

The world needs Nasodine

Firebrick Pharma

ASX: FRE

firebrickpharma.com

Investor Presentation 23 June 2025

Approved for release by Dr Peter Molloy, Executive
Chairman & CEO of Firebrick Pharma Limited



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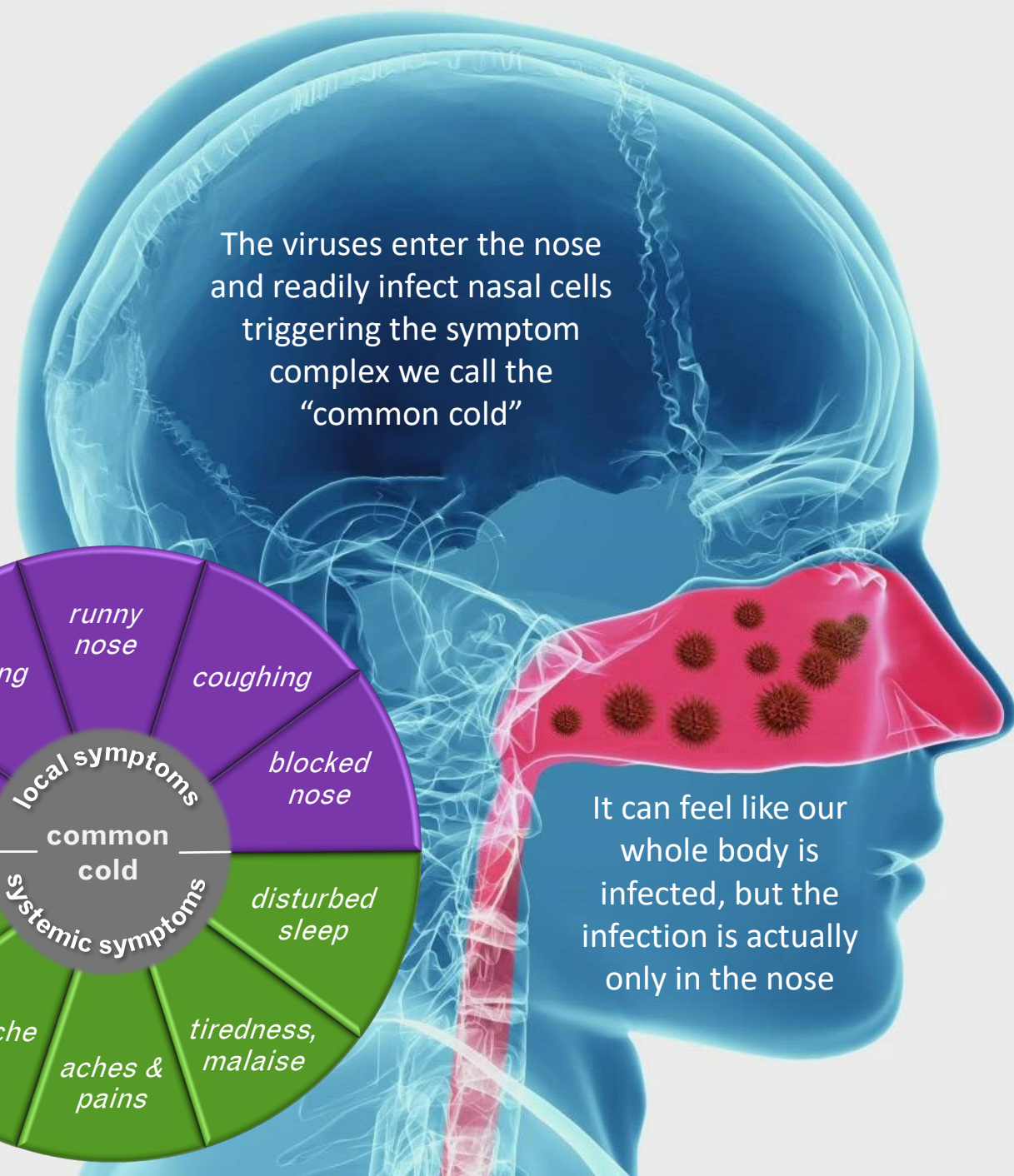
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The quest for a cure for the common cold

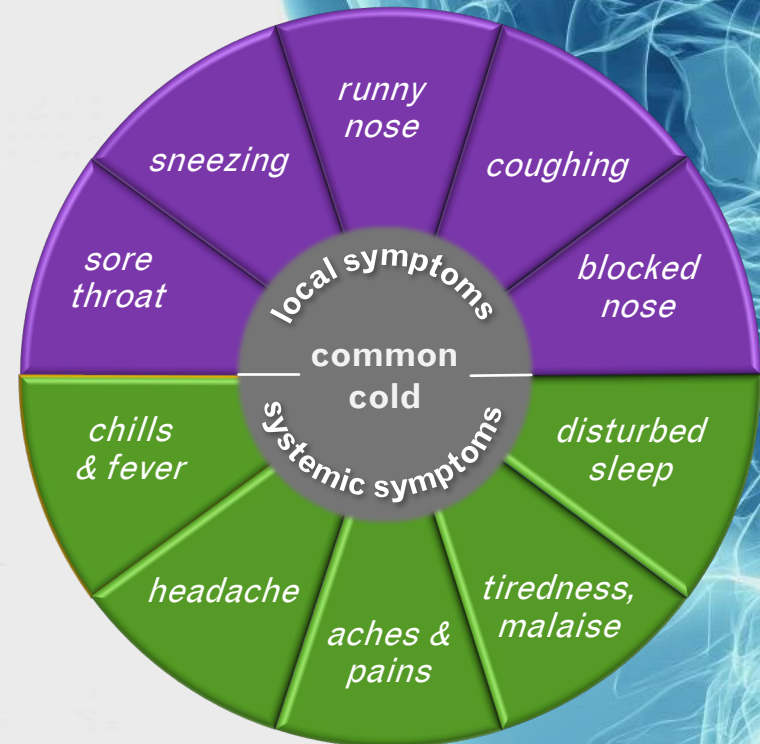
“The search for a cure for the common cold resembles in some ways a late 20th-century quest for the holy grail, and although new and remarkable medical discoveries are reported almost daily, medicine still cannot cure the most frequent infectious disease, the common cold.”

McIntosh K. “Closer to a Cure for the Common Cold?”
Journal of the American Medical Association. 1999;281(19):1844-1845



The viruses enter the nose and readily infect nasal cells triggering the symptom complex we call the "common cold"

It can feel like our whole body is infected, but the infection is actually only in the nose



Colds are upper respiratory tract infections (URTI) caused by viruses and spread mainly through airborne microdroplets

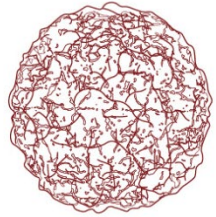


Hundreds of variants from six major virus families are the primary cause of colds

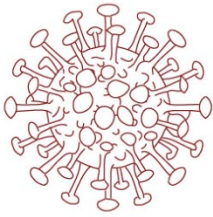
Cold & flu medications suppress some of the symptoms but do nothing to stop the virus infection or its further spread



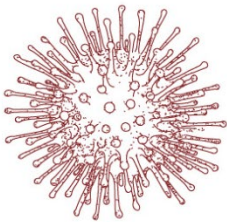
The constantly evolving pool of viruses that cause the common cold



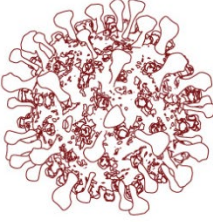
Rhinovirus



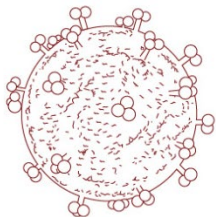
Coronavirus



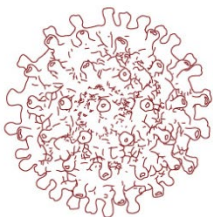
Influenza virus



Parainfluenza virus



Respiratory syncytial virus

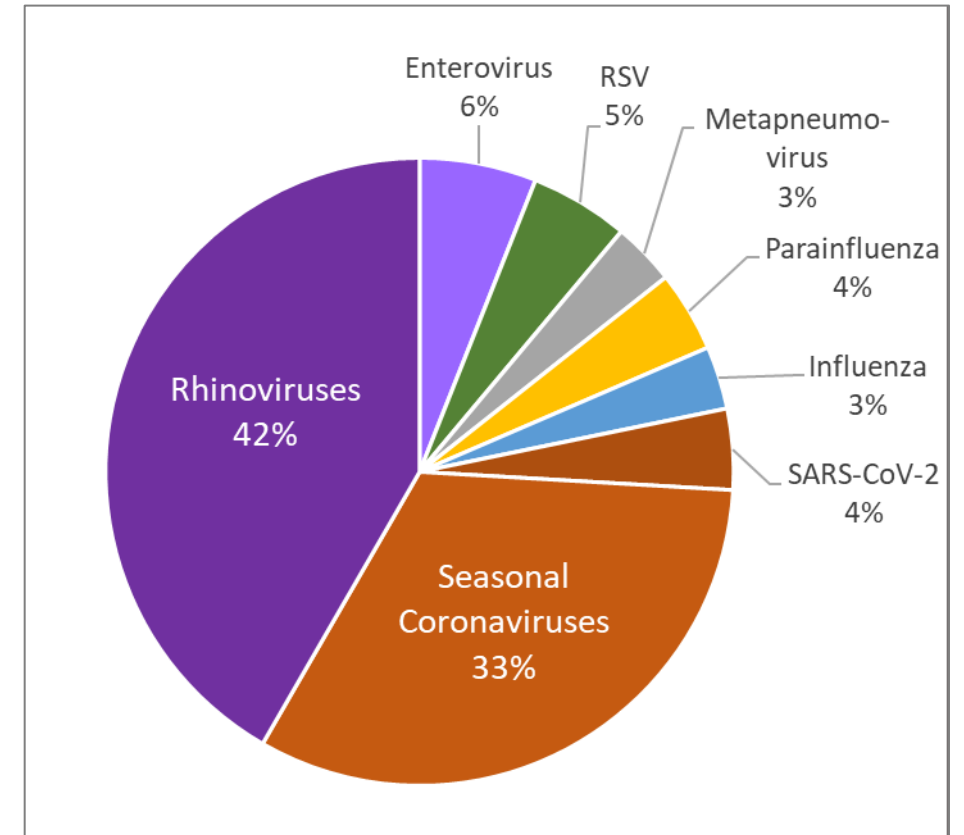


Metapneumovirus

Major virus families that cause colds

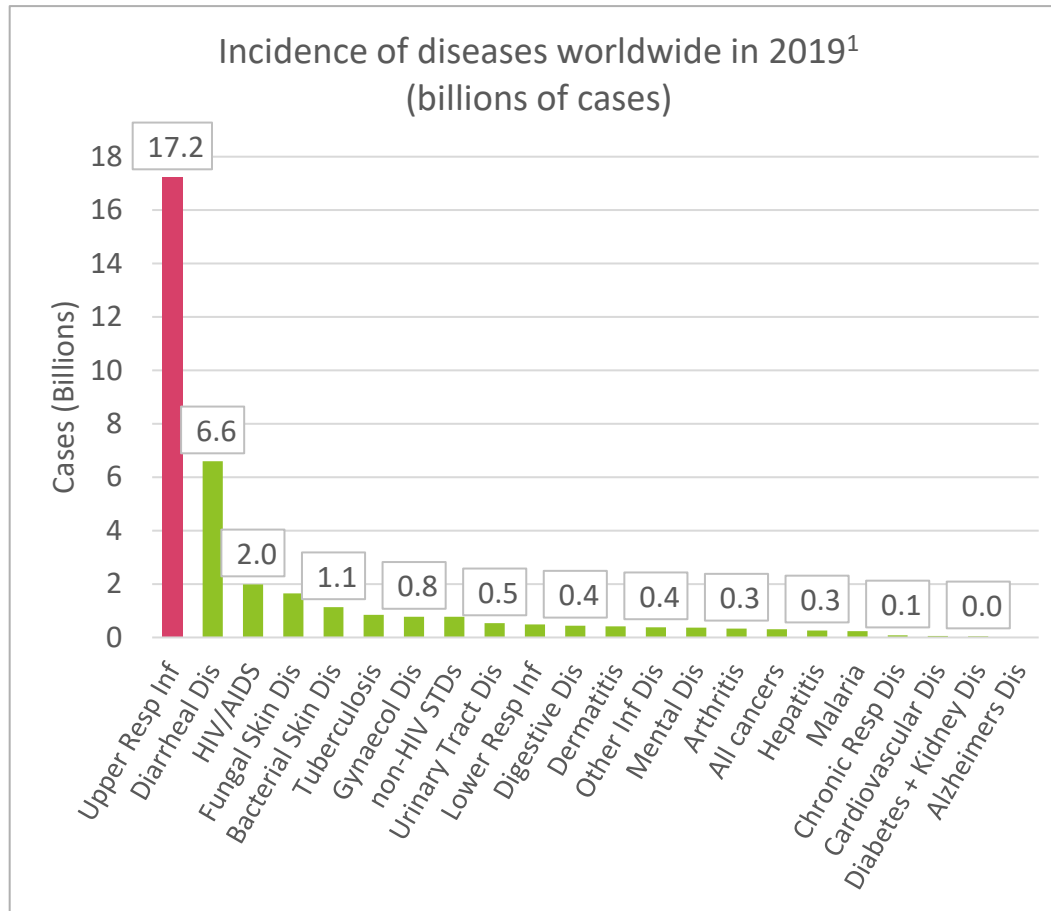
- 6 main families of viruses cause colds
- **Rhinovirus** is the most common cause, but there are around 200 types of Rhinovirus alone
- Seasonal **coronaviruses** are the 2nd most common cause (lots of variants, now including SARS-CoV-2)
- **Influenza** virus and **RSV** can cause colds, as well as lower respiratory illness
- In most cases, the first **site of infection is the nose**

Pattern of viruses detected in common cold subjects in 2022/23



Why pursue a treatment for the common cold?

It is by far, the most common disease afflicting humankind

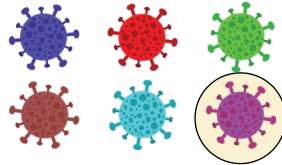


¹ Jin, X. et al. (2021) "Global burden of upper respiratory infections in 204 countries and territories, from 1990 to 2019" eClinical Medicine, Volume 37, 100986

- 17 billion cases worldwide of colds (upper respiratory tract infection or URTI) each year; dwarfs all other diseases
 - » **65 million cases in Australia alone**
 - » **30 times more common** than lower respiratory tract infections (LRTI) such as Influenza or RSV
- Although generally mild and resolving in 7-10 days, the social cost is enormous. In Australia:
 - » Est. **14 million lost workdays, 14 million lost schooldays**; total annual cost is **\$4B**
 - » Est. **6 million GP visits** and **2 million unnecessary antibiotic prescriptions** that add to the global problem of antimicrobial resistance (AMR)
- *Even a modest benefit from a new treatment would have an enormous impact on society*

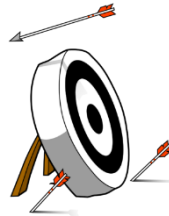
Why is treatment of the common cold so difficult?

Colds are caused by more than 200 different viruses



But targeted drugs only work against one type of virus

Cold viruses can readily evolve



Drug resistance is a problem with antiviral drugs

Drugs must be used very early to make an impact



But new drug treatments mostly need a prescription

Any treatment must be very safe to get approved



Virtually all systemic drugs will have side effects

We need something that kills all viruses, doesn't induce viral resistance, is readily available without prescription and has no potential for no side effects!

- Povidone-iodine gargles have been very successful in Australia as sore throat treatments; in Australia, an estimated 100 million sore throats have been treated with povidone-iodine (PVP-I) gargle since its introduction in 1984
- PVP-I is an antiseptic that is safe to use in the nose and throat (at low concentrations)
- PVP-I kills (inactivates) all viruses with no evident resistance potential
- Firebrick Pharma was started with the mission to pursue a nasal spray based on PVP-I



FYI: RGB colour #b22222, also known as 'Firebrick' is the colour of povidone-iodine

Firebrick Pharma history

HISTORY OF FIREBRICK PHARMA

- **2012 Founding**
Firebrick Pharma was founded with the mission to develop a nasal spray based on povidone-iodine to treat the common cold.
- **2014-2017 Product Development**
Created a stable nasal formulation in custom-designed bottle and German-engineered spray pump. First patent granted on the intranasal use of PVP-iodine. 'Nasodine' trademark registered.
- **2018-2019 Human Clinical trials**
Phase 1, 2 and 3 human clinical trials show that Nasodine Nasal Spray is safe to use 4 times daily for 5 days and clinically effective as a treatment for the common cold.
- **2020-2023 TGA approval sought**
Although shown to be safe to use, Nasodine's approval as treatment of the common cold denied by TGA.

FUNDING HISTORY

Year	Funding	Pre-money Valuation \$m
2012-2014	Founders	-
2015	Seed	2.5
2016	Series A	3.5
2018	Series B	5.6
2019	Series C	9.6
2020	Series D	15.2
2022	IPO	26.8
Jun-2025	Current mkt cap	15-20

Firebrick's new strategic direction:
Lower the regulatory hurdle by marketing
Nasodine as an antiseptic for nasal use,
(not just a treatment for the common cold)

This is opening multiple markets for immediate sale and allows consumers and doctors to discover the benefits of Nasodine directly

Nasodine as a nasal antiseptic

Opens up multiple markets

- Jan 2024: we started commercial-scale manufacturing of Nasodine Nasal Spray
- Apr 2024: Launched Nasodine online in US (nasodine.com) as a **cosmetic nasal cleanser** (no therapeutic claims, so no FDA approval needed)
- Jun 2024: Launched Nasodine in Singapore as a **topical antiseptic for nasal use** (as an antiseptic, no HSA approval needed except for consumers ads)
- Jan 2025: Nasodine secures retail pharmacy distribution through Guardian pharmacies, wins **best newcomer** award in Cough and Cold
- Feb 2025: Launched in Fiji as a **topical antiseptic for nasal use** (like Singapore, no approval needed)

US advertising



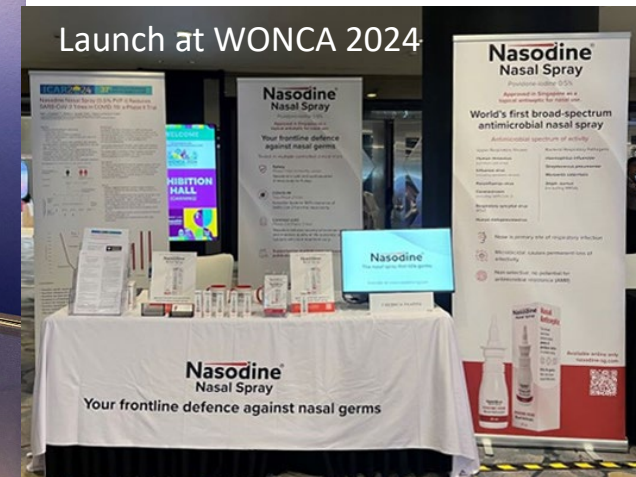
Nasodine

The nasal spray that defends your nose against daily airborne threats.



Best newcomer award in cough & cold

Singapore in-store promotion



People who use Nasodine are our biggest advocates

100% 5-star reviews

People are having great experiences, rebuying and recommending to others



1 week ago

 Michael A.

Highly Recommended

I bought two bottles of Nasodine in March I gave one to my 17 year old. I bought 4 bottles in May. It takes a few sprays to get used to but now it's part of our family daily dental hygiene routine.



2 weeks ago

 Grandad J.

It really works well

I bought Nasodine for my entire family as they all get some colds and flu.

I never seem to get anything. My wife felt the start of a cold and 2 aprays later, it was gone. My daughter and 2 kids got the start of a nasty one doing the rounds in our town. Again 2 or 3 sprays and all were gone in 24 hours.

I am just about to order 10 more for family and friends. Great product.

When used early, it can stop the cold or help you quickly recover



3 months ago

 Karen O.

AMAZING !!

It really works, I had the first signs of a cold (runny nose, sneezing) I used nasodine nasal spray 3 times (as directed) and the next day my cold symptoms were much milder so I used it twice again and by the third day all cold symptoms had disappeared completely



3 months ago

 Guy

Does as promised

At the first sign of a sore throat or ant other cold symptoms we have used Nasodine and usually only have to apply it once or twice. It is a great product.

Don't let a nasal infection ruin a holiday or business trip



6 months ago

 Marg **Verified**

Travelling

My husband and I used Nasodine spray in June 2024 when we travelled for six weeks. We used it on the planes every 6 hours and once every morning when travelling through Europe. We are in our 70s and travel frequently. For the first time ever we did not get so much as a head cold, amazing, thank you Nasodine what a shame we can't buy it in Australia



5 months ago

 Gavin **Verified**

Weekend saver

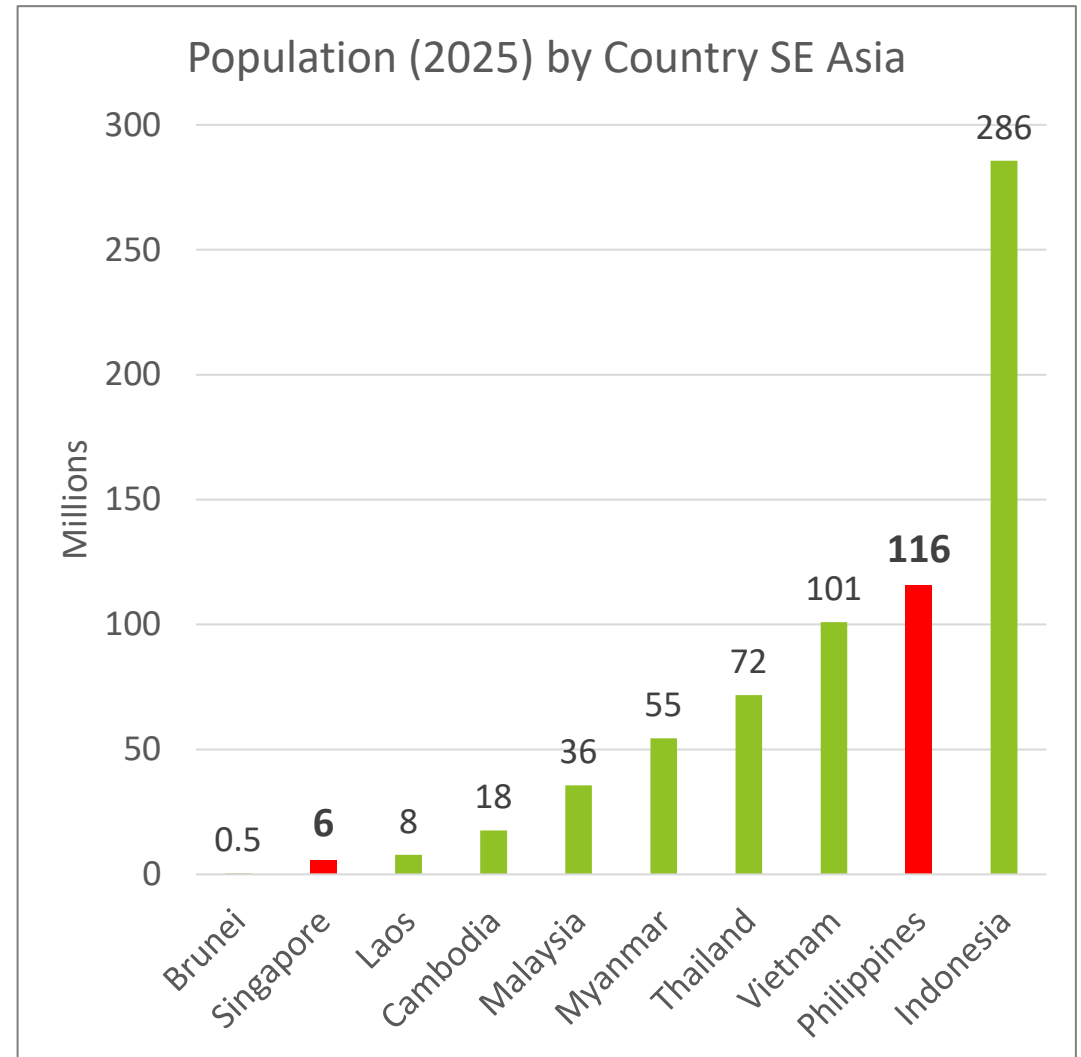
The day my cold hit me, I received the nasodine. I started using it asap as well as Sudafed and was very impressed how quickly the cold symptoms abated.

I have since ordered four more bottles.

The bottle should come in larger sizes. 😊

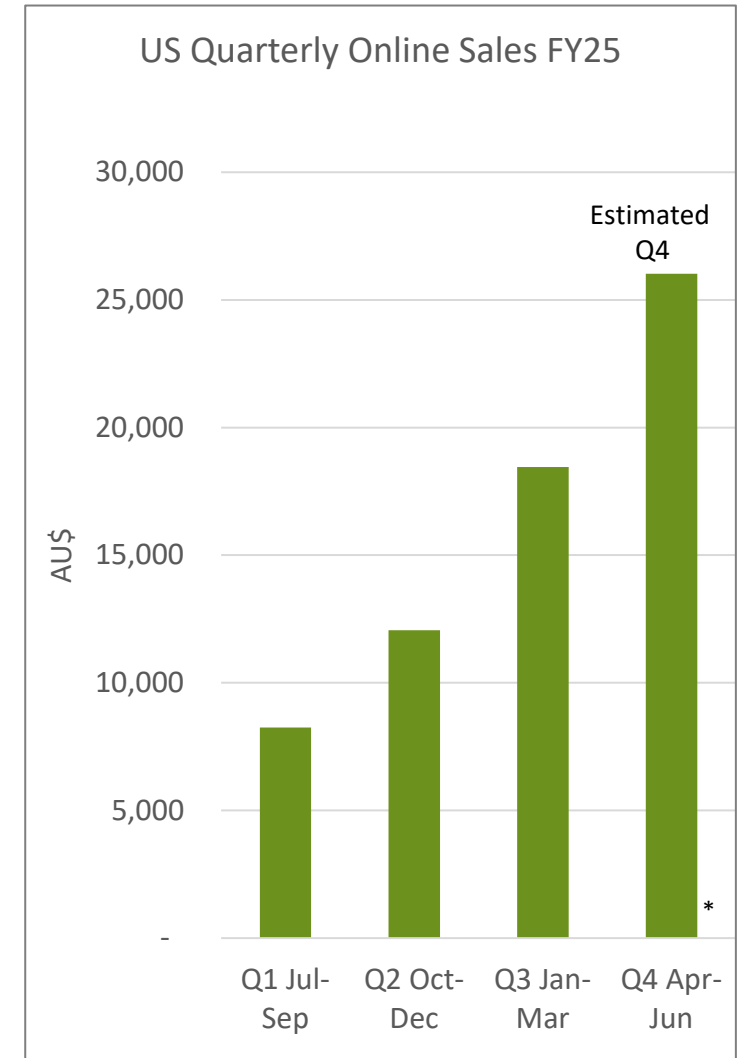
Plans for FY2026: SE Asia

- Philippines
 - » Mar 2025: Successfully manufactured Nasodine Nasal Spray in the Philippines in anticipation of future approval and launch
 - » Approval is needed by PFDA (Philippines Food & Drug Administration) to support regulatory approval; PFDA filing is expected by Sep 2025, with approval anticipated in mid-2026
 - » Launch will be through exclusive marketing partner, **SV More Pharma**
 - » FRE receives A\$2.60 per unit sold and we have no marketing costs
- Other SE Asia countries may follow in FY26
 - » Most require a limited registration filing like the Philippines



Plans for FY2026: USA

- The US business
 - » US sales are growing, but currently limited to online sales to consumers (nasodine.com)
 - » US activities are operated through our wholly-owned subsidiary, Firebrick Pharma, Inc. (FREI);
 - » During FY25, we built the supply chain, customer service and fulfilment systems to enable scalability of the FREI business
- FY26 scale-up goals:
 - » Upgrade brand messaging, website, advertising
 - » Grow US online business from 500 customers to 5,000
 - » Introduce up to 2 new Nasodine products
 - » Achieve awareness and support from KOLs
 - » Gain distribution through drugstores
 - » US online site allows shipment to 60 countries, so expand access and sales to numerous countries outside the US



June 5, 2025: Published paper (2019 study) reports Nasodine is clinically effective for the common cold

Povidone-iodine nasal spray (Nasodine®) for the common cold: a randomized, controlled, double-blind, Phase III clinical trial

Thomas M. Polasek^{1*} and Peter L. Friedland²

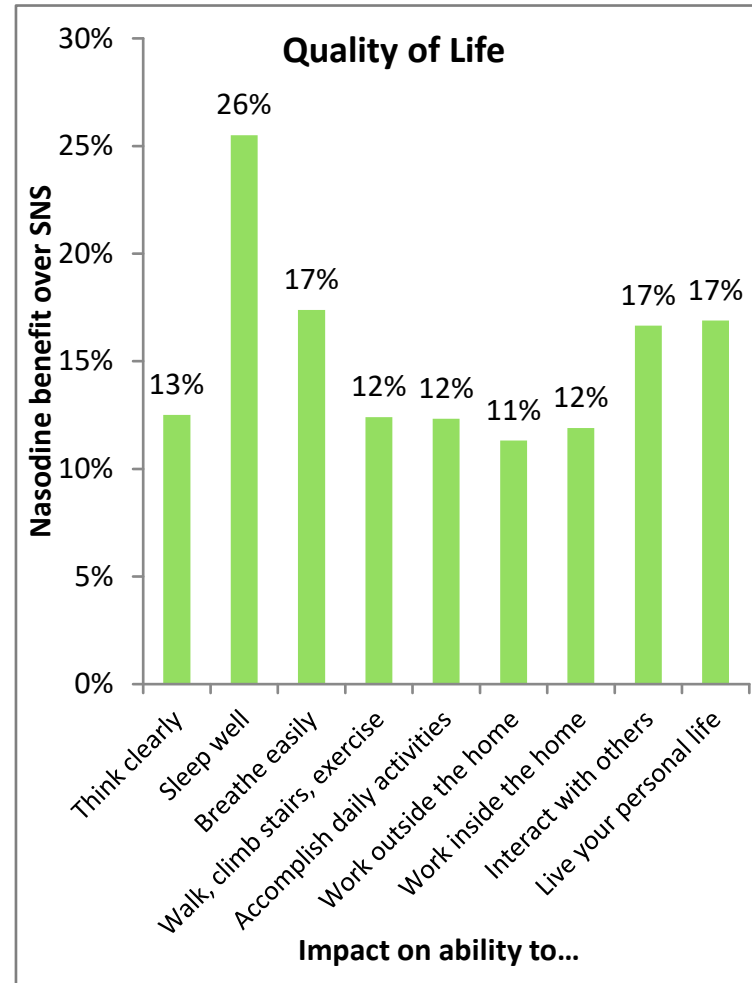
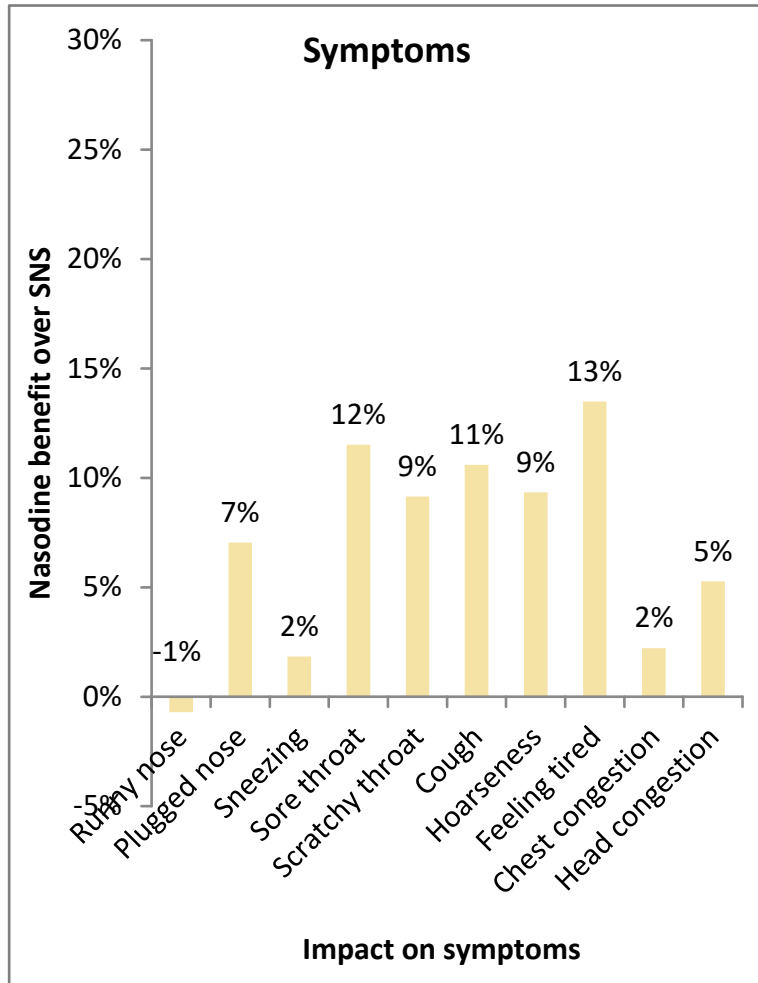
¹Centre for Medicine Use and Safety, Monash University, Melbourne, VIC, Australia, ²Medical School, University of Western Australia, Perth, WA, Australia

Published in *Frontiers in Medicine* (2025)
DOI: 10.3389/fmed.2025.1565069

Conclusion

In the current study, Nasodine 0.5% PVP-I nasal spray demonstrated a consistently positive benefit in reducing overall cold severity outcomes compared with saline nasal spray. The benefit of Nasodine was most evident in its impact on functional impairment (quality of life) scores, where the results were statistically significant and clinical meaningful. In subjects who started treatment within the first 24 h after symptom onset, the benefit of Nasodine over saline nasal spray was approximately 40%. It was safe and well tolerated. Nasodine is an effective and clinically meaningful treatment for the common cold.

Nasodine benefits over saline nasal spray (SNS) on individual cold symptoms and quality-of-life measures



- These results are based on all subjects, who started treatment on average 40 hours after symptom onset
- When we focus on subjects who started treatment in the first 24 hours after onset, the average symptom benefit is 41% and the QoL benefit is 37%
- Paper expected to be valuable in the marketing of Nasodine to doctors and other HCPs

The world needs Nasodine

A remarkable innovation that will help humankind in many ways

- We developed Nasodine as a treatment for the common cold and based on our 2019 Phase III trial, it is significantly effective if used in the first 24 hours after symptom onset.
- Our 2023 Covid Phase 2 trial clinical trial also showed that Nasodine stops viral shedding, so it can help protect others and potentially be a front-line nasal sanitizer in the next pandemic.
- Anecdotally, Nasodine has been reported to have a positive clinical effect on chronic sinusitis.
- MRSA is still a problem in hospitals, causing dangerous infections in post-surgical and immune-suppressed patients; Nasodine rapidly kills MRSA bacteria and for hospitals it represents an inexpensive, easily deployable solution with no bacterial resistance potential.
- Nasodine is potentially an important breakthrough for doctors: Finally, they have a product that actually targets the viral cause.

The longer term vision for Firebrick

- A US business that is selling product to multiple countries online, augmented by drugstore distribution across the US, with the US business generating positive net income
- Nasodine Nasal Spray is available and actively marketed by partners in more than 30 countries across SE Asia, Europe, MENA and Latin America
- Expanding portfolio of Nasodine branded products are on the market and Firebrick owns a valuable portfolio of products in the lucrative Cough & Cold space
- Firebrick becomes a profitable company based on Nasodine range sales

Bottom lines

- The world needs Nasodine and bringing it to the world is extremely rewarding for everyone involved with Firebrick, including our shareholders
- Firebrick's risk profile is very low compared to R&D-based life sciences businesses on the ASX – Firebrick is not a 'biotech'
- Firebrick's monthly cash burn is relatively low and likely to stay low even as we grow, because of our reliance on partners for marketing (and the absence of significant new R&D spend)
- We will continue to need funding to grow the business and achieve profitability; there is an opportunity to buy in at a relatively low price
- Firebrick currently has a valuation of less than \$20m

For more information visit: www.firebrickpharma.com



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The world needs **Nasodine**

Firebrick is bringing it to the world*

* Nasodine is not approved in Australia, see [Disclaimer](#)

