

CHANGING THE WAY **THE WORLD BREATHES**

EXPANDING OUR GLOBAL DISTRIBUTION FOOTPRINT - AUGUST 2015

SAFE HARBOUR STATEMENT

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. We hope you find this update informative and please don't hesitate to contact us if you would like to know more.

OUR MISSION

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.
- The company has a platform technology covered by a family of over 60 patents
- Our focus is on unmet needs in
 - sports & exercise,
 - sleep (snoring, sleep quality and sleep apnea,
 - wellness and,
 - drug delivery.

| MANAGEMENT | BOARD |
|--|--|
| Michael Johnson, CEO & Managing Director | Michael Johnson, CEO & Managing Director |
| Justine Heath, COO/CFO | Martin Rogers, Non Exec Chairman |
| Dr Mitchell Anderson, CMO | Brent Scrimshaw, Non Exec Director |
| Phillip Hains, Company Secretary | Dr Eric Knight, Non Exec Director |

SHAREHOLDER OVERVIEW

| TOP 5 SHAREHOLDERS | SHARES | % |
|----------------------------|------------|-------|
| 1. Kroy Wen | 38,000,000 | 7.04% |
| 2. HSBC Custody Nominees | 14,819,427 | 2.75% |
| 3. Kensington Capital Mgmt | 13,500,000 | 2.50% |
| 4. Abingdon Nominees | 13,000,000 | 2.41% |
| 5. Mr Yi Lu | 8,500,000 | 1.58% |

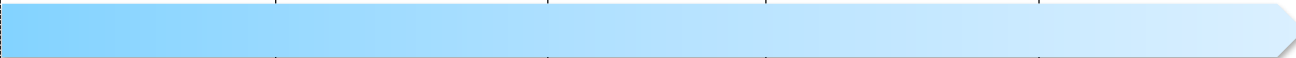
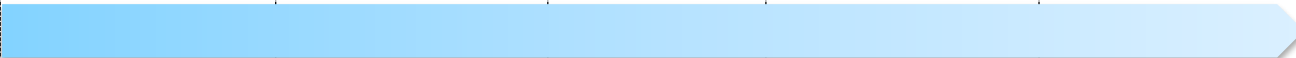





ASX PERFORMANCE



CAPITAL STRUCTURE

| ORDINARY FULLY PAID SHARES | |
|----------------------------------|-------------|
| Quoted | 537,902,124 |
| Total on issue | 537,902,124 |
| LISTED OPTIONS | |
| Quoted April 2017 6 cents | 113,150,000 |
| UNLISTED OPTIONS | |
| April 2017, 6 cents | 90,000,000 |
| April 2017 6.5 cents | 40,000,000 |
| Borrowings position 30 June 2015 | 0 |
| Cash Position 30 June 2015 | AUD 1.3m |

A NOVEL PLATFORM TECHNOLOGY

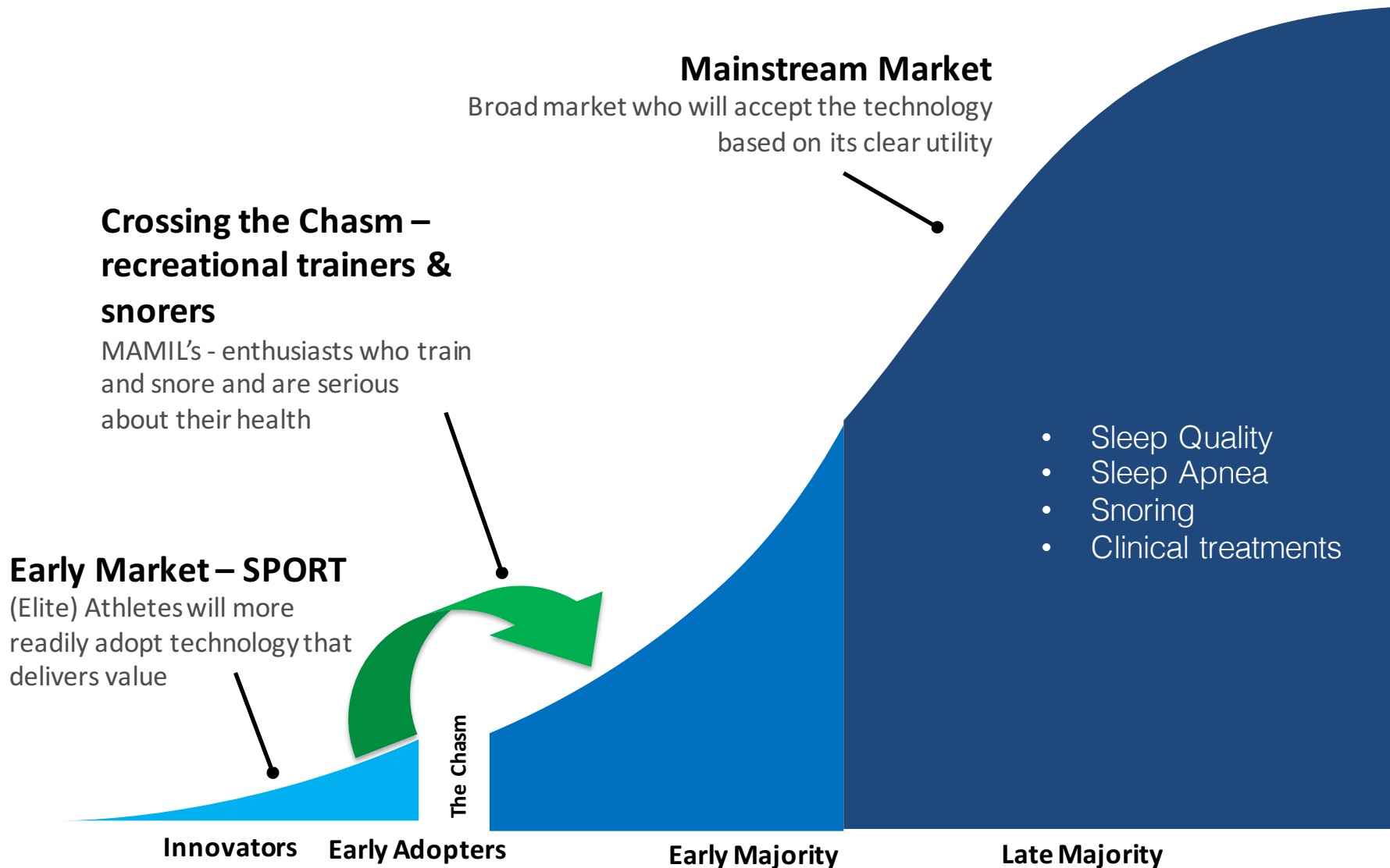
| | Preclinical | Phase 1 | | | Regulatory | In Market |
|---|---|--------------------|---------|---------|------------|---|
| OTC Dyspnoea in Sport and Exercise |  | | | | | <ul style="list-style-type: none">• FDA• CE Mark• Early Revenues |
| User Trial | | | | | | |
| OTC Snoring and Sleep Quality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

STRONG AND GROWING IP PORTFOLIO

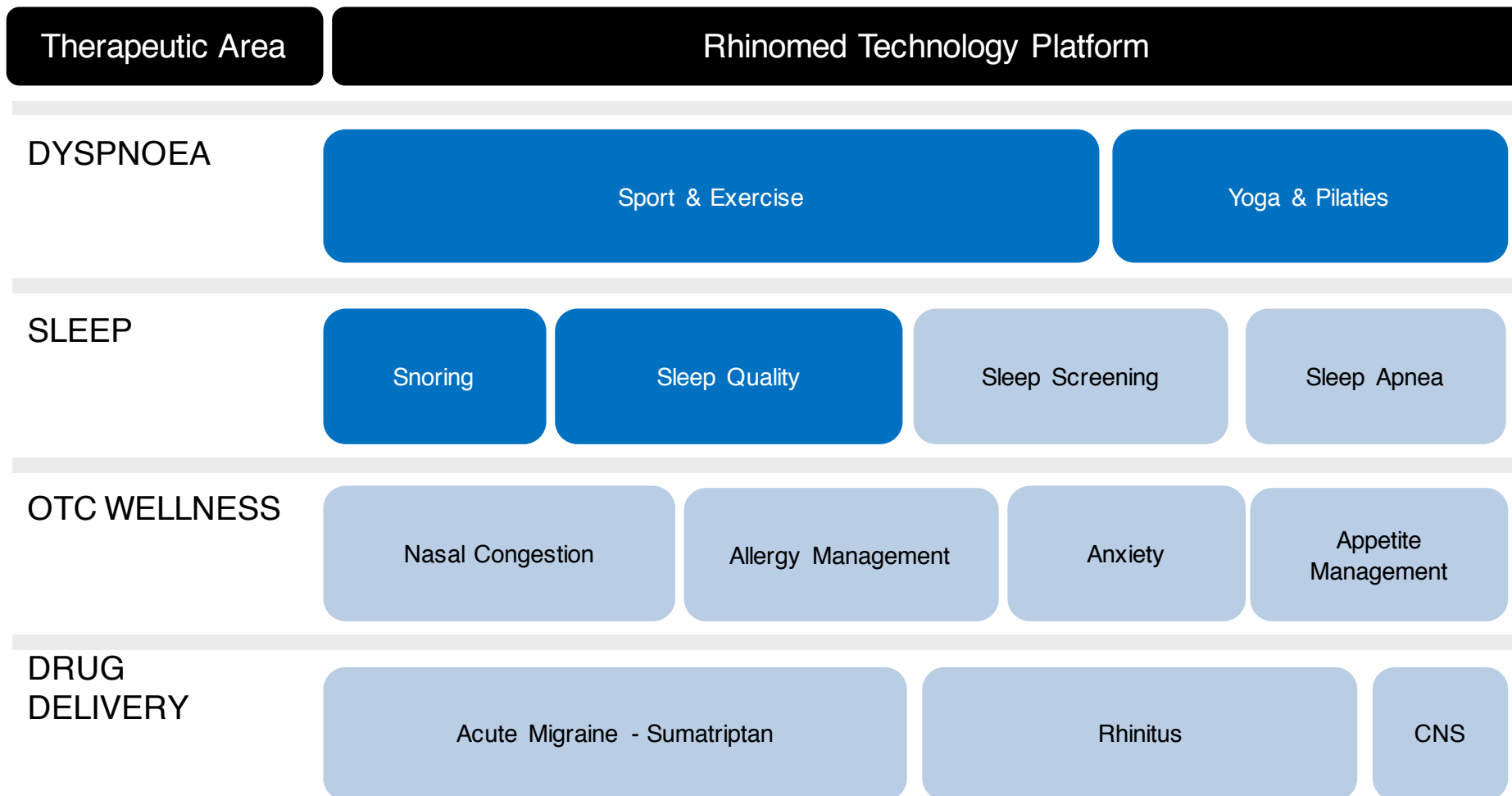
- Rhinomed continues to file applications to protect new intellectual property, of which a considerable amount has been developed over the past 30 months.
- Existing and new intellectual property has been diligently prosecuted in all relevant jurisdictions, with numerous cases successfully proceeding to Grant status.
- Our portfolio covers claims relating to all aspects of the companies work across, sport and exercise, sleep (snoring and OSA), wellness, including use of fragrances, scents and vapours and delivery of medication in the nose.
 - 56 patents across all major jurisdictions (13 granted)
 - 60 design patents across all major jurisdictions
 - Trademarks protecting major brands

COMMERCIALISATION STRATEGY

SUCCESS IN EARLY MARKETS DE-RISKS LATER OPPORTUNITIES



BRANDED TECHNOLOGY INNOVATION PIPELINE



SPORT GLOBAL MARKET OPPORTUNITY - **VALIDATED**

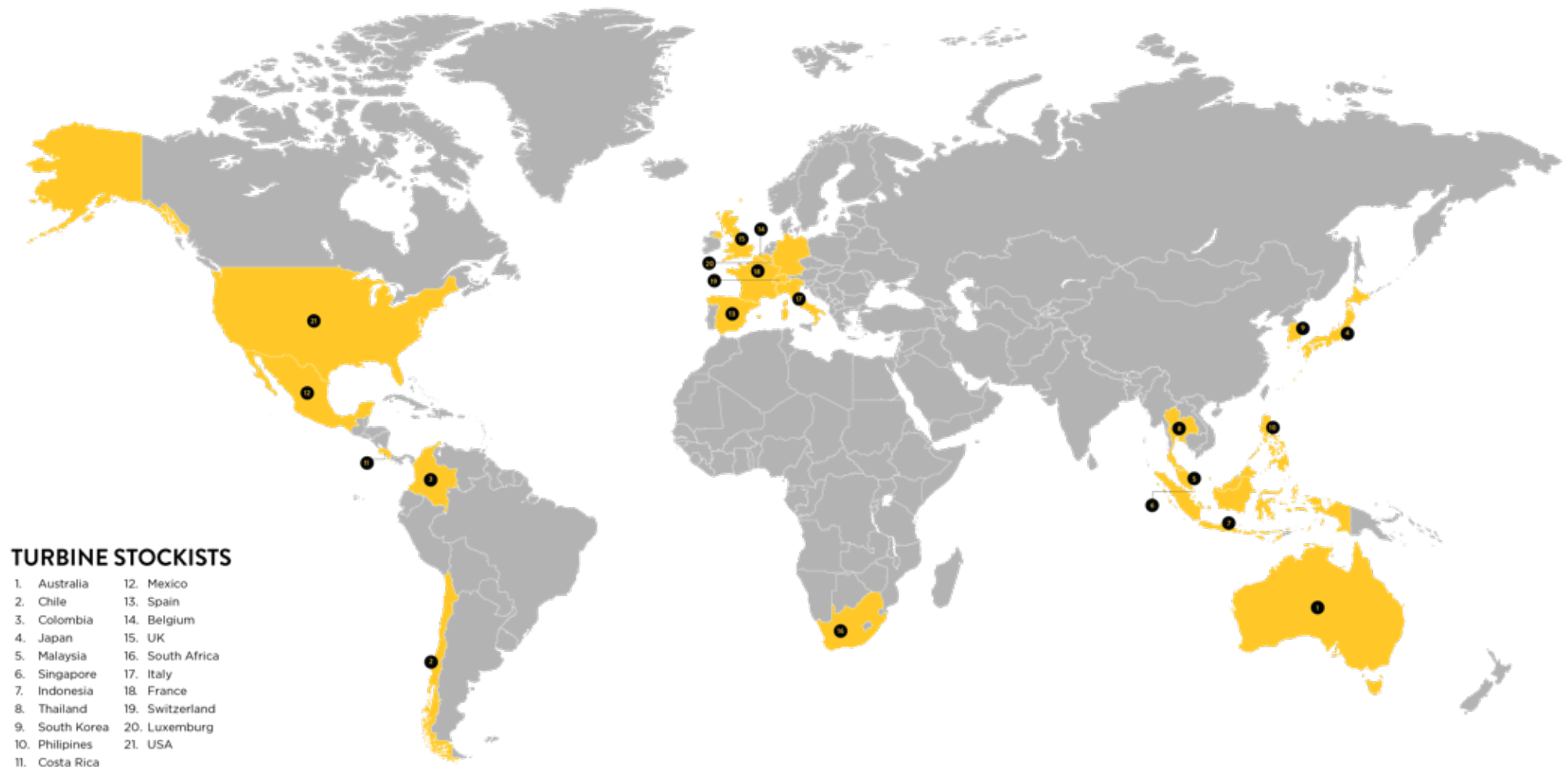


¹ National Sporting Goods Association 2011

² American Outdoor Foundation 2012

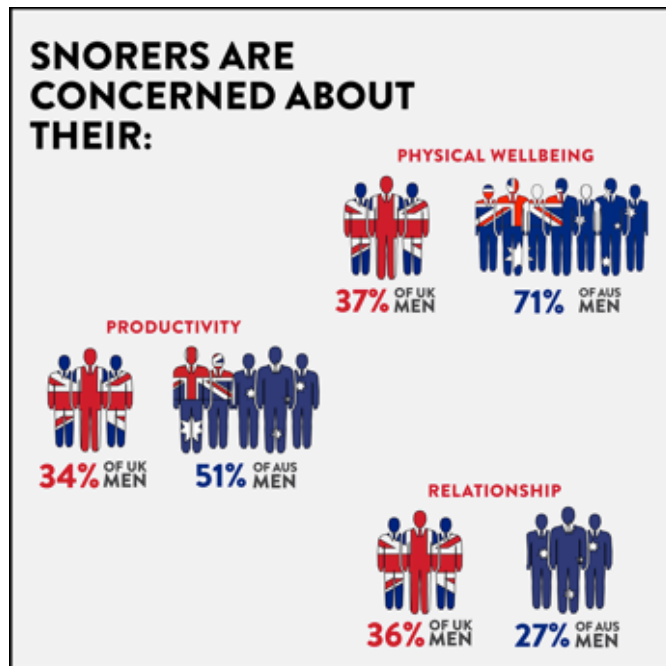
³ AustRoads & the Australian Bicycle Council 2011

EXPANDING TURBINE DISTRIBUTION FOOTPRINT



SNORING IS A **MASSIVE GLOBAL MARKET**

- 45% of people in the UK snore – 22 million people
- 64% of American households have a snorer – (78 million households)
- 19% of Japanese snore – 24 million people



SNORING MARKET - DISTRIBUTION FOOTPRINT

Australia
Est. 3.5 million snorers



symbion



Approx. 3,500
pharmacies



United Kingdom
Est. 22 million snorers



2,511
pharmacies



Japan
Est. 24 million snorers



53,304
pharmacies

USA
Est. 78 million households have a snorer



33,000
drug stores

Europe
Est. 111 million snorers



Approx. 150,000
pharmacies

ESTABLISHED PRODUCTION AND LOGISTICS



- Provides UK warehousing, customs and logistics support
- Distribution into Boots warehouses



- Provides global logistics support from its Hong Kong Hub.
- Drop ships to key US and European Distribution warehouses
- Provides direct to consumer fulfillment services



CHINAMED PRODUCTS (CHINA) LTD.

- Situated in the city of Jiaotang, Gaoyao, Zhaoqing in China's southern Guangdong Province
- Certified ISO13485-2003 and QSR820 facility
- RNO has 5 Dedicated tooling, production, assembly and packaging lines



TECHNOLOGY AND BRANDS


TURBINE

Turbine is a sports breathing technology designed to make breathing easier during aerobic activity. Designed to sit comfortably inside the nose.

Turbine allows you to take in 38% more air with every breath. By optimising every breath and making it easier and more efficient to do so, Turbine may improve your performance, boost your endurance and aid your recovery. Turbine has been readily adopted by some of the world's best athletes including 2013 Tour de France winner Chris Froome.

Turbine is available in selected premium sports stores and at www.theturbine.com



A close-up profile shot of Chris Froome wearing a black and blue KASK helmet with 'SKY' branding. He is also wearing white-framed sunglasses and a black cycling jersey with 'SKY' visible on the shoulder. The background is a blurred outdoor scene.

Great piece of equipment. Less energy and distraction with breathing means I can use more energy in other important parts of my riding, like focusing on power, cadence and keeping my head in the game."

Chris Froome @ 2015 Tour de France

CHRIS FROOME – 2013 and 2015 WINNER OF THE
TOUR DE FRANCE

GROWING PRESENCE IN THE US\$32BN GLOBAL SPORTS & NUTRITION MARKET



- Distribution in 19 countries
- RRP US\$27.95
- Approximately 10 uses per product (less than \$1 a day)
- Optimizing and controlling airflow has advantages in sport and aerobic performance
- Sold on line and through sporting goods stores



"Elite performance is based around a multitude of small decisions- training, eating, recovering and sleeping are just a few. The Turbine is a no-brainer, it can improve the efficiency of your breathing and therefore optimize your performance. Passive improvement gains are few and far between, give this one a try..."

Mitchell Anderson,
SPORTS DOCTOR & PROFESSIONAL TRIATHLETE

CLINICAL TRIAL

The Objective

To study nasal airflow with and without an intranasal dilator device*

The Subjects

Group of 20 healthy individuals (male and female of varying ages).

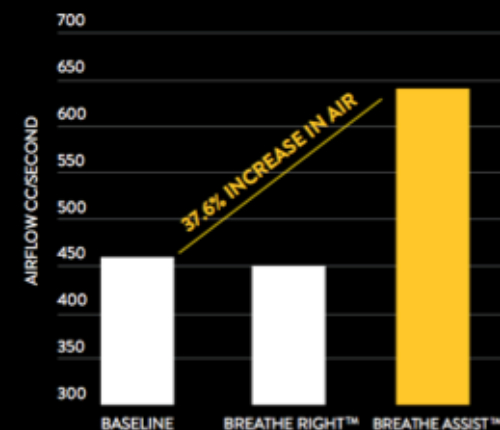
The Test

Controlled Rhinometry test where the amount of nasal airflow was measured using a Rhinomanometer

The Findings

On average the intranasal dilator provided a 38% increase in airflow.

*Proof of concept clinical trial (early prototype of Turbine)
S.Braham, Royal Victorian Eye and Ear hospital



HOW IT WORKS

Breathing with Turbine increases the efficiency of getting air into your lungs, which allows you to reach maximum potential.

- Clinically proven to increase airflow, on average by 38%
- Reduces the energy exerted during breathing (by minimising resistance at the nasal valve)
- Maximises intake of warm, filtered and humidified air
- May reduce breathing difficulties related to obstructed nasal passages
- Assists with mental focus by providing valuable biofeedback about breathing nasally, a mechanism which also promotes nitric oxide release to optimise blood flow in the lungs
- May improve physical recovery by minimising the cost of breathing and allowing efficient, relaxed breathing patterning



AS SEEN ON...



Luke Bell
Australian triathlete



Annabel Luxford
Australian triathlete



Adam Gordon
Australian triathlete



Jack Bobridge
Australian track team



Mark Monea
Freestyle motocross
rider and winner of
Monster Cup
Best Trick



Michael Ronning
Downhill mountain biker



Paul Van Der Ploeg
World XC Eliminator
champion



Shannon Rowbury
1500m-Olympian



Chris Froome
2013 Tour De France
winner



Calvin Watson
Professional cyclist,
Trek Factory Racing



Rachel Neylan
Orica GreenEDGE
cyclist



Baden Cooke
International
Talent Manager
and ex Orica
GreenEDGE rider



Matt Goss
MTN-Qhubeka



Jack Bobridge
Budget Forklifts cyclist

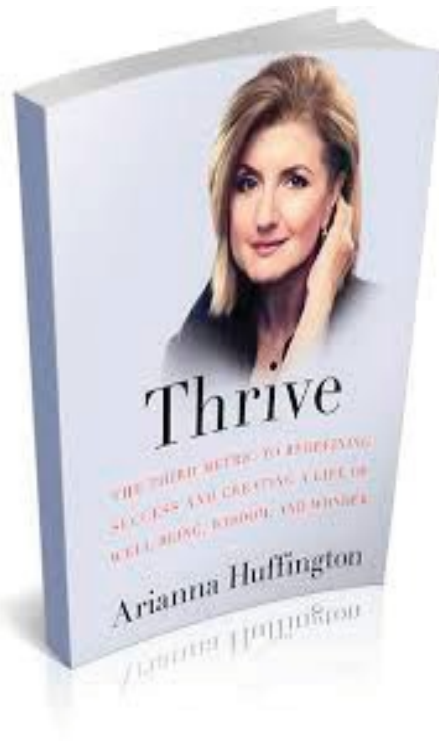
STRONG PROMOTIONAL PROGRAM



HOW WELL
DID YOU SLEEP LAST NIGHT?



SLEEP HEALTH HAS **GONE MAINSTREAM**



“The science is pretty incontrovertible, that sleep deprivation affects every aspect of our health and cognitive performance.”

ARIANNA HUFFINGTON

SLEEP IS THE **HEALTH CRISIS** OF THE 21ST CENTURY

- 90 million American adults snore NATIONAL SLEEP FOUNDATION
- 70% of young Americans are sleep deprived NATIONAL SLEEP FOUNDATION
- Poor sleep is a significant contributor to major health & safety accidents
- Snoring & sleep disordered breathing may lead to dementia APRIL 2015, TIME MAGAZINE
- 80% of patients who suffer from Sleep Apnea market remain undiagnosed Resmed/Phillips Respironics
- Spending on sleep aids increased 5.6% annually since 2008

“Sleep has finally emerged from the darkness and gained the limelight as a critical American health issue.”

THE WORLD IS **SLEEP DEPRIVED**



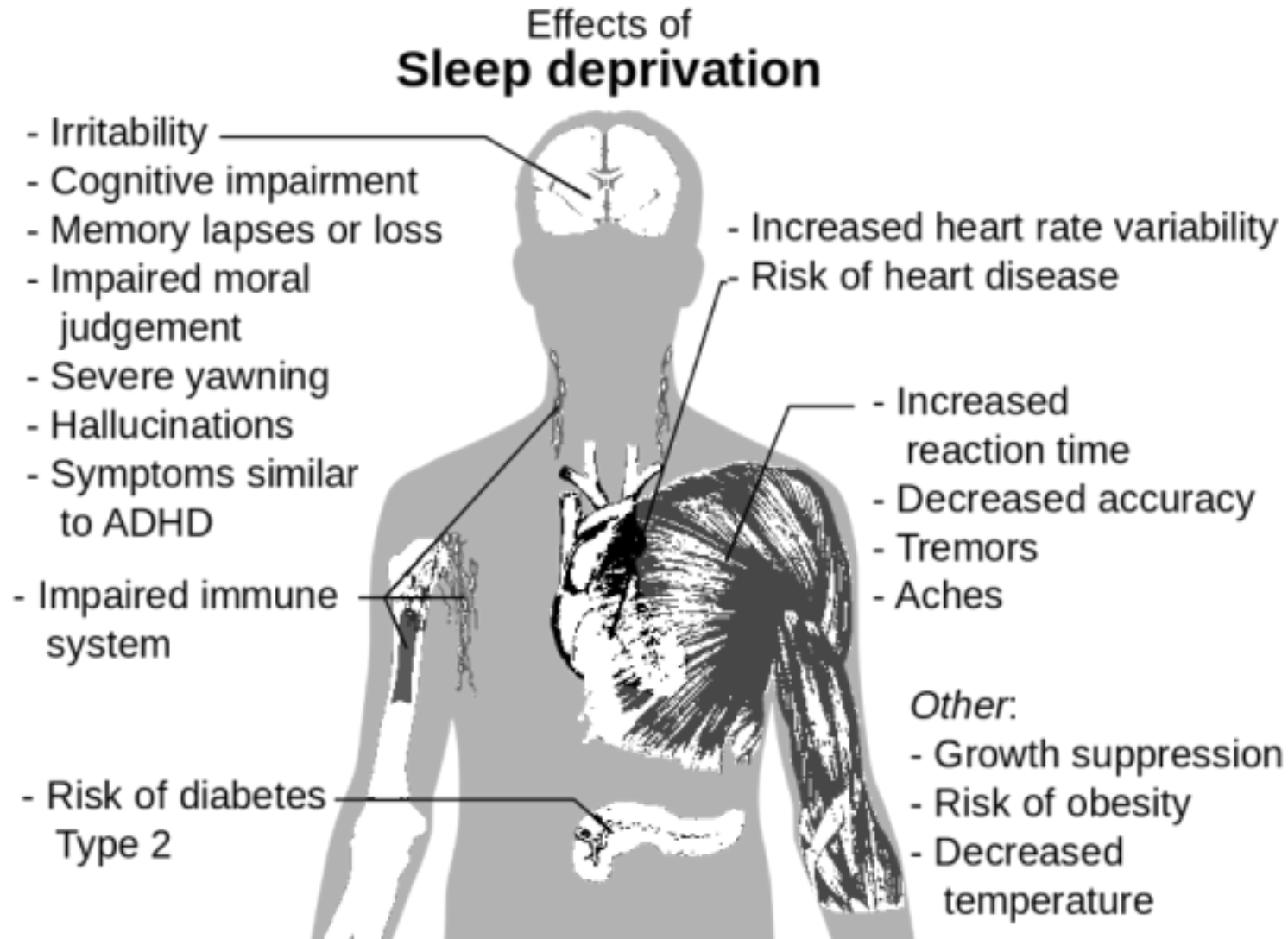
1950: Arsenal win FA CUP
Average sleep – **9 hrs**



2014: Arsenal win FA CUP
Average - **6.5 hrs**



POOR SLEEP CONTRIBUTES TO **POOR HEALTH OUTCOMES**

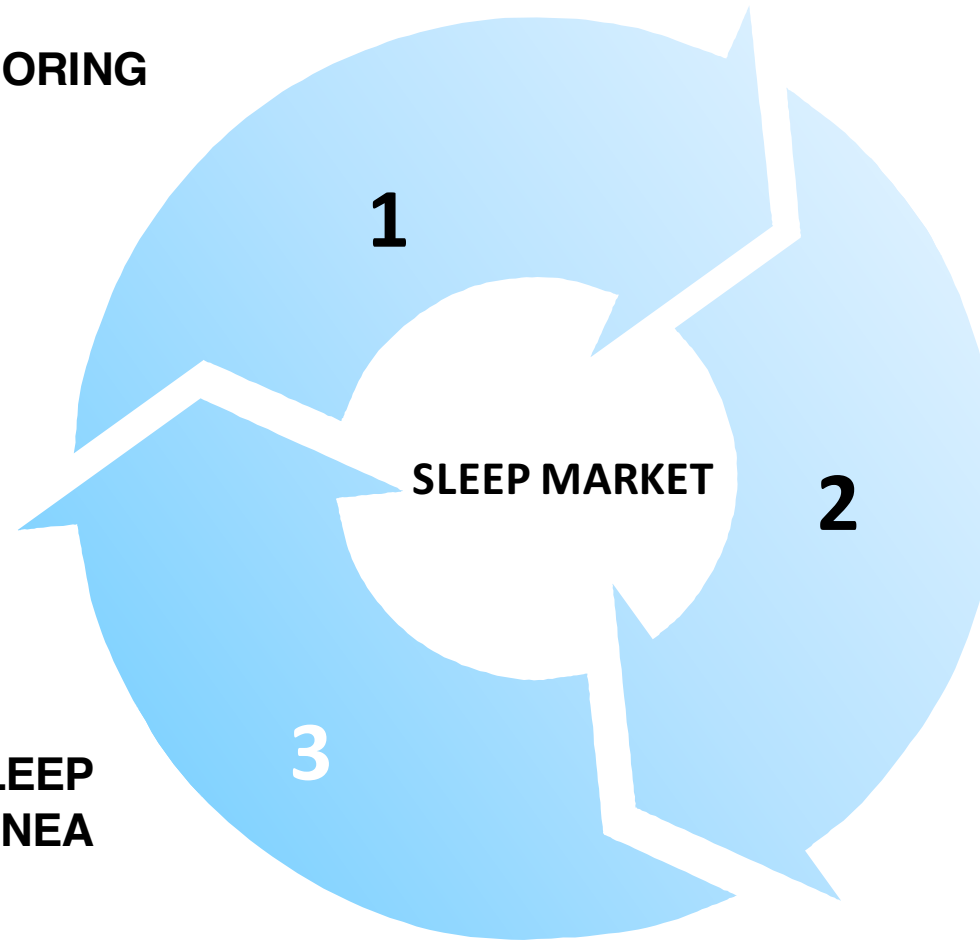


CLEAR LINEAR PROGRESSION IN SLEEP MARKET

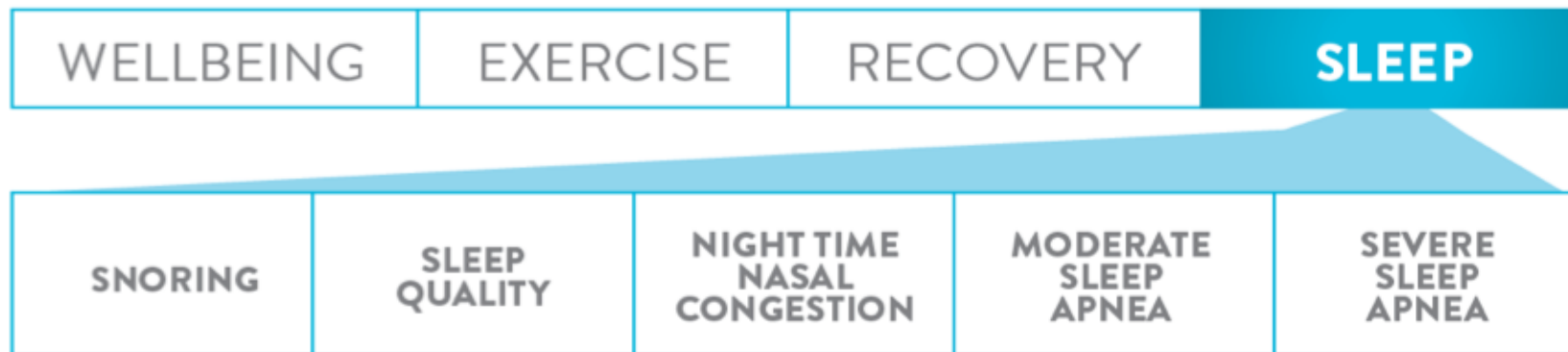
PHASE 1- OTC SNORING

**PHASE 3 - SLEEP
APNEA**

**PHASE 2 - SLEEP
QUALITY**



RHINOMED IS CREATING A POWERFUL FRANCHISE IN A HIGH GROWTH MARKET



ANCHORED BY A PATENTED CATEGORY DEFINING BRANDED TECHNOLOGY



- RRP US\$ 24.95
- Less than a dollar a day
- 1 pack = 1 months supply (10 uses per product)



BACKED BY **PROVEN EFFICACY**

"I'm concerned about my own snoring" - **75%**

"I've woken myself up" - **55%**

"My partner feels sleep deprived because of my snoring" - **46%**

"I'm concerned about my personal relationship with my partner" - **27%**

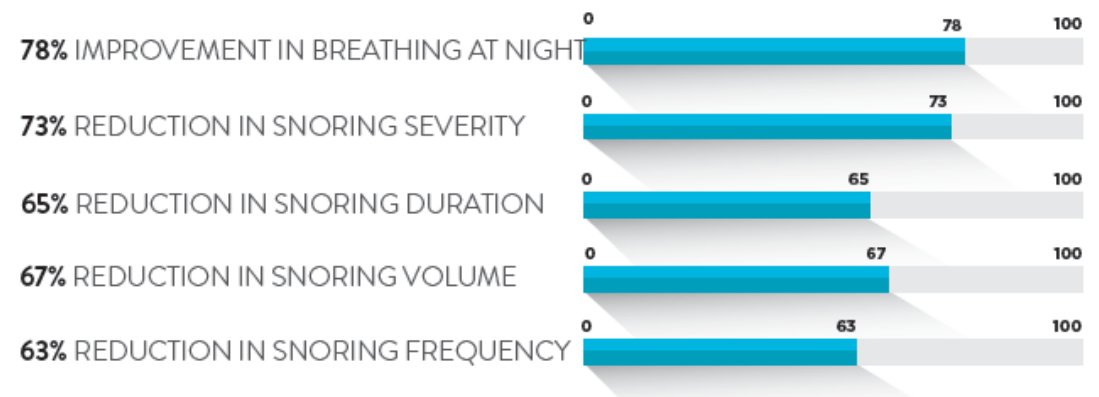
MUTE WORKS - IN HOME USER PRODUCT TRIAL RESULTS



OF THE SUBJECTS
REPORTED A
**REDUCTION
IN SNORING**

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

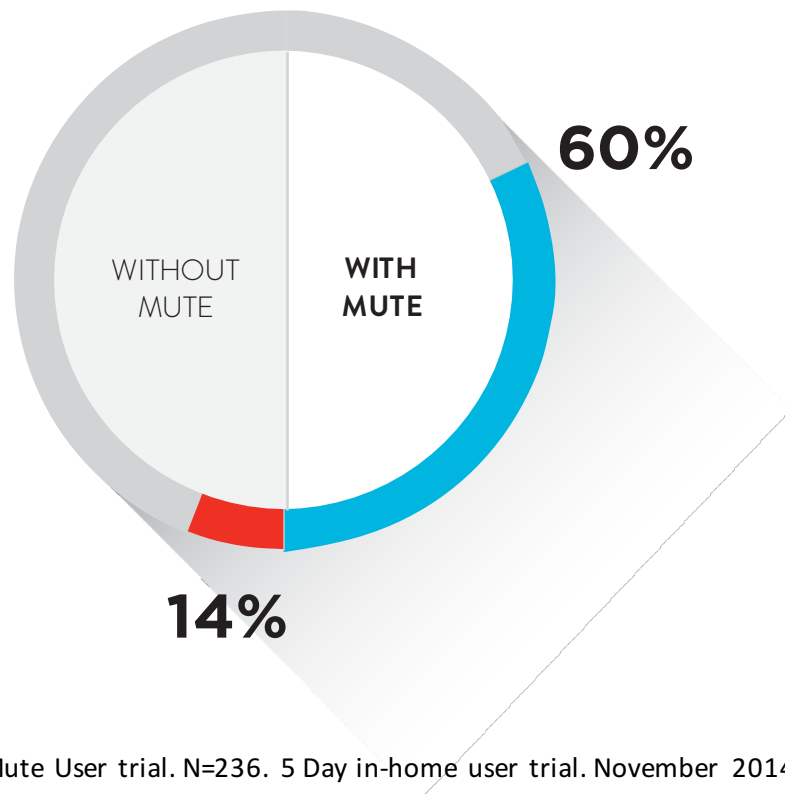
MUTE USERS EXPERIENCED IMPROVEMENTS ACROSS THE BOARD



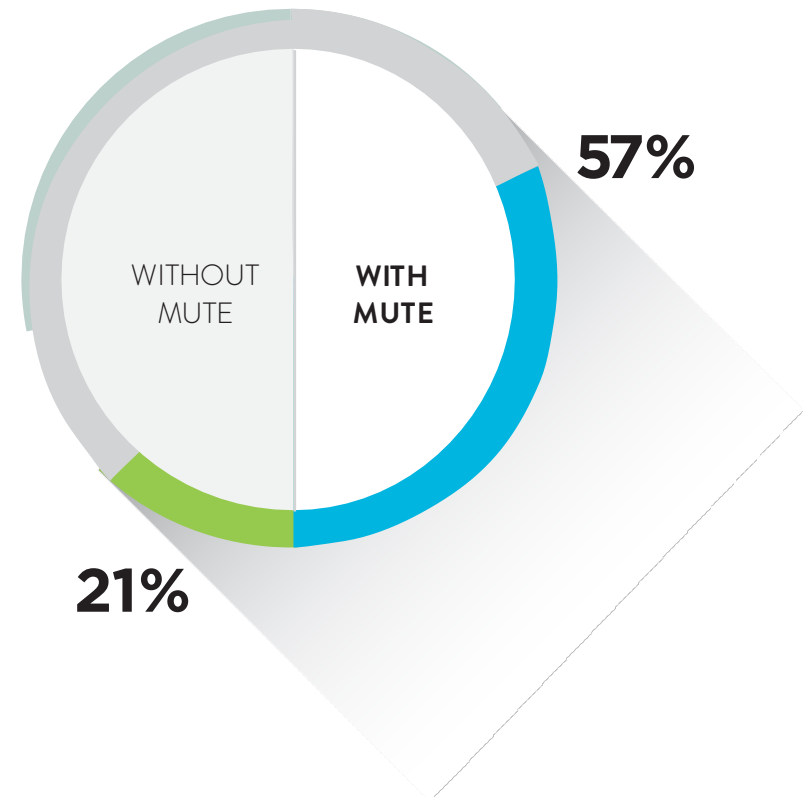
Mute User trial. N=236. 5 Day in-home user trial. November 2014

NOT ONLY REDUCES SNORING BUT PROVEN TO IMPROVE SLEEP QUALITY

GOOD/EXCELLENT SLEEP QUALITY
PARTNER



GOOD/EXCELLENT SLEEP QUALITY
SNORER



Mute User trial. N=236. 5 Day in-home user trial. November 2014



61% of partners slept through the night

Without Mute more than 50% partners
reported being woken 3+ times per night
from snoring

80% reported snoring has a high or
extreme impact on their ability to get a
good nights sleep

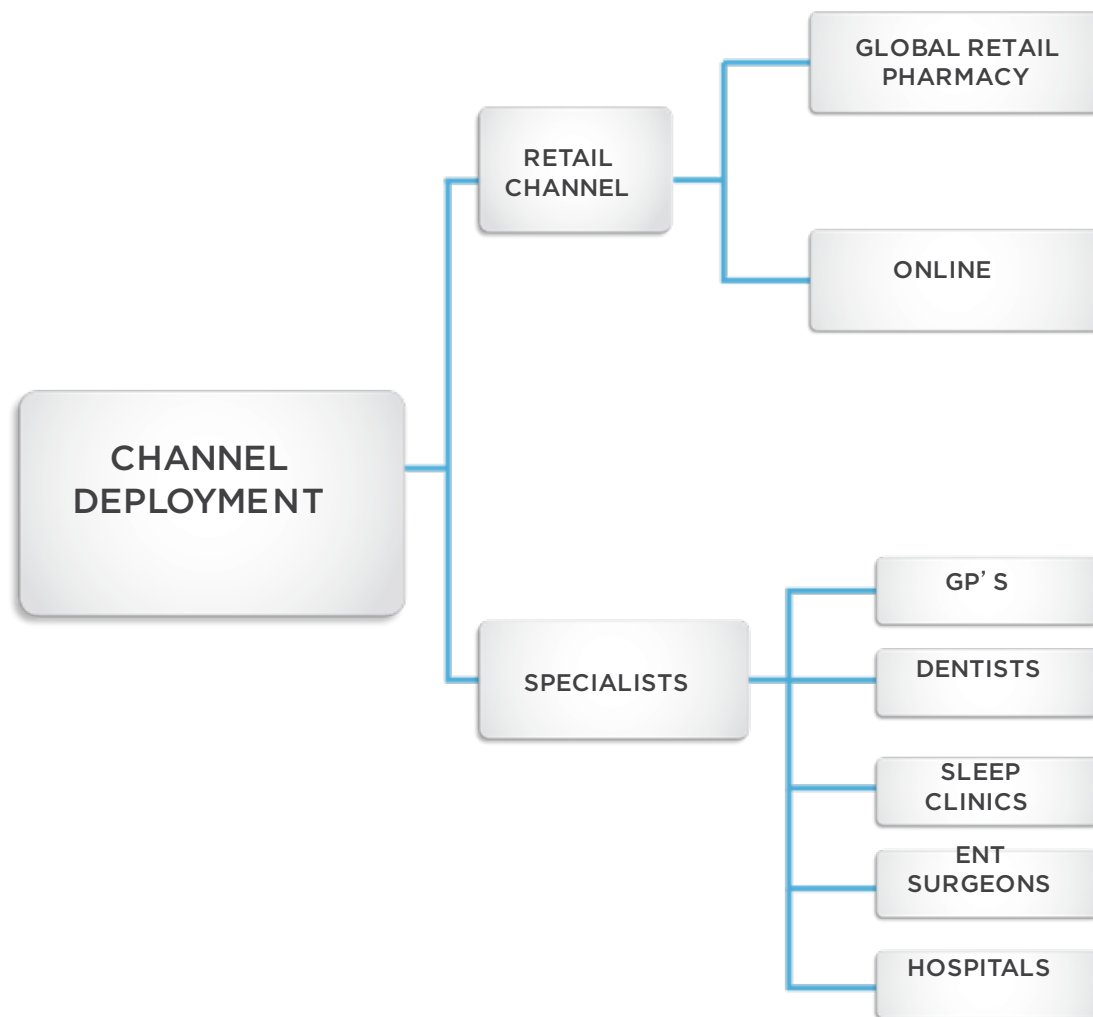
53% of men woke up feeling better

When using Mute they felt more rested in the morning and woke less at night.

Without Mute 47% reported feeling tired in the morning and 67% of waking a lot during the night

61% want to keep using Mute

MUTE IS BEING ROLLED OUT THROUGH A **MULTI-CHANNEL DEPLOYMENT MODEL**



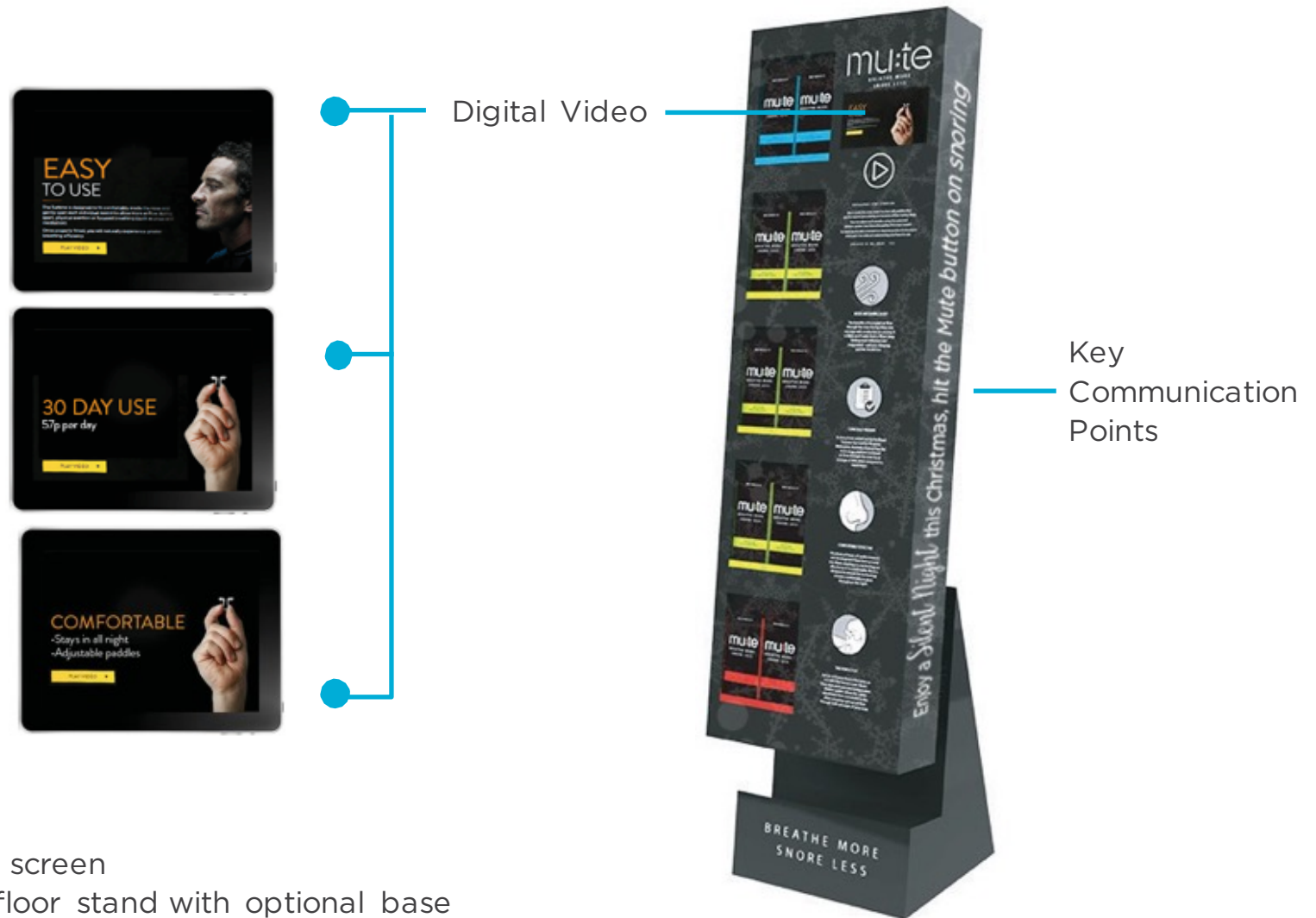
SUPPORTED BY A STRONG PHARMACY PRESENCE



- Holds 30 packs
- Illuminated logo
- Product information video screen
- Stand with optional base
- Holds product brochures & disposable sizing tool



AND SEASONAL IMPULSE/FLOOR PROMOTION



- Holds 30 packs
- Illuminated logo
- Product information video screen
- Can be used as a wing or floor stand with optional base
- Holds product brochures & disposable sizing tool

PROMOTIONAL PROGRAMS

CUT THROUGH CREATIVE CAMPAIGNS



**DIVORCE
LAWYERS
HATE IT.**

Snoring has the capacity to destroy a relationship. Finally though, help is at hand.

Mute is a new medical technology worn comfortably in the nose during sleep, designed to open the airways and reduce snoring.

User trials of Mute discovered that 70% of couples found it more effective than other snoring products tried in the past; 75% of snorers saw a reduction in both the frequency and volume of their snoring; and reports of 'good/comfortable sleep quality' from the partners of snorers jumped from 14% to 60%.

Try Mute tonight - all you have to lose is sleep.

mu:te
BREATHE MORE
SNORE LESS

mutesnoring.com

YOUR FREE TRIAL.

Be among the first 200 readers to register your details at mutesnoring.com to receive a free starter pack and discover the benefits of Mute for yourself.



**SWEET
DREAMS
ARE MADE
OF THESE.**

Find the sleep you've been missing at mutesnoring.com

**BECOME
A SILENT
PARTNER.**

Find the sleep you've been missing at mutesnoring.com

**A SOUND
SOLUTION.**

Find the sleep you've been missing at mutesnoring.com

SNOREGUST PROGRAM

- Raising public awareness through a community education campaign driven via strategic key partnerships
- Prototyped in Australia in August 2015.
- To be rolled out globally in 2016



SNORING APP
to record your snoring
& sleep quality

Snoregust
GIVE SNORING A REST

**MEDIA PARTNERS
SPOKESPEOPLE**

- Celebrity GP's
- Couples/relationship counsellors

mu:te

**MEDICAL
ENDORSEMENT**
Sleep Specialists, ENT
Doctors & Surgeons

RETAIL PARTNER
Drive consumer awareness
& education

**STRATEGIC BRAND
PARTNERSHIPS FOR
SNOREGUST PACK GIVEAWAYS
& CROSS PROMOTION**

- PJ's
- Pillows
- Bed linen
- Hotels, B&B's
- Fitness clubs, gyms, yoga studios

MAJOR CHRISTMAS PROMOTION – **SILENT NIGHT**



ENJOY A SILENT NIGHT THIS CHRISTMAS!
HIT THE MUTE BUTTON ON SNORING.

- Targeting families
- Supported by:
 - Social media
 - PR
 - Radio
 - Print media
 - In store promotion

ONGOING SEASONAL MARKETING SUPPORT



VALENTINES DAY
The gift of true love.
Hit the Mute button on snoring.



MOTHER'S DAY
Give mum what she really wants.
Hit the Mute button on snoring.



FATHER'S DAY
Do it for the kids
Hit the Mute button on snoring for your health and well being.

- INSTORE IMPULSE BUY POSITION
- BOOTS ADVANTAGE CARD PROMOTIONS & SPECIAL OFFERS
- SOCIAL & PR
- DIGITAL MEDIA

CATEGORY ANALYSIS

US MARKET - A COMPELLING OPPORTUNITY



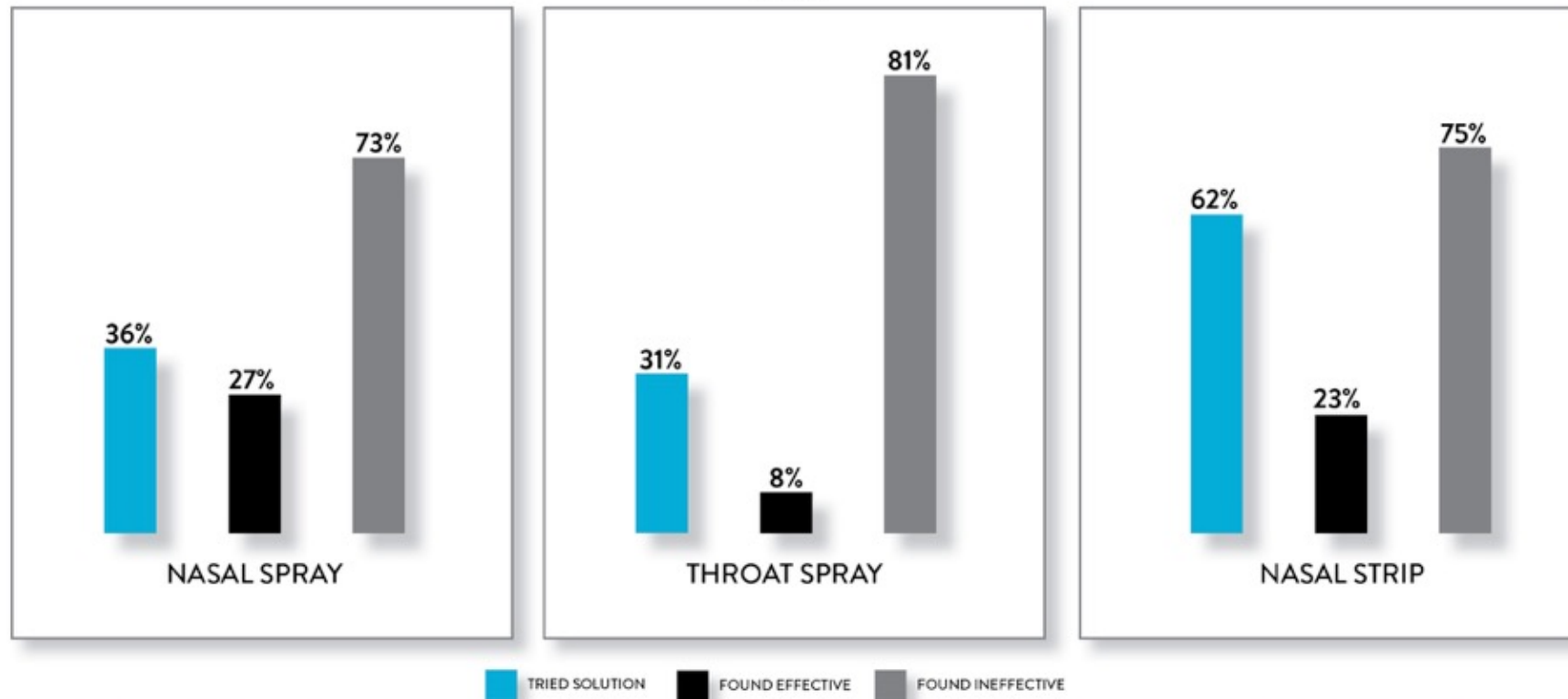
CURRENT SOLUTIONS ARE LACKING

Snorers can't find an effective OTC solution:

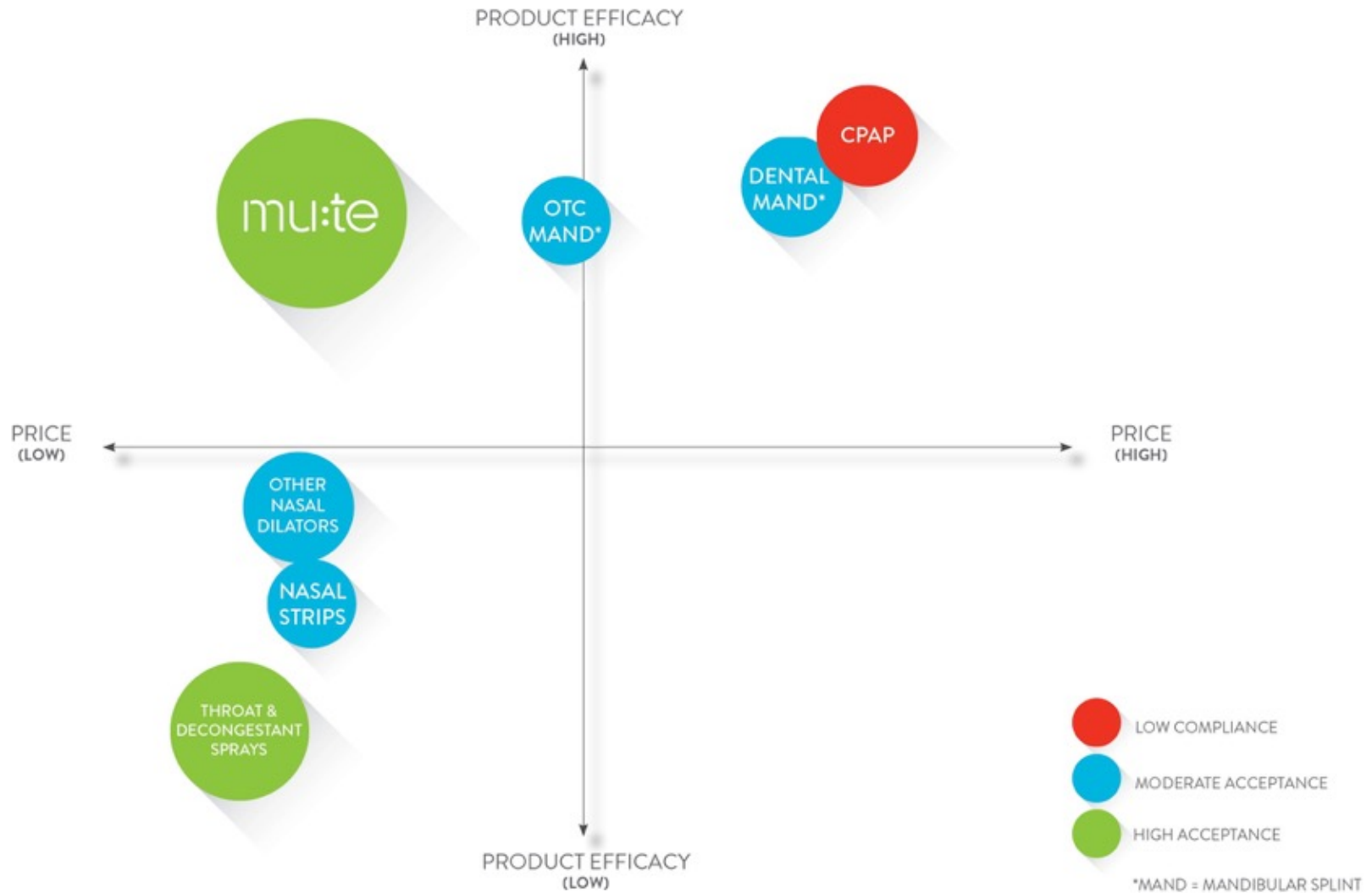
- **73%** of nasal spray users find them **ineffective**
- **89%** of throat spray users find them **ineffective**
- **75%** of nasal strip users find them **ineffective**

CONSUMERS RATE POPULAR SNORING SOLUTIONS

n=867



MUTE HAS A CLEAR MARKET POSITION



MUTE IS RAPIDLY **GAINING CUSTOMER SUPPORT**

The UK has the loudest snorer ever recorded at 111 decibels - 8 decibels louder than a low flying jet!



"I've snored since I was five and over the years have tried pretty much everything. I've even considered surgery. The sound often wakes me up and most nights my husband Colin has to retreat to the spare room.

I've tried Rhinomed's product Mute a few times now and haven't woken myself up once. My husband says my snoring is much reduced and much quieter, so I'm going to keep using it."

JENNY CHAPMAN - APRIL 2015

Jenny Chapman in 2009 courtesy of The Telegraph
<http://www.telegraph.co.uk/news/health/news/6342113/Britains-loudest-snorer.html>

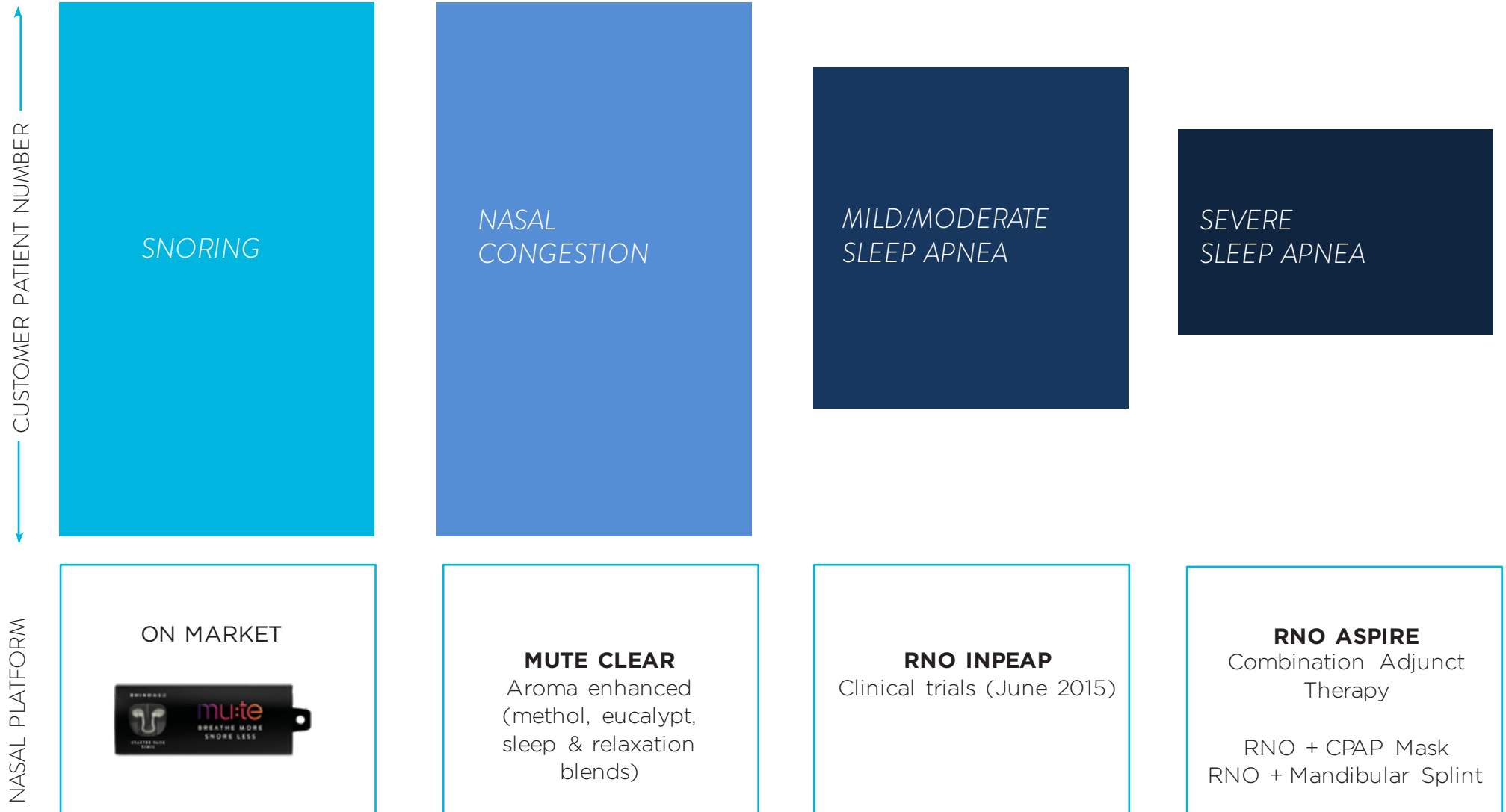
I tried the Mute device last night. It's the best night sleep I've had for sometime. Breathing did seem easier. I have a friend whose husband snores really bad so I'm going to tell her about them.

SUE, NSW

1. Mute addresses a fundamental unmet need in the snoring category as both a stand alone and combination therapy.
2. Mute can maintain a favourable price point, whilst still being accessible to the broader market and tolerated as a dual therapy alongside expensive snoring products (MADs & CPAP).
3. Utilising consumer insights, the marketing support for Mute centres around education:
 - reengaging couples in the search for a solution.
 - converting unsatisfied strip and dilator/plug customers.
 - creating awareness in customers not yet taking action.

CLINICAL INNOVATION PIPELINE

AN END TO END **SLEEP CATEGORY SOLUTION**



THE BILLION DOLLAR **SLEEP APNEA 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 |

70% of all OSA patients are MILD OSA

- REVENUES - CURRENTLY \$19 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

HAS 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.

CAN EXISTING THERAPIES ACQUIRE OR RETAIN PATIENTS?

A REVOLUTIONARY APPROACH TO **MODERATE SLEEP APNEA**

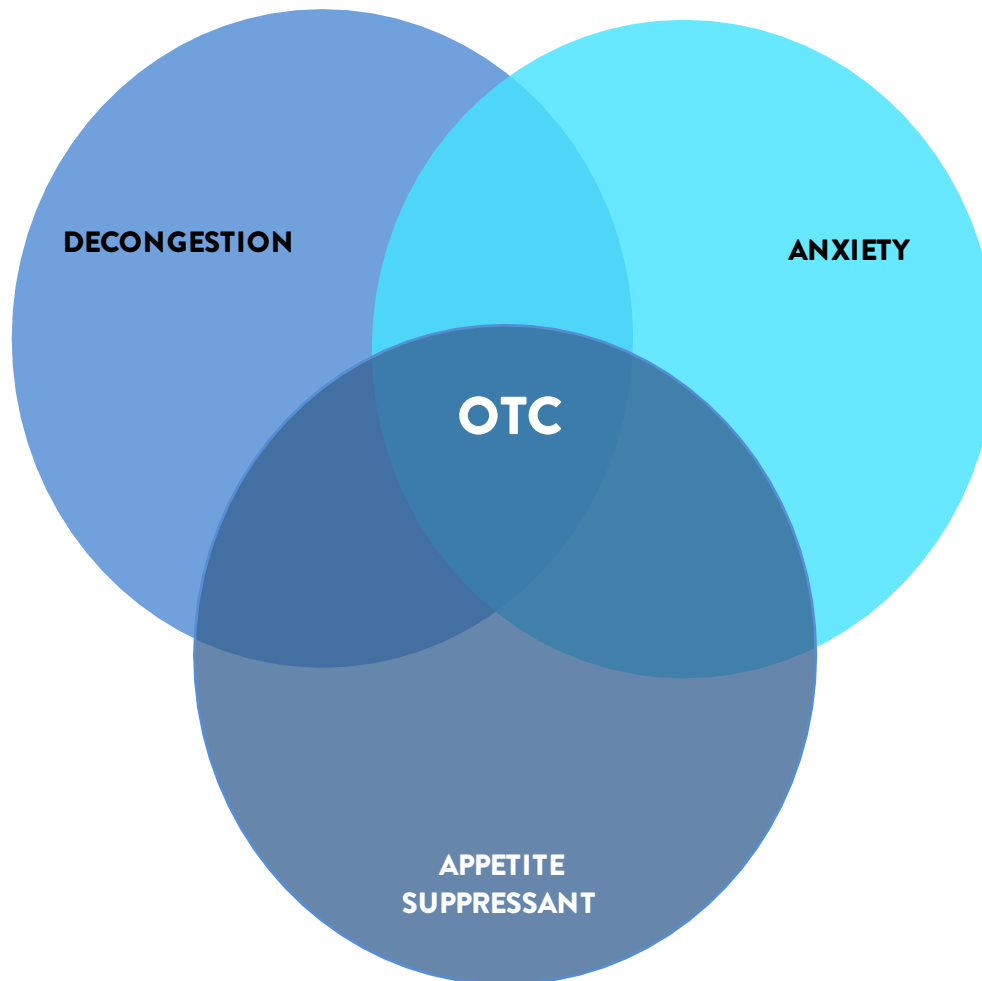


Intranasal Positive Expiratory Airway Pressure (INPEAP)

- Patented INPEAP technology
- Targeting 70% of OSA patients with moderate OSA (AHI 14-29)
- Low invasive
- Well tolerated
- Nasal Stenting coupled with nasally delivered EPAP
- Trial underway at Monash Lung and Sleep Dept. Monash Health

OTC INNOVATION PIPELINE

TARGETING NASAL CONGESTION & WELLNESS OPPORTUNITIES



DECONGESTION

- Proprietary formulation of organic essential oils
- Decongestant
- Targeting use in sport and wellness

ANXIETY

- Relaxation and sleep problems
- Between 2006 - 2011 OTC sleep aids grew by 31%
- Proprietary formulation of organic essential oils

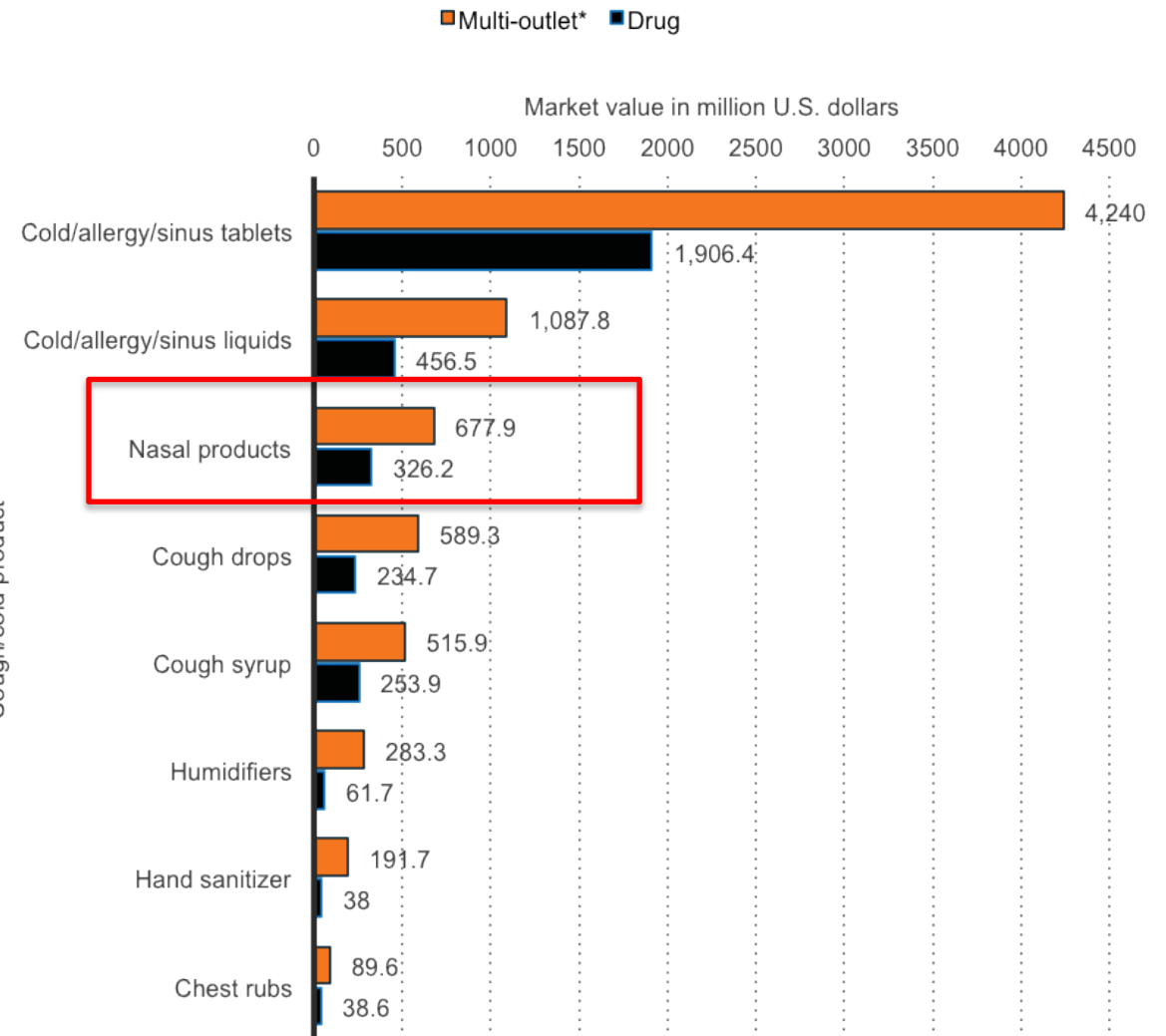
APPETITE MANAGEMENT

- Weight management market
- Direct to consumer program
- Proprietary formulation of organic essential oils

NEXT GENERATION NASAL DECONGESTANT



Cough/cold product



DRUG DELIVERY – PROOF OF CONCEPT



- **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** SUMATRIPTAN PRESCRIPTIONS

KEY ACHIEVEMENTS FEB 2013 – JULY 2015

- Feb 2013 - New management commences and turn around begins
- April 2013 - Business review complete
- May 2013 - Development program commences
- July 2013 - Appoints manufacturing partner
- Aug 2013 - Capital raise successfully completed – AUD\$1m
- Nov. 2013 - Name Change to Rhinomed Limited
- Feb 2014 - New Board appointments
- Feb 2014 - Commences preclinical drug delivery program
- Feb 2014 - Turbine released at Tour down under
- Feb 2014 - Capital Raise successfully completed – AUD\$2.5m
- April 2014 - Distribution in Australia commences
- July 2014 - Turbine successfully registered with USFDA
- Aug 2014 - Chris Froome comes 2nd wearing Turbine in Vuelta a Espana
- Sept 2014 - Successful exhibition at Interbike 2014
- Oct- Dec 2014 - Turbine awarded CE Mark
- Oct- Dec 2014 - Turbine distribution expands to 14 countries
- Dec 2014 - Mute delivers success in 75% reduction in snoring in user trial n=236
- December 2014 - Mute successfully registered with USFDA, awarded CE mark and Australian TGA
- February 2015 - Next generation Turbine released
- April 2015 - Australian wholesale distribution with Symbion and Sigma for Mute begins
- May 2015 - International Business development activity commences
- June 2015 - Rhinomed exhibits at AASA Sleep2015 conference in Seattle
- June 2015 - Rhinomed exhibits at Bio2015 in Philadelphia
- June 2015 - Ethics approval and commencement of INPEAP Obstructive Sleep Apnea clinical trial at Monash
- July 2015 - Chris Froome joins as global Turbine ambassador
- July 2015 - Turbine distribution in 19 countries
- July 2015 - Chris Froome wins Tour de France with the Turbine
- July 2015 - Rhinomed IP portfolio reaches 60+ patents, 13 of which are granted - extending portfolio out to 2037
- Aug 2015 - Secures distribution in UK through global Pharmacy chain Boots

INVESTMENT PROPOSITION

- Business is rapidly expanding its distribution footprint through high quality distribution partners
- Key focus will be expansion of sleep franchise – retail and professional channel in:
 - UK
 - US
 - Asia
- Offices will be opened in the US and the UK to support roll out
- Company buys and sells in USD, maintaining a natural hedge against AUD movement

Revenue streams with global
growth opportunity

Sport + Exercise
Snoring

Platform extension in high
value opportunities

Olfactory
OSA
Drug Delivery

MICHAEL JOHNSON, CEO

e. mjohnson@rhinomed.global

t. +61 3 8416 0900

w. rhinomed.global