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# MAKING EVERY BREATH COUNT

JULY 2014 - BIOSHARES

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 obsess about the way you breathe and take medication*

**BOARD & MANAGEMENT TEAM**

CHAIRMAN	<i>Martin Rogers</i>
NON-EXEC DIRECTOR	<i>Brent Scrimshaw</i>
NON-EXEC DIRECTOR	<i>Dr Eric Knight</i>
CEO & EXECUTIVE DIRECTOR	<i>Michael Johnson</i>
CFO & Company Secretary	<i>Philip Hains</i>

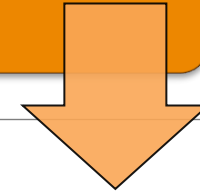
**MARKET DATA**

SHARE PRICE	\$0.046
MARKET CAP	\$18 M
SHARES ON ISSUE	392 M
CASH ON HAND	\$1.5m approx
BURN RATE	\$130k/pm
TOP 20	<20%
Last Qtr Sales	\$200k+

## COMPELLING STRATEGY THAT IS **GAINING TRACTION**

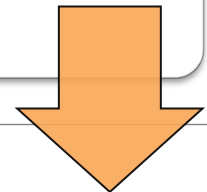
### **SPORT** – IN MARKET

- Establish premium Brand, create early revenues & socialise mass market with nasal device



### **SLEEP** - IN DEVELOPMENT – LAUNCH LATE 2014

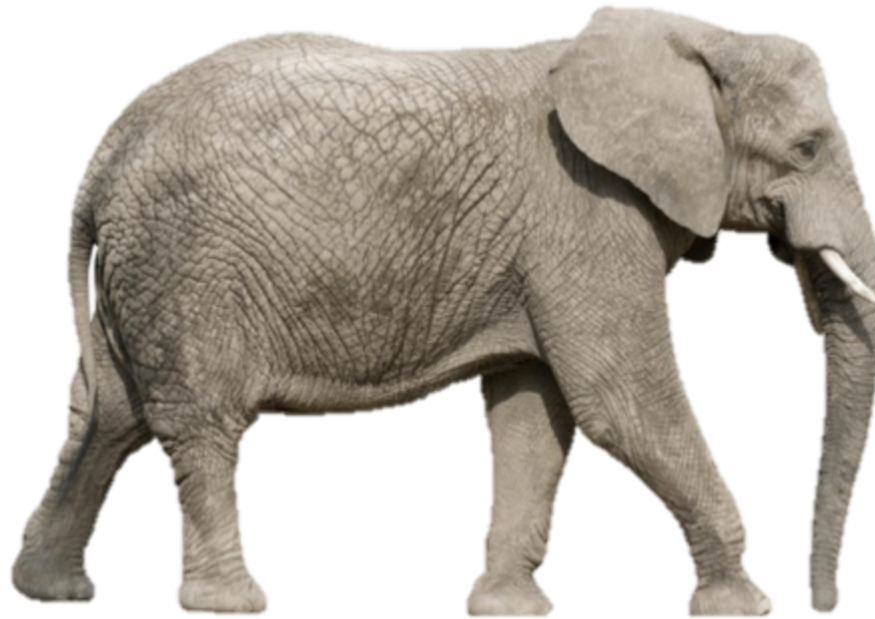
- Address significant unmet needs and dissatisfaction with existing solutions in a growth market



### **DRUG DELIVERY**- IN DEVELOPMENT

- Improve efficacy and compliance issues with existing solutions in competitive markets

# COMPLIANCE – THE BIGGEST CHALLENGE IN PHARMA



- CPAP - <40%
- Medication - significant cause of hospitalisation and adverse events

# SPORT



EVER BEEN  
OUT OF BREATH?

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# THE SECRET TO EASIER BREATHING IS RIGHT UNDER YOUR NOSE.

**TURBINE**  
MAKE EVERY BREATH COUNT

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 35% more air, giving you 15% 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 TECHNOLOGY

- ⦿ Turbine 1.0 launched late January
- ⦿ Fits discreetly and comfortably in the nose
- ⦿ Increases airflow by 38%
- ⦿ Increases power output by up to 5%
- ⦿ Shipping to over 20 countries
- ⦿ 17,000+ subscribers in 5 months
- ⦿ Over 3000 people have sampled
- ⦿ Turbine 1.2 – production underway



# CUSTOMER ACQUISITION STRATEGY



Entry – Elite  
Thousands



Adoption – recreational cyclists  
Tens of millions



Mass – Health & Fitness  
Hundreds of Millions

## AUTHENTICATED BY LEADING ATHLETES



- Introduced at Tour Down Under, Herald Sun Tour and Melbourne Ironman
- Targeting world's elite cyclists and triathletes
- Completed independent Ridewiser Trial
- Adopted and used in Tour of California, Giro D'Italia and in Tour de France

# MULTIPLE CHANNEL STRATEGY



Ecommerce



Specialty Retail



Affiliate program

- Driving Ecommerce through promotion and EDM Programs
- Expanding retail through specialty premier retail stores
- Creating an affiliate program with coaches, trainers and clubs

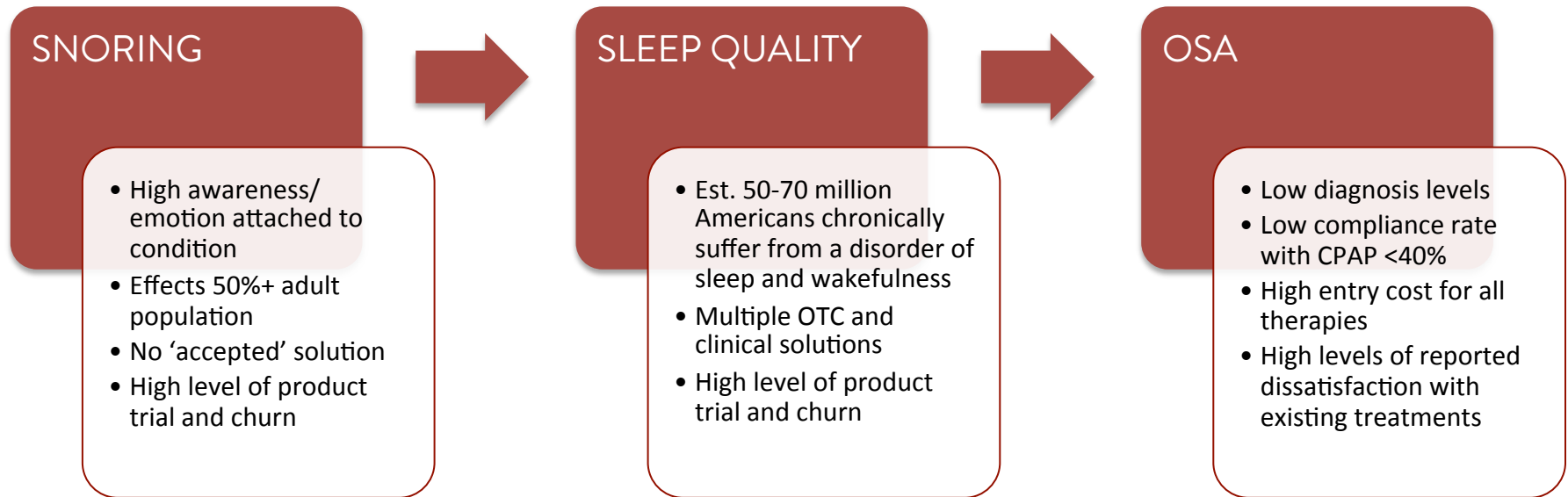
But there's something about these people you should know.....

SLEEP



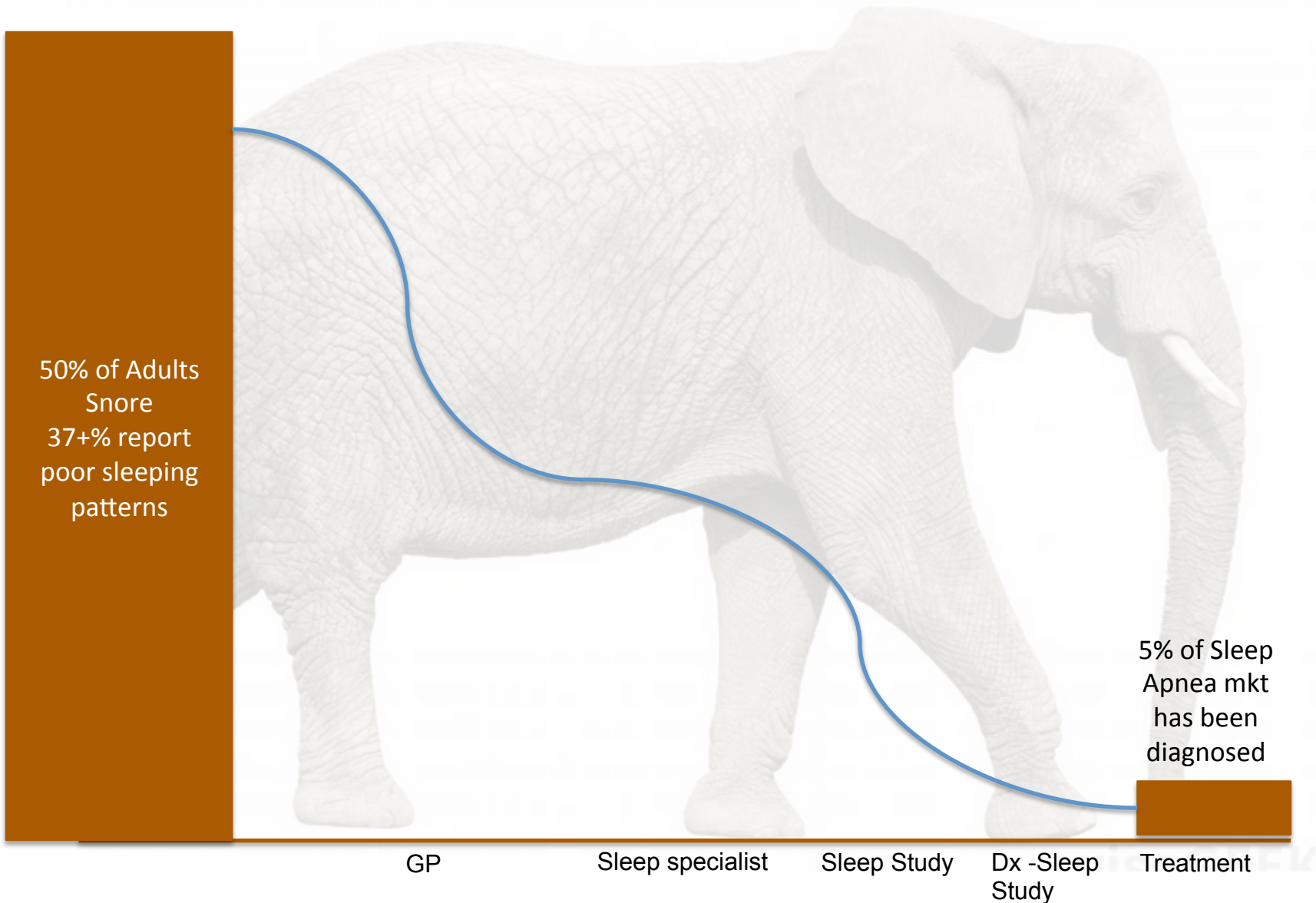
# SLEEP DISORDERED BREATH MARKET \$32.3bn

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- Leverage unmet need for better sleep within sporting community
- Patient dissatisfaction with existing solutions remains high right across Sleep Disorder Breathing market





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50% of Adults Snore  
37+% report poor sleeping patterns

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GP

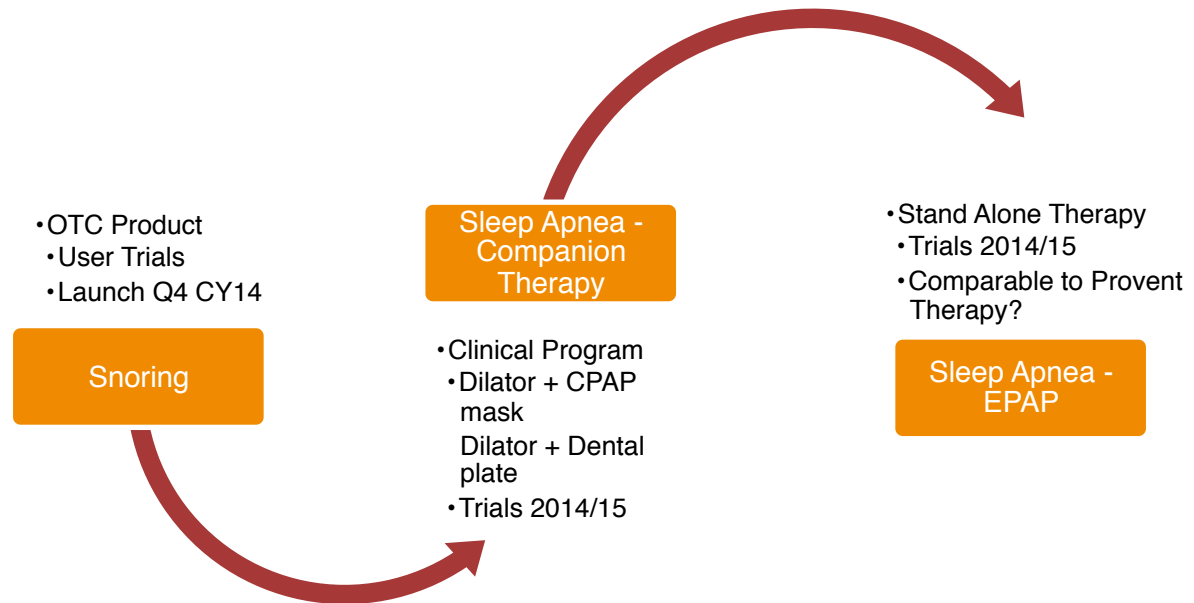
Sleep specialist

Sleep Study

Dx -Sleep Study

Treatment

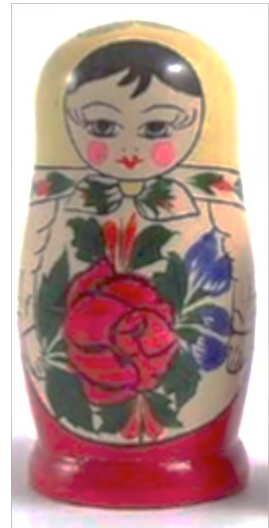
# FOCUS ON EARLY MONETISATION FOLLOWED BY CLINICAL PROGRAM



- Enter using the OTC Sleep market focusing on “Snoring” & leveraging Turbine brand awareness in the consumer markets
- Expand the range to include solutions to a wider range of Sleep Disordered Breathing issues
- Continue clinical research into the role the technology can play as a ‘high compliance/ low invasive solution” – as both a stand alone therapy (similar to Provent therapy) and as a companion therapy to existing OSA therapies

But there's something about these people you should know.....

# WELLNESS



# OLFACTORY PATHWAY – A ROUTE TO APPETITE MANAGEMENT

**\$66.5** billion  
2013  
US WEIGHT LOSS MARKET

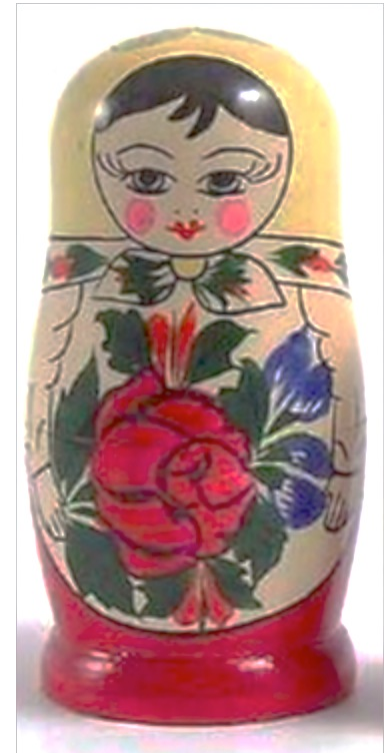
**108** million American dieters make  
4-5 attempts to lose  
weight each year

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

CURRENTLY DEVELOPING PRODUCTION PROCESS  
FOR DELIVERY OF FRAGRANCES

But there's something about these people you should know.....

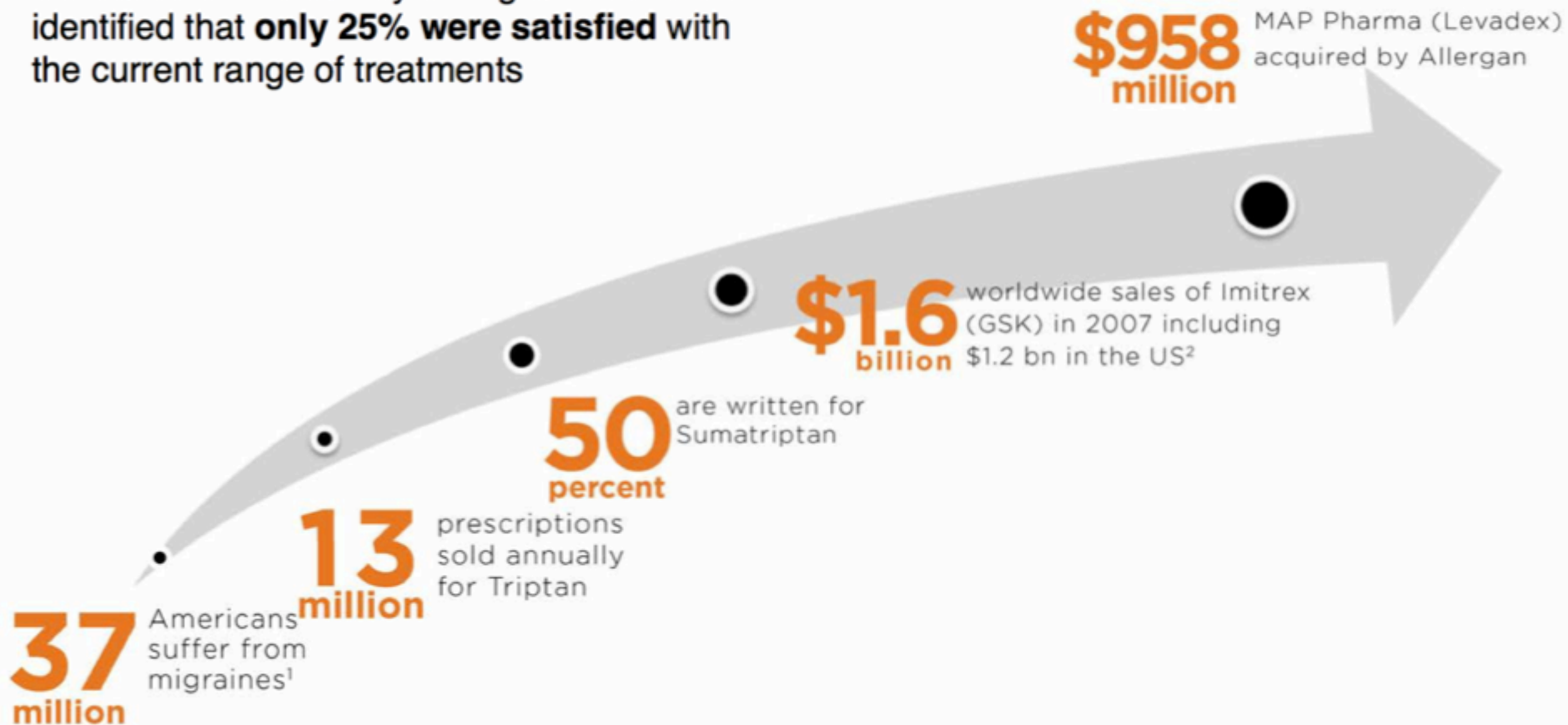
# DRUG DELIVERY





## MIGRAINE RELIEF – A HIGH VALUE OPPORTUNITY

US based online survey of Migraine sufferers identified that **only 25% were satisfied** with the current range of treatments



<sup>1</sup> American Centre for Disease Control & Prevention

<sup>2</sup> IMS



oh, and by the way...



FDA ✓

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

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