



23 December 2021

Opyl – Shareholder End of Year Update

- **Clinical trial recruitment platform, Opin.ai successfully launched**
- **Opin delivers first recruitment projects ahead of schedule**
- **Global customers now using the platform**
- **Opin ready to commence recruitment in languages other than English**
- **Opin platform now validated, with successful trial recruitment results**
- **Opin empowers patients by matching to trials and sharing knowledge**

Melbourne, Australia, Thursday 23 December 2021, Opyl Limited (ASX:OPL) ("Opyl" or the "Company") announced an end of year update for the company with a review of the year and anticipated milestones for 2022.

2021 was an important year for Opyl with the launch of the **Opin** platform, accelerating the recruitment of patients to clinical trials. Opin compliments the existing activities within the company, as well as expanding the offering to its current lifescience and healthcare customers, and thus creating a much larger opportunity for the company to scale and further develop solutions.

Since the launch, the company has had several clinical trial customers successfully use the platform illustrating its utility, as well as its scalability. The recent recruitment projects delivered by Opin help illustrate to all organisations and companies undertaking clinical trials the way that social media and digital solution can enhance and accelerate their clinical studies, as well as providing patients with the power to explore a whole new world of emerging treatment options.

"Opin is the premier clinical trial recruitment platform providing global options to match patients and clinical trials, said Michelle Gallaher, CEO Opyl. We are looking forward to continued growth in patients registered to the platform and new customers to the service, and in early in the new year the launch of new features as well as trial recruitment services in languages other than English.

"Opyl had some pivotal moments in 2021, perhaps none more than successfully recruiting a challenging clinical study ahead of schedule and expectations, which we can use to illustrate to everyone, patients and organisations alike, the power of the platform and social media in improving clinical trial recruitment efficiencies as well as empowered patient experiences," stated Gallaher.

Opin, the company's clinical trial recruitment platform leverages social media and artificial intelligence to attract and match patients to trials. Opin has completed its first six months on market and achieved significant gains in the past few months. Opin successfully completed its first customer recruitment project ahead of schedule, has signed new customers securing new revenue, commenced recruitment in languages other than English and will embark on a site refresh and improvement in the user experience to drive patient registrations, customer attraction and retention and revenue growth in the next quarter.



Recruitment success drives market interest

The company's first Opin project, recruiting mild Alzheimer's patients into a Melbourne-based study led by Professor Kate Hoy Deputy Director Epworth Centre for Innovation in Mental Health, was successfully delivered ahead of schedule and on budget, demonstrating the value of social media and the Opin platform in recruiting participants.

"We have been delighted with the professional and transparent way Opin have worked with our study team to accelerate recruitment for our mild Alzheimer's study," said Professor Hoy, "The trial has been running for some time and though we started recruitment quite well, the payoff from our recruitment efforts had slowed," said Professor Hoy. "We turned to Opin as we were looking for a sophisticated patient-led digital approach that leveraged social media channels, and Opin was a platform the study team were very keen to try."

Opin goes global

Opin has won two important new recruitment projects recently that will move the platform into a global market context. One project is a global study into Long COVID which will see the company recruit patients in multiple languages including Spanish for South American sites. The other new study is in peripheral vascular disease, recruiting patients into Australian sites.

"As a global platform, our goal is to offer recruitment via Opin in multiple languages, working with customers and patients in any location around the world," said Michelle Gallaher, CEO of Opyl.

Diversity is a critical element in the clinical trials industry and often a considerable challenge, as majority of trials are determined to recruit a cohort of patients with various ethnicities and backgrounds but often struggle to reach those communities.

2022 outlook

Given the recent success with the Opin platform and its ability to add real value to both patients and clinical trial organisations, 2022 will be a year to focusing of expanding the use of the Opin platform and continuing to attract patients registering to Opin. The fact that Opin was able to re-ignite a stalled recruitment in a challenging trial and over-deliver to expectations, illustrates the benefit that Opin offers potential customers of Opyl and a world of patients who want access to emerging therapies and diagnostics.

In 2022 we will also be expanding the Opin platform into several different, main global languages as we continue to expand our offering to patients and clinical trial operators. Expansion into multiple languages is a key aspect of Opyl's global growth strategy

Trial-Key

During 2022, the company will be further developing its Trial-Key platform (protocol design and outcome predictions platform) with many predictive features such a recruitment predictive analytics complimenting the Opin platform, thus adding an additional service and exponential value to customers and patients.

The Board has authorised this announcement for release to the ASX.



What is Opin? (www.opin.ai)

Opin.ai matches motivated patients to clinical trials, anywhere in the world. The proprietary platform uses artificial intelligence to search and rank a global trial database on the platform of more than 58,000 open trials and medical research studies that are searching for participants and healthy volunteers.

Poor recruitment is frequently cited as one of the core reasons for clinical trial failure¹. More than 80% of clinical trials fail to recruit on time and on budget², putting at risk hundreds of millions, if not billions of dollars each year in delaying product to market or complete trial failure.

Why is recruitment of patients a problem?

Clinical trial recruitment typically relies heavily upon doctors and health care professionals to refer patients into a trial. But this can often be a slow and challenging route with doctors controlling the rate of referral and patient selection based on patients presenting to a clinical or hospital and perceived suitability, creating a bottleneck that typically translates into significant delays.

The lack of clinical trial awareness amongst patients and healthcare providers is also a significant barrier for research teams searching for motivated and eligible patients. Social media has an important role to play in educating the public about the value of clinical trials and what's involved, increasing awareness of trials amongst patients and healthcare providers and empowering patients to find appropriate, legitimate trials via a trusted site.

Who is Opyl?

Opyl, based in Melbourne Australia, works at the intersection of artificial intelligence, social media and healthcare. Opyl is the company that has developed Opin. As well as patient recruitment via social media channels, Opyl also delivers health market insights and business intelligence from social media data helping researchers and developers understand the clinical problems that need to be solved and improving market access for new and emerging therapies, diagnostics and devices.

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Opyl is a new generation Australian company that provides leading biopharma and health organisations access to emerging AI-assisted technologies and real-world data insights to understand and improve healthcare design, development, and delivery.

Opyl works at the intersection of clinical trials, artificial intelligence, and social media.

¹ M. Desai. **Recruitment and retention of participants in clinical studies: Critical issues and challenges.** Perspect Clin Res. 2020 Apr-Jun; 11(2): 51-53. Doi: 104103/picr.PICR_6_20

² M. Desai. **Recruitment and retention of participants in clinical studies: Critical issues and challenges.** Perspect Clin Res. 2020 Apr-Jun; 11(2): 51-53. Doi: 104103/picr.PICR_6_20



Our key offering for biopharma, medtech, government and healthcare organisations:

- clinical trial recruitment and retention solutions
- clinical trial predictive analytics
- deep social media insights

Our vision is to improve health and wellness by optimising data assets and digital activation to advance technologies for life.

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