

**ASX ANNOUNCEMENT**

**CELLMID INVESTOR PRESENTATION**

**SYDNEY, Wednesday, 3 August 2016: Cellmid Limited (ASX: CDY)** is pleased to advise that CEO Maria Halasz will be presenting at the Spotlight Investor Briefing, by Proactive Investors, today from 12 noon at the Radisson Blu Hotel in Sydney.

The presentation for the event is included in this release. Registration for the event is open to interested investors.

END

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**Cellmid Limited (ASX: CDY)**

Cellmid is an Australian life sciences company with lead programmes in multiple disease indications. The Company is developing innovative novel therapies and diagnostic tests for cancer and inflammatory diseases. Through its wholly owned subsidiaries, Advangen Limited and Advangen Inc., Cellmid also develops and sells FGF5 inhibitor hair loss products. Cellmid holds the largest and most comprehensive portfolio of intellectual property related to the novel target midkine and midkine antagonists globally. The Company's most advanced development programmes involve using its anti-midkine antibodies in addition to commercialising midkine as a biomarker for the early diagnosis and prognosis of cancer. For further information please see [www.cellmid.com.au](http://www.cellmid.com.au) and [www.evolisproducts.com.au](http://www.evolisproducts.com.au).

**Advangen Limited and hair growth products**

Advangen Limited is Cellmid's wholly owned subsidiary engaged in the development and sale of anti-aging hair care products. Advangen has a range of FGF5 inhibitor hair growth products which are sold in Australia, Japan, China and Taiwan. Concurrently, Advangen has been developing midkine, a growth factor, for hair loss utilising its anti-apoptotic effects. Advangen has a rich portfolio of hair growth and anti-aging hair care assets which include formulations of products on market, trademarks, patents and patent applications, proprietary assays and manufacturing processes.

**Midkine (MK)**

Midkine is a growth factor that is highly expressed during embryonic development. Midkine modulates many important biological interactions such as cell growth, cell migration and cellular adherence. These functions are relevant to cancer, inflammation, autoimmunity, ischemia, nerve growth/repair and wound healing. Midkine is highly anti-apoptotic protecting cells from dying. It is this mechanism of action that is thought to be responsible for midkine's ability to regenerate hair growth in various models of the condition.



# CELLMID LIMITED

3 August 2016

**Maria Halasz**

CEO & Managing Director

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# IMPORTANT NOTICE

## Summary information

This presentation contains summary information about Cellmid Limited (Cellmid) and its activities as at August 2016. The information in this presentation is of a general nature and does not purport to be complete or contain all information that a prospective investor should consider when evaluating an investment decision in Cellmid or that would be required in a prospectus or product disclosure statement prepared in accordance with the requirements of the Corporations Act 2001 (Cth) (Corporations Act). This Presentation should be read in conjunction with Cellmid's other periodic news releases or ASX disclosure documents as available from time to time.

## Forward looking statements

This Presentation contains forward-looking statements that are subject to risks and uncertainties. Such statements involve known and unknown risks that may cause the actual results, performance or achievements of Cellmid to be materially different from the statements in this presentation. Actual results could differ materially depending on factors such as the availability of resources, regulatory environment, the results of advertising and sales activities and competition.

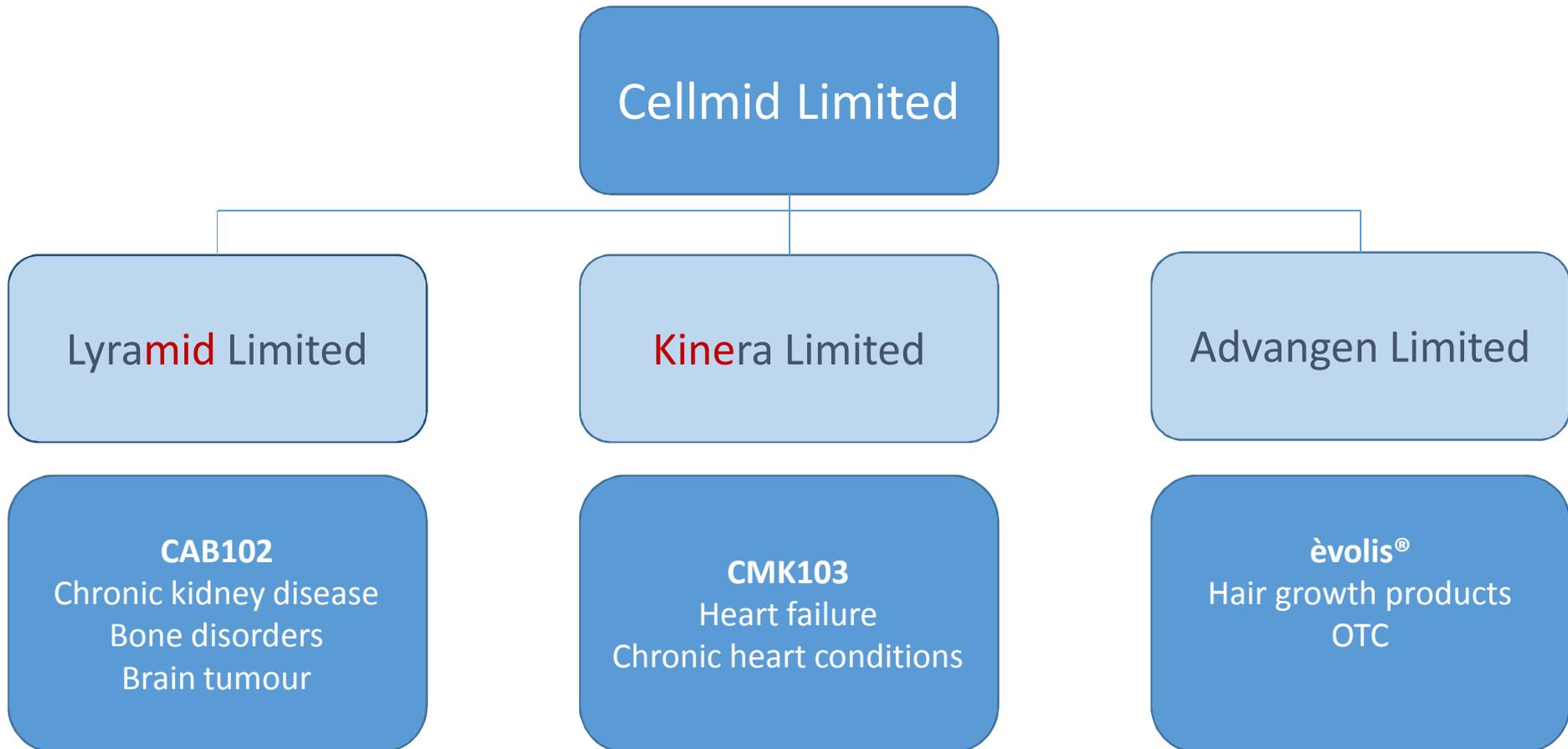
# CELLMID (CDY:ASX)

<b>Fully Paid Ordinary Shares (1 August 2016)</b>	<b>928,500,508</b>
<b>Listed Options (\$0.034, Expiring 23 October 2016)</b>	<b>290,542,770</b>
<b>Market Capitalisation (1 August 2016)</b>	<b>A\$ 33 million</b>
<b>Cash Position (reported 30 June 2016)</b>	<b>A\$ 2.5 million</b>
<b>Debt Position (Feb 2017, secured against R&amp;D Tax Credit)</b>	<b>A\$ 700K</b>

# CELLMID (CDY:ASX)

- Cellmid is an Australian life sciences company listed on the ASX (CDY:ASX)
- Cellmid has three wholly owned subsidiaries with dedicated therapeutic targets:
  - Lynamid (chronic kidney disease, bone disorders and cancer including cancer diagnostic)
  - Kinera (heart failure)
  - Advangen (hair loss)
- Cellmid is a revenue stage company with a rapidly growing consumer health business and a high value drug pipeline

# CELLMID: CORPORATE AND BUSINESS STRUCTURE

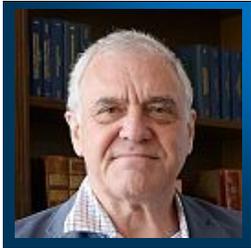


# 2016 SHARE PRICE PERFORMANCE



- |    |   |    |   |    |   |
|----|---|----|---|----|---|
| A1 | Quarterly Financial Report (27 <sup>th</sup> Jan)           | A7 | Fourth Midkine Symposium Results (11 <sup>th</sup> May)                   | B3 | USA Distribution Partnership for Cellmid's évolis® (20 <sup>th</sup> Jul) |
| A2 | Appointment of Elizabeth Masamune (4 <sup>th</sup> Feb)     | A8 | Record monthly sales for Advangen Japan (26 <sup>th</sup> May)            | B4 | Ikon Legal Action (22 <sup>nd</sup> Jul)                                  |
| A3 | Cellmid Investor Briefing Call (25 <sup>th</sup> Feb)       | A9 | évolis® Professional Launch (14 <sup>th</sup> Jun)                        | B5 | Quarterly Financial Report (26 <sup>th</sup> Jul)                         |
| A4 | Half Yearly Accounts (25 <sup>th</sup> Feb)                 | B1 | MK antibody publication and patent in bone healing (24 <sup>th</sup> Jun) | B6 | Cellmid Investor Briefing Call (27 <sup>th</sup> Jul)                     |
| A5 | Transcript of Investor Briefing Call (29 <sup>th</sup> Feb) | B2 | Midkine interviews with PharmaTelevision published (29 <sup>th</sup> Jun) | B7 | Transcript of Cellmid Investor Briefing Call (29 <sup>th</sup> Jul)       |
| A6 | Midkine Strategy Update (8 <sup>th</sup> Apr)               |    |   |    |   |

# BOARD MEMBERS



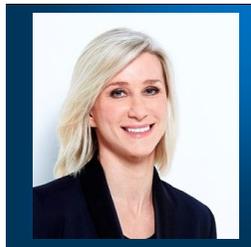
**Dr David King | Chairman**

An experienced independent chairman with expertise in high growth companies, Dr King has a track record in building business ventures and developing them into attractive take-over targets.



**Bruce Gordon | Non-Executive Director**

Bruce is a seasoned audit partner and corporate finance specialist with over 35 years' industry experience. Bruce brings significant expertise in valuations, mergers and acquisitions, restructuring and transaction support.



**Maria Halasz | CEO and Managing Director**

With over 23 years in the life sciences sector Maria started in corporate finance before joining Cellmid nine years ago as CEO. Maria led the acquisition of the company's current portfolio of midkine and FGF5 inhibitor assets.



**Dr Fintan Walton | Non-Executive Director**

Dr Walton has over 33 years experience in the global pharmaceutical and biotechnology sector and is the Founder and CEO of PharmaVentures Ltd, a UK based corporate advisory firm.

## RECENT HIGHLIGHTS

- April 2016: Strategic repositioning of Lyramid and Kinera (midkine pipeline companies)
- April 2016: Fourth Midkine Symposium: new partnerships to enhance MK pipeline
- May 2016: Record monthly sales for Advangen Japan (\$575K in April 2016)
- June 2016: Launching the évolis® Professional salon range in Australia
- June 2016: New publication on Cellmid's antibodies in bone healing
- June 2016: Interviews on Cellmid with PharamTelevision, the largest online industry channel
- July 2016: USA distribution partnership for the évolis® hair loss products
- July 2016: Investor briefing: sales are up 82% in FY2016

# ADVANGEN: CONSUMER HEALTH



Men's Tonic



Women's Tonic



Men's Shampoo



Women's Shampoo



Men's Active Pack



Women's Active Pack

évolis® pharmacy range

# ADVANGEN: CONSUMER HEALTH



**Youth**  
for youthful age defying hair

**Boost**  
for stronger, thicker, healthier hair

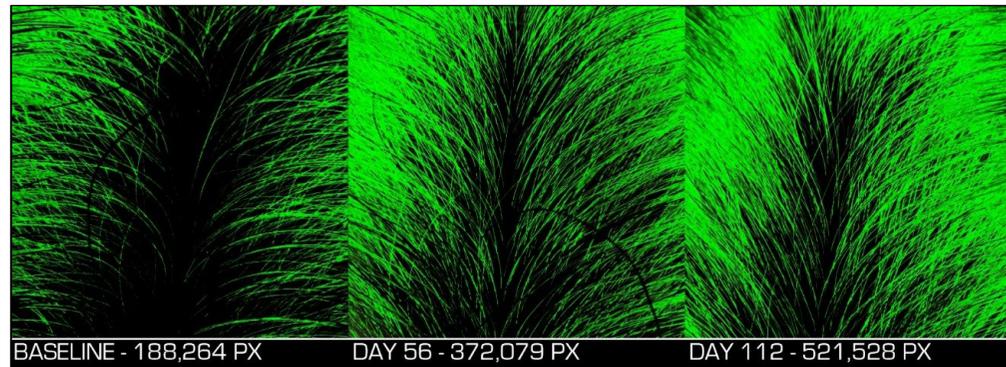
**Life**  
for superior hydration and damage repair

**Vivid**  
for colour treated hair

évolis® professional salon range

# STRONG CLINICAL STUDY RESULTS: évolis<sup>®</sup>

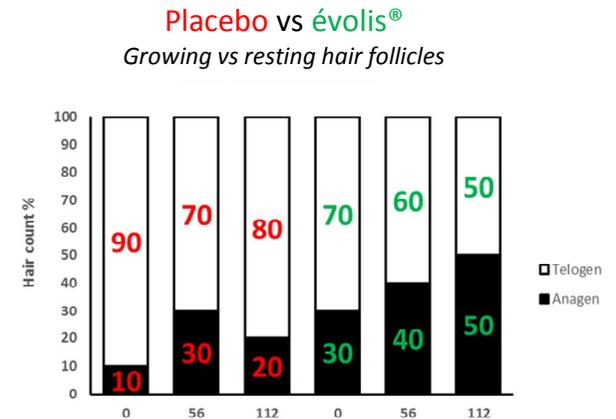
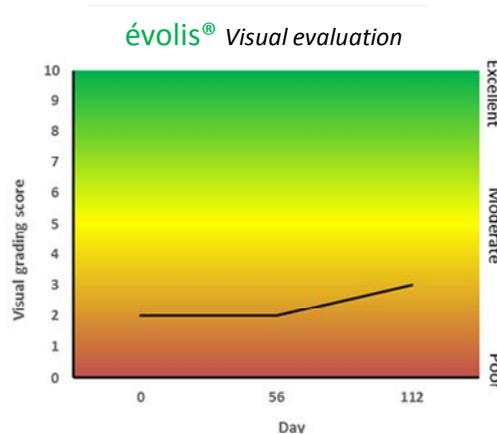
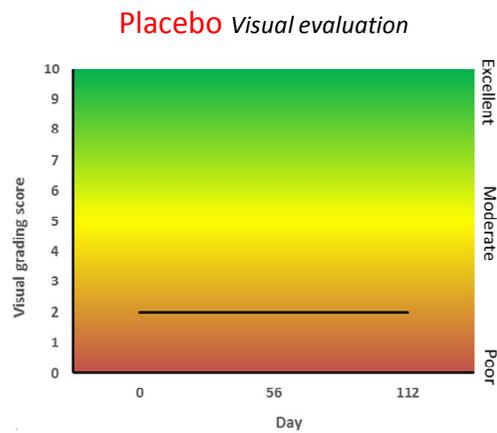
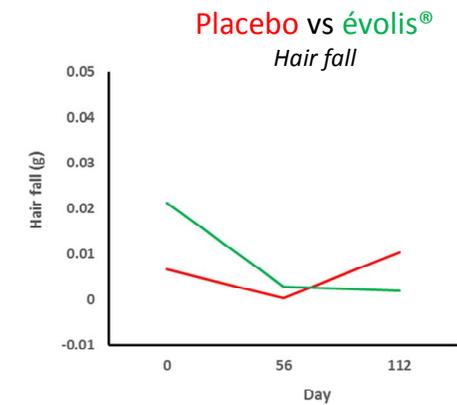
- 75% reduction in hair loss\*
- 40% increase in growing follicles\*



**\*blinded, randomized, placebo controlled clinical study conducted by AMA Laboratories in New York, USA including treatment groups in two concentrations**

# évolis<sup>®</sup> : HIGHLY EFFECTIVE IN MALE PATTERN HAIR LOSS

Group:	Placebo	évolis <sup>®</sup>	H-N scale example
Age:	53	52	
Gender:	Male	Male	
Race:	Caucasian	Caucasian	
Visual grading score at baseline:	2/10 (poor)	2/10 (poor)	
Hamilton-Norwood scale score:	4/7 (Advanced)	4/7 (Advanced)	



# AUSTRALIAN MARKET STRATEGY

- Building national pharmacy and salon distribution for évolis®
  - 1,000 pharmacies
  - 400 salons (June 2017)
- Product training to pharmacy staff and salon professionals
  - 7 pharmacy representatives
  - 5 salon representatives (June 2017)
- National consumer marketing and advertising campaign
  - In-house digital marketing team managing website campaigns, social media and community building
  - PR focused on bloggers and social influencers
  - Cost effective TV advertising campaign focusing on increased brand awareness and sales

# SOCIAL MEDIA AND INFLUENCER BASED MARKETING

Before évolis®

After 16 months' use

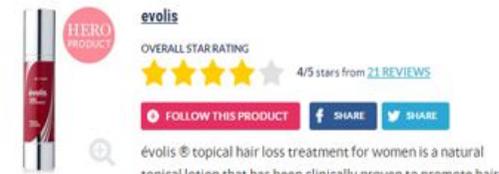


“After three to four months I noticed my hair had stopped falling out.. Unlike other products I researched on the market, évolis® has no side effects, only regrowth on my head.. The products have stopped my hair from falling out and I have nearly a full head of hair towards the front and back”

**Testimonial from a long-time évolis® user, 40 years old, NSW Australia**



- “évolis hair tonic and shampoo easily fit in to my daily hair care routine and has given me fantastic, noticeable results! Before my hair was patchy, dry and lifeless and now it is healthy, full, strong and easier to manage” – 5 ★
- “I finally see hair growing in my bald spots! This wonderful product was detailed to me by a med rep, who claimed it worked for him after using it on his thinning and receding hairline for 2 months” – 4 ★
- “ My hormonal hair loss issue has significantly slowed down, and I'm now sporting a head of hair that is healthier, stronger, thicker & in a greatly improved condition. This is a product that really does deliver on what it promises” – 5 ★
- “Since I have been using the évolis tonic for women twice a day, morning and evening I have noticed that my hair loss has reduced and I find it easier to manage my hair. My hair feels a bit thicker” – 4 ★
- “My hair used to be really thin especially at the front on either sides of my fringe however after using this spray twice daily in conjunction with the shampoo of the same range I have noticed my hair is much more full and thick. The area where I have been using this spray seems to have kick-started fresh growth as I have a lot of 'baby' hair in these areas” – 5 ★



# KEY OBJECTIVES – CONSUMER HEALTH

## 1. USA: Build distribution

- Signed USA distribution partnership with Colour Collective in July 2016
- Commence USA e-commerce sales in late 2016
- Launch USA other direct to consumer channels in 2017
- Targeting \$100 million in revenue in 5-7 years

## 2. Japan: Increase sales and profitability

- Continue to grow sales through QVC, salons and private label with improved profitability
- Open évolis® concept store in Tokyo

## 3. Australia and other regions: open channels in China, Europe and SE Asia

- Increase sell through in Australian pharmacy and broaden salon distribution
- Continue business development; China through e-commerce and other markets through retail

## KEY OBJECTIVES – LYRAMID AND KINERA

- 1. Build key opinion leader network for Lyramid and Kinera**
- 2. Build on existing academic and commercial collaborations for Lyramid and Kinera**
- 3. Fund subsidiary companies directly**
  - avoid dilution in Cellmid; and
  - add valuation upside
- 4. Complete preclinical development and commence clinical development for Kinera**
- 5. Complete preclinical development and finalise clinical indication for Lyramid**

# TRACK RECORD IN DELIVERING RESULTS

	FY2015 \$'000	FY2016* \$ '000
Consumer Health - Australia	658	800
Consumer Health - Japan	1,137	2,300
<b>Consumer Health Total</b>	<b>1,795</b>	<b>3,100</b>
Midkine	147	350
<b>Total sales and license revenue</b>	<b>1,894</b>	<b>3,450</b>
<b>Sales Growth</b>		<b>82%</b>
R&D tax	952	1,100
<b>Total overall revenue</b>	<b>2,846</b>	<b>4,550</b>
<b>Revenue Growth</b>		<b>60%</b>
* Unaudited, subject to exchange rates for Japanese sales, sales are excluding GST.		

- Cellmid has a balanced portfolio of life sciences assets with strong global revenue growth expected from consumer health
- Major potential upside from midkine drug therapeutics (partnerships and licenses)
- Track record of delivering sales growth year on year, with sales up 82% in FY2016\*
- Experienced management team and strong partners to deliver on growth prospects

\*unaudited

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