 3 sizes
 - Refill pack in Small, Medium, Large
- Recommended Retail Price
 - Starter pack \$12.95
 - Refill pack \$29.95
- Achieve ten nights per device - \$1 a day
- Distribution
 - Sold online at www.mutesnoring.com
 - Trialing programs
 - Seeking US pharmacy distribution in 2015



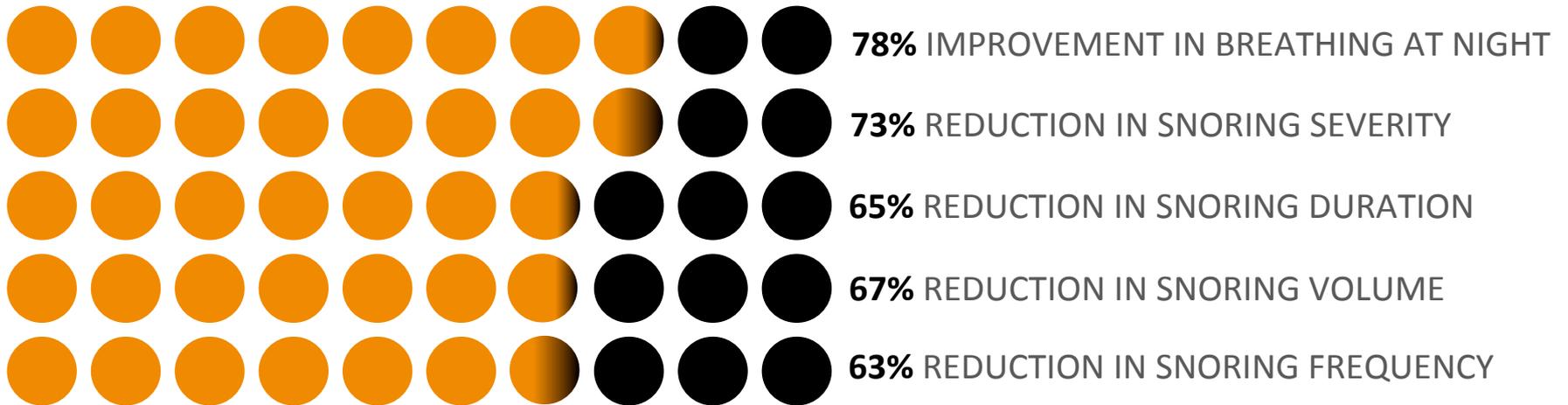
MUTE WORKS - IN HOME USER PRODUCT TRIAL RESULTS



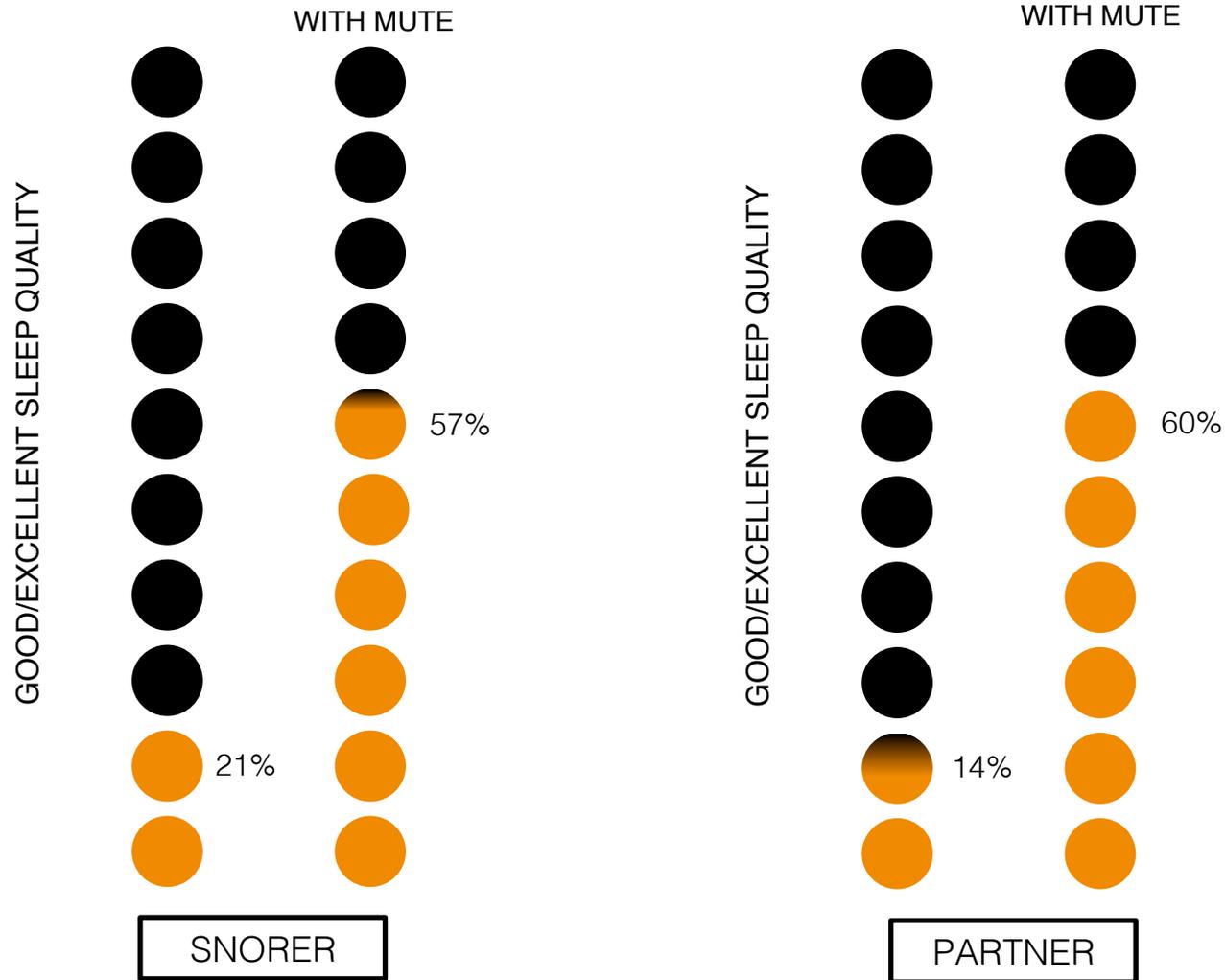
75%

OF THE SUBJECTS REPORTED
A REDUCTION IN SNORING

MUTE USERS SAW IMPROVEMENT ACROSS THE BOARD



SLEEP QUALITY DRAMATICALLY IMPROVED



2014 USER TRIAL N=236 INCLUDING 5 DAYS OF CONTINUAL USE

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SLEEP APNEA – A BILLION DOLLAR MARKET

Wisconsin Sleep Cohort Study (WSCS)

	Classification	%	US Pop'n Prevalence
FEMALE	MILD	9%	14 million
	SEVERE	4%	6.2 million
MALE	MILD	24%	36.8 million
	SEVERE	9%	13.8 million

50.8 MILLION PATIENTS

- REVENUES – CURRENTY \$BILLION
- Vast majority of patients remain undiagnosed
- According to McKinsey & Co analysis (Harvard Medical School, 2010) the Annual total costs of OSA is \$165 billion

WITH A **BILLION DOLLAR PROBLEM**



- **80%** OF THOSE WITH APNEA REMAIN UNDIAGNOSED
- **< 38%** COMPLIANCE RATES.
- **HIGH ENTRY COST** FOR TREATMENT.
- **FEW ALTERNATIVE TREATMENTS**
- **ALL HIGHLY INVASIVE** AND WITH LOW ACCEPTANCE.

NASAL STENTING AND VARIBALE STENTING TRIAL

- During Inspiration, the Rhinomed technology stents the nostrils allowing an average 38% more air to enter the airways
- During Expiration the Rhinomed technology can:
 - Increase airway pressure and expand the upper airway
 - Increased FRC exerts traction on the airway during end expiration. Both mechanisms can assist in keeping the airway open.

Stand alone therapy

- Variable stenting
- Increase air pressure during expiration
- Low invasive technology
- Targeting mild to moderate Sleep Apnea

Companion therapy

- Stenting nose during use of CPAP masks
- Stenting nose during use of Mandibular splints

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4

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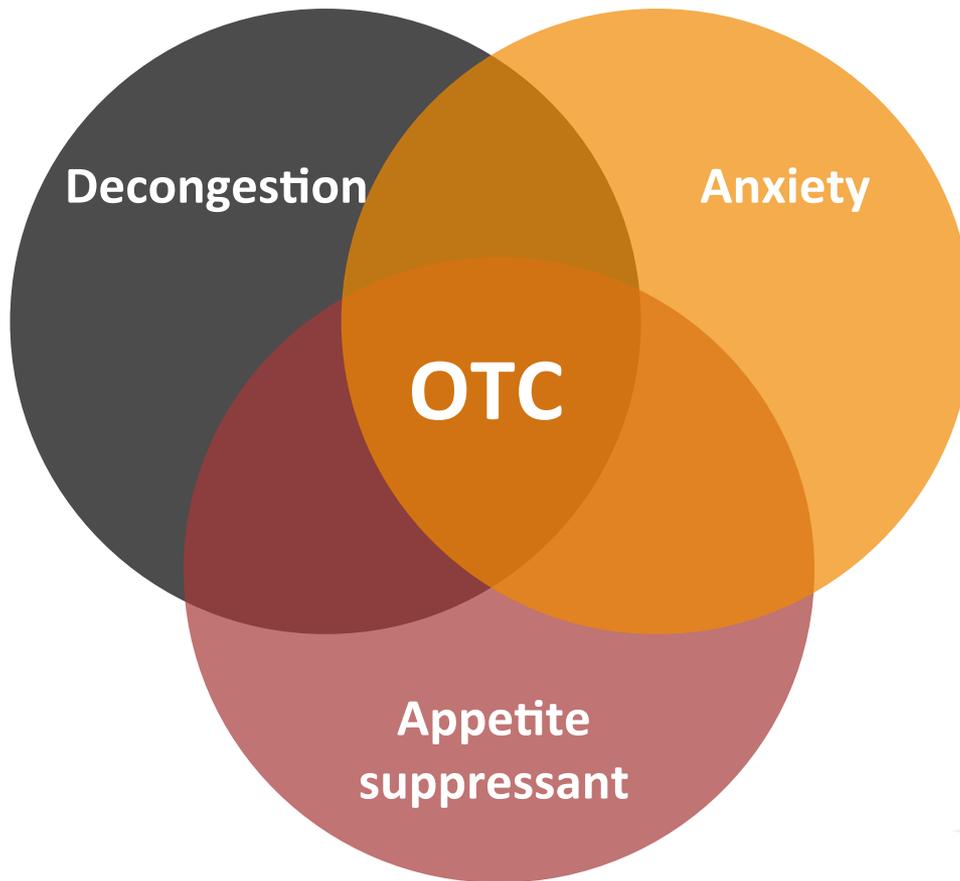
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INTRODUCING SCENT INTO THE PLATFORM



DECONESTION

- ▶ Proprietary recipe of natural essential oils
- ▶ Decongestant
- ▶ Targeting use in sport and wellness

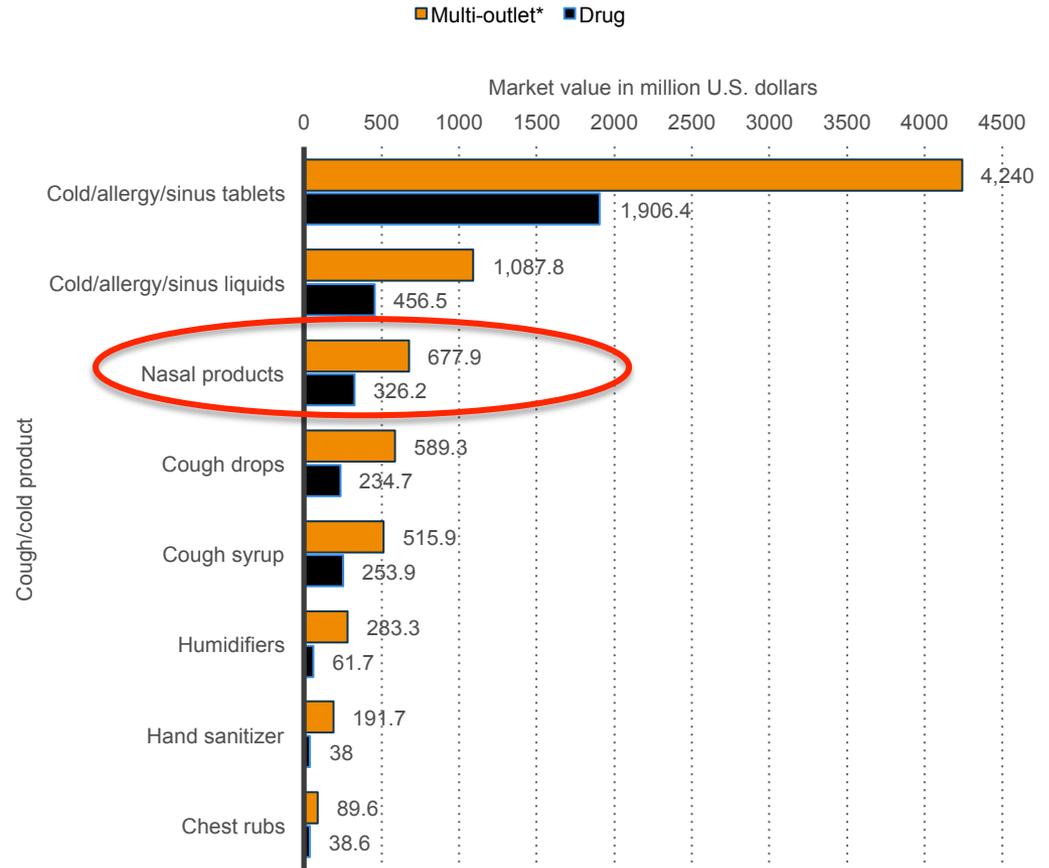
ANXIETY

- ▶ Relaxation and sleep problems
- ▶ Between 2006-11 OTC Sleep aids grew by 31%
- ▶ Proprietary recipe of natural essential oils

APPETITE MANAGEMENT

- ▶ Weight management market
- ▶ Direct to Consumer program
- ▶ Proprietary recipe of natural essential oils

NOVEL IN-SITU NASAL CONGESTION SOLUTION



Source: Drug Store News; [ID_255222](#)

WEIGHT MANAGEMENT MARKET OPPORTUNITY

\$66.5 billion
2013
US WEIGHT LOSS MARKET

108 million American dieters make
4-5 attempts to lose
weight each year

2% is the average loss of body weight
simply by inhaling formulated scents
without any changes diet or lifestyle

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SIGNIFICANT OPPORTUNITY - ACUTE MIGRAINE



- **37 MILLION** AMERICANS SUFFER FROM MIGRAINE
- **< 25% ARE SATISFIED** WITH THEIR EXISTING THERAPY
- **US\$1.6 BILLION** - WORLDWIDE SALES OF IMITREX
- **EFFICACY AND SAFETY** ESTABLISHED
- **7,026,000** SUMATRIPAN PRESCRIPTIONS

DRUG DELIVERY PROGRAM

- Investigate potential of drug delivery mechanism:
 - API (sumatriptan) delivered direct to nasal mucosa

Sumatriptan Clinical Program

Phase 1- Bio-equivalence study
 Comparator – Imitrex spray (GSK)
 Comparing onset (PK levels)
 N=20
 CMAX (Royal Adelaide Hospital)
 Results expected mid year

Potential competitive advantages

rapid onset
 no loss of drug down throat (nausea)
 self titration
 in situ delivery
 established acceptance and awareness
 controlled admin and sustained release vs one-off dosing of nasal sprays
 direct delivery into blood stream avoids first-pass liver drug removal of oral admin
 nose-brain pathway allows direct delivery to circulatory system & CNS

INVESTMENT HIGHLIGHTS

- Existing pipeline with multiple revenue generating streams both direct and through partnerships
- Rapid innovation and commercialization model - early revenues starting to flow
- Growing existing product lines and expanding global distribution footprint
- Continue clinical development program in Sleep and Drug Delivery
 - Sleep apnea and sleep quality program – July 2015
 - Drug Delivery – Sumatriptan (Acute Migraine) – May 2015
- “Owning sleep” through strong consumer brand focus
- Near term value inflection points
- Well financed, business unit breakeven during CY2015

C O N T A C T R H I N O M E D

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