# RHINOMED ASX: CGP

#### RHINOMED (ASX:CGP)

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 Rhinomed to be materially different from the statements in this presentation.

Actual results could differ materially depending on factors such as the availability of resources, the results of clinical studies, the timing and effects of regulatory actions, the strength of competition and the effectiveness of the Company's patent protection.



Radically improve the way you breathe, sleep, maintain your health and take medication.



# **Snap**shot

- Clear focus on nasal technology
- Based on BreatheAssist<sup>™</sup> technology platform
- First Sports product ready to launch
- Sleep (snoring) and Wellbeing product rollout 2014
- Book revenues this calendar year

# RHINOMED (ASX:CGP)

## **Board** & Management

NON-EXEC CHAIR Martin Rogers

EXEC DIRECTOR / CEO Michael Johnson

NON-EXEC DIRECTOR Lord Simon Reading

CHIEF FINANCIAL OFFICER Phillip Hains

CHIEF MARKETING OFFICER Jane Ballantyne

#### **Market** Data

(as at 1/10/13)

SHARE PRICE \$0.039

MARKET CAP \$13 M

SHARES ON ISSUE 331 M

CASH ON HAND \$1.54M

BURN RATE \$57k/pm approx.

## **Top 5** Shareholders

(as at 8/10/13)

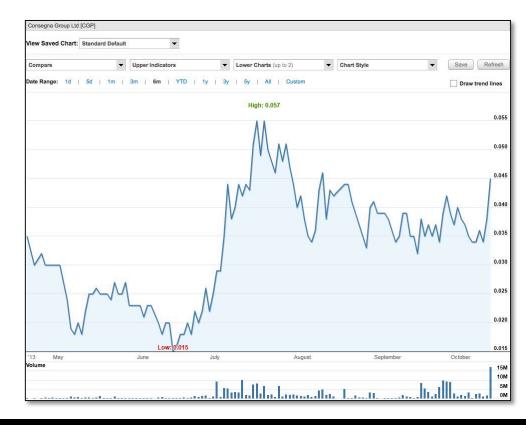
National Nominees 5.83%

Prof Payment Svcs 2.58%

MHBIAT P/L 2.26%

Celtic Cap P/L 2.09%

HSBC Custody Nom 2.05%







#### TURBINE

- Sits inside the nose
- Dilates to increase airflow
- Consumer launch November 2013
- Manufacturing underway
- 3 pack @ \$24.95 retail
- Selling online and through affiliates
- 18 granted and pending patents in major jurisdictions
- Medical grade polymer





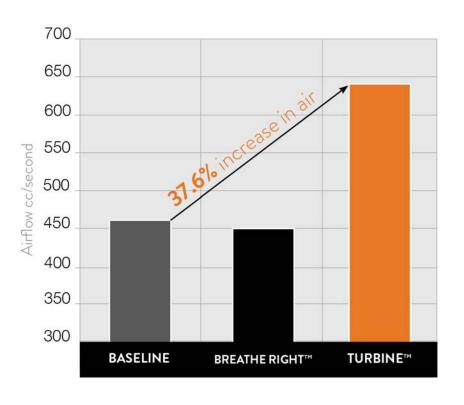




# TURBINE

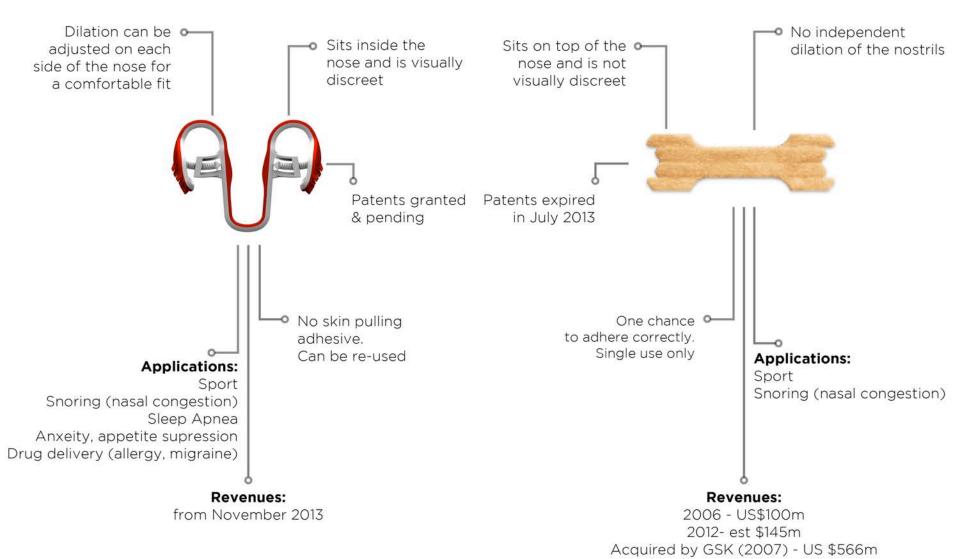
increases airflow, on average, by





# BREATHEASSIST\*\* TECHNOLOGY







# **ALL YOU NEED IS**

You don't need fluro. You need more air

Turbine is a nasal dilator that increases your air intake by 38%. Which means fewer breaths per minute and a slower heart rate. Just stick it up your nose and get going.

TURBINE. ALLYOU NEED IS AIR





# 38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br/>38%<br

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BILLION the size of the Australian bike and accessory market<sup>2</sup>

1 AustRoads & the Australian Bicycle Council 2011 2 Bicycle Industries Australia Sept 2011





RUNNING

**CYCLING** 

the number of American Cyclists<sup>1</sup>

1 National Sporting Goods Association 2011

2 International Health, Raquet & Sporting Club Association 2012

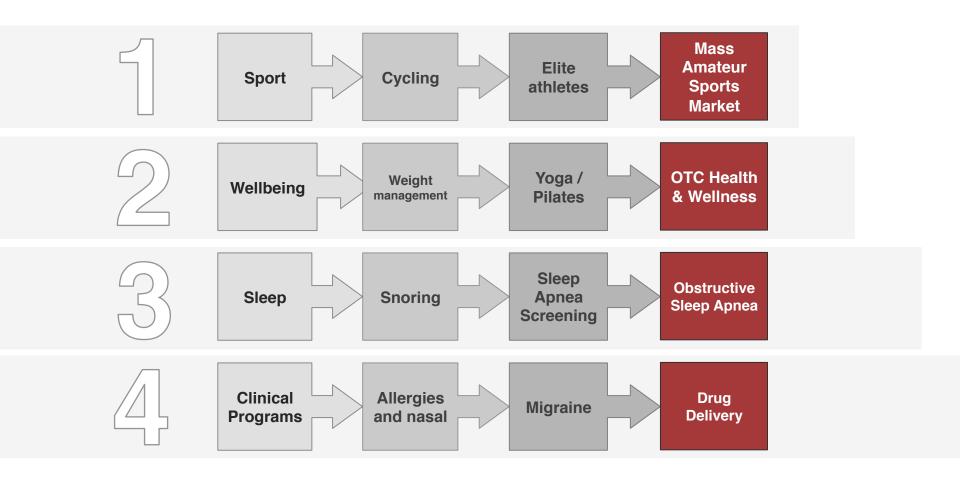


# **PRODUCT** EXTENTIONS:

SLEEP WELLBEING DRUG DELIVERY

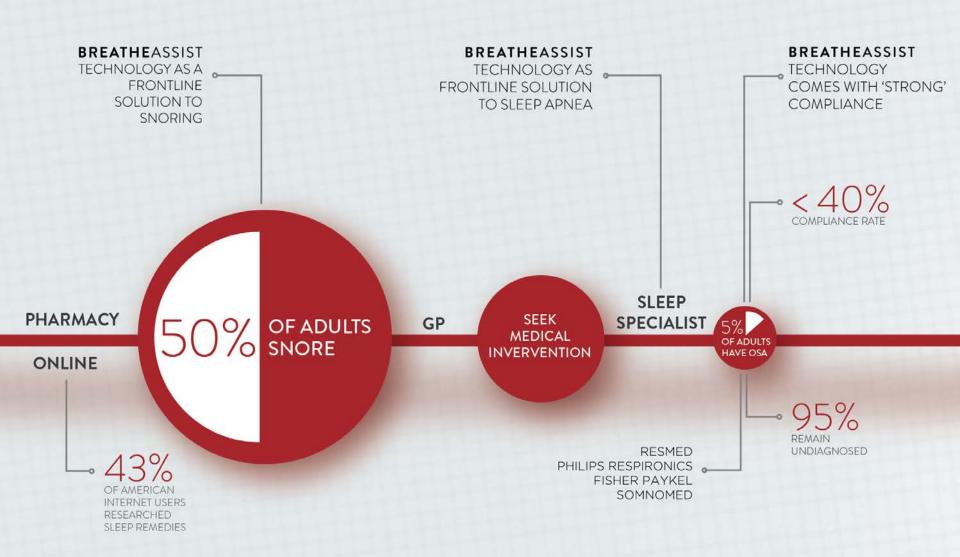


# Clear & compelling growth strategy



#### WORLDWIDE SLEEP AIDS MARKETS TO REACH \$33.2 BILLION IN 2014

SOURCE: SLEEP AIDS - TECHNOLOGIES AND GLOBAL MARKETS 2010





# **Summary**

- Olear focus on proving value of the technology portfolio:
  - Revenues November 2013 Market launch in Sport
  - Strategic Value Demonstrate extension into high value markets
- Rigorous management of risk
- Significant market and KOL strategy in place
- Market product extensions (wellbeing & snoring 2014)
- New team with strong marketing and commercialisation background to drive commercial success



# THETURBINE.COM



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