

25 September 2024

ASX Announcement

Firebrick Investor Update

Firebrick Pharma Limited (ASX:FRE) (Firebrick, Company) is pleased to release an Investor Update which summarises Nasodine's global expansion plans as a nasal antiseptic.

Originally developed as a treatment for the common cold, Nasodine will now be marketed as a nasal antiseptic in all countries (where permitted by local regulatory authorities). As a nasal antiseptic, Nasodine addresses multiple unmet medical needs and is expected to offer a valuable set of claims that should be attractive to commercial partners in all markets.

The global commercialisation strategy for Nasodine is outlined in the Investor Update along with the goals and potential news flow for calendar 2025.

Firebrick Executive Chairman, Dr Peter Molloy will be hosting a webinar on Tuesday 1 October 2024 at 11:00am AEST to present the Company's commercialisation strategy and respond to questions from participants. All shareholders and interested investors are invited to attend.

Please click on the following link to register for the webinar:

https://loghicconnect-au.zoom.us/webinar/register/WN_-kFpjmuiQpysTPoGixVV_g

This announcement was authorised by Dr Peter Molloy, Executive Chairman of Firebrick Pharma.

- ENDS -

About Firebrick (ASX:FRE)

Firebrick Pharma is a pharmaceutical innovator focused on developing and commercialising novel formulations and uses of povidone-iodine (PVP-I). The Company has successfully developed a PVP-I nasal spray (Nasodine® Nasal Spray) and filed international trademarks and multiple patents on the product. The Company has also completed six clinical trials that have affirmed the product's safety and generally supported its efficacy as an antimicrobial nasal spray with utility in a range of clinical settings. Firebrick is now commercialising Nasodine in international markets, with the product already launched in the United States and Singapore.

Media enquiries:

Heidi Cuthbert
+61 411 272 366
heidi.cuthbert@multiplier.com.au

Investor enquiries:

Investors@firebrickpharma.com



(ASX: FRE) Investor Update

25 September 2024



The World Needs

Nasodine®
Nasal Spray

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FRE capital structure

PRE-SPP

Shares on issue 11/9/24	195.7 m
Shareholders	4,100
Top 20 (% of shares issued)	58%
Market cap @ 6.5c*	\$12.8 m
Cash @ 30 June 2024	\$0.8 m

POST-SPP**

Target SPP funds	\$2.0 m
SPP shares issued @5.5c	36.4 m
Shares on issue post SPP	232.1 m
Market cap @ 6.5c	\$15.1 m

* 5-day VWAP to 11 Sept 2024

** Assumes maximum amount raised/placed

Firebrick Pharma – an overview

- Firebrick has developed the world's first clinically-proven **antiseptic nasal spray**, Nasodine® Nasal Spray (“Nasodine”).
- Product development of Nasodine is complete, removing future R&D risk.
- The past R&D investment has created a strong foundation of intellectual property to support international commercialisation, which is now underway in several countries.
- Nasodine is to be marketed as a nasal antiseptic, which meets multiple unmet medical needs for consumers, doctors, hospitals and governments.
- Nasodine could save countless lives in the next pandemic.
- Firebrick is currently valued at less than A\$15 million.



The world needs Nasodine (as a nasal antiseptic)

Antiseptic /,anti'septɪk/

n.

An antimicrobial substance or compound that is applied to living tissue to reduce the possibility of sepsis, infection or putrefaction.

a.

Preventing the growth of disease-causing microorganisms

- Originally developed as a treatment for the common cold, going forward Nasodine will be marketed globally* as a nasal antiseptic.
- In a post-COVID world, this is a more accessible and more attractive market opportunity.

* Where permitted; in US Nasodine is marketed as a nasal cleanser



The world's first antiseptic nasal spray:

Kills all germs, no resistance potential, clinically proven to be safe

Nasodine contains povidone-iodine, a well-established antiseptic agent

Kills all germs (viruses and bacteria) known to cause nasal infections

Non-selective mode of action, no known potential for resistance

Proven safe for nasal use in human clinical trials

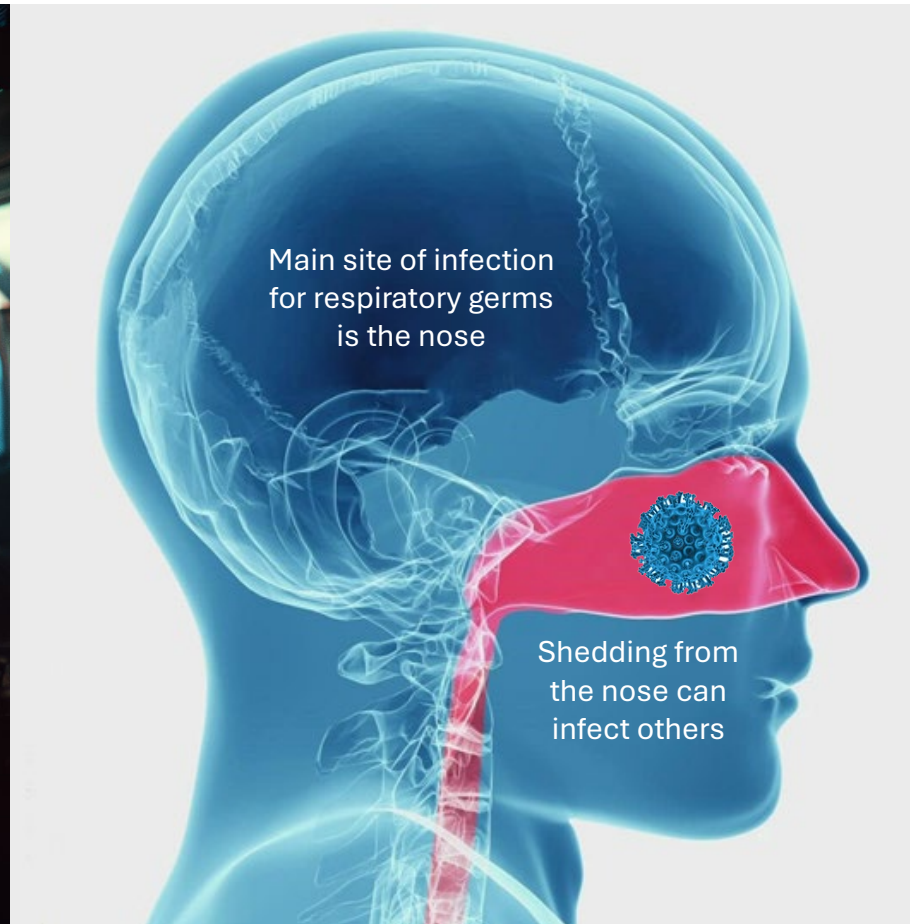
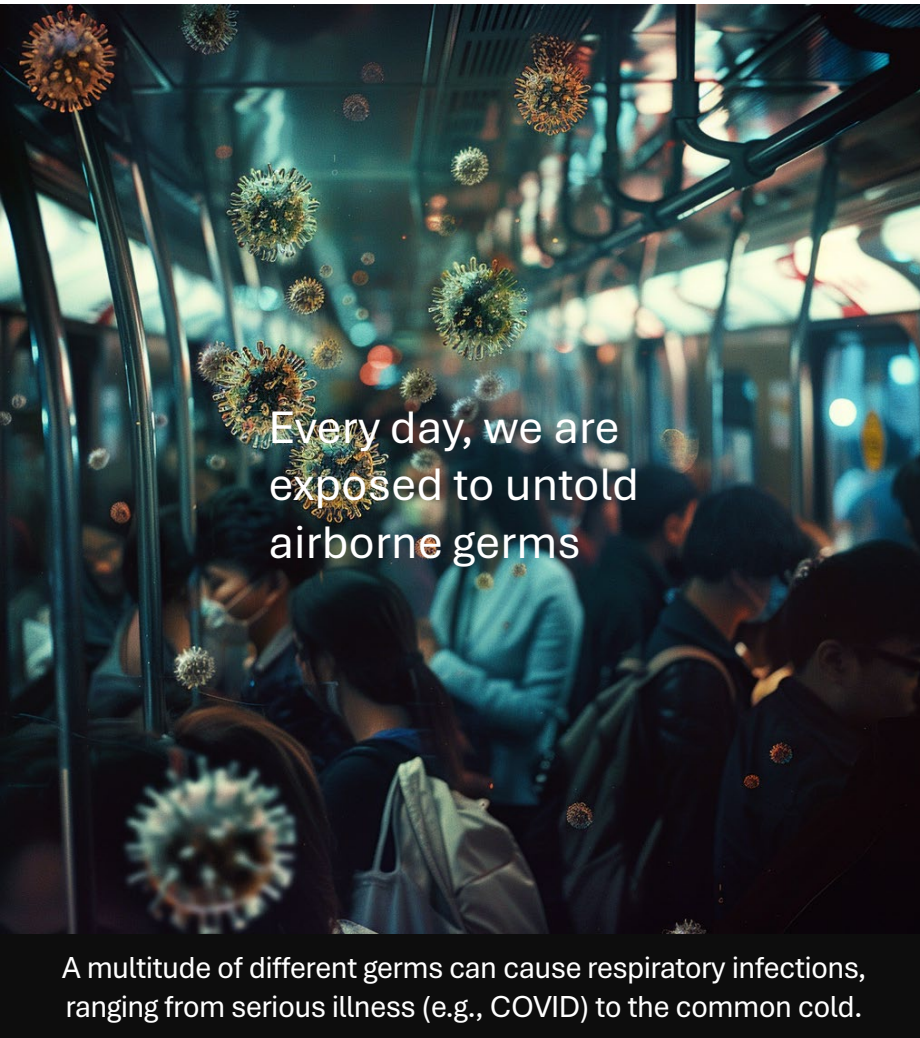
Supported by multiple peer reviewed publications

Antimicrobial spectrum of Nasodine*

Upper Respiratory Viruses	Upper Respiratory Bacteria
human rhinovirus (common cold virus)	<i>Staph. aureus</i> (incl. MRSA)
influenza virus (incl. pandemic strains)	<i>Streptococcus pneumoniae</i>
RSV (respiratory syncytial virus)	<i>Haemophilus influenzae</i>
Coronaviruses (incl. SARS-CoV-2)	<i>Moraxella catarrhalis</i>
Other respiratory viruses	Other pathogenic bacteria

* Based on independent *in vitro* studies. Results showed Nasodine produced a completion elimination (>99.99% reduction) of viability of the viruses and bacteria in less than 60 seconds, except one strain of human rhinovirus where a 99% reduction was achieved after 60 seconds, and longer exposures were needed for complete inactivation.

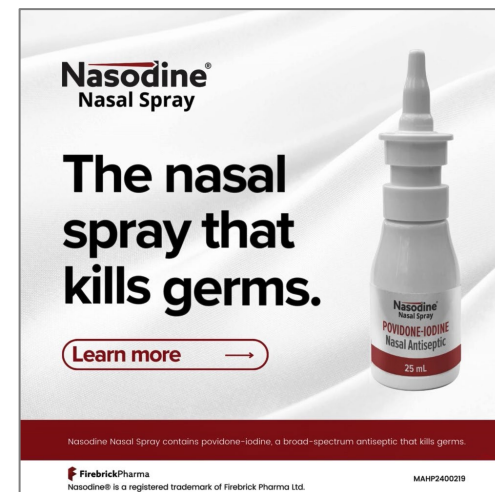
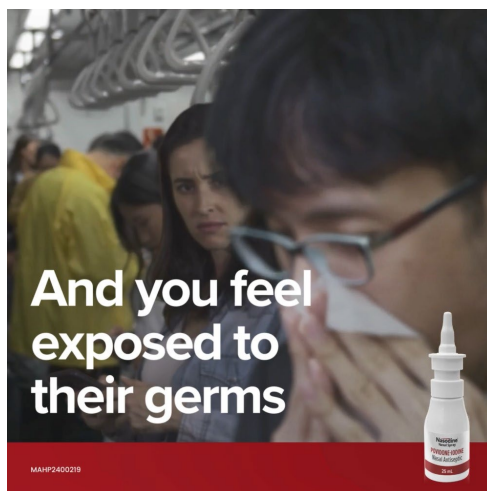
Why we need a broad-spectrum nasal antiseptic



For effective protection, you need a **broad-spectrum nasal solution**

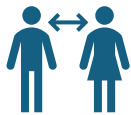
Nasodine now available in Singapore – gateway to Asia

- In June 2024, the Singapore HSA (Health Sciences Authority) approved consumer advertising of Nasodine as a nasal antiseptic; one example of current social media ads currently run by Firebrick:



- In September 2024, Firebrick hired former head of J&J Consumer Health in Asia-Pacific (Keith Shortall) to drive towards pharmacy distribution of Nasodine in Singapore by 30 June 2025, and to grow distribution and partnering of Nasodine throughout Asia-Pacific.

Nasal antiseptic positioning addresses multiple unmet needs across multiple vertical channels



Consumers¹

Protection from airborne germs:

- Commuters
- Office workers
- Air travellers
- Teachers
- Students
- Mothers
- Family members

...and anyone else concerned about airborne germs



Doctors

For patients with colds, instead of an antibiotic

To **protect vulnerable patients** from life-threatening respiratory infections

To **protect doctors** from patients



Hospitals

MRSA nasal decolonisation to reduce post-surgery infections

Reducing **viral shedding** and transmission of viral respiratory infections in hospitals



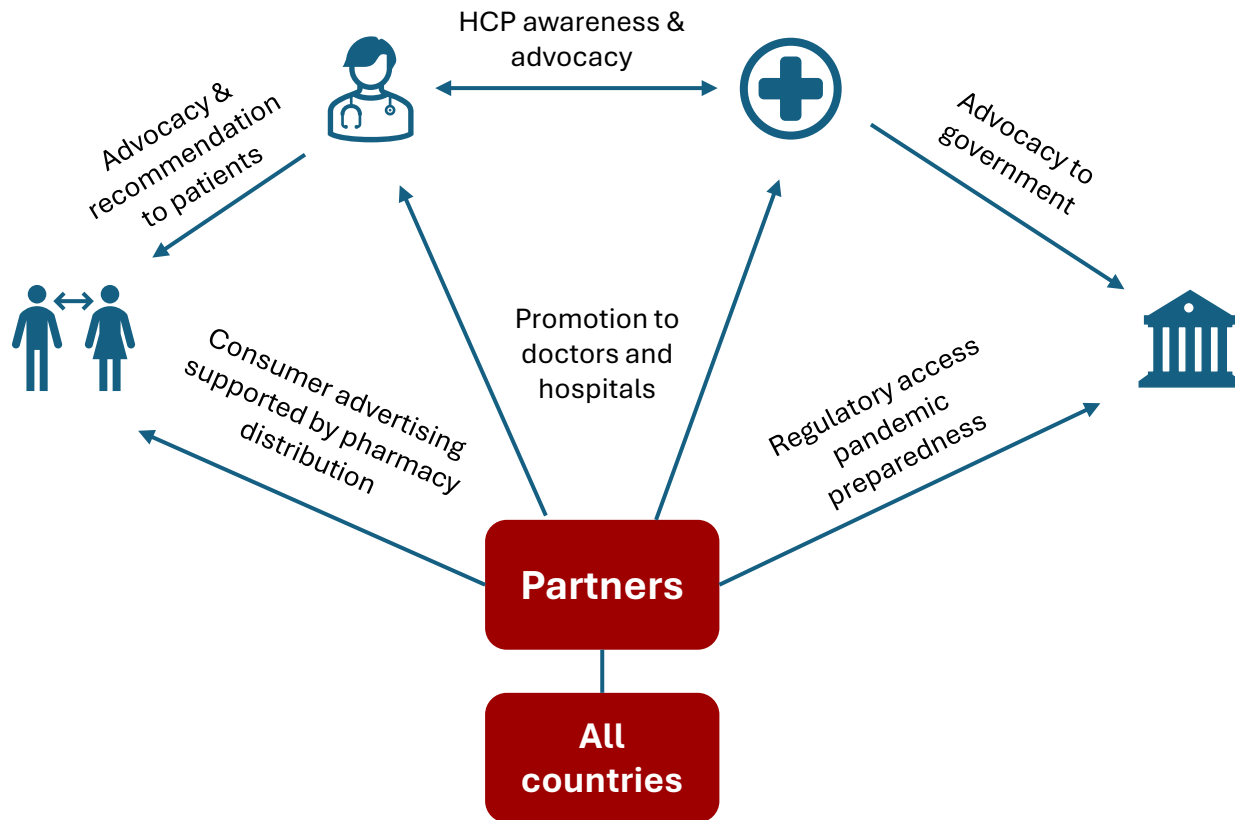
Government

Pandemic stockpiling for deployment to frontline healthcare workers in the event of a pandemic




¹ As per HSA-approved advertising in Singapore

Nasodine[®]

Global marketing plan driven by HCP recommendation



Long term goal is having partners in all markets with Firebrick receiving royalties and license fees

Country	Status/Partner	Plan
USA	Direct to consumer	Marketed as nasal cleanser; pursue pharmacy distribution and partnering to reach all target markets
Singapore	Direct to consumer	Marketed as nasal antiseptic; pursue pharmacy distribution and partnering to reach all target markets
Philippines	 S.V. MORE GROUP OF COMPANIES	Launch as nasal antiseptic expected in 2025; SV More to launch into all target markets
New Zealand		Partner to file for approval once approved in Europe
South Africa		Partner to file for approval once approved in Europe
Europe	Application filed	Filed for approval as nasal antiseptic; decision expected during 2025; if positive, partnering will proceed
Other countries (incl. Australia)	-	Pursue approval and partners in all countries with priority on those that allow 'nasal antiseptic' approval

Why partners are attracted to Nasodine



First-in-class OTC

- Exciting new OTC product category
- Meets an important need for consumers supported doctor advocacy and pharmacist recommendation



Blockbuster potential

- Multiple unmet needs across multiple target markets.



Competitor barriers

- Patents, trademarks, exclusive datasets/dossiers
- Clinically-proven and published safety
- Peer reviewed publication endorsement



Local manufacturing

- Option to manufacture locally secures supply chain and lowers cost of goods
- Premium pricing means attractive margins



Valuable franchise

- New Nasodine products available to expand the portfolio and market opportunities
- Potential for a valuable long-lived franchise

Firebrick goals by market for calendar 2025

Existing markets: Singapore and US

- Drive sales to consumers via HCP recommendation
- Gain pharmacy distribution to grow OTC sales
- Launch at least one new Nasodine® product form

Philippines

- Work with SV More (partner) to prepare for full scale launch of Nasodine, supported by pharmacy distribution and promotion to doctors and hospitals

Europe

- Gain approval for Nasodine as a nasal antiseptic in Sweden and Iceland as a gateway to EU approvals
- Secure a European marketing partner
- Use EU dossier for fillings by existing partners in South Africa and New Zealand

Asia, Latin America, Middle east, APAC

- Pursue approval in all countries where 'antiseptic' approval can be fast-tracked
- Initiate discussions with TGA about 'antiseptic' approval in Australia

Potential news flow 2025



Growth in sales



Expansion to
pharmacy channel
in Singapore and US



Launch in
Philippines



EU approval



New partners



New product(s)
announced

Firebrick in summary



Nasodine has entered commercialisation with sales starting in two countries



The global opportunity for Nasodine as a nasal antiseptic is very attractive



Product development is completed, largely eliminating forward R&D risk



Nasodine has a strong IP base to support commercialisation and partnering



Forward cash burn is expected to remain modest



Calendar 2025 holds significant promise for news flow