

Investor Presentation

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ANALYTICA



The PeriCoach® System

The PeriCoach System includes a device, a free-downloadable app and secure portal which allows both patient and clinician to track and monitor progress.



The Device

Three biofeedback sensors are built into the PeriCoach device that detect the contractions and send a progress report to the patient's smartphone or iPad via Bluetooth.



The App

The downloadable app provides real time audio and visual feedback during the exercises and also sends regular reminders to keep motivation high.



User and Clinician Portals

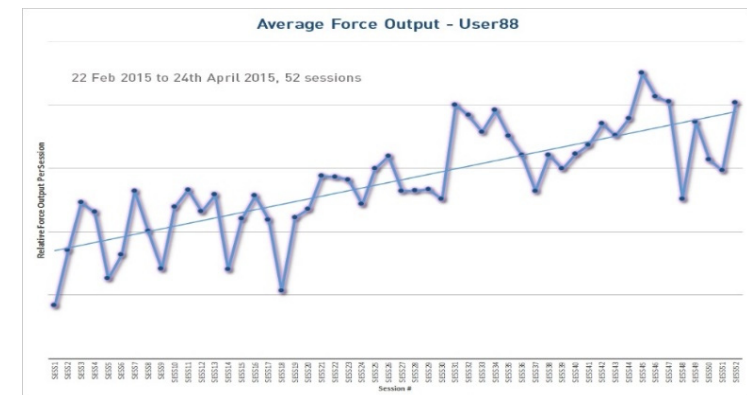
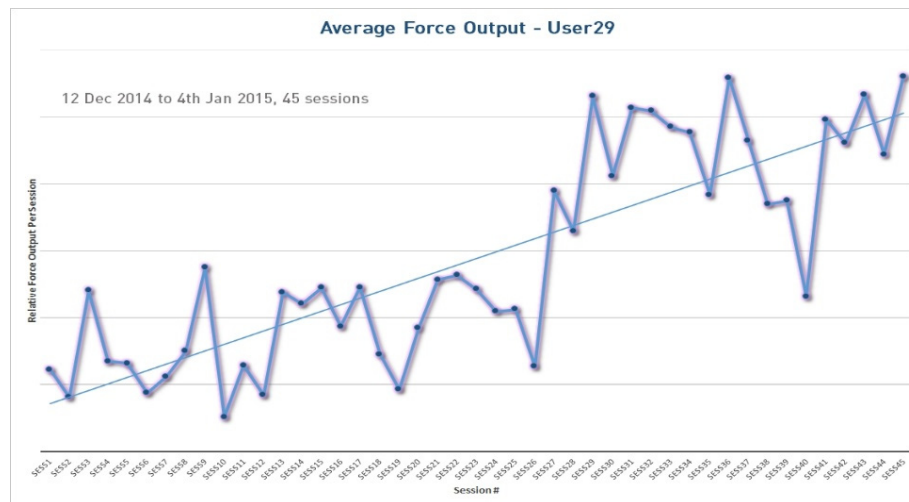
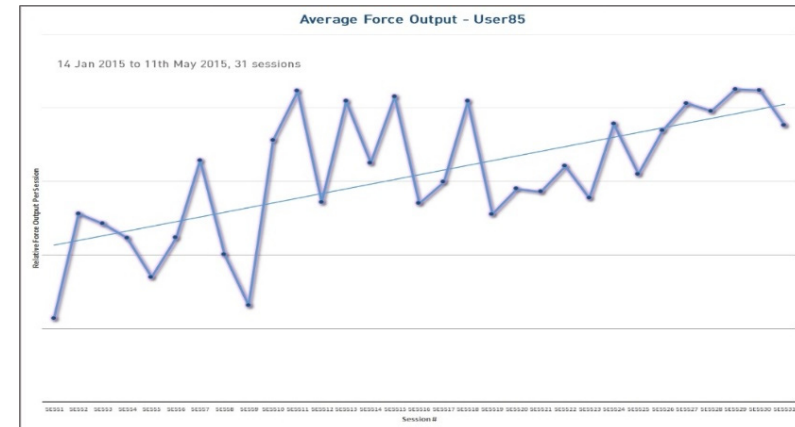
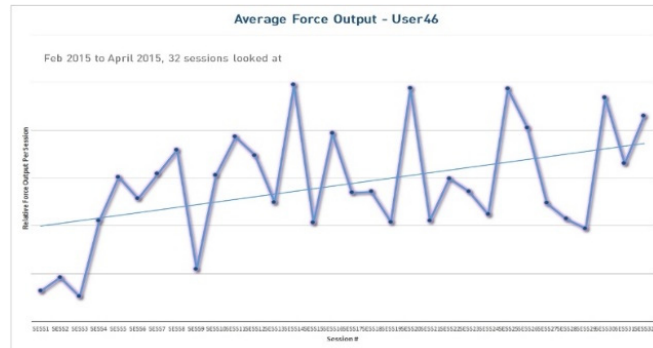
A secure website – my.pericoach.com – shows the patient and clinician the progress.



Charging Case

The PeriCoach comes in a discreet and highly mobile recharging and storage case.

It Works – Real Data from Paying Customers



It Works – Clinician Users

Being a mother of 3 and a gynaecologist I understand the importance of maintaining my pelvic floor muscle strength. Performing pelvic floor exercises can be difficult and a bit tedious. The PeriCoach device allows the user to progress in their pelvic floor training programme giving gradually harder exercises as the muscle strength improves. The device allows a comparison with previous exercise sessions which is a great way to monitor progress. I found the PeriCoach comfortable and simple to use, being able to record my own improvement was a great incentive for me to keep practising. I certainly recommend this device to my patients and colleagues.

Dr Lynsey Hayward

BSc(Hons), MBChB(Hons) MRCOG, FRANZCOG

Bio: <http://www.aug.co.nz/team.htm>

It Works – Patients

“Since using the PeriCoach I am back at the gym without the worry of wetting my pants! I no longer have accidents in pump class, I can jump on the trampoline with my children, and I don’t have to worry about stocking up on pads!”

- C. A., Sydney

“PeriCoach guides my muscle strength, provides the visual to know I’m contracting appropriately. I love it: I feel wonderful”

- P.C., Illinois, USA

“I’ve definitely seen an improvement over the last month and star jumps and step classes aren’t quite so intimidating any more. Will I keep using it? Yes definitely.”

- J. A.

THE PERICOACH® SYSTEM DIFFERENCE

All pelvic floor training devices are NOT equal.

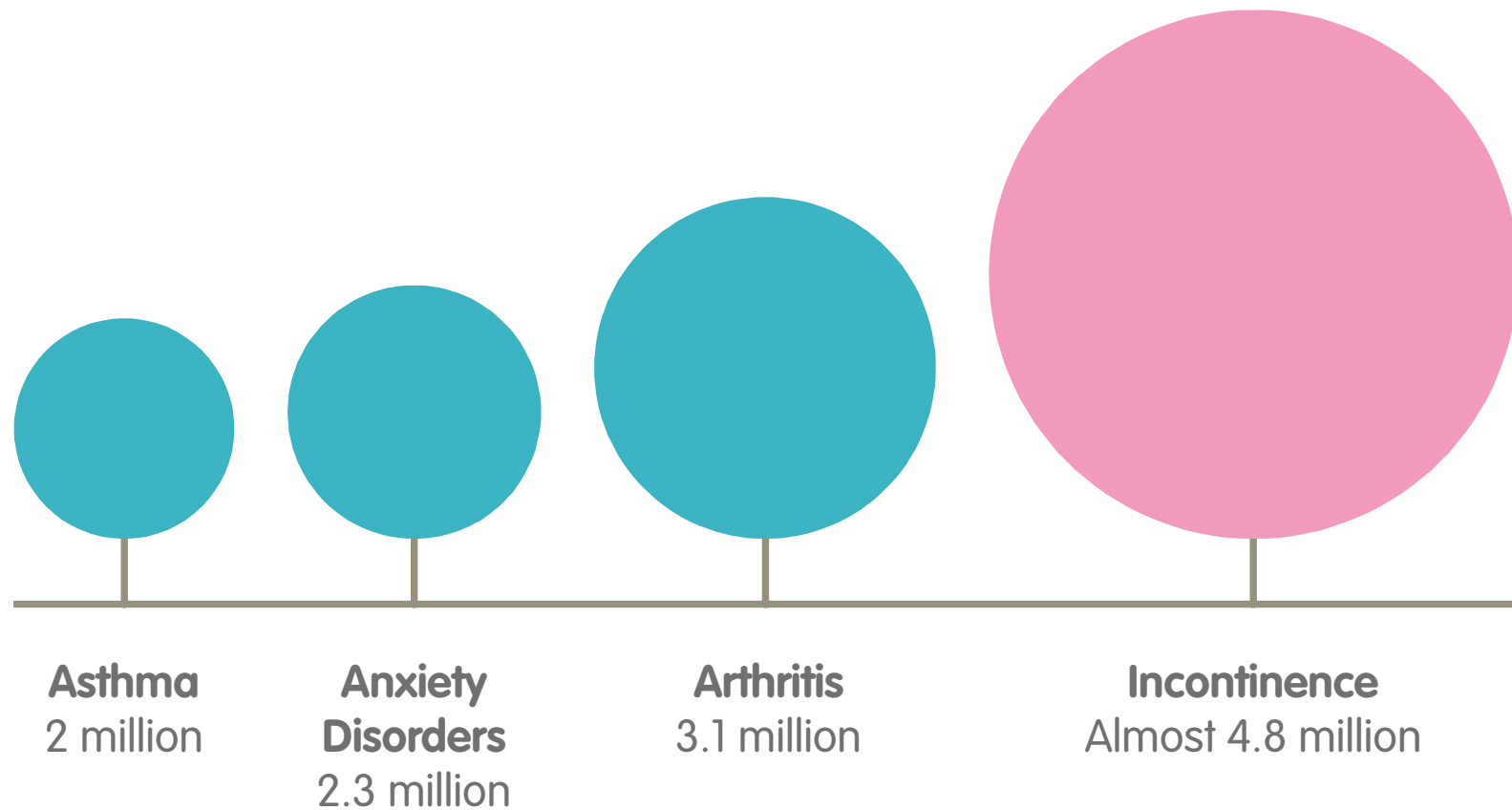
The PeriCoach is the only force sensor pelvic floor trainer to conduct a randomized controlled clinical trial (underway).

The PeriCoach has three biofeedback sensors to detect the contractions of the pelvic floor muscles.

Only PeriCoach offers a secure portal of patient progress, providing clinicians with the necessary information to monitor and motivate patients.

PeriCoach is a registered medical device that satisfied stringent safety and efficacy standards in three international jurisdictions.

Incontinence Prevalence



Continence Foundation of Australia Fact Sheet

US Market

Customers

- 319M Americans¹
- ~24.2%¹ of US population are Women
25-60yo → 77.2M women in our target age group
- No reimbursement so out-of-pocket purchases required.
- 52% of Americans are “middle-class” or higher² → 40.1M women
- 1 in 3 women with incontinence → 13.4M
- Let's target the worst affected quarter → **3.35M women whose quality of life could be greatly improved by the PeriCoach and who have the capacity to buy one**

¹ US Census Bureau

² Bacon; Beeghley, L. (2004). The Structure of Social Stratification in the United States. Boston, MA: Pearson, Allyn & Bacon.

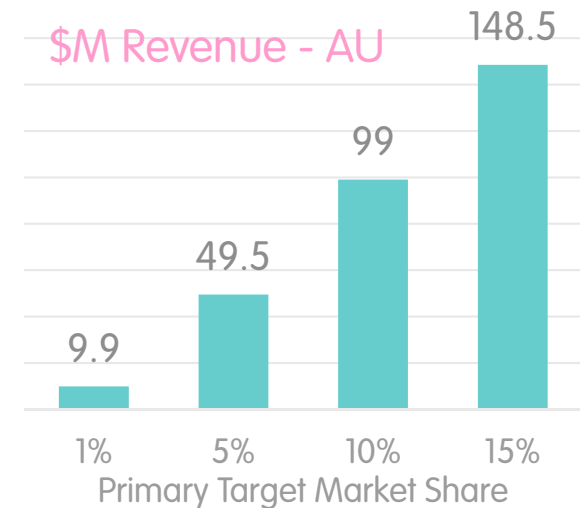
Clinicians

- PeriCoach will require a Rx (MD, DO, NP, RN, PT)
- Identified Clinician Target Markets
 - Women's Health PTs
 - Urology / Urogyn Registered Nurses (RN) & Nurse Practitioners (NP)
 - OB/GYN & Women's Health clinics
- Women's Health Physical Therapists
 - APTA = 2300
- Urology/Urogyno RNs & NPs
 - SUNA = 2350
 - AUGS Members = 1800
 - IUGA Members Listed US = 150
- OB/GYN = ~19k

Market Size and Potential

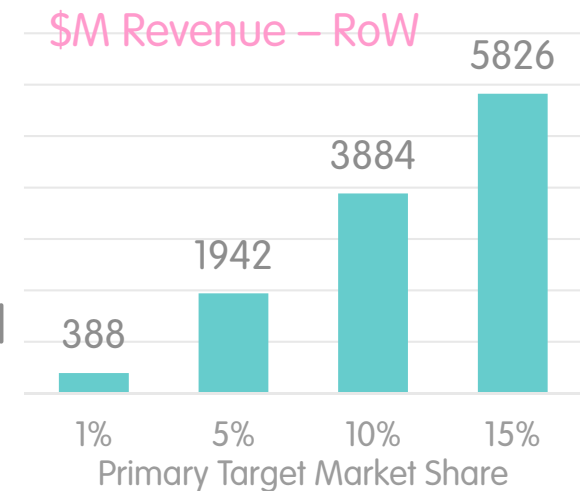
Australia

- 9 million women in Australia over the age of 15
- Target customer – where Incontinence is front of mind:
 - 3 million Australian women incontinent – Continence Foundation of Australia 2011)
 - ABS says 310,000 new babies in 2012 (\approx 310k mums being told to prevent incontinence)
- Every 1% share of this target market of \sim 3.3m women @\$300 annual subscription fee
= \$9.9 million p.a. revenue



World

- US + Western Europe + Brazil adult female population = 352m
- Every 1% share of the target subset of this extrapolated market
= \$388 million p.a. revenue



Where we are

PeriCoach – innovative mHealth treatment for female bladder leakage (urinary incontinence). Impacts 1 in 3 women worldwide

- **This works and is changing lives!** – Field data and case studies coming in and clinical trial underway.
- Mobile E-Health system - rapidly growing market segment
- Clinicians involved in design, clinical advisory board, treatment.

PeriCoach ANZ - Selling

- Direct-to-Consumer campaign gaining momentum.
- Specialist Clinician awareness campaign moving to GP/Nurse awareness

PeriCoach US and UK – Launching

- 510(k) clearance, Rx Only.
- US Early adopter program underway. First sales made, logistics and purchasing systems online.
- Target US/UK/Ireland commercial launch date – World Continence Week – June 22nd
- UK soft launch, sales through distribution.

Changing women's lives

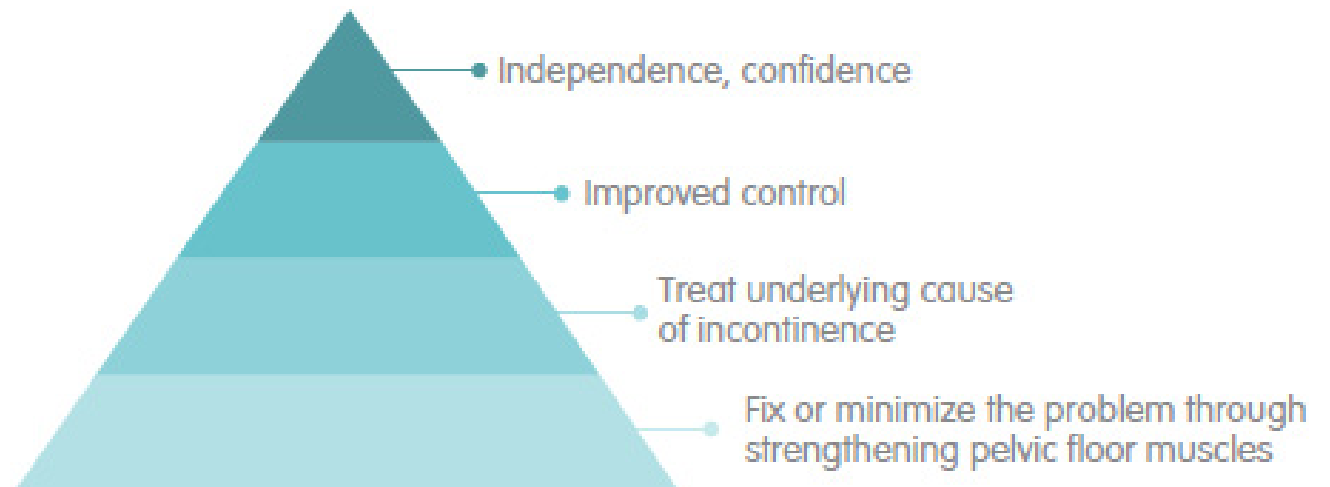
Awareness

- Common, not normal & there is a solution
- Discreet , motivational technology available

Reduce buyer risk

- It works
- Word of mouth

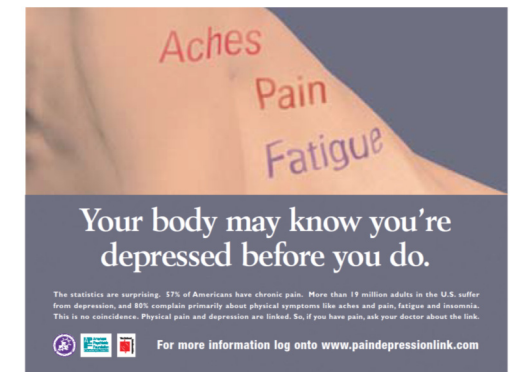
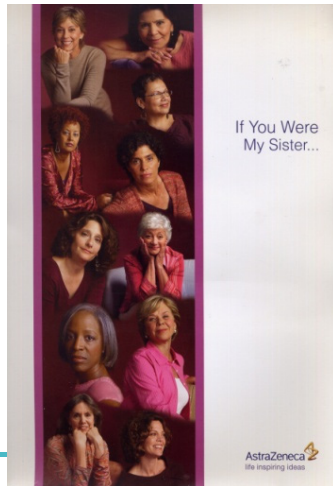
PeriCoach Value Proposition



Jacobstahl -Selected client list



AstraZeneca
HealthCare
Foundation



Global Marketing Objectives

- Establish PeriCoach as ***the*** new, effective device that changes attitudes and behavior toward Kegel/pelvic floor muscle training
 - Effectively addresses SUI
 - Increases sexual satisfaction
- Encourage self identification in target population
 - Women 35-60 ; post partum and pre/post menopausal
- Put little to no barriers between women and the purchase

Global Marketing

Bottom-up approach – DTC (Direct-to-Consumer) campaign:

Drive patients → website → Direct purchase at events

Awareness – FISH WHERE THE FISH ARE

- Own a relatable branded message - place in highly visible formats to develop brand equity/awareness
- Social media driven communications, Women's forums, blogs and editorials to drive website traffic & purchasing.
- Media publicity – TV, print, online
- POP-UP consumer events to attract women and publicity – create that brand buzz.

Risk Reduction – Patient Testimonials, Clinician endorsement

Global Marketing

Top-down approach – HCP (Healthcare Provider) campaign:

Key Opinion Leaders → Specialists → Patients and GPs.

Awareness – EDUCATE, ESTABLISH CREDIBILITY

- Conference attendance with core clinicians (GP, OB/GYN, PT, Urology)
- Professional educational events
- Publications and case report development

Risk Reduction - Data, white papers, clinical trials, peer testimonials

Region-specific marketing via local agents, managed by in-country (or in-continent) employees.

US Launch Media Strategy

- Build credibility and awareness with clinicians through visibility in trade and peer-reviewed media
- Leverage existing relationship with Womens Health Foundation – generate visibility among physios, women who already identify as interested in and committed to pelvic health
- “Go Big” at launch to generate wide, varied media coverage
- Seek and secure TV coverage (national and local)
- Use influencer social media strategy to create and generate a “viral” buzz online and create word of mouth

NOTE: this asset will be leveraged globally

Brand Messaging – Leak When You...

Online ad examples – Facebook, Twitter, Adwords, retargeting

Leak when
you laugh?

Don't pad the problem.



Exercise your way back to confidence.


Find out how at: www.pericoach.com  PERICOACH

Leak when
you lift?

Don't pad the problem.



Exercise your way back to confidence.

Find out how at: www.pericoach.com  PERICOACH

Facebook Campaign (since Feb 2015)

- 325,000 women reached → 15,000 pericoach.com website visits
- Click through rate = 4.6%

The Big Bet – Influencer Social Media Strategy

- Make PeriCoach accessible, not too clinical or high-brow
- Create a social media asset that will generate 'buzz'
 - Centerpiece to US commercial launch
 - Make women feel comfortable to 'share' the content
 - Also use in traditional settings (conferences, ads, etc)
- Working with Naama Bloom, HelloFlo. Her videos went viral and also received national news recognition.
- PeriCoach script is a parody of an AA meeting, women with 'leaking' issues sharing their stories except one member has discovered PeriCoach.

Marketing Insight – Visibility is Essential

Buyer stages:

- Oh, leaking is an issue and people are openly talking about it!
- Wow - Lots of women have that issue.
- I have that issue.
- So there are treatments available?
- I should do something.
- Oh, I have to put something inside of me!
- And it will cost \$300.
- Ask my Doctor
- I need to do something.

Customer engagement is a marathon, not a sprint.

Rule of 7 – 7 'touches' required before a buyer takes action.

Similar products – Buyer visits website 8 times before purchasing.

2015 US MarComm Plan Timeline



Utilization of PeriCoach social media platforms to share and amplify coverage

Cocktails & Conversation at IUGA

Professional publication strategy (through March 2016)

Medical trade outreach to media read by clinicians (obgyns, urogyns, PTs, nurses)

Trade pitching continues

Long lead women's books outreach

Influencer social strategy – release of Leaker's Anonymous

PR Materials Preparation

Marketing Materials Preparation

June 23: Release to consumer media (tied to WORLD CONTINENCE WEEK, June 22-28) – press release, infographic, photos, videos

TV pitching including 4th hour of national morning show

Consumer media pitching continues

Mat service article

Blogger outreach & sponsorships

Blogger outreach continues

Outreach to key orgs

APTA & SUNA

Leverage relationships with key orgs

Jan-March

April

May

June

July

August

Sept

Oct

2015 AU MarComm Plan Timeline

Media Doctor Briefings & Engagement Agreements

Blogger sponsorship agreements + activity rollout

Earned media outreach (not linked to events)

Social media outreach (US-driven)

Brand Ambassador and Media Partner

Preparation/
Pre-promotion

Brand Ambassador and Media Partner

CE WEEK

Westfield

Leak When You Jump (Bondi Junction)

Post-event Coverage

Leak When You Jump (Parramatta)

Westfield

Post-event Coverage

Women's Health and Fitness Summit

PB&C Conference Sydney

GPCE Conference Sydney

CFA SA branch conference

CFA NSW branch conference

CFA WA branch conference

IUGA Nice

PB&C Conference Brisbane

Post-event Coverage

Preparation/
Pre-promotion

PeriCoach Pamper Party (with CFA)

Preparation/
Pre-promotion

PB&C Conference Perth

Post-event Coverage

PeriCoach Pamper Party (with CFA)

Cocktails & Conversation

Cocktails & Conversation

Post-event Coverage



CFA national conference

APA Biannual meeting



April

May

June

July

August

Sept

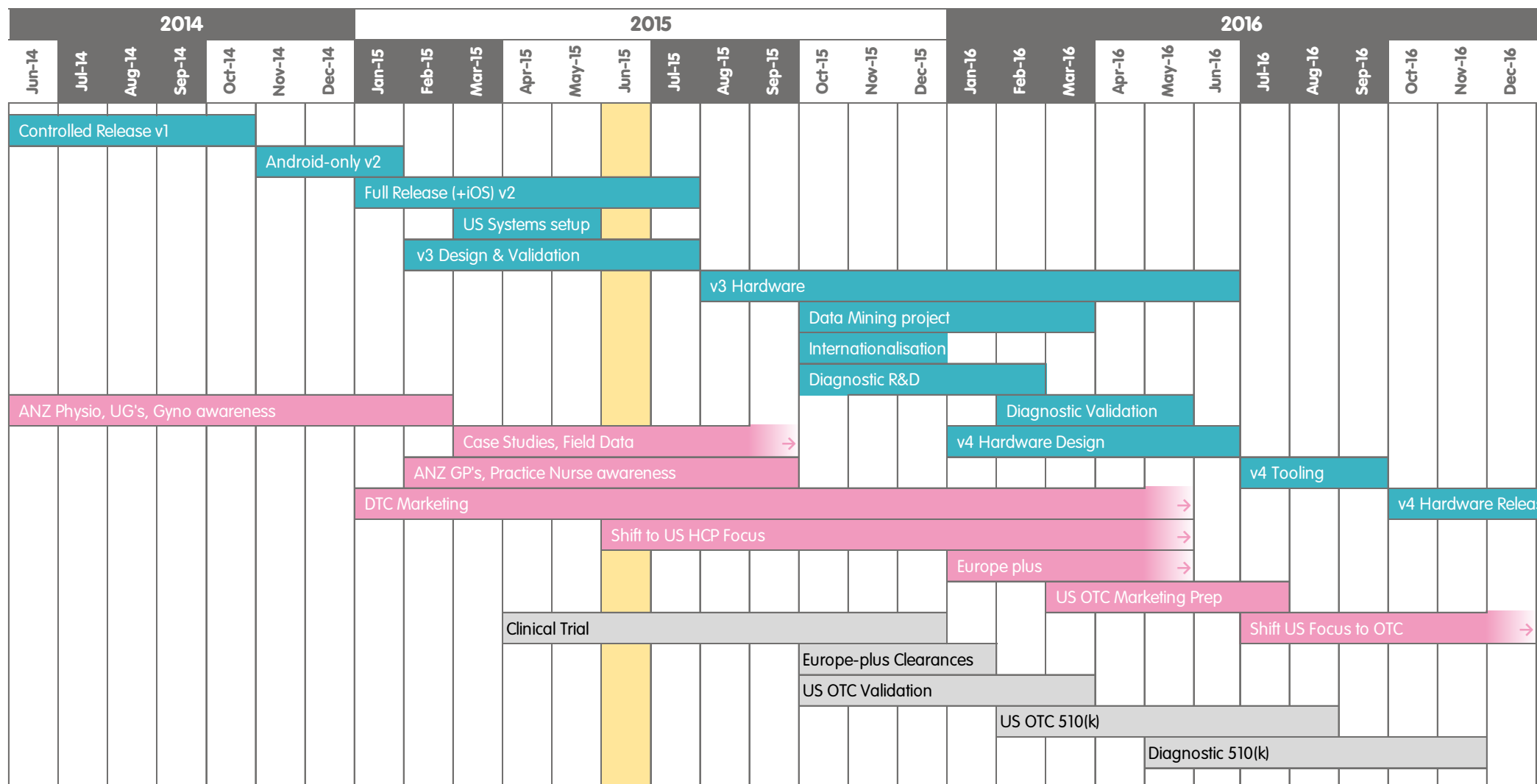
Oct

Nov

Dec

PeriCoach Roadmap

Refer Forward-Looking Statements, Slide 2



Marketing and Sales Focus Roadmap

Refer Forward-Looking Statements, Slide 2

- Oct 2014 – ANZ specialist awareness focus. Physios, Gynos, UG's.
- Jan 2015 – Direct-to-Consumer marketing commenced. Blogs, Pregnancy and baby expos, earned media, advertising.
- April 2015 – Data analysis confirmation positive results, case studies, testimonials.
- ANZ generalist awareness focus. GP's, Practice Nurses. May 2015
- June 2015 – US Healthcare professional focus following 510(k)
 - IUGA – European / Global HCP awareness
 - UK soft-launch
- Early 2016 – Publish clinical trial
- Early 2016 – European availability. Multi language
- 2016 – US Shift from prescription to over-the-counter focus
- 2017 – Global availability.
- Ongoing – distribution and marketing/sales partnerships.

Expenditure

	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16
Operations & Development	235k	204k	222k	147k	171k	153k	205k	130k	171k	153k	138k	123k
Marketing	348k	524k	289k	300k	349k	266k	249k	282k	243k	245k	270k	233k

Clinicians

- Specialist Conferences
- Events
- PR – niche broadcast programming

Direct to Consumer

- Video Campaign – YouTube /Social Media
- PR – print, television, online
- Women's health forums
- Blogs – consumer and clinical
- Advertising - Adwords, Internet, public facilities

Prime Objective

- Build market awareness and sales
- Build data, clinical and customer testimonial support
- Build word of mouth recommendation
- Continue system enhancement and pipeline to ensure best in class

To attract major investor, partner, distributor with the resources to fully market this exceptional product in a massive market.

Prime Objective – Investment ready

- It works ✓
- Market accepted ✓
- Viable health economics ✓
- Sustainable competitive advantage ✓
- Long-term appeal ✓
- Economics of scale ✓
- Gift wrapped ✓
- Ready, willing and able to deal ✓

Already engaging with European and
and US-based Multinational Medical
Device Companies

Questions?



Example Clinician Case Report

PERICOACH® SYSTEM–ASSISTED PELVIC FLOOR EXERCISES FOR A 50-YEAR-OLD WOMAN WITH STRESS URINARY INCONTINENCE

Dawn Sandalcidi PT, RCMT, BCB-PMD

This case study illustrates a real-world woman whose symptoms of stress urinary incontinence resolved with the PeriCoach System to assist her pelvic muscle exercises. In 3 months, she went from soaking through an adult diaper while running to being able to run 3 miles with no leaking and no pads.

Shareholder Commitment in 2014

- Complete development of system ✓
- Released to Australian Market ✓
- TGA, CE, FDA approval ✓
- Global marketing strategy ✓
- Social Media campaign launch ✓
- Marketing top down – Clinicians ✓
- Marketing bottom up – Consumers ✓
- Prepare for US market entry ✓
- Prepare Europe market entry ✓
- Data warehousing support credentials ✓