

BioInvest Presentation - Oct 2022

(ASX:OPL)

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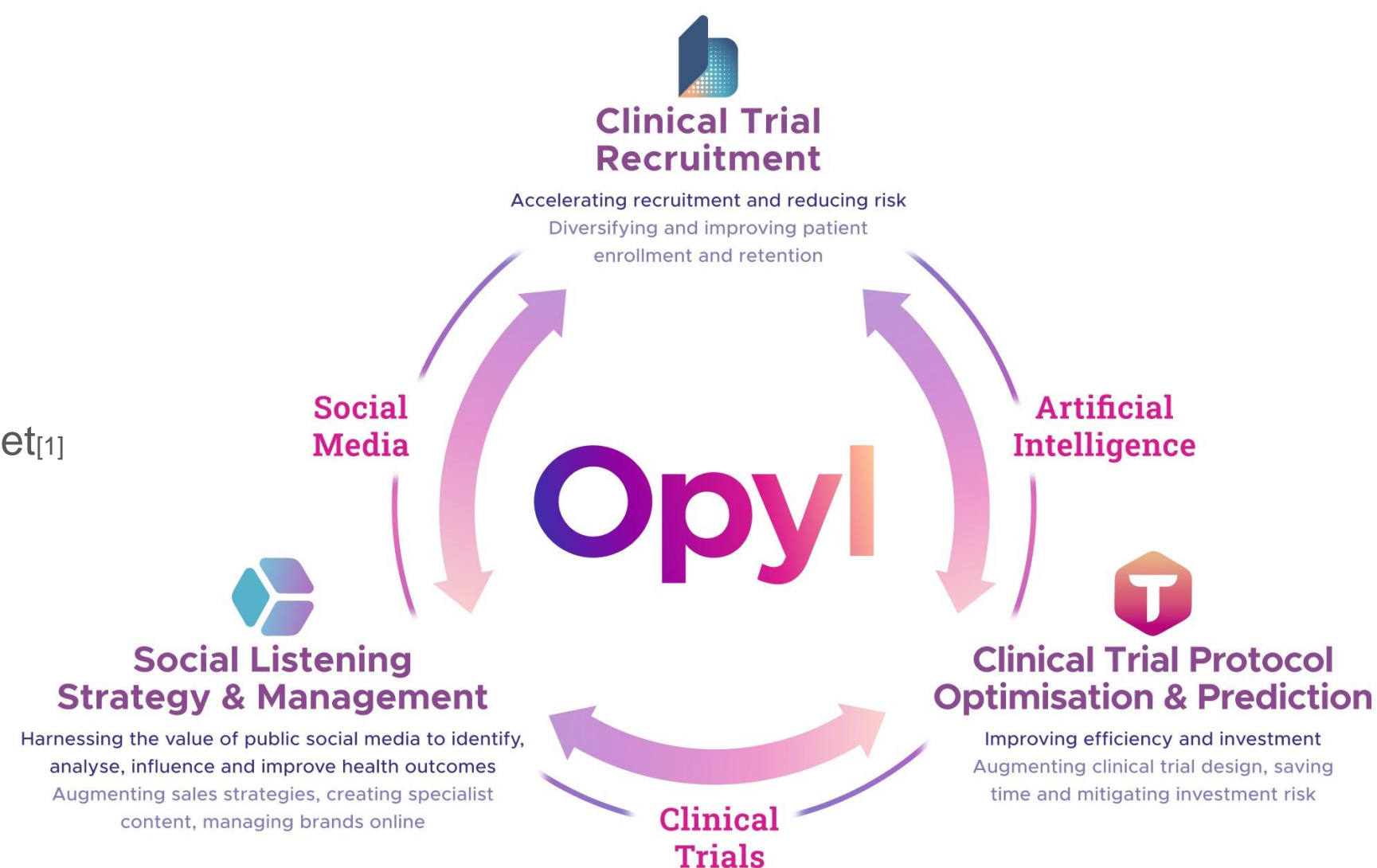
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Company overview

Opyl (ASX:OPL) is a digital health company, applying artificial intelligence to developing software and services that improve clinical trial recruitment and trial protocols (design)

- 3 validated platform technologies
- diversified scalable revenue streams
- AUD\$4.8bn global clinical trial recruitment market^[1]
- Global biopharma and CRO customers
- Double digit revenue growth over 3 years
- Team of 11 – Sydney and Melbourne
- APAC focus



Clinical trials: ready for digital transformation

USD\$47bn

spent on clinical trials each year, worldwide ¹

20-33%

of the average clinical trial budget spent on recruitment ²

80+%

of trials to recruit on time or on budget ³

90% fail

limited use of technology contributes to failure ⁴



References:

1. Clinical trial costs go under the microscope. May.M. Nature Medicine. March 2019
2. Intelligent Clinical Trials. Deloitte Insights 2019.
3. Exploring reasons for recruitment failure in clinical trials: a qualitative study with clinical trial stakeholders in Switzerland, Germany and Canada. Briel. M, Nov 2021. Trials. 22, article 844
4. Why 90% of clinical drug development fails and how to improve it?. Sun. D, Zhou, S. Acta Pharmaceutica Sinica B. V 12, Issue 7.

The Opyl business model

3 scalable global platforms, improving clinical trial outcomes and efficiencies in recruitment and trial design



- Clinical trial recruitment
- Validated & operational
- Social media focussed
- Global patient database
- Multi language
- Scalable
- Primary revenue stream



- Clinical trial protocol design tool
- AI predictive capability
- MVP stage (further 12-15 months)
- SaaS revenue model
- Option to license dataset
- Validated accuracy and recall



- Power business intelligence
- Real world evidence
- Supports Opin recruitment
- PROMs & PREMs
- Sales and marketing strategies
- Secondary revenue stream

Financial performance – Full Year '22

- Double digit growth – revenue up 3rd year in a row
- Biopharma and CRO customers signing onto Opin
- Expansion of Services and Growth team (Sydney)
- Strong APAC sales pipeline
- Customer receipts up 40.5%
- \$570k R&DTI plus \$36k EDMG

Strengthened revenue

Total revenue

\$1.35m
↑ 26%

Reduced operating loss

Operating loss

\$1.51m

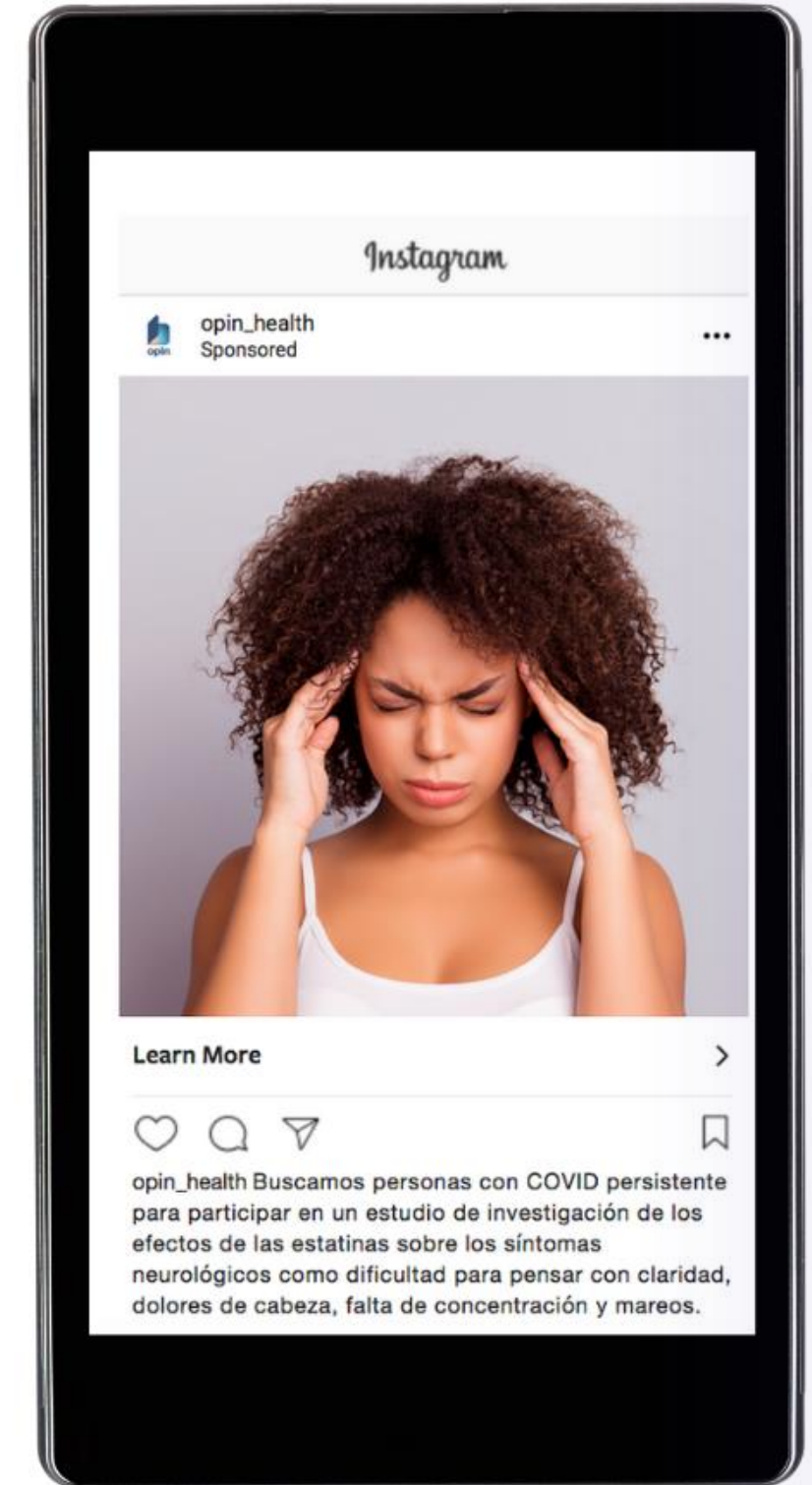
Improved cash balance

Closing cash balance

\$1.13m

Opyl

Q4 2022 - Highlights



Performance

- 90% of customers recruiting ahead of, or to plan
- Primary revenue stream
- 40.5% growth in sales for the year
- Average recruitment contract AUD\$104k
- Global biopharma/CRO contracts signed to Opin
- Refreshed UX/UI released - July 2022
- OpinTrack site management dashboard released – August 2022
- E-consent feature released – September 2022
- Nurse screening service released – September 2022
- Healthy volunteers offering – September 2022
- Spanish, Korean and Chinese – October 2022

Differentiator

- Experienced Opin service & growth team appointed – Sydney office open
- Partnerships with patient advocacy organisations – rare/ aggressive cancers
- ~1,000+ Australian participants per week registering – database recruitment option
- Trial Key (prediction) and Social Insights (intelligence) – unique features
- In-house precision digital marketing team
- AWS, GDPR and HIPPA compliant



Background

Renowned **global charity and research institute** in Men's Health, Oncology and Mental Health



Project

Exercise intervention study for men over the age of 75 with late stage **prostate cancer**



Risk

Despite involving a fast-growing adoption demographic of social media users, the **study ran through 50% of recruitment period with <25% of required sample size**

Focus on **advertising to the participant cohort directly wasn't working**



Opin approach

Social Listening methodology created a **refined idea of discussion topics and drivers** around the indication and identification of persona that would influence participant beliefs and behaviour

Language around sexual health and nutrition couldn't be sensitised without understanding context and channels

Selection of non-traditional social media channels



Result

Study **fully rescued and recruited** to target

Daughters, partners and LGBTQI+ community **evidenced as key demographics and referral opportunities** through LinkedIn and Twitter

Additional campaign to target oncologists and GP's around the site

Vital education for the charity around their membership and pressing issues, and condition management with the cohort

Key note:

People constantly sharing valuable health information online. Using this information Opin can identify key persona that can influence participation. Trial recruitment efforts continually waste critical funding in online advertising to the wrong demographic and via the least effective channels – even with an experienced global digital marketing team! Social insights is the key to success, providing an evidence-based approach to social recruitment.

Q4 2022 - Highlights

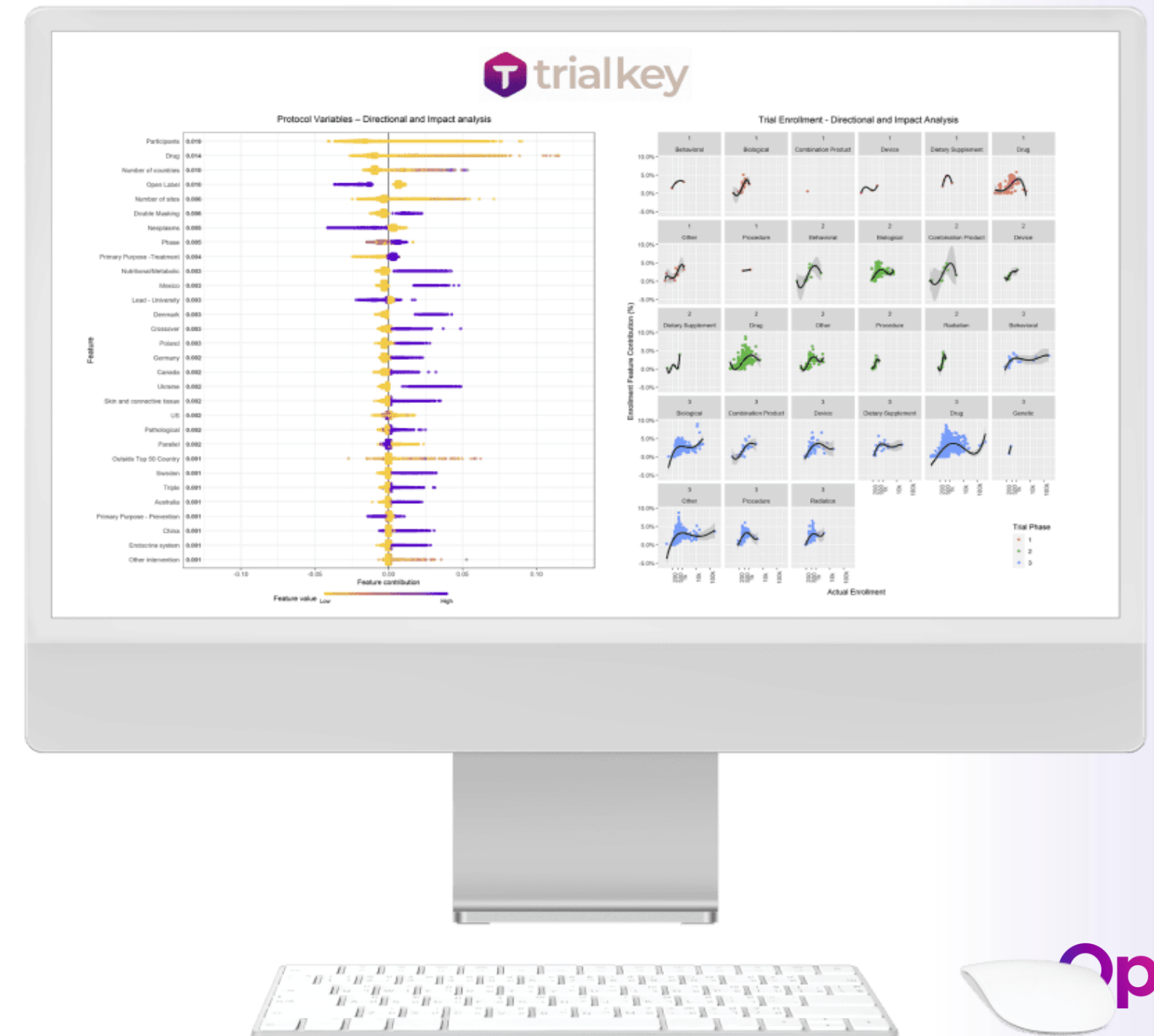


Performance

- Validated trial protocol design and prediction platform
- Uses outcome data to model and predict protocols most likely to succeed
- 2 major data tests to validate recall and prediction accuracy (AUC: 0.84)
- Successfully addressed critical outcome data gap – announced October 22
- Collaboration with RMIT University, School of computational sciences
- Dashboard in development – December 2022

Differentiator

- Valuable dataset and methodology
- Used to evaluate Opin customer protocols, influencing pricing
- Option to license the data to CRO/ data providers
- SaaS model for biopharma and medtech or fund managers



Leadership

A leadership team experienced in AI, digital transformation, clinical trials and scale strategy



Michelle Gallaher

Chief Executive Officer

Michelle is an award-winning recognised lifescience entrepreneur and executive with experience in strategic planning, clinical trial governance, digital marketing and transformation, across startups and biotech SME's



Mark Ziirsen

Chairman

Mark is an experienced NED and chief financial officer with a track record in delivering global scale and growth outcomes within public lifesciences and manufacturing companies



Dr Megan Robertson

Non-Executive Director

Megan is Group Research Officer of St Vincent's Health Australia, leading a major national clinical trial hub. A clinician entrepreneur and experienced non-exec director with digital health and medtech organisations



Damon Rasheed

Executive Director / CTO

Damon leads data science teams across high growth companies, advising and applying predictive analytics and data science to deliver for-profit commercial solutions in government, financial services and healthcare sectors



Dr Julian Chick

Non-Executive Director

Julian brings global expertise in leading public lifesciences companies, as well as capital markets and LSHC, on both investor and operational sides of technology businesses



David Lilja

Company Secretary/ CFO

David is a specialist advisor to high growth technology companies in the public and private domain, experienced in financial strategy, management, tax and designing quality governance frameworks

Opyl Upside – Opin focus



- **Validated and compliant enrolment outcomes**

Onboarding new Opin recruitment customers each month
Exceeding and leading recruitment & enrolment outcomes



- **Achieving scale**

Contracts averages exceeding \$100k+
Building sales and global partnering capacity with CRO's and biopharma



- **Going global**

New languages about to launch – going global
Building profile in APAC and South America



- **Financial sustainability and growth**

Multiple synergistic revenue streams

Opyl