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DELIVERING INNOVATION

CONSEGNA REPORTS COMPELLING RESULTS FROM BREATHEASSIST™ ELITE ATHLETE USER TRIAL

“After trialling the BreatheAssist prototype during three sessions, two thirds of athletes and trainers reported they felt they could get more air into their lungs”

Wednesday 5 June 2013: Consegna Limited (ASX:CGP), the nasal, respiratory and drug delivery technology company, has achieved compelling results from its elite athlete BreatheAssist nasal device user trial carried out in May. The trial captured the attitudes and experiences of elite athletes and trainers pre and post usage of the BreatheAssist technology, a novel device that assists breathing during sport and exercise.

The trial objective was to confirm and quantify the benefits of the BreatheAssist prototype BA1.0, provide input that will improve the design of the market ready product (BA2.0) and provide an objective, independent assessment of user preferences and potential product uptake.

The trial design was both qualitative and quantitative in nature, specifically evaluating user perception of the product and their experiences when using the product while exercising or training. The trial featured 36 elite athletes and trainers who used BreatheAssist prototype BA1.0 during three separate exercise sessions. The exercise sessions involved either of running, cycling, rowing, participating in aerobic gym classes or weight training.

Study results:

1. After learning about the features of the BreatheAssist Sport product:

- 86% of respondents reported that they believe the BreatheAssist technology would deliver more air into their lungs;
- 91% believe that elite athletes and 94% of people training at an elite level will benefit from the BreatheAssist technology;
- 83% of respondents believe that BreatheAssist will allow them to be able to breathe more easily during exercise; and
- 77% believe the BreatheAssist technology will enable them to train at a higher intensity.
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2. After trialling the BreatheAssist prototype (BA1.0) during three exercise and training sessions:

- Two thirds of respondents reported that they felt they got more air into their lungs when using the BreatheAssist Sport;



- 60% of the respondents in the trial felt less fatigued during training when using the BreatheAssist Sport;
- Close to half felt their breathing returned to normal more quickly than usual when using the BreatheAssist Sport; and
- 80% of all respondents would expect to buy the BreatheAssist technology online.

Conclusion:

Overall, elite athletes and trainers felt that the BreatheAssist technology delivers on several vitally important benefits that in turn:

- Provide a compelling and powerful method for getting more air into the lungs when exercising or training;
- Will be highly beneficial for those who are training at an elite level or playing competitive sport;
- Has a compelling proposition and is highly attractive and beneficial to cyclists, runners, and rowers and those participating in aerobic activities; and
- Is a product that they would expect to buy online.

The results also provide the company with specific issues and opportunities for improvement (in sizing and comfort) that are now being addressed in the current design refinement process.

Consegna CEO Michael Johnson commented, “This trial has validated core benefits of the BreatheAssist technology – especially the 38% increase in airflow. The results confirm a compelling commercial proposition, addressing an unmet need in a massive, growing market. As we move closer to our Australian test market launch these outcomes provide us with strong confidence and the clearest indicator yet of the potential for the BreatheAssist product to capture a share of the US\$6.17 billion global sport supplement market.”

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About the Sports Supplement market

The BreatheAssist technology has applications across a range of markets. In its sports application, it is most relevant to the sports supplements market. The Sports supplement market has been forecast to hit a value of US\$6.17 billion by 2018, encouraged by rising health consciousness and knowledge of sports supplement, nutrition and assistance products and the increasing number of people engaged in sports/fitness related activities.

In the global market, apart from the major trends of expanded usage, newer customers and introduction of several novel product formulations, an important trend is the growing demand for 'natural' products. As consumers shift away from synthetic products, either in terms of foods or supplements to products closer to nature, demand for natural products is growing at a rapid rate.

Emerging trends in sports nutrition products are focused on providing consumers with new sensory experiences, leveraging new technology, and developing healthy and convenient nutritional products. Globally, the US is the largest market for sports supplements and represents 63% of the value. The wide availability and easy access to sports and fitness nutrition products at fitness clubs, pharmacies, health food stores, supermarkets and online channels enable quick access and higher market penetration.

BreatheAssist Sport – a novel solution to breathing during exercise

The BreatheAssist technology portfolio features a device capable of dilating the nostrils and/or providing a platform for a range of bioactive ingredients. Initial clinical work showed that the device can deliver, on average, up to 37.6% more air through the nose during inhalation when compared to nasal strips.

About Consegna Group Limited (ASX:CGP)

Consegna Group Limited is a Melbourne based medical technology firm with a focus on nasal, respiratory management and drug delivery technologies.

Consegna is commercialising the BreatheAssist™ technology portfolio; an intra-nasal technology designed for the global consumer and medical health markets. The BreatheAssist technology features a device capable of dilating the nostrils and/or providing a platform for a range of bioactive ingredients. The company will be commercialising the technology in multiple applications targeting:

Consumer Markets

Sport + Exercise Performance
Snoring Management

Clinical Programs

Olfactory/Weight Management
Sleep Apnea
Drug Delivery