

CHANGING THE WAY **THE WORLD BREATHES**

RHINOMED - NASAL RESPIRATORY TECHNOLOGY

MAY 2016

Disclaimer

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There can be no assurance that any existing or future regulatory filings will satisfy any specific health authority and other health authorities requirements regarding any one or more product or technology nor can there any assurance that such products or technologies will be approved by any health authorities for sale in any markets or that they will reach any particular level of sales. In particular, managements expectations regarding the approval and commercialization of the technology could be affected by, among other things, unexpected clinical trial results, including additional analysis of existing clinical data, and new clinical data; unexpected regulatory actions or delays, or government regulation generally; our ability to obtain or maintain patent or other proprietary intellectual property protection; competition in general; government, industry, and general public pricing pressures; and additional factors that involve significant risks and uncertainties about our products, technology, financial result, and business prospects.

Should one of more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those described herein as anticipated, believed, estimated or expected. Rhinomed Is providing this information as of the date of this presentation and does not assume any obligation to update any forward-looking statements contained in this document as a result of new information, future events or developments or otherwise.

WHO IS RHINOMED?

ASX: RNO

Respiratory and breathing management technology company

Cash on Hand ~ \$4.0 Million

Offices: Melbourne, Australia and Cincinnati, USA

Revenues: FY YTD – AU\$750k

Share Price ~AU\$0.023

Staff 11

Market Cap ~ AU\$ 17 million

IP - 60+ patents, 13 granted 47 pending, plus an additional 57 design patents

Globally experienced board and management team

Mr Ron Dewhurst - Chairman

Mr Michael Johnson – CEO and Managing Director

Mr Brent Scrimshaw - Non Exec Director

Ms Justine Heath - CFO

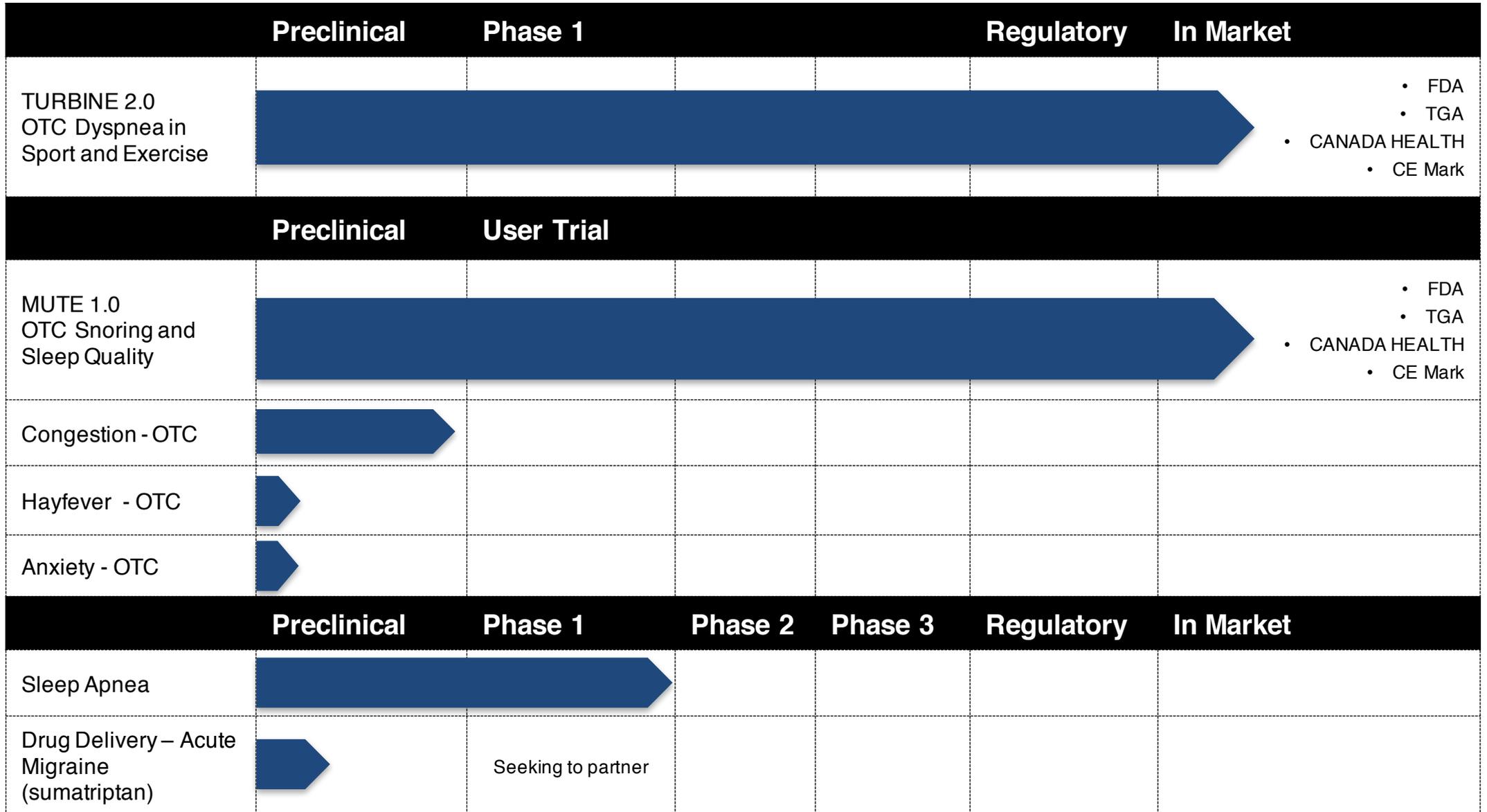
Dr Eric Knight - Non Exec Director

Mr Shane Duncan – VP Global Sales

Mr Phillip Hains – Company Secretary

Ms Nairy Baghdikian – Strategic Marketing Lead

A NOVEL NASAL TECHNOLOGY PLATFORM

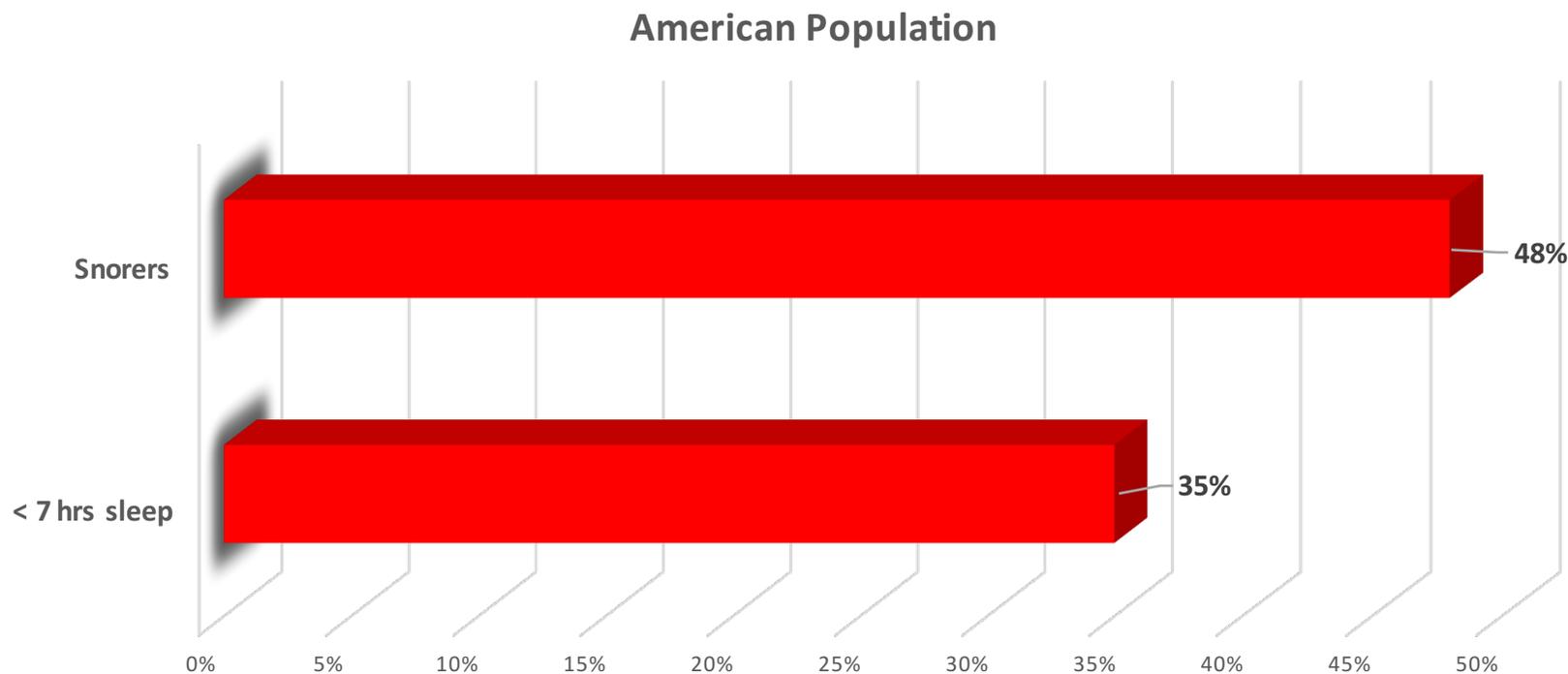


RHINOMED IS PURSUING A SIGNIFICANT GLOBAL OPPORTUNITY

- Rhinomed is amplifying the belief that better breathing can radically improve how you perform, recover, sleep and maintain your health by creating the world's most elegant, innovative and clinically backed nasal respiratory technology.
- We partner with the world's best and brightest people to make this a reality.

POOR SLEEP IS A GLOBAL HEALTH EPIDEMIC

- The United States Centers for Disease Control and Prevention has declared sleep deprivation a *national epidemic*.
- Anti snoring market expected to grow from US\$744 in 2015 to US\$1.232 Billion in 2020
- Growing at CAGR of 10.6% per annum



Source: Centre For Disease Control and Prevention.

SLEEP IS NOW A MAJOR CONSUMER HEALTH THEME



Apple included a new 'blue light function' in their new iPhone OS release in March '16



Huffington Post founder Arianna Huffington is taking the US by storm



Sleep is being picked up mainstream media as a 'health story'

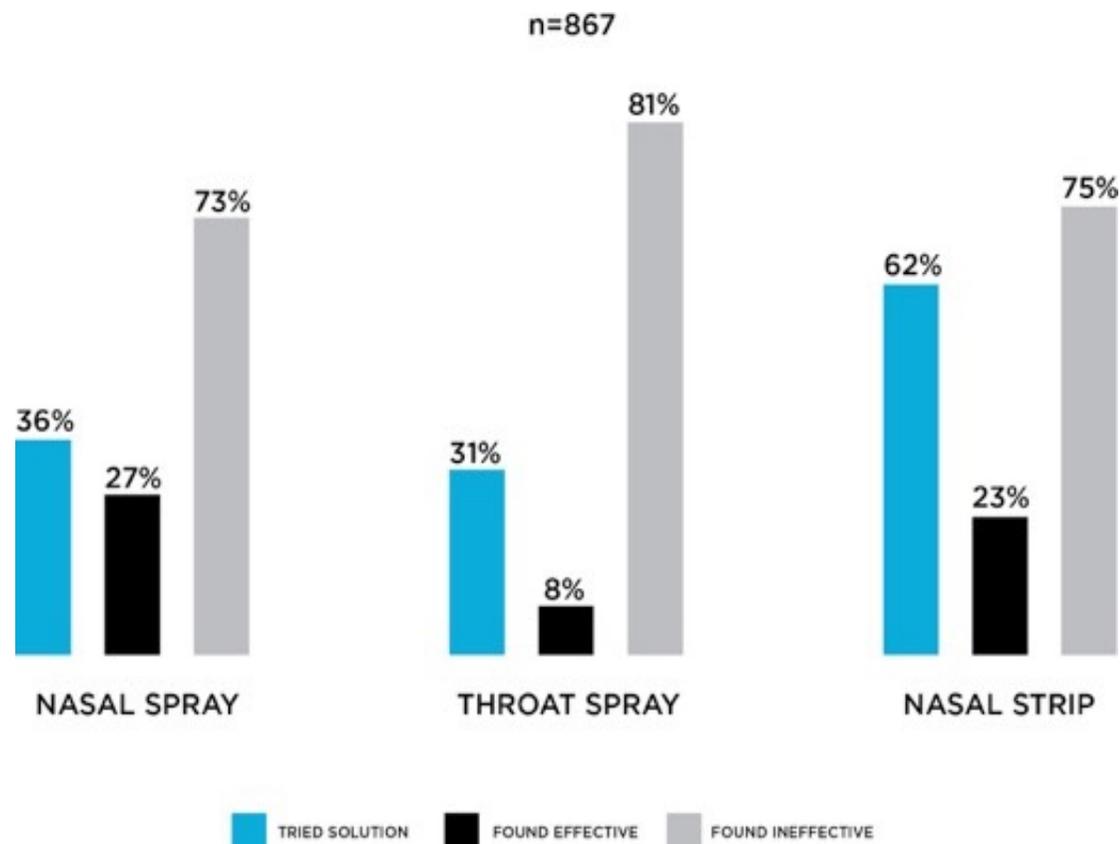


THE SLEEP CATEGORY REPRESENTS A MAJOR COMMERCIAL OPPORTUNITY

Snorers can't find an effective OTC solution:

- 73% of nasal spray users find them ineffective
- 81% of throat spray users find them ineffective
- 75% of nasal strip users find them ineffective
- *there has been a lack of medically backed innovation*
- *value for money has been poor*

Consumers rate popular snoring solutions

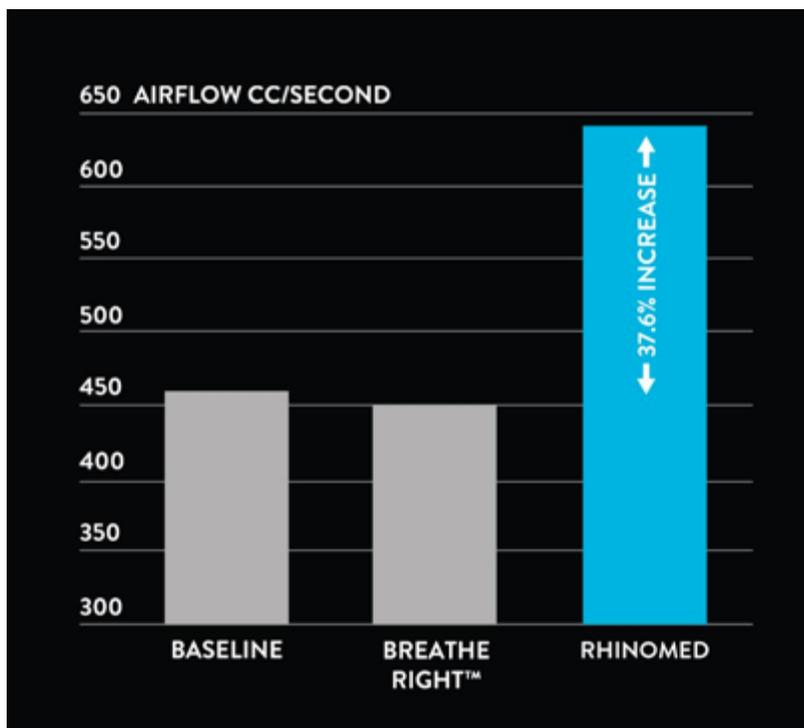


MUTE - CLINICALLY BACKED INNOVATION



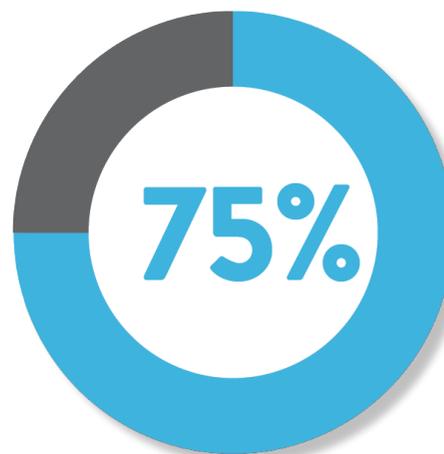
- A comfortable, scientifically proven, disposable nasal stent that improves airflow and reduces snoring
- Adjustable for each nostril to ensure ultimate comfort and fit
- Each pack contains 3 Mutes
- Available in a trial pack (contains 3 different sizes) and three sizes (small, medium & large)
- Reusable up to 10 times, thus small, medium & large pack lasts 30 days

MUTE OUTPERFORMS BREATHE RIGHT STRIPS



Rhinomed's technology has been shown in a 2003 clinical trial to outperform the Breathe Right Strip by an average of 38%

Source: Braham S, Varigos J. Royal Victorian Eye and Ear Hospital Phase 1, "Proof of Principle", n=20 Randomised, Cross-Over Study of the Effect of A New Therapeutic Device and a Marketed Device on Nasal Airflow Rates in Normal, Healthy Adults 2003



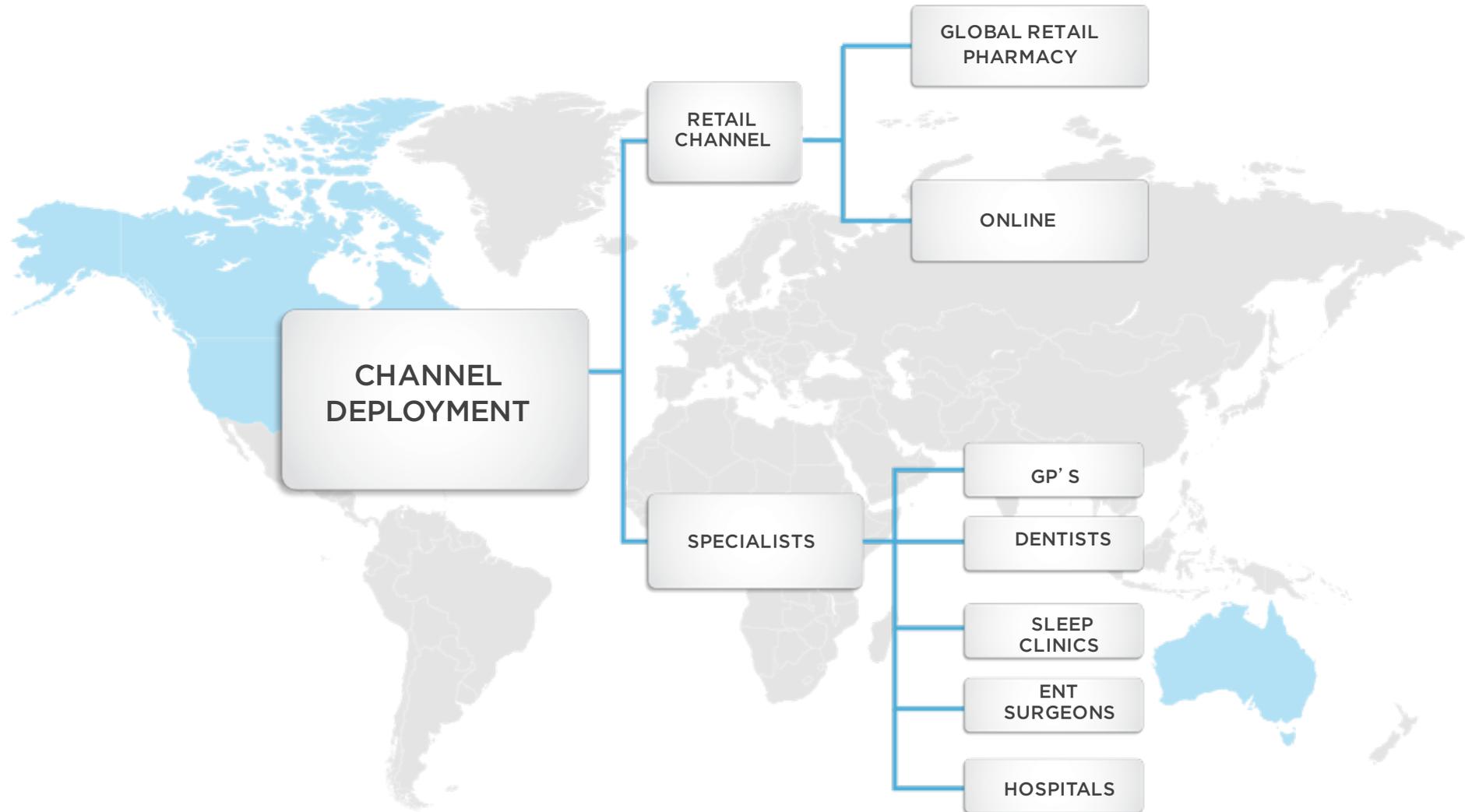
OF THE SUBJECTS REPORTED
A REDUCTION IN THE INCIDENCE
& SEVERITY OF SNORING

2014 USER TRIAL N=236 INCLUDES 5 DAYS OF CONTINUAL USE

Rhinomed's technology has been shown in a 2014 five day, in home, user trial to reduce snoring.

Source: Baghdikian N, Cogentum. Effect of Mute Nasal stent on Snoring and Sleep Quality . n=236. Five Day in-home user trial, bed partner and user reporting 2014

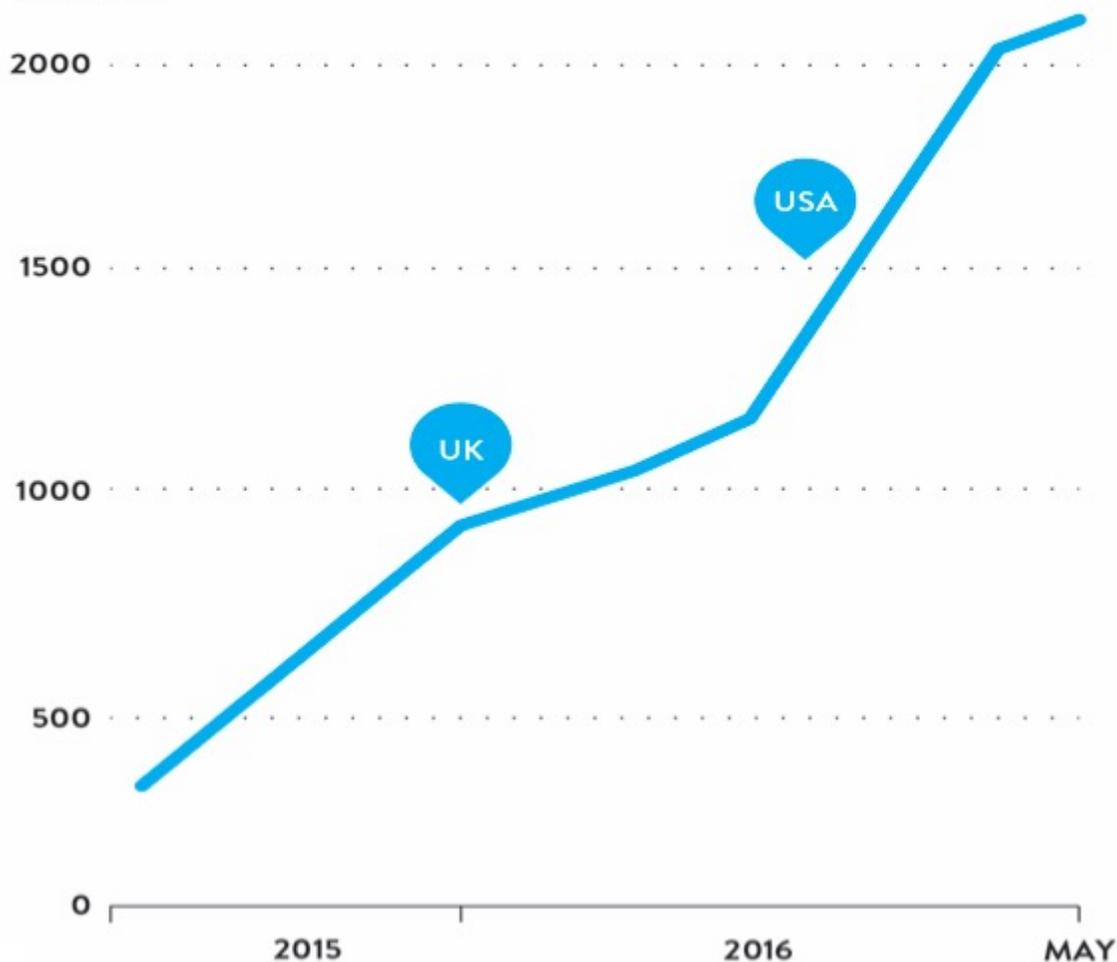
DISTRIBUTED GLOBALLY THROUGH A MULTI CHANNEL STRATEGY



STRONG RETAIL STORE GROWTH IN KEY MARKETS

- Launched Mute in Feb 2015
- 2000+ stores live today (plus strong pipeline)
- Footprint in Australia, UK, Canada and USA

STORE NUMBERS
(GLOBAL)



UNIQUE, CUT THROUGH BRAND

DIVORCE
LAWYERS
HATE IT.



mu:te
BREATHE MORE
SNORE LESS

SMALL
3 PACE (20 NIGHT SUPPLY)

NASAL DEVICE

mu:te
BREATHE MORE
SNORE LESS

Available at 

MORE COMFORTABLE
THAN THE COUCH.



mu:te
BREATHE MORE
SNORE LESS

SMALL
3 PACE (20 NIGHT SUPPLY)

NASAL DEVICE

mu:te
BREATHE MORE
SNORE LESS

Available at 

BE GOOD
IN BED.



mu:te
BREATHE MORE
SNORE LESS

SMALL
3 PACE (20 NIGHT SUPPLY)

NASAL DEVICE

mu:te
BREATHE MORE
SNORE LESS

Available at 

CUSTOMERS LOVE MUTE

www.dailymail.co.uk/femail/article-3327979/The-wife...

The wife who's Britain's loudest snorer: Retired bank worker is as noisy as a low-flying jet and her husband hasn't had a decent night's sleep for 30 years

Jenny Chapman's strange claim to fame is she's the UK's loudest snorer. Six years ago Jenny enlisted herself in a boot camp for chronic snorers. Her snoring was recorded at a remarkable 111 decibels, the same as a jet. Colin has shared his wife's bed for 30 years, and is woken up every night.

By JENNY JOHNSTON FOR THE DAILY MAIL
PUBLISHED: 12:59 EST, 21 November 2015 | UPDATED: 13:48 EST, 21 November 2015

101 shares



Just as Eskimos have 50 words for snow, so Colin Chapman thinks we should have an entire range of expressions for 'snore'.

'It's so vague, isn't it?' he snorts. 'People say to me: "Oh my partner snores . . ." But that can mean anything. Snoring can be a bit of a murmuring in your sleep. It can also be making the sort of noise that takes the roof off. There really should be a special word for the type that woke me at 1.58am today. It was like a trumpet call to a herd of elephants. I reckon we know at least 50 different types of snore.'

When he says 'we', he means him and his wife, Jenny, who has an unusual claim to fame — one she's a little embarrassed about, and one Colin isn't quite sure whether to be proud of or not.

For Jenny Chapman is officially Britain's loudest snorer. How does one get such an accolade? Well, six years ago, after decades of disrupted sleep and banishment to the spare room, Jenny, a retired bank worker, sought help and enlisted herself in a boot camp for chronic snorers.

Her snoring levels were recorded and the decibels measured. To her astonishment — 'but not bloody mine' points out Colin, who sounds a touch like Strictly's Len Goodman, and has the patience to match — her snoring was as loud as a low-flying jet, zooming in at a remarkable 111 decibels.

Colin, who has shared his wife's bed for more than 30 years, is still crowing about the fact that such ear-piercing levels were recorded and made official.

'I was vindicated,' he says. 'All those years I'd spent saying to her "Blimey, Jenny, you sounded like a fighter jet" — and I was proved right.'

Rather hilariously, the pair live under a flight path in Peterborough and Colin is something of an aeroplane buff. He can not only confirm that his wife's snoring sounds like a jet, but can pinpoint exactly what sort of jet it resembles.

'You know when a fighter suddenly pulls up, when the engines are on reheat and you get that roar, followed by a crackle?' Er, no. 'Well, that's exactly what Jenny sounds like. When I hear it happening for real, I dash outside to look up at the sky. In the middle of the night, I just sit up in bed and say: "What the heck was that?"

'Even after 30 years I still do a lot of saying: "What the heck was that?". You imagine all sorts — a bomb exploding, the roof coming in, the world ending.'

Jenny Chapman, who has the slightly embarrassing accolade of being Britain's loudest snorer



Jen Owens commented on a link Mute Snoring shared.



Jen Owens
28 March at 07:11

Guy Gyngell I WILL NOT MOVE IN WITH YOU UNLESS YOU GET THESE

Like Comment



Ian Lane Since using them I don't snore anymore. Can breath thru my nose all night. Faye thinks they are the best thing since sliced bread

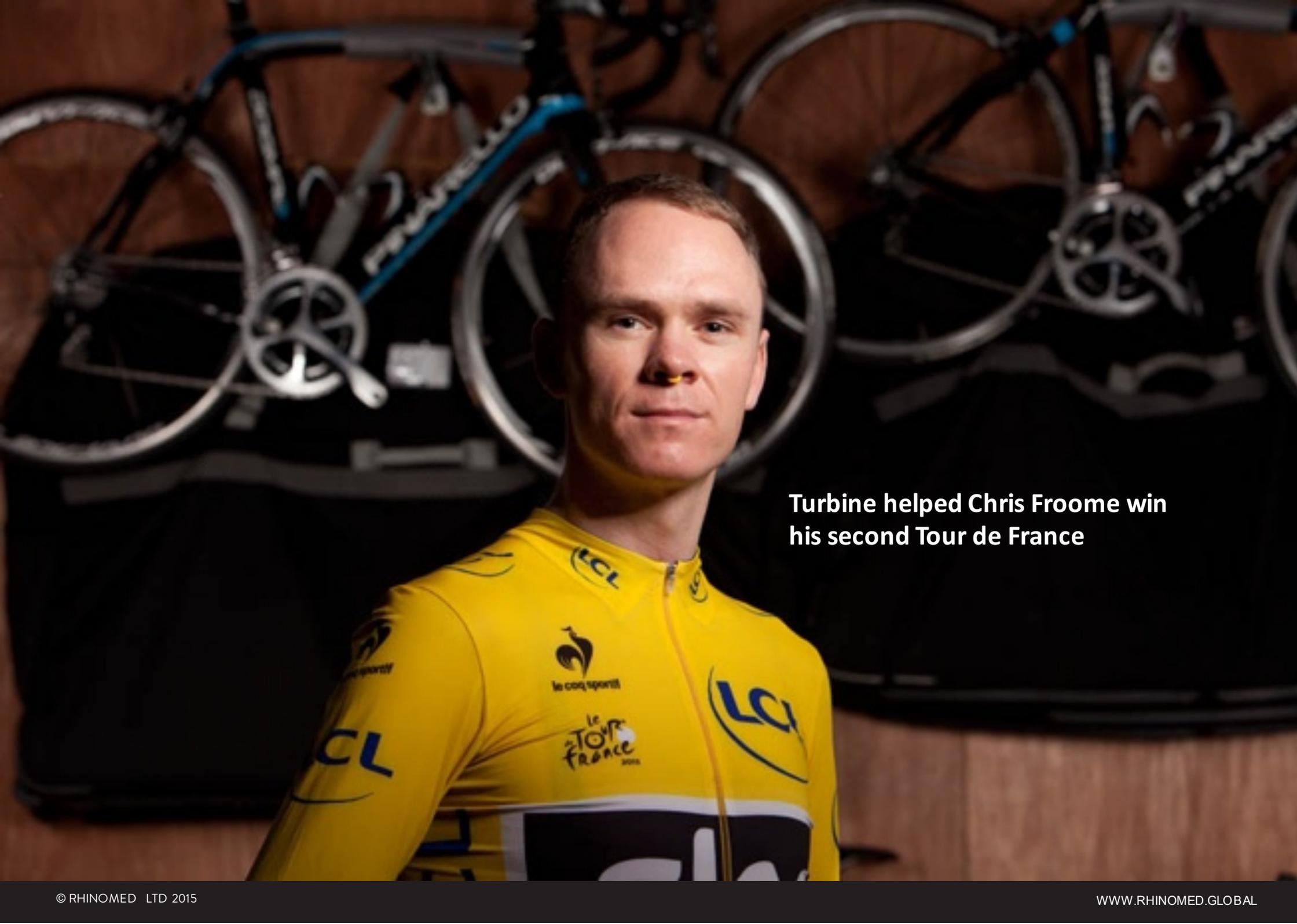
Unlike · Reply · 2 · 23 March at 18:42



TURBINE – SPORTS BREATHING TECHNOLOGY



- TURBINE 2.0 - Released Feb 2015
- Designed to help athletes breathe easier during sport and aerobic exercise and helps those suffering from nasal obstruction
- Now distributed globally
- Available in three sizes and a trial pack
- RRP AU\$29.95 delivering strong margins



Turbine helped Chris Froome win his second Tour de France

Turbine helped Shannon Rowbury set a new American record for the 1500 meters



CUSTOMERS LOVE TURBINE

In the last year Turbine has helped people all over the world achieve new records and set new 'personal bests' by making every breath count.



INNOVATION PIPELINE

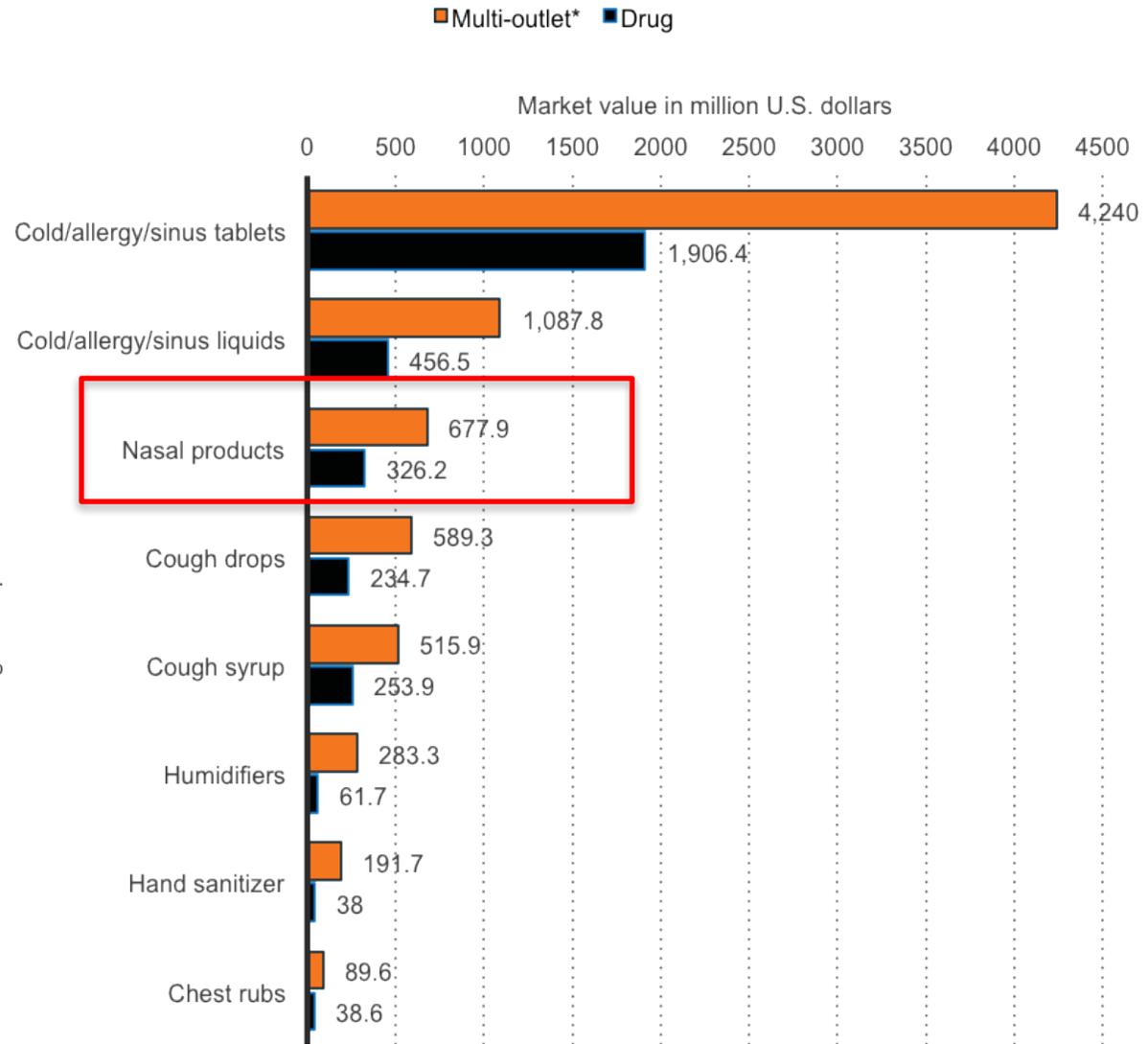
END TO END SLEEP CATEGORY SOLUTIONS



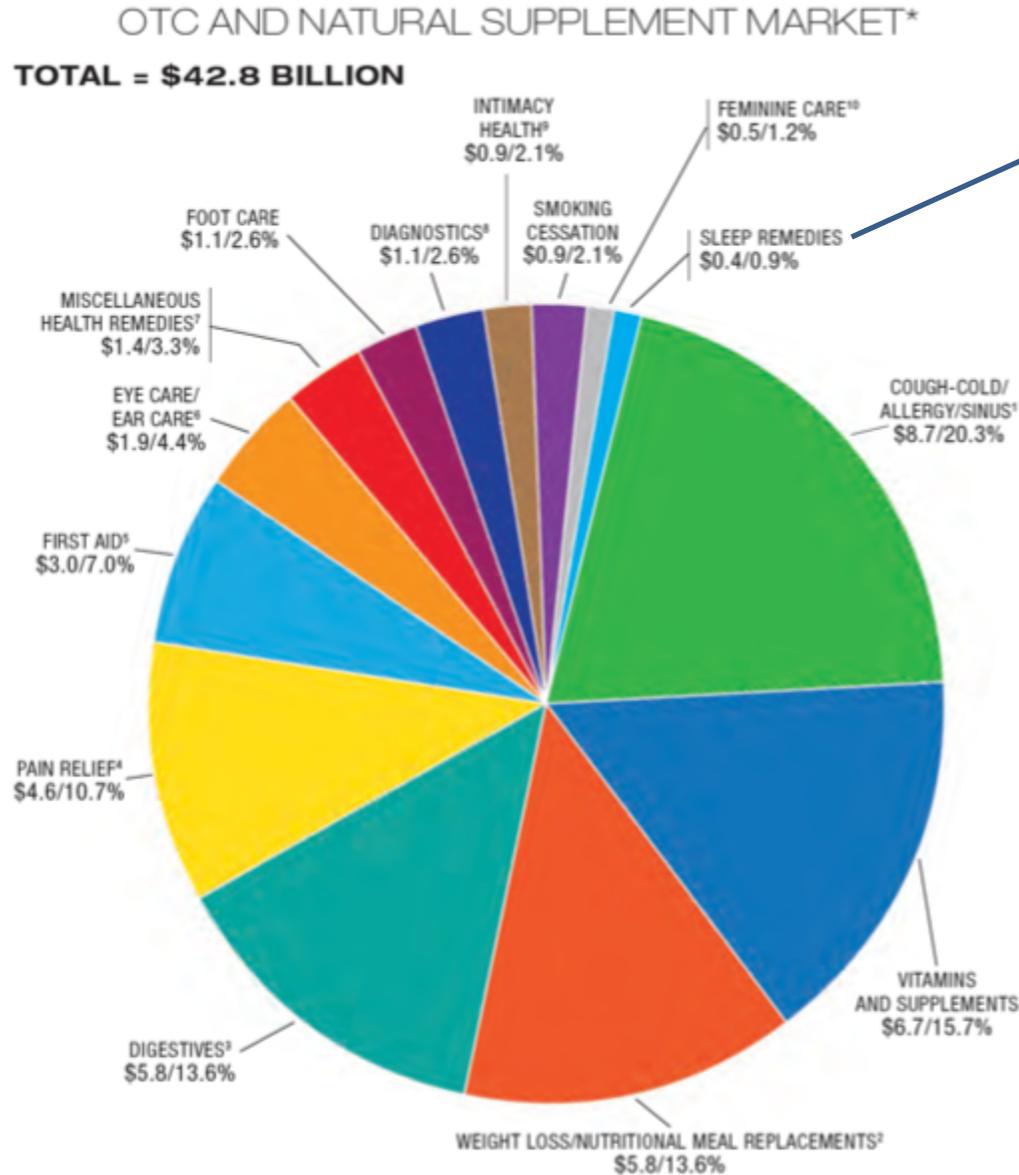
NEXT GENERATION NASAL DECONGESTANT



Cough/cold product



US\$8 BILLION DECONGESTION MARKET



MUTE

- In market
- Resolves snoring
- Improves sleep quality
- Adjunct to existing sleep therapies



MUTE 'CLEAR'

- Next generation multi formulation platform
- Overnight nasal decongestant
- Class 1 product – regulatory process commencing
- Design being finalised and production scoping underway
- TARGET RELEASE – DECEMBER 2016

SLEEP APNEA – US\$32 BILLION OPPORTUNITY

- Existing Industry Revenues - US\$19 BILLION+
- Vast majority of patients remain undiagnosed – significant growth opportunities
- According to McKinsey & Co analysis (Harvard Medical School, 2010) the annual total costs of OSA is \$165 billion

WISCONSIN SLEEP COHORT STUDY			
	CLASS	%	US POP PREVALENCE
FEMALE	MILD	9%	14 MILLION
	SEVERE	4%	6.2 MILLION
MALE	MILD	24%	36.8 MILLION
	SEVERE	9%	13.8 MILLION

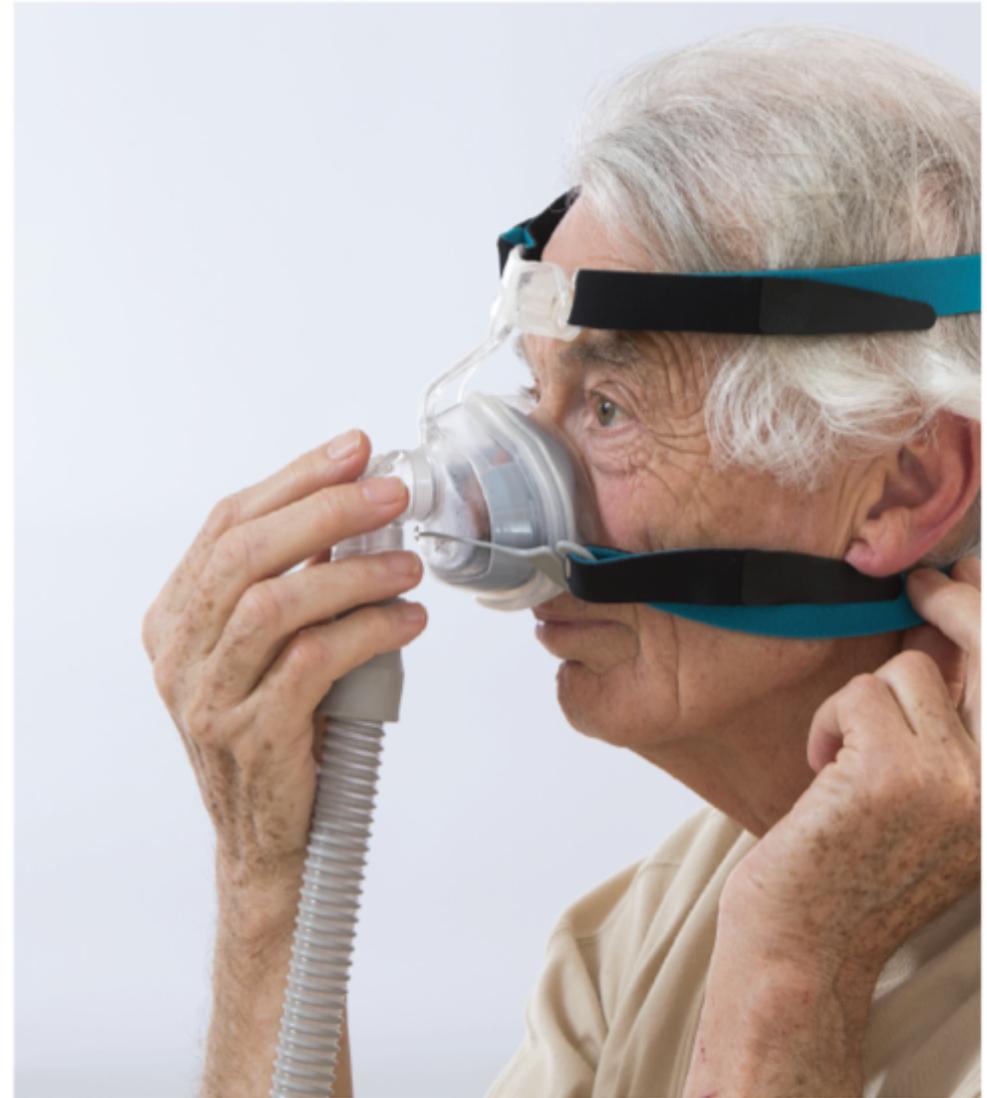
MILD TO MODERATE SUFFERERS



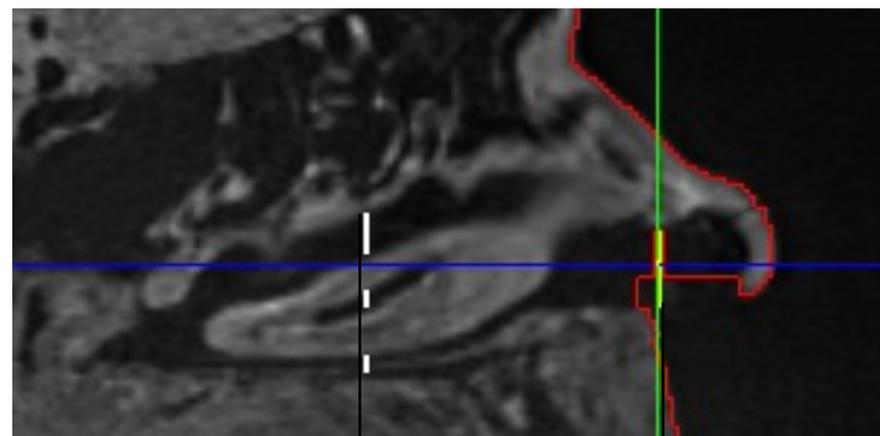
Of all OSA patients are MILD/MODERATE OSA

WITH A BILLION DOLLAR PROBLEM

- 80% of those with sleep apnea remain undiagnosed
- CPAP compliance rates are poor - less than 38%
- CPAP and MDS treatment is expensive \$2000+
- Few clinically proven alternative treatments
- All existing treatments are highly invasive
- Existing therapies struggle to attract and retain patients



MUTE-AN ADJUNCT TO EXISTING SLEEP APNEA THERAPIES



Location of posterior
coronal slice

Location of anterior
coronal slice

- Proof of compliance is increasingly required by insurers before reimbursement
- Rhinomed nasal stent lowers nasal resistance – opens up upper airway
- Increasingly recommended by Sleep Specialists, Sleep Technicians and Dentists as an adjunct therapy to Mandibular Advancement Devices and Low AHI Patients to resolve compliance issues
- Rhinomed is working closely with sleep specialists to begin scoping a trial

INPEAP – A NEW FRONT LINE SLEEP APNEA THERAPY



Intranasal Positive Expiratory Airway Pressure (INPEAP)

- Patented INPEAP technology
- Targeting 70% of OSA patients with moderate OSA (AHI 14-29)
- Low invasive
- Well tolerated
- Nasal stenting coupled with nasally delivered EPAP
- Trial underway at Monash Lung and Sleep Dept. Monash Health

S U M M A R Y

- Compelling technology in a growing global market
- Business is rapidly expanding revenue base through global distribution footprint
- Key focus is expansion in:
 - USA and Canada
 - UK
 - Aust/NZ base
- Near Term new flow – more distribution agreements, Sleep Apnea Trial results expected
- Cash on hand ~ AU\$4.0 million
- Compelling investment comparator – Breathe Right Strips – purchased by GSK- US\$566m in 2007

Revenue streams with global
growth opportunity

Platform extension in high
value opportunities

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