

Introducing:  opin

Investor Update

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Matching patients to clinical trials and research studies, anywhere in the world



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80⁺%

of clinical trials and research studies fail to recruit patients on time or on budget¹

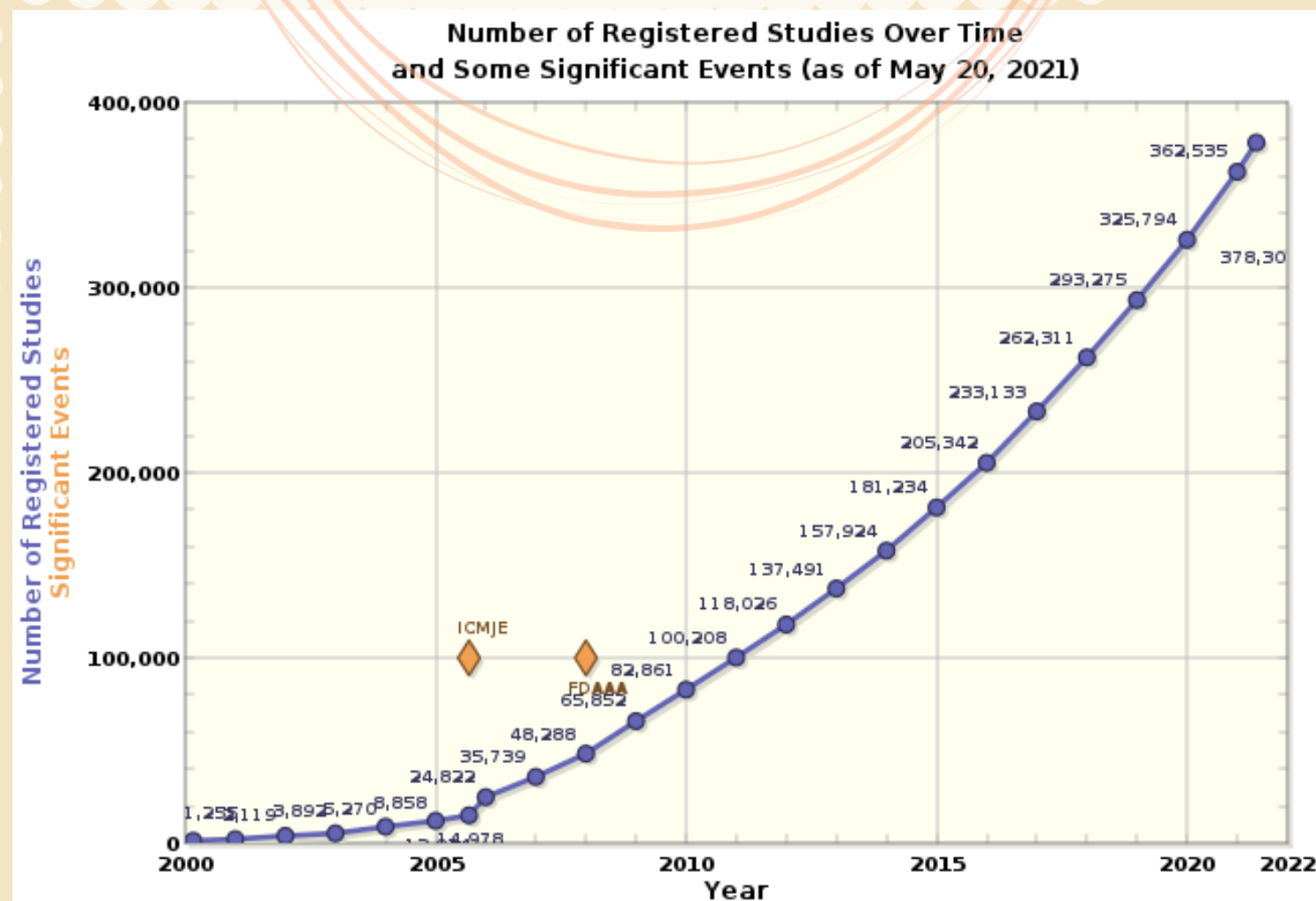
11% of study sites fail to enrol a single patient¹

2-5% of cancer patients participate in a clinical trial or study¹

**Each day a pharmaceutical or device trial is delayed,
it can cost between USD\$600,000 and USD\$8 million in lost sales revenue²**



11-40% clinical trial budget is spent on recruitment ²



Source: <https://ClinicalTrials.gov>

- ▶ Av 29k new trials each year ³
- ▶ Av budget of USD\$19m per trial ⁴
- ▶ Global trials market - USD\$44.3bn in 2020 ⁵
- ▶ US trial support industry growing at 9% p.a ⁶
- ▶ Asia-Pac fastest growing support sector ⁷
- ▶ Recruitment solution market is competitive





What do patients want?

Patients and carers want **to be better** and have **more good days than bad ones**, they want **access to the best care** and best treatments, they want **to feel confident** in their choice of care, **to prevent others from suffering** the way they have and they want to know that they are **doing everything they can** to help themselves.

And if they choose to investigate clinical trials and studies **they want the process to be simple, timely and relevant.**

Patients want to know that medical research may have the answers and that those answers are not too far away.





What do doctors want?

Doctors want to be able to give their patients the best possible care, accurate, timely, and relevant information they want to access one trusted source that can offer a global and local view of clinical trials, they may want to play a part in clinical research, as well as keep up to date with emerging treatments and diagnostics.

Doctors want to know that medical research may have the answers and that those answers are not too far away.





What do researchers want?

Researchers want to see their discoveries **make a difference to patients**, that their discoveries are **tested rigorously, safely, and fairly in clinical trials** and studies they want the study or **trial to begin as quickly as possible** and that means attracting **eligible motivated patients - fast**.

They want to **reduce risks** that may derail or delay their study.

Researchers **can't afford to waste time or money**. But, hundreds of millions of dollars are wasted each year because of inefficient or poor patient recruitment.

Researchers want help connecting to patients who are willing and ready to participate in trials and studies.



The logo icon consists of a white, stylized 'O' shape on the left, followed by a blue and orange gradient shape with a white dot pattern. The word 'opin' is written in a white, lowercase, sans-serif font to the right of the icon.

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The winner is: patients

When patients get what they want, everyone wins

- 445 condition/disease areas - elastic search
- Real-time interactive global map
- Push notification when trial and study opportunities open up
- Ability to indicate distance prepared to travel
- Opportunity to participate in ongoing data research via surveys
- Information on research leaders in therapeutic areas
- Education on what a trial or study is and what is involved

Chatbots and 24/7 community management (Q&A)

Capture of patient reported outcome and experience measures



The other winner is: Customers

Improving patient recruitment - saving time & money

- No onus to upload data or register a trial - automatic
- Free to access the platform - pay for what you use
- Ability to pay for a trial to be featured and amplified via social media and search
- Access to patient database - feasibility and quick-start recruitment
- Leading clinical social media marketing team
- Price competitive recruitment solution
- No lock-in contract
- New features planned to open in coming months






Opin: How we are different to competitors

Highly competitive market - two win is to market and match well

- ▶ Global view - every trial automatically uploaded
 - ▶ Social media firepower - inhouse team of clinical content creators and marketers
 - ▶ Search firepower - AI enabled search optimisation and social listening tools
 - ▶ Opin incorporates many of Opyl's additional AI and predictive analytics capabilities
 - ▶ Plan to release new features over 18 months - value for patients and customers
 - ▶ Customers are already using Opyl - speed in converting to Opin
 - ▶ Multiple revenue and value opportunities within the platform
 - ▶ 6+ years recruitment experience as consultants - proved track record of success
 - ▶ Healthcare and medical research management / leadership team - deep networks
- ...and this is the first of Opyl's 3 platforms to achieve full market launch



Opin: access to every clinical trial or study, anywhere in the world

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- A patient-led platform amplified via social media and search tools
 - Global database of every registered trial and study - one-stop shop
 - AI identifies eligible patients that have indicated an interest, and then matches patients to trials
 - Opin customers pay to unlock matched patient data
 - Opin customers can have their trial featured on the platform and amplified via social media and search

▶ Platform with multiple revenue opportunities

▶ Free for customers to access - pay for value

▶ No onus on customer to manage data

▶ Powered by Opyl clinical digital marketing team & tools

▶ Converting consulting model into enterprise scalable platform

▶ Agile platform with many new features to open



Milestones for Opin - Year One

- ▶ Number of patient profiles registered to the platform over first year - 80k+
- ▶ Search optimisation statistics - ranking against competitors in disease/condition search
- ▶ Number of customers paying to unlock data - no revenue expectations at this stage, due to early-stage release (market to be updated as required)

- ▶ Strategic partnerships and alliances - access to trials and patients
- ▶ Number of featured trials
- ▶ Open of new patient data capture features





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