

INVESTOR WEBINAR PRESENTATION

TUESDAY, 30 JULY 2024

Further to the webinar announcement on 26th July, PainChek® Ltd (ASX: PCK) (“PainChek®” or “the Company”), developer of the world’s first smart phone-based pain assessment and monitoring application, is pleased to provide the attached slides ahead of the presentation to be given by Managing Director and CEO Philip Daffas, who will discuss recent business updates including details in the Quarterly Activity Report.

This release has been authorised for release by PainChek CEO Philip Daffas.

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About PainChek

[PainChek®](#) is the world’s first regulatory-cleared medical device for the assessment of pain, enabling best-practice pain management for people living with pain in any environment, from those who cannot reliably self-report their pain, those who can, and for those whose ability to self-report their pain fluctuates.

The PainChek® app is available on smartphones and tablets and combines PainChek’s AI pain assessment tool, which intelligently automates the multidimensional pain assessment process, with the Numerical Rating Scale (NRS). This hybrid functionality allows accurate, consistent pain assessment at the point of care, and for care to be considered in PainChek’s detailed reporting suite, PainChek® Analytics.

Globally, PainChek® has attained regulatory clearance as a medical device in Australia, Canada, the European Union, New Zealand, Singapore, Malaysia, and the United Kingdom, with FDA review in the United States currently in progress.

PainChek® has contracts with over 1,600 aged care facilities, with more than 6,000,000 digital pain assessments conducted to date, and is trusted by thousands of nurses, carers, and clinicians.

Using PainChek®, facilities can:

- Ensure greater consistency, continuity, and diagnostic certainty in pain assessment and management by decreasing subjectivity and removing unintentional assessor bias
- Streamline the pain assessment process for time-poor carers, with access to the PainChek® tool, the NRS, pain trends, and charting in one solution
- Simplify record-keeping and documentation to demonstrate compliance and support funding claims, with all historical pain assessment data in one place

- Enhance engagement with GPs and allied healthcare professionals

Clinical studies conducted in Australian and UK residential aged care centres have been published in various peer-reviewed journals including the [Journal of Alzheimer's Disease](#). An article in [BMC Geriatrics](#) indicates that PainChek® is a valid and reliable instrument to assess the presence and severity of pain in people with moderate-to-severe dementia living in aged care. Further information on clinical studies can be found [here](#).

PainChek® has successfully supported accurate pain assessment and management for thousands of adults worldwide living with dementia, disability, or other conditions impacting their ability to self-report pain. Building on the success of this technology, the clinically validated [PainChek® Infant app](#) identifies and detects six facial action units indicative of pain in infants aged one month to 12 months.

The need for PainChek as a best-practice pain management solution also extends to older people living at home and with access to home care packages that enable long-term home living. PainChek is expanding into home care by partnering with home care and disability service providers.

For more information, visit: <https://painchek.com>



TM

PainChek

Intelligent Pain Assessment

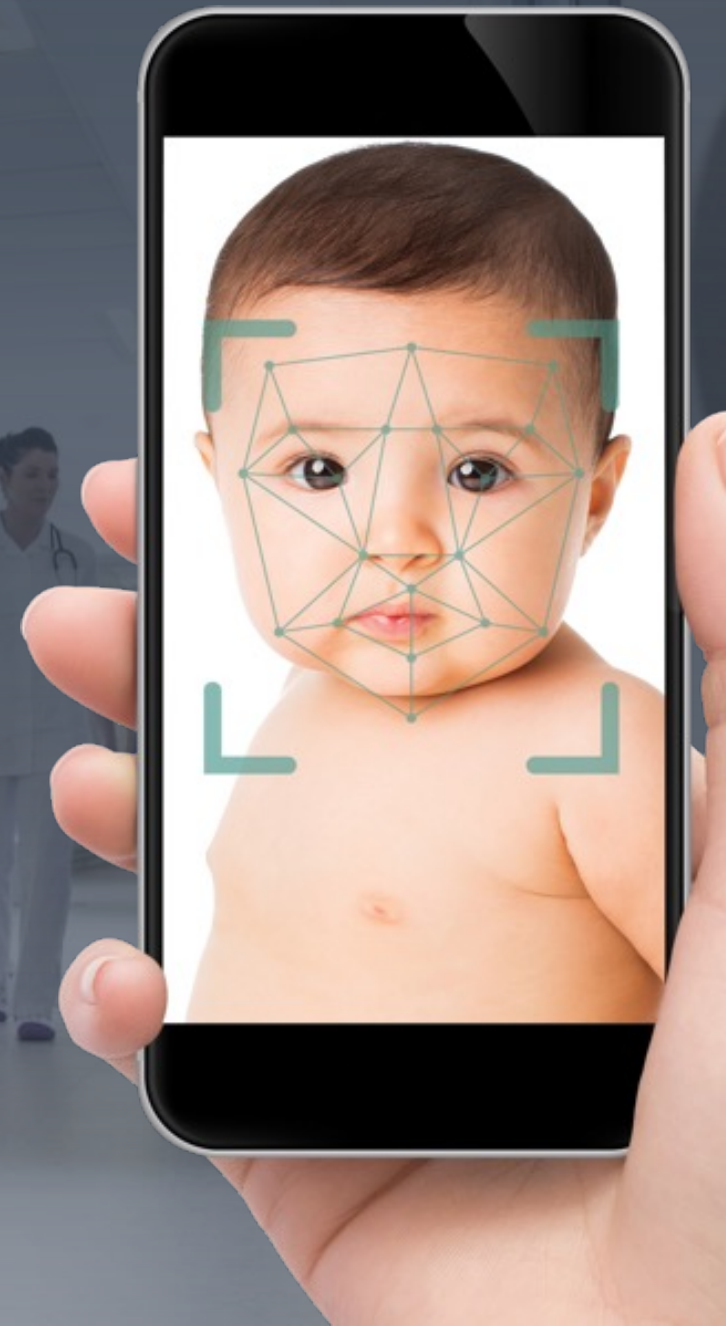
July 2024
Quarterly

PHILIP DAFFAS, CEO & MD

PAINCHEK LTD | ASX:PCK



Our purpose is to give
a **voice to people**
who **cannot reliably**
verbalise their pain



THE PAINCHEK® UNIVERSAL APP: QUICK AND EASY OPERATION

AI based micro-facial pain expression analysis:

- 3 second scan of patient face
- recognises 9 micro-facial expressions indicative of pain

Guided Digital questionnaire checklist:

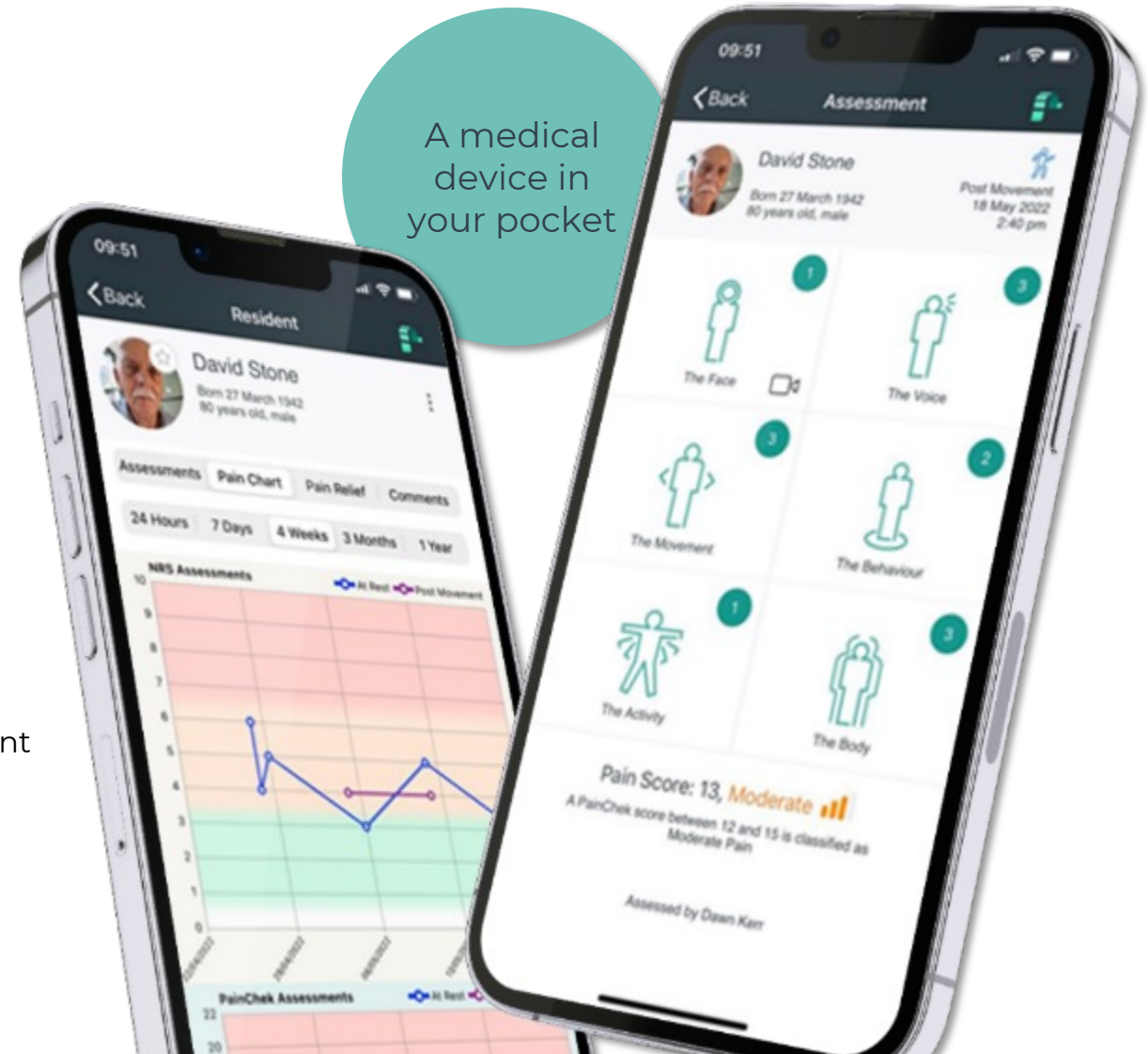
- guides the carer in other pain assessment factors e.g. movement, vocalization etc.
- questions with Yes/No decisions

Automated pain assessment score:

- 42 test points
- generates overall pain severity score
- no pain, mild, moderate or severe and pain profile of the resident

Documented via cloud backend:

- pain trend line and monitoring of treatment
- capability to integrate into resident medical records
- data analytics capability for audit and accreditation

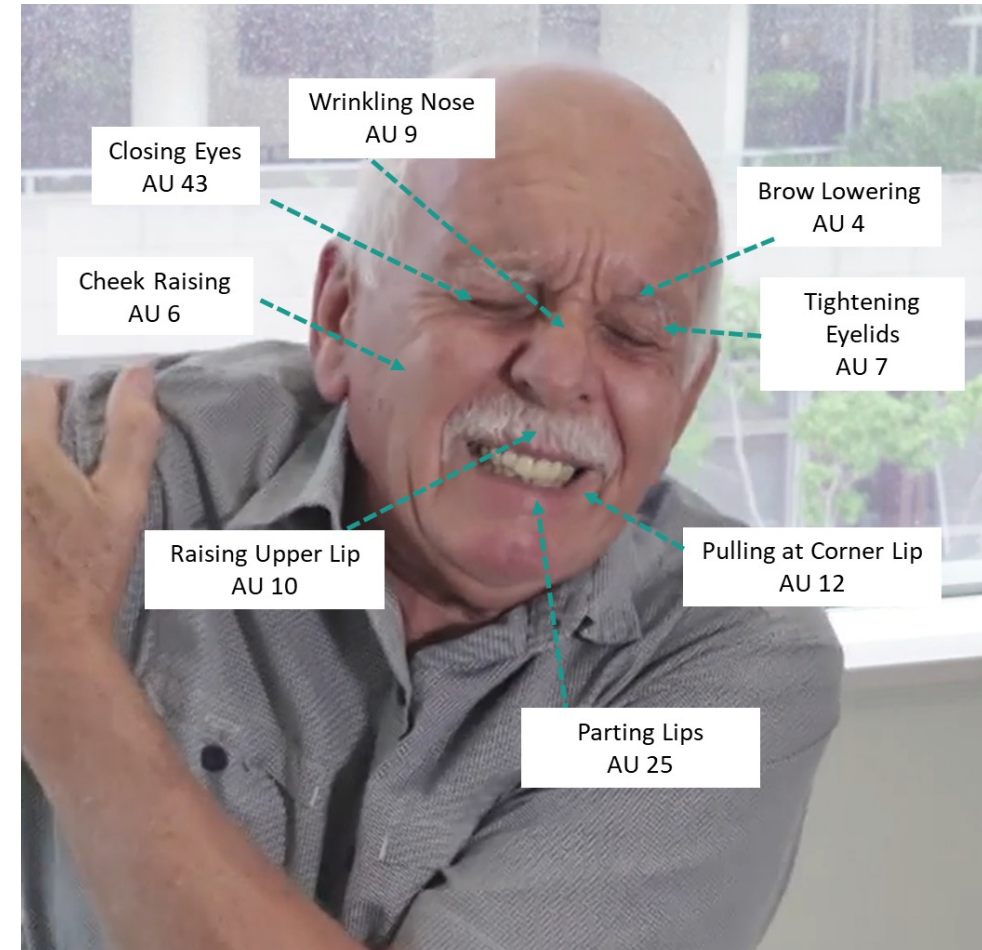


PAINCHEK® ASSESSING FACIAL INDICATORS OF PAIN

PainChek's AI analytics is based on Facial Action Coding System (FACS)

What is FACS?

- A catalogue of facial muscle movements that are indicative of facial expressions of pain (Action Units)
- Different combinations of these expressions have been found to indicate pain
- PainChek scans the face for 3 seconds to identify and document the presence or absence of these nine expressions
- This is the first step in the the **PainChek®** pain assessment process



FACS research ongoing since original publication in 1978 by Prof. Paul Ekman

PAINCHEK® IS UNIQUE IN USING THE VALIDATED FACS METHOD TO ASSESS FACIAL INDICATORS OF PAIN

ABBEY PAIN SCALE (UK, ANZ)

Q2. Facial Expression

eg. looking tense, frowning, grimacing, looking frightened

Absent - 0 Mild - 1 Moderate - 2 Severe - 3

PAINAD (USA)

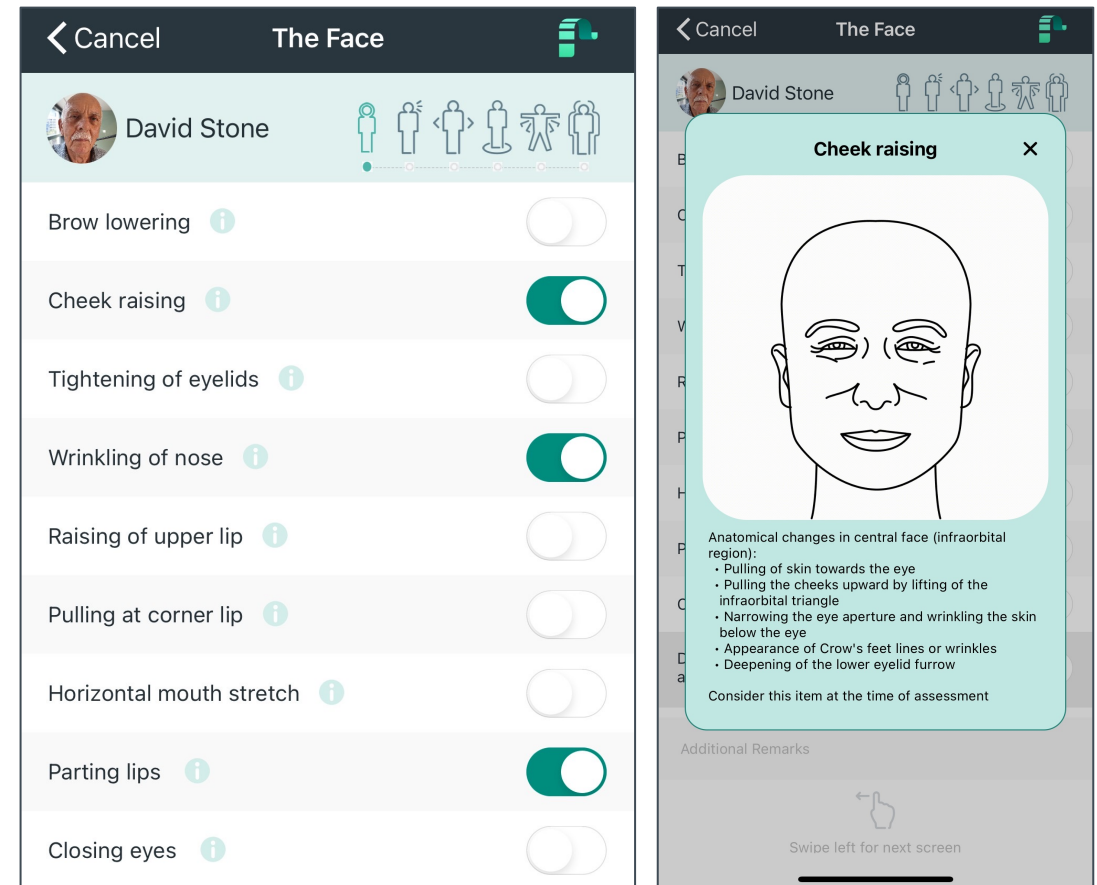
| | 0 | 1 | 2 |
|-------------------|---|--|--|
| Facial expression | <ul style="list-style-type: none">Smiling or inexpressive | <ul style="list-style-type: none">SadFrightenedFrown | <ul style="list-style-type: none">Facial grimacing |

The Abbey Pain Scale (Abbey et al., 2004) and other similar tools such as PAINAD asks the rater to look for “a tense, frowning, grimacing, and frightened facial expression”, thereby compelling the observer to look for **aversive feeling states that do not necessarily coincide with pain** and that have facial characteristics inconsistent with pain.

Turk, D. C., & Melzack, R. (Eds.). (2011). Handbook of pain assessment (3rd ed.)

PAINCHEK®

Objective measures based on FACS research, both automated or carer guided assessment options plus Visuals provided for in-assessment education.



THE EVOLUTION OF PAIN ASSESSMENT



Legacy Pain Assessment Tools

Abbey Pain Scale
For measurement of pain in people with dementia who cannot verbalise.

How to use scale: While observing the resident, score questions 1 to 6
Name of resident: _____
Name and designation of person completing the scale: _____
Date: _____ Time: _____
Latest pain relief given was _____ at _____ hrs.

Q1. Vocalisation
eg: whimpering, groaning, crying
Absent 0 Mild 1 Moderate 2 Severe 3 ☐

Q2. Facial expression
eg: looking tense, frowning, grimacing, looking frightened
Absent 0 Mild 1 Moderate 2 Severe 3 ☐

Q3. Change in body language
eg: fidgeting, rocking, guarding part of body, withdrawn
Absent 0 Mild 1 Moderate 2 Severe 3 ☐

Q4. Behavioural change
eg: increased confusion, refusing to eat, alteration in usual patterns
Absent 0 Mild 1 Moderate 2 Severe 3 ☐

Q5. Physiological change
eg: temperature, pulse or blood pressure outside normal limits, perspiring, flushing or pallor
Absent 0 Mild 1 Moderate 2 Severe 3 ☐

Q6. Physical changes
eg: skin tears, pressure areas, arthritis, contractures, previous injuries
Absent 0 Mild 1 Moderate 2 Severe 3 ☐

Add scores for 1-6 and record here → Total pain score

Now tick the box that matches the Total pain score →

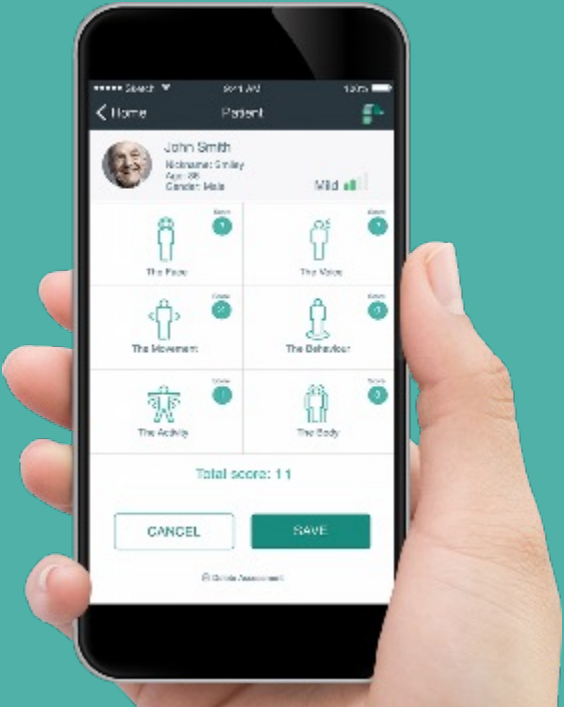
| | | | |
|---------|------|----------|--------|
| 0-2 | 3-7 | 8-13 | 14+ |
| No pain | Mild | Moderate | Severe |

Finally, tick the box which matches the type of pain →

| | | |
|---------|-------|------------------|
| Chronic | Acute | Acute on chronic |
|---------|-------|------------------|

Dementia Care Australia Pty Ltd
Website: www.dementiacareaustralia.com
Abbey, J; De Bellis, A; Piller, N; Esterman, A; Giles, L; Parker, D and Lewsey, B.
Funded by the JHI & Qim Medical Research Foundation 1998-2002
(This document may be reproduced with this acknowledgement retained.)

PainChek®



*“The PainChek app, which I see as a welcome evolutionary development of my past work, was introduced to improve pain management practices by ensuring an **evidence-based** assessment of pain could be made at the **point of care**, and digitally linked to other systems.*

*This would make **information quickly available to prescribing physicians**, for example, as well as guiding nursing staff in dispensing PRN medication.*

**Dr Jennifer Abbey,
Creator of the Abbey Pain Scale**

Abbey Pain Scale & similar manual systems were the standard of care in developed countries for assessment of pain in people who cannot verbalise. It significantly relies on subjective measures that can vary greatly between practitioners/carers.

¹ Dr. Jennifer Abbey AM (of the Abbey Pain Scale) is on the PainChek advisory board & supports the transition from APS to PainChek

THE PAINCHEK® UNIVERSAL APP: *PROVIDES A UNIQUE PAIN PROFILE FOR PERSONALISED CARE*



AI based micro-facial pain expression analysis:

- 3 second scan of patient face
- recognises 9 micro-facial expressions indicative of pain

Guided Digital questionnaire checklist:

- guides the carer in other pain assessment factors e.g. movement, vocalization etc.
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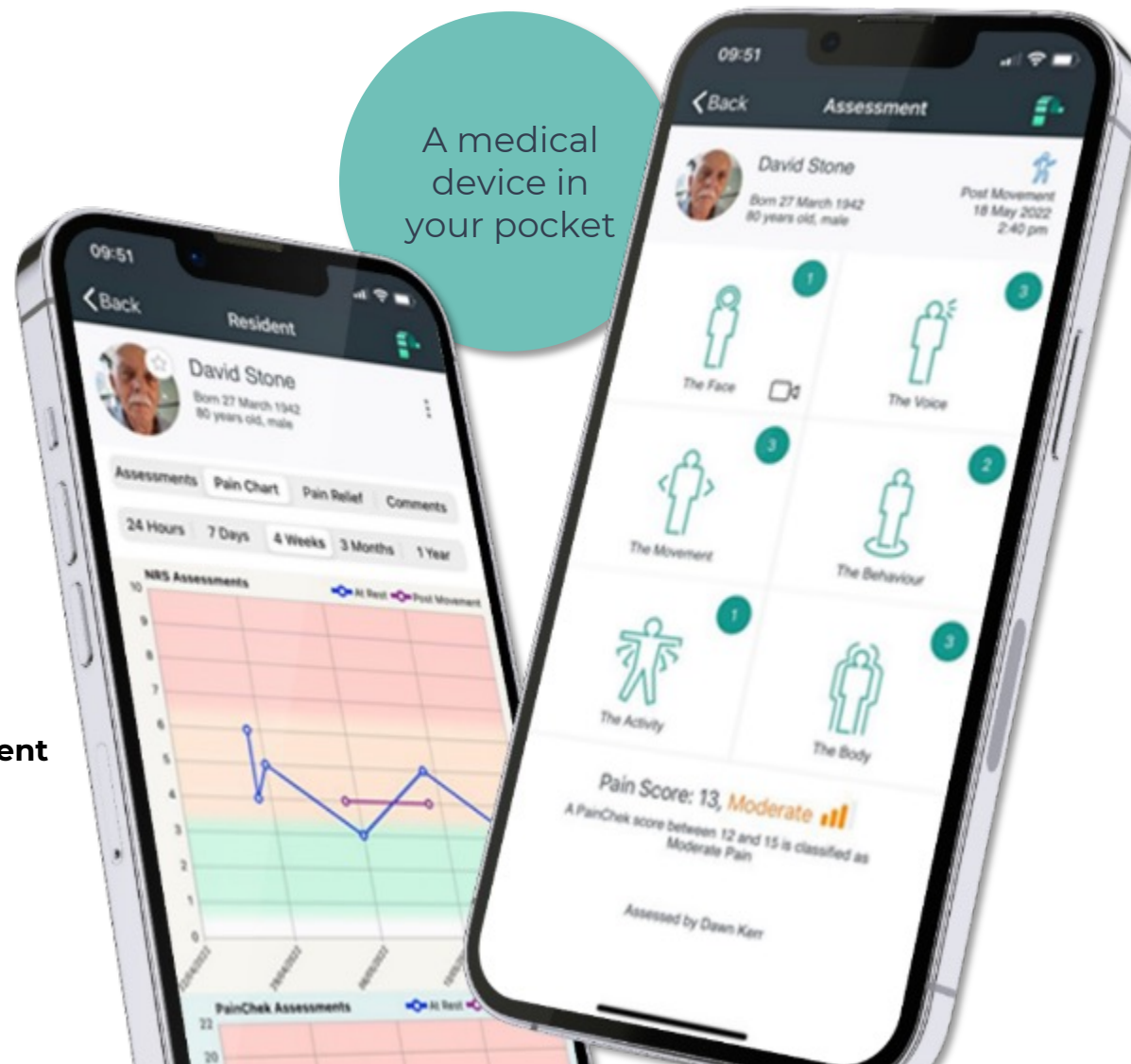
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- data analytics capability for audit and accreditation

A medical device in your pocket



HOW WOULD YOU MANAGE THEIR PAIN?

John

*77 years old, advanced
Alzheimer Dementia,
osteoarthritis,
unable to communicate pain,
carers suspect pain, not sure*

PainChek Score 14, **Moderate** 

A PainChek score between 12 and 15 is classified as Moderate Pain

PainChek®

| Pain Score | Pain intensity |
|-------------|----------------|
| 0 to 6 | No Pain |
| 7 to 11 | Mild Pain |
| 12 to 15 | Moderate Pain |
| 16 and over | Severe Pain |

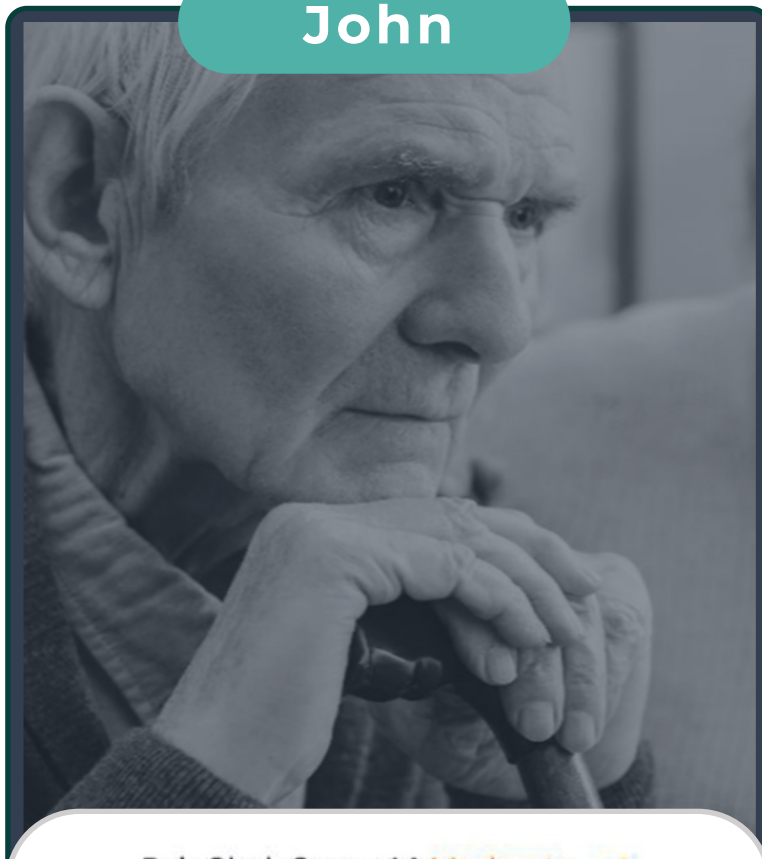
David

*70 years old, advanced
Alzheimer Dementia, recent
injury,
unable to communicate
pain, carers suspect pain,
not sure*

PainChek Score 14, **Moderate** 

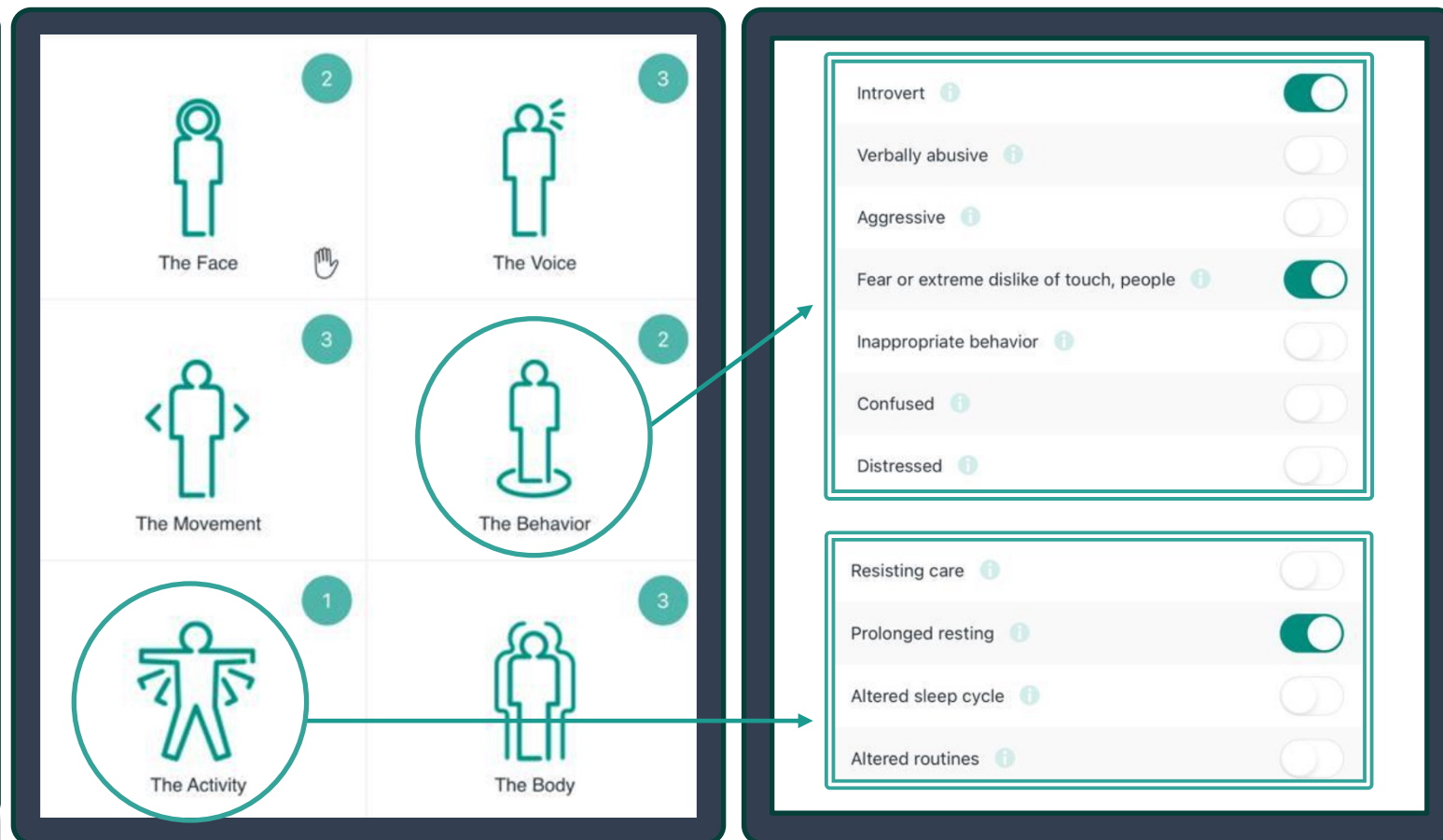
A PainChek score between 12 and 15 is classified as Moderate Pain

John

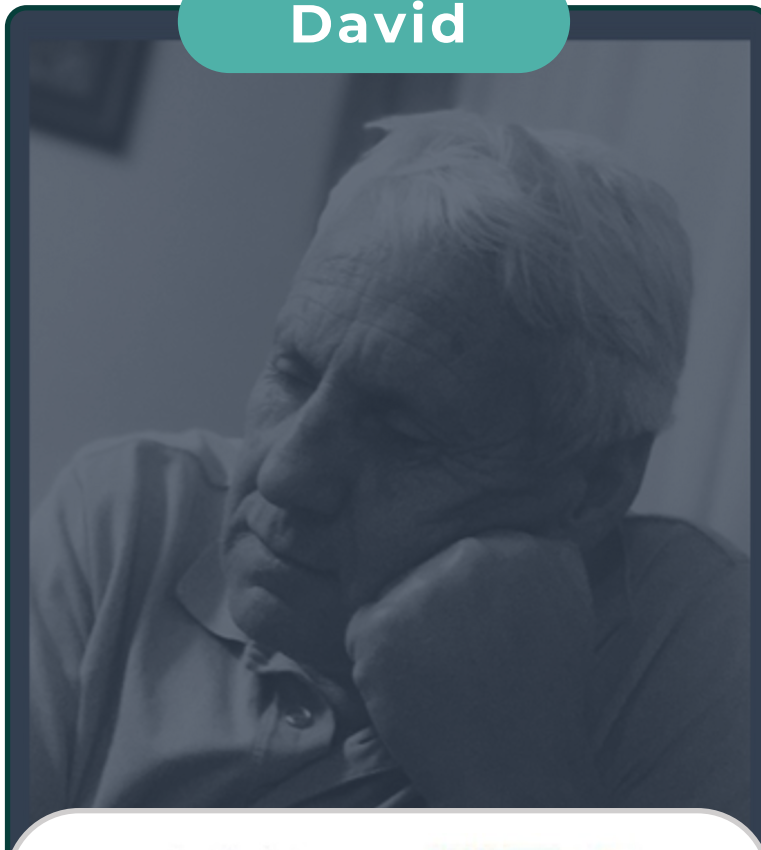


PainChek Score 14, **Moderate** 📊

A PainChek score between 12 and 15 is classified as Moderate Pain

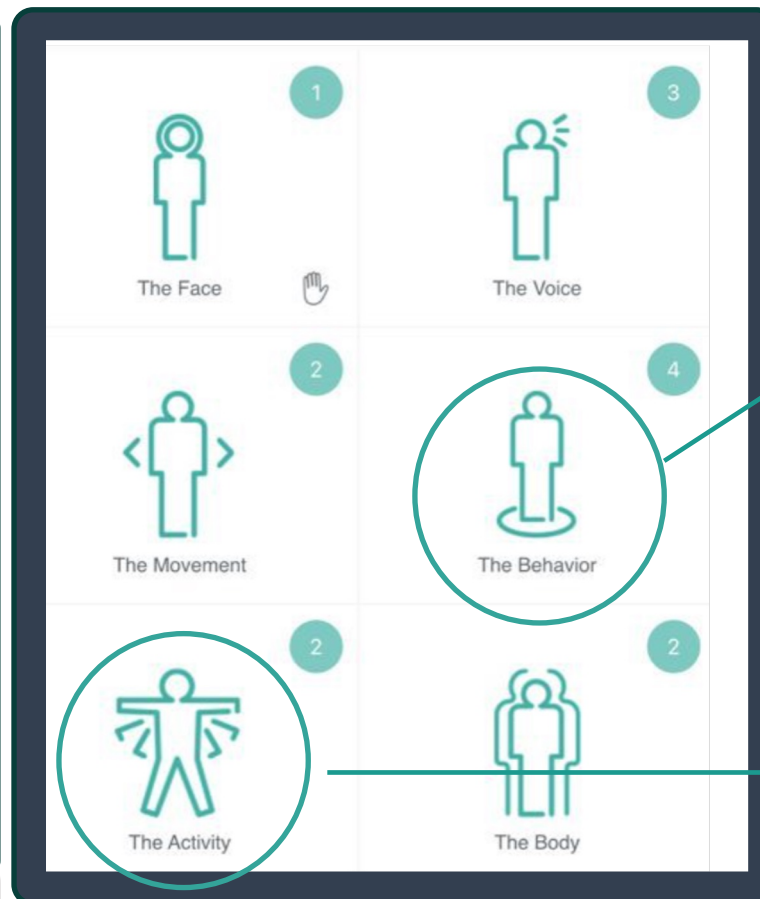


David



PainChek Score 14, **Moderate** 📊

A PainChek score between 12 and 15 is classified as Moderate Pain

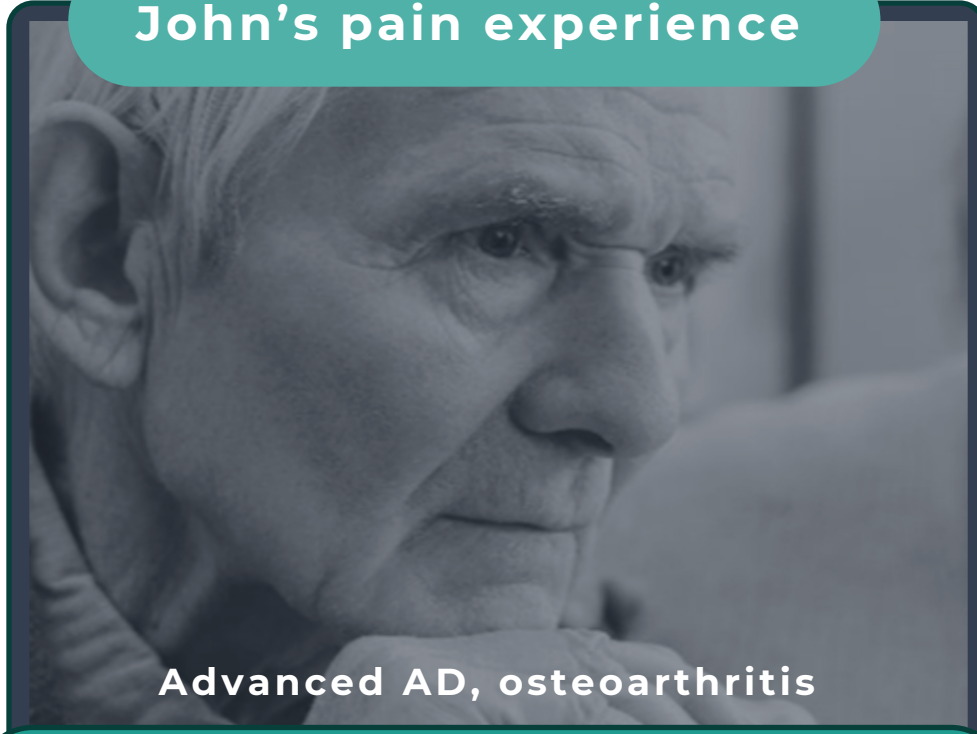


| | |
|--|-------------------------------------|
| Introvert ⓘ | <input type="checkbox"/> |
| Verbally abusive ⓘ | <input checked="" type="checkbox"/> |
| Aggressive ⓘ | <input checked="" type="checkbox"/> |
| Fear or extreme dislike of touch, people ⓘ | <input type="checkbox"/> |
| Inappropriate behavior ⓘ | <input type="checkbox"/> |
| Confused ⓘ | <input checked="" type="checkbox"/> |
| Distressed ⓘ | <input checked="" type="checkbox"/> |

| | |
|-----------------------|-------------------------------------|
| Resisting care ⓘ | <input checked="" type="checkbox"/> |
| Prolonged resting ⓘ | <input type="checkbox"/> |
| Altered sleep cycle ⓘ | <input checked="" type="checkbox"/> |
| Altered routines ⓘ | <input type="checkbox"/> |

PAINCHEK PAIN PROFILING ENABLES PERSONALISED PAIN MANAGEMENT

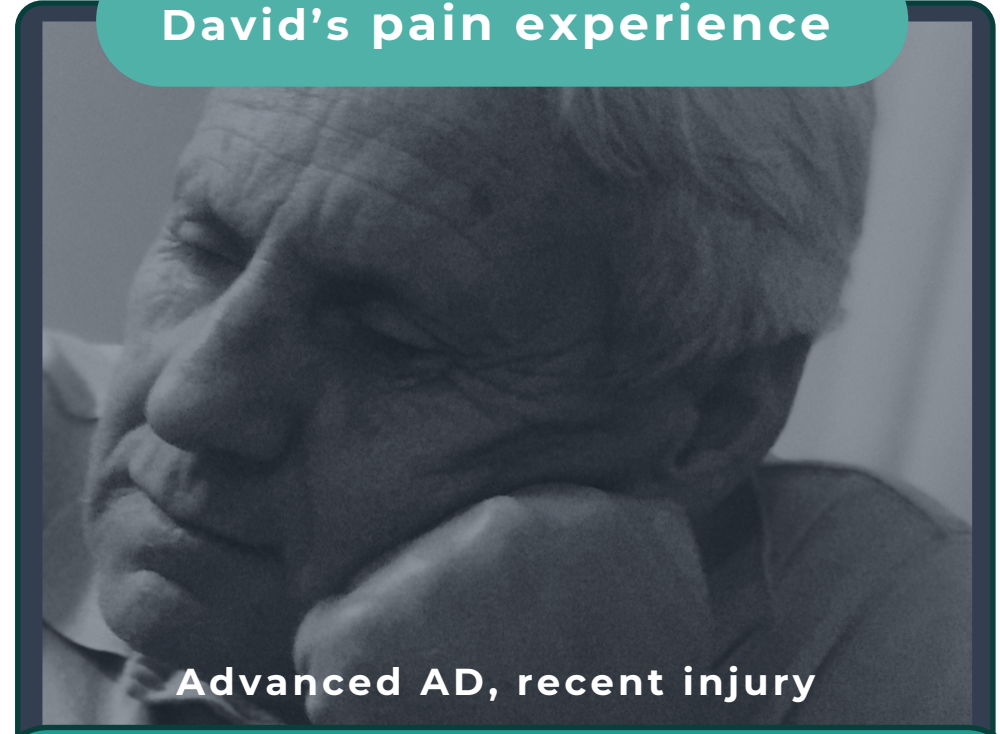
John's pain experience



Advanced AD, osteoarthritis

**MODERATE PAIN,
INACTIVE - PROLONGED RESTING,
FEAR OF TOUCH AND INTROVERT
LATELY - AVOIDS SOCIAL
INTERACTION**

David's pain experience



Advanced AD, recent injury

**MODERATE PAIN,
VERBALLY ABUSIVE, AGGRESSIVE,
CONFUSED, DISTRESSED,
CONSTANTLY RESISTS CARE AND
HAS ALTERED SLEEP CYCLE**

PAINCHEK ANALYTICS REAL TIME INSIGHTS AT YOUR FINGERTIPS



**PAINCHEK DIGITAL
ANALYTICS
SUPPORTS PERSON
CENTRED PAIN
MANAGEMENT**

PAINCHEK PROVIDING PAIN OUTCOMES IMPROVEMENTS



SCOTTISH CARE INSPECTORATE¹

- **Reduction in falls by 75% in 3 months (42% over 6 months)**
- Reduced stress and distress from rate of 12 incidents to 4 in 6 months
- More appropriate use of pain medication and a reduction in the prescribed rate of pain medication



ORCHARD CARE HOMES² PAIN MANAGEMENT

- **100%** increase in frequency of pain assessments
- **50%** increase in number of residents on regular pain relief as a result of newly identified pain
- **50%** reduction in distressed behaviours thought to be associated with pain



ORCHARD CARE HOMES² MEDICATION MANAGEMENT

- **33% reduction** of antipsychotic drug use (46% stopped use)
- **29% reduction** in use of Benzodiazepines & PRN (46% stopped use)
- **92% reduction** in quantity of Safeguarding reported incidents

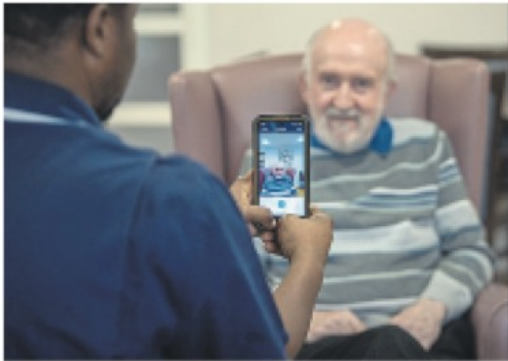
July 2024 – coverage on PainChek in Scottish newspaper
Motherwell Times re pilot at Abbeydale Court Care Home



AI detection technology reduces pain and cuts medication at Scottish care home

By Contributor
Contributor

Pioneering artificial intelligence (AI) technology that detects pain in people unable to verbalise their discomfort is reducing pain and medication use in a Scottish care home. Abbeydale Court Care Home in Hamilton has been using PainChek on residents with surprising results. Staff at the 109-bed home have been using the technology on smart phones by using the camera function to observe residents' faces. Artificial intelligence analyses the observations using facial analysis and records facial muscle movements indicative of pain to give a score of 1-42, which is then presented as no pain, mild, moderate, or severe. Through its use the home



Painchek being used at Abbeydale Court Care Home

has been able to improve the lives and care of residents including reducing the use of painkillers and ruling out pain by identifying underlying causes.

Grace Sloan, manager of the Abbey Healthcare home, said: "We're thrilled with the impact the pilot has had already and the positive benefits it's bringing our

residents and care team so far. "There are so many examples of when this technology has helped. By using it regularly we're really able to monitor pain in those who are unable to verbalise their feelings. "Similarly, we've been able to use it when residents were showing distressed behaviours and pain was initially suspected as the cause, but we were then able to rule it out and investigate other potential causes of distress and reduce the use of painkillers while continuing to monitor pain. "One of our residents was displaying signs of being unsteady and in pain and we were worried he was falling when he went upstairs to his room. "Through the use of PainChek we were able to monitor him regularly and



PainChek being used at Abbeydale Court Care Home

realised the pattern of pain and his unsteadiness wasn't linked to falling but through his decision to quite smoking suddenly. Introducing the controlled use of nicotine patches has helped dramatically, he's no longer displaying signs of pain and is much steadier on his feet." The technology is being

used by all staff in the home on a daily basis on an initial representative group of residents with varying levels of health and capacity. Grace added: "As a care team we're trained to recognise pain and can ask 'are you in pain' for those able to tell us, but this technology helps us really monitor pain so we can assess if the pain is after surgery or a long-term condition or if it's caused by a certain movement or activity. "This really helps us address underlying physical contributory factors so we can personalise interventions like noise therapy to decrease stress and help relaxation." The pilot follows the Care Inspectorate's endorsement of PainChek and an initial pilot phase in a number of Scottish care homes linked to a 42 per cent reduction in falls in six months.

"We're thrilled with the impact the pilot has had already... (able to) reduce use of painkillers" – Manager at the home.

"There are so many examples of when this technology has helped. By using it regularly we're really able to monitor pain in those who are unable to verbalise their feelings."

PAINCHEK'S THREE PILLARS OF FOCUS



US market entry and commercialisation – regulatory submission pending to **target De Novo clearance for late 2024**



Continued acceleration in growth of PainChek Adult App in **international markets** across **Aged Care, Home care & Hospitals**



Direct to parent market entry of the **Infant App**



PAINCHEK WELL POSITIONED TO EXPLOIT LARGE GLOBAL MARKET OPPORTUNITES



AGED CARE MARKET

**6 MILLION BEDS ¹
&
\$300M ANNUAL
ARR ²**



HOME CARE

**UP TO 10X AGED
CARE MARKET ²**



INFANT MARKET

**400M PRE-VERBAL
CHILDREN
- 150M ANNUALLY TO
FIRST TIME PARENTS ³**



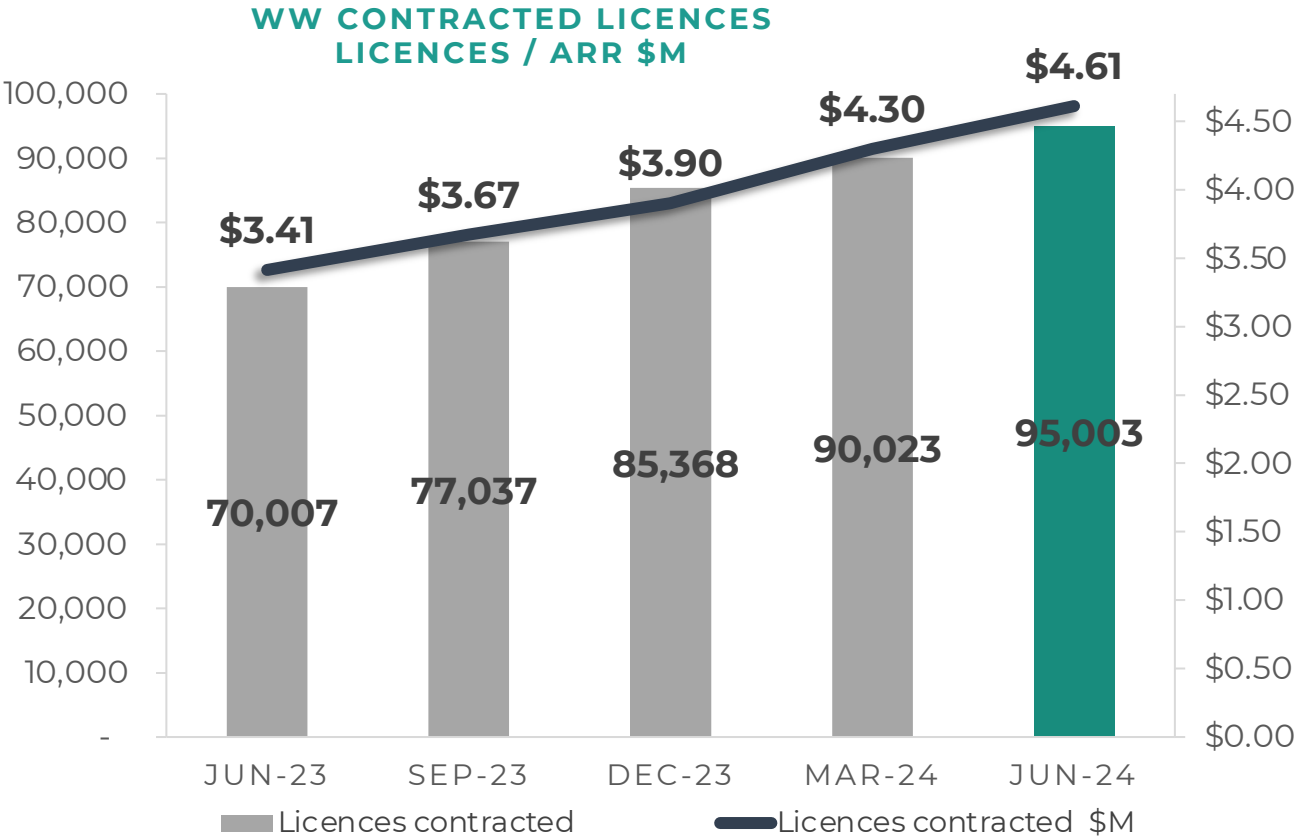
HOSPITAL MARKET

~\$1Bn ANNUALLY ⁴

1. World Alzheimer Report 2016
2. Management Estimates

3. United Nations Population Facts
4. Management estimates using sources from American Hospital Association,
European Commission, Australian Institute of Health and Welfare

CONTINUED GLOBAL LICENCES GROWTH



35% increase in ARR¹ over the prior year



SAAS business model with **70-85% gross margins²** on annual licences



85% retention rate on annual renewals



More than **1800 Aged Care homes** under commercial contracts globally



ARR target of \$4.8m covers core operating costs³

1. ARR on contracted bed licences 68% implemented at 31 December 2023
2. Gross margins depend on partner allocation and integration fee
3. Excluding R&D, corporate overhead & investment in new markets

PAINCHEK ACROSS AUSTRALIA

AGED CARE'S MOST POPULAR DIGITAL CLINICAL TOOL

Aged Care

PainChek commercial licences cover around **60,000 beds** and **750 aged care homes**, around **30% of total AU RAC market**.

Reseller agreement now established with BestMed medication management across Aged Care and Home care.

Retirement Living & Home Care

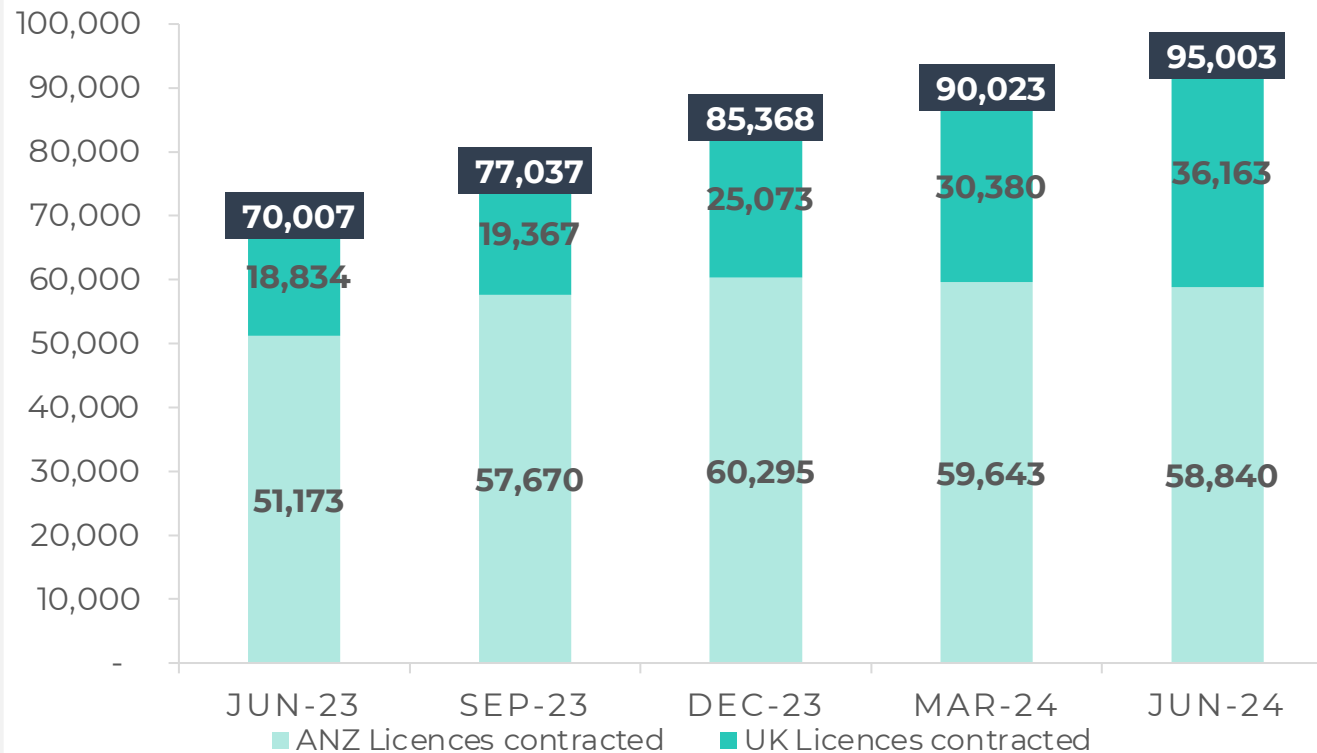
PainChek working with existing Australian Aged Care providers to extend into Retirement Living & Home Care – significantly expanding market size and opportunity.

NOTABLE EXISTING AUSTRALIAN AGED CARE CLIENTS (COVERING 25,000+ BEDS)



PAINCHEK'S INTERNATIONAL EXPANSION

WW CONTRACTED LICENCES BY REGION



Strong commercial presence in ANZ, UK, and Canada



Strong pipeline of beds in pilot programs and contracts in negotiation across all markets



Further acceleration of growth expected across other markets/verticals (infants, hospital, home care)



Pending EU market opportunities and US regulatory clearance

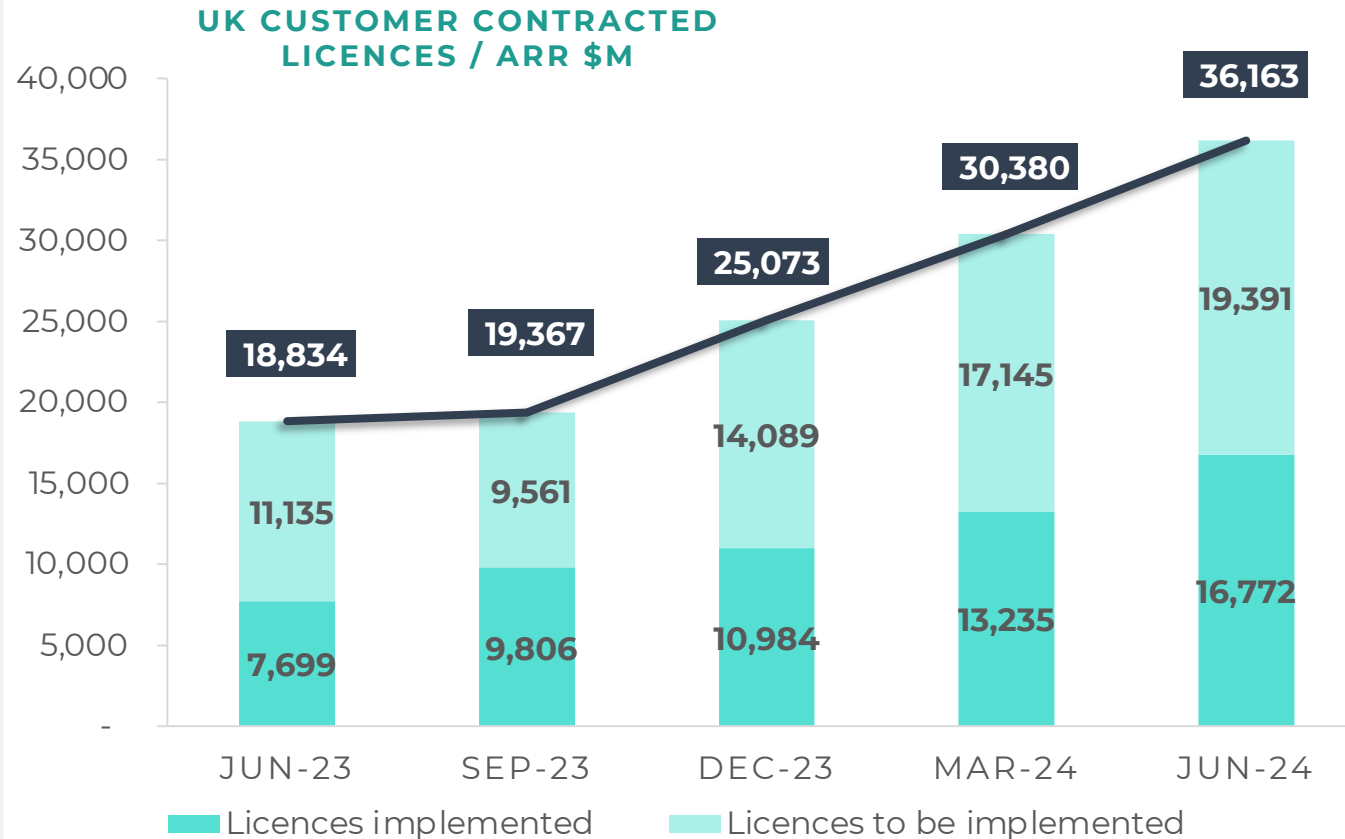
PAINCHEK'S GROWING UK FOOTPRINT IN A 500,000 BED MARKET

- PainChek commercial licences in UK aged care cover more than **35,000 beds and 1,000 care homes**.
- 35 New RAC client contracts signed in the quarter , which include:
 - Salutem H/care – 1100 beds
 - Abbey Healthcare – 1,095 beds
 - Sandstone Care – 640 beds
 - Coverage Care – 624 beds
- Endorsed by Scotland's regulator as a key technology for improved quality of care with potential for national roll out across **38,000 beds across 1,000 homes**
- PainChek entering the UK hospital market with **Edinburgh Royal Infirmary**

NOTABLE EXISTING UK AGED CARE CLIENTS COVERING 12,500 BEDS.



UK GROWTH CONTINUES ACCELERATION IN 500,000 BED AGED CARE MARKET



93% increase in UK contracted beds to more than 36,000 beds across 800 homes over prior year



\$1.9M ARR in UK when fully implemented in a \$25M AUD UK market opportunity



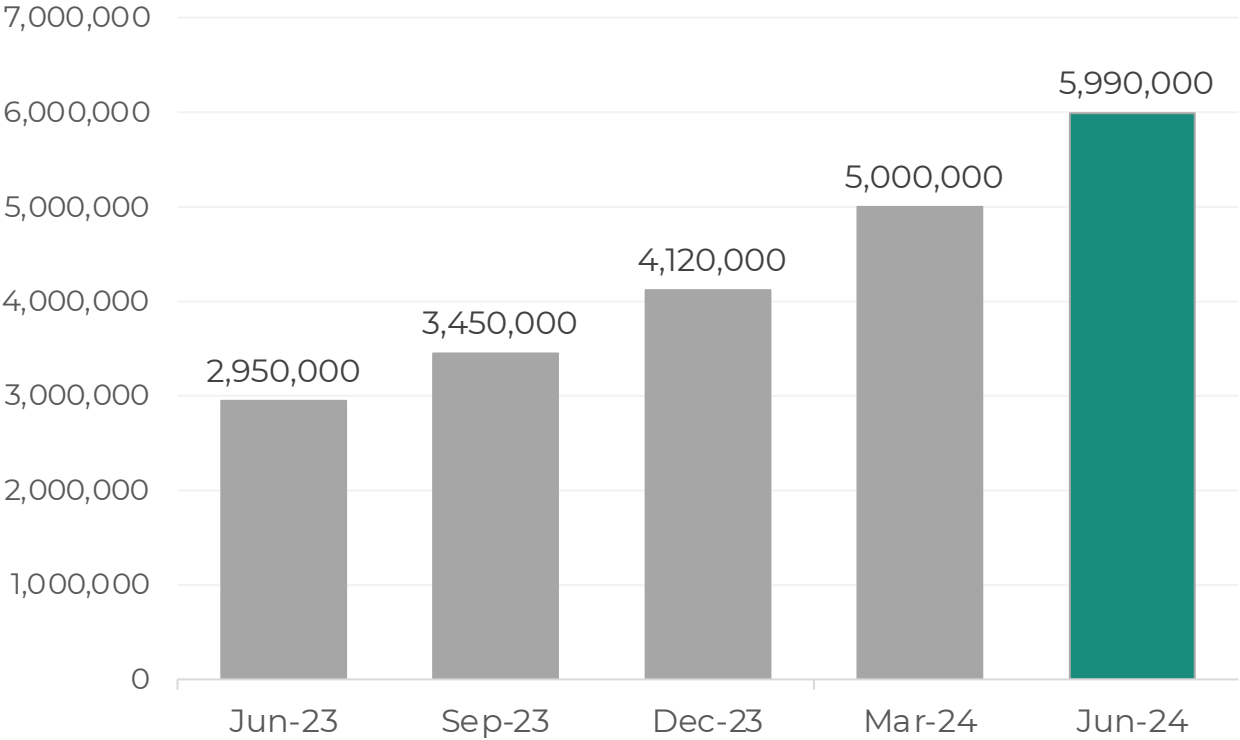
Nourish reseller agreement in place with other partners in negotiation



Implemented beds grow 118% in the year- including roll out by Care UK across Scotland where PCK has been endorsed by Scottish Care Inspectorate following positive outcome data.

CONSISTENT GROWTH IN UTILITY

Cumulative Number of
PainChek® Assessments



Over 6 **million to date global pain assessments** conducted on the PainChek platform



103% increase in global pain assessments over the previous year in Aged Care alone



Strong ongoing growth quarter on quarter clinical utility and implementation progress.



More than 15,000 carers and health care professionals trained

IN 12 MONTHS PAINCHEK HAS DOUBLED CUMULATIVE ASSESSMENTS TO 6 MILLION

PAINCHEK'S EXISTING CMS & MEDICATION MANAGEMENT AND INTEGRATION PARTNERS PROVIDE ACCESS TO 1,500,000 BEDS



PainChek integrates and works with aged care management and medication management systems covering more than 180,000 aged care beds in Australia, 25,000 beds in New Zealand, 195,000 beds in the UK & Ireland, and 1,000,000 beds in North America

Integration with Medication Management partners support the drive to better care delivery and eliminating duplication of effort and optimising medication management

AUSTRALIA



UNITED KINGDOM/EUROPEAN UNION



NEW ZEALAND



NORTH AMERICA



MARKET PARTNERSHIPS AND DRIVERS FOR USA & CANADA

PAINCHEK IS TARGETING FDA DE NOVO CLEARANCE AND US LAUNCH IN 2024

NORTH AMERICAN LONG TERM CARE MARKET OPPORTUNITY

USA – 15,000 nursing homes with 1,700,000 beds¹

Canada – 2,000 care homes with 200,000 beds²

US National Committee for Quality Assurance driving change to move to “multidimensional” pain assessment tools for elderly with chronic pain³



PointClickCare: PainChek integrated with PointClickCare leading long term care provider in USA & Canada – providing access to 1,000,000+ beds.



Ethos Labs: PainChek sales distribution agreement with Ethos Labs to rapidly penetrate US long term care market



InterSystems: Global agreement to provide global hospital interoperability and EMR capability – initial focus in Europe and Asia Pacific

¹ <https://www.cdc.gov/nchs/fastats/nursing-home-care.htm>

² <https://www.cihi.ca/en/how-many-long-term-care-beds-are-there-in-canada>

³ <https://www.ncqa.org/wp-content/uploads/2023/02/05.-COA.pdf>

POISED FOR US FDA REGULATORY SUBMISSION & MARKET LAUNCH



US FDA de Novo Validation Study data collection completed at all five clinical sites in Iowa & New York



Clinical Investigation Report & associated FDA documentation scheduled to be completed in Q3 CY24 ; FDA de novo application submission to follow



New client growth continues in Canada and;
New integration and sales and marketing partnerships with North American aged care and hospital providers,



PAINCHEK AROUND THE WORLD...AND ACROSS AUSTRALIA

Canada

- Regulatory cleared
- **Initial commercial clients now implemented & growing pipeline**

US / FDA *

- 2,000,000 aged care bed market opportunity
- **Adult FDA de Novo regulatory clearance validation study completed**
- Established go to market partnerships with PointClickCare, InterSystems and Ethos Labs.
- Patent secured

UK

- **~35,000 beds licensed to use PCK**
- **500,000 bed market opportunity**
- 10+ integration partners
- Patent secured

Europe (EU)

- Regulatory cleared & Patent secured
- **Establishing commercial partner contacts in major markets**
- Ongoing research underpinning new products/functionality ongoing

Japan

- Patent secured
- Regulatory clearance process in progress

ANZ

- **~60,000 beds licensed to use PCK (30% share in 200,000 aged care bed market)**
- 15+ integration partners
- Home care and Disabilities markets commenced

PAINCHEK INFANT PROGRESS

TARGETING MARKET OF 400M PRE-VERBAL CHILDREN and 150 MILLION BORN EACH YEAR TO FIRST TIME PARENTS



Updated head movement feature

- Updated **adaptive video facial** detection system to address rapid head movement completed and validated
- *Positive Consumer feedback on updated features - plus insights on channels and other baby products to partner with*



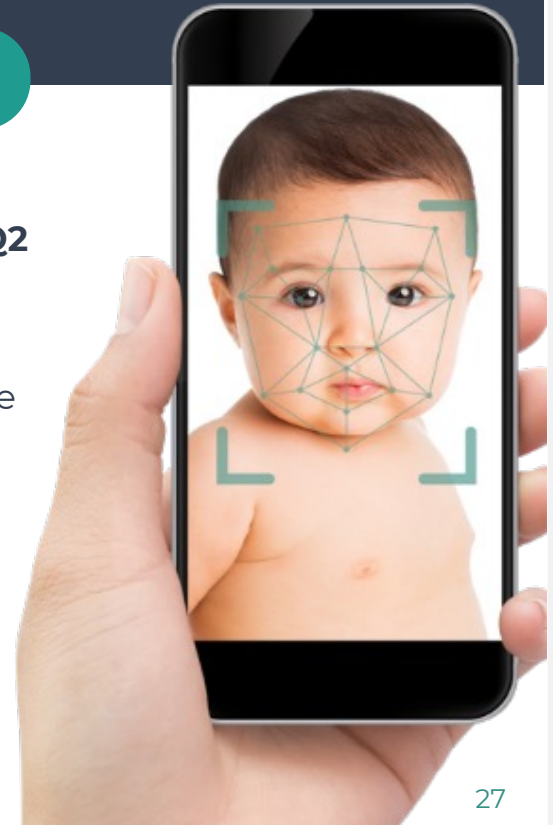
New AI vocalisation feature

- Completion of **new audio/voice monitoring** using AI technology to determine a cry of pain or no pain



Direct to Consumer Marketing

- Australian **market entry** strategy to commence in **Q2 C2024** with updated "**face only**" **Infant App**
- Strategy targeting first time parents with **infants aged from 1 month to 1 year**
- Plan to extend to overseas markets later in 2024
- **Vocalisation feature** to be introduced in C2024 as an additional feature



Meet PainChek® Infant

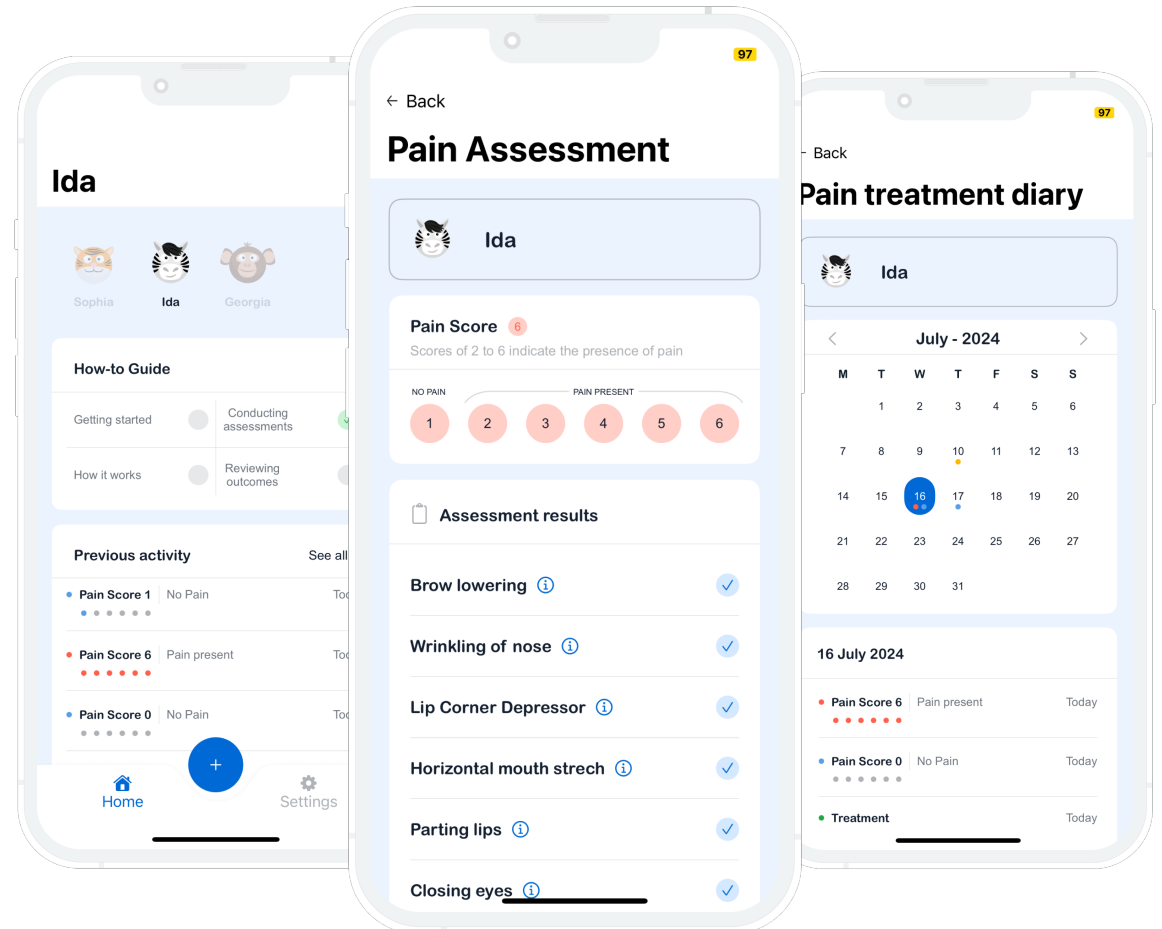
A PainChek Limited Product



MEET PAINCHEK® INFANT

The newest addition to the PainChek family, **PainChek Infant**, is the **world's first AI-enabled app for instant pain assessment** on infants aged 1-12 months.

Designed for **in-home use by parents or other non-medical carers**, PainChek infant provides easy to use technology that assesses baby in seconds and provides parents the opportunity to monitor pain over time.

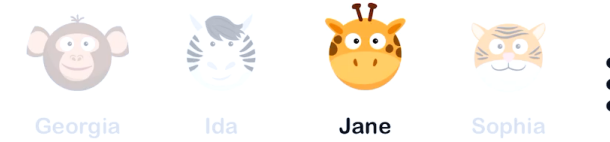


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PainChek Infant



Previous activity

See all >

● **Treatment** Today
Panadol Children 1 Month - 1 Year Baby Drops: 1.1 mL

● **Pain Score 4** Pain present Today
● ● ● ● ● ●

● **Treatment** Today
Panadol Children 1 Month - 1 Year Baby Drops: 1 mL

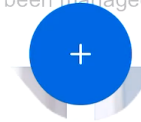
● **Pain Score 6** Pain present Today
● ● ● ● ● ●

● **Comment** Today
Vaccination

Pain treatment diary

See and review a history of Jane's pain and how it has been managed >

 Home



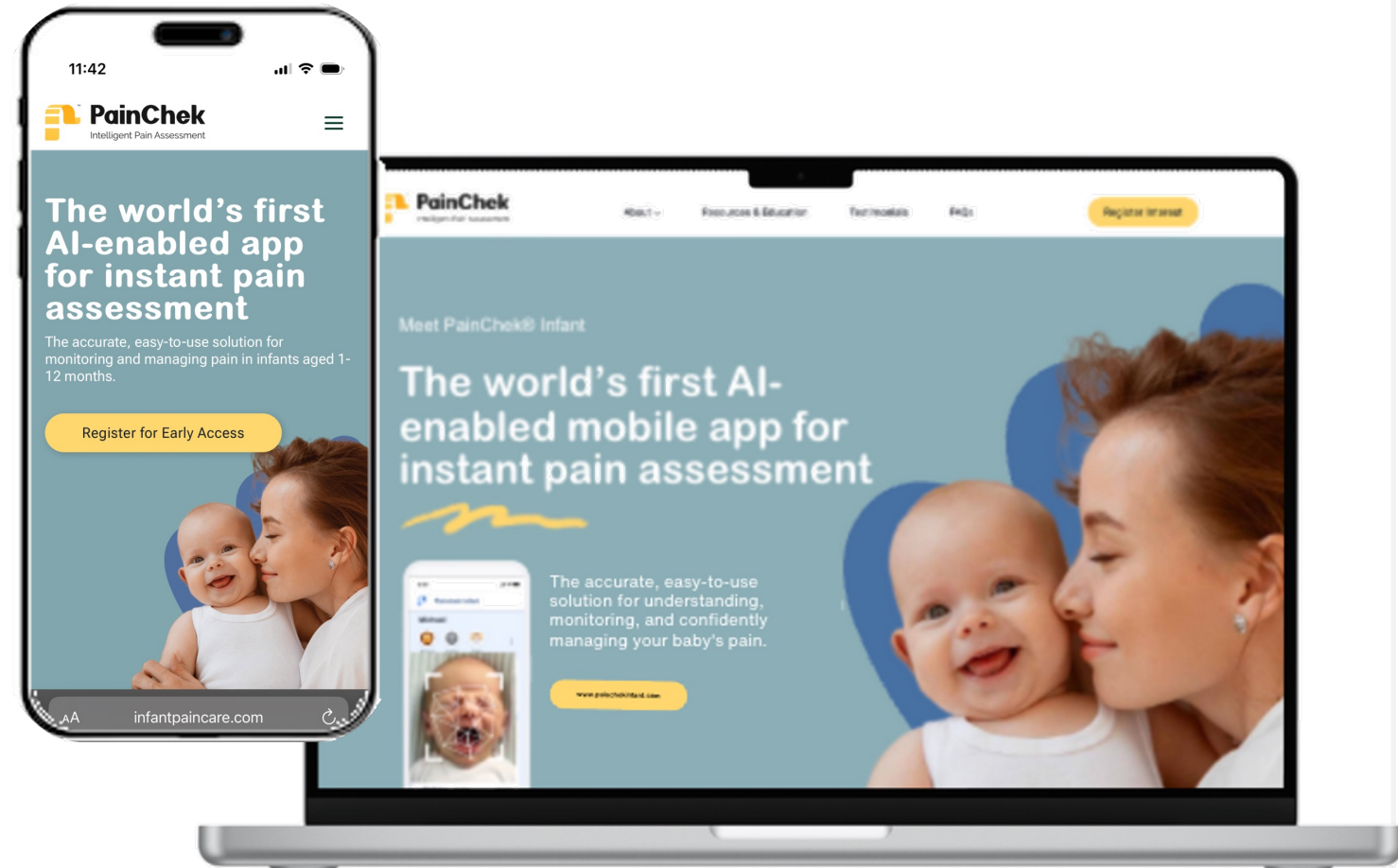
 Settings

FRESH IDENTITY WITH A CLEAR LINK TO PAINCHEK ADULT

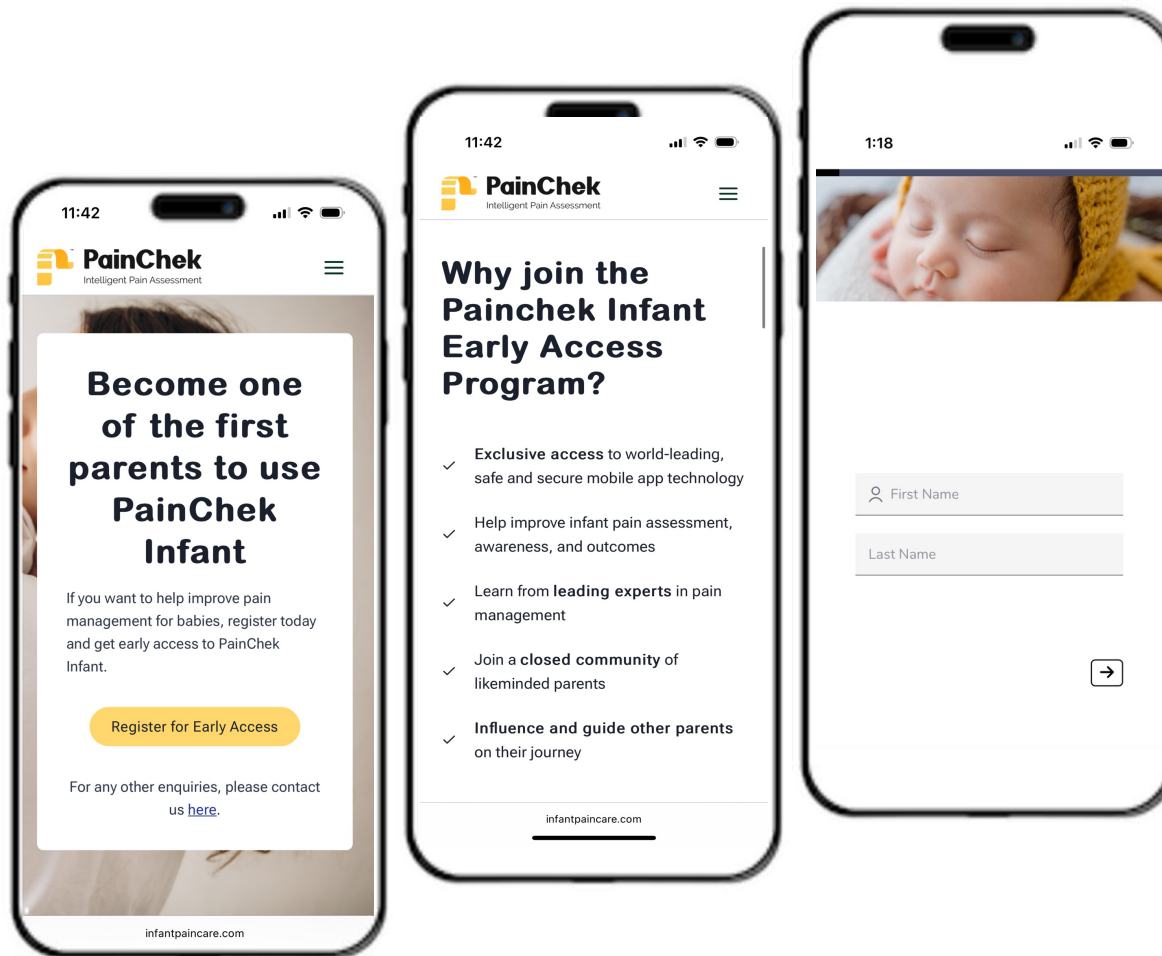
- Unique, fresh colour palette to address the parent consumer market
- Distinctly different to PainChek Adult brand, whilst keeping some elements aligned to create clear link (teal, logo)
- Creative approach and messaging will be tested throughout the next months

www.painchekinfant.com
www.infantpaincare.com

PAINCHEK® INFANT



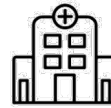
EARLY ACCESS REGISTRATION NOW OPEN



- Over the next months, the PainChek Infant product will be available for use to a selected group of parents in Australia
- Eligible parents who sign up to the Early Access Program through the PainChek Infant website will be able to get pre-release access to the PainChek infant app
- Members of the program will be invited to join a closed community group, receive valuable information and offers from relevant brands
- In exchange, they will be asked to provide feedback on PainChek Infant and in particular the PainChek infant app

MARKETING TO DRIVE ACQUISITION & ENGAGEMENT

Touchpoints: Pregnancy to 12 months



1) Acquisition & Awareness:

Channel-Mix across the major touchpoints of a young/expecting parent through:

- Promotions and Advertising
 - Partnerships
- Medical endorsements

Pregnancy

Dr appointment
Hospital
Research
Baby Expos
Word of mouth

Hospital

Blue Book
Baby Bundle
Brochures
Discounts
Post-birth classes
Doctors
Midwives
Nurses

At Home

Baby blogs
Podcasts
Medical pages
Baby apps
Social Media
Email

Out & About

Baby shops
Cafes
Playgrounds
Play groups
Sensory groups
Childcare centres
Family

Medical

Immunisation clinic
Pharmacy
GPs
Pediatricians
Specialists
Child and Family Health Centres
Tresillian

PainChek Infant Early Access Program (initial target = 200 parents)

2) Engagement

Newsletter

Surveys &
Focus Groups

App

Community

Personalised
Communication

Offers

Partner network news!



PainChek is excited to announce our first content partnership with **Kiindred**, an
“Education and lifestyle platform that is purpose built to help parents navigate pregnancy & parenthood with confidence”

First Activity planned for
August 2024



Target Audience alignment



Brand alignment



Common goals & values



Wide range of opportunities

CORPORATE SUMMARY

Top shareholders %

| | |
|------------------------------------|------|
| Peters Investments Proprietary Ltd | 8.3% |
| Founders | 5.3% |
| Board & key staff | 4.5% |

Financial information

| | |
|--|---------|
| Share price (29 th July 2024) | A\$0.04 |
|--|---------|

| | |
|-----------------|----------|
| Shares on issue | 1,635.8m |
|-----------------|----------|

| | |
|------------------------------|--------------------|
| Market capitalisation | AUD \$65.4M |
|------------------------------|--------------------|

| | |
|---------------------|----------|
| Cash (30 June 2024) | A\$3.56M |
|---------------------|----------|

| | |
|-------------------------------------|-------|
| Unlisted options/performance rights | 80.9m |
|-------------------------------------|-------|

| | |
|------|-----|
| Debt | Nil |
|------|-----|

THE TEAM



Philip Daffas
CEO & Managing
Director, MBA, BSc

Philip is a highly accomplished global business leader & people manager. Philip has held senior global leadership positions with Cochlear & Roche in Europe, US & Australia.



Prof. Jeff Hughes
Chief Scientific
Officer PhD, MPS

Jeff is a professor in the School of Pharmacy, Curtin University in Western Australia. Jeff is one of the team who developed the PainChek® concept.



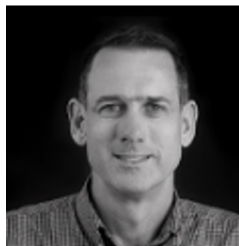
Andrew Hoggan
Head of Operations

Andy is a Psychologist, management consultant, business leader & executive coach. Andrew has worked in both Australia & the UK across aged care & home care services.



Iain McAdam
CFO

Iain has over 20 years finance & transformational change experience within listed high growth multinational software & services companies, including iSoft & eServGlobal.



Scott Robertson
Chief Technology Officer, MBA,
B.Eng.(Comp. Systems)

Scott has over 25 years' experience designing, deploying & managing enterprise software systems, adapting to changing client needs.



David Allsopp
Head of Business
Development ANZ

David has extensive account management, relationship management. He is renowned for establishing trusting, transparent & long-standing relationships in the healthcare space.



Tandeep Gill
Senior Business
Development Manager, UK

Tandeep is a registered pharmacist in both the hospital & community setting, with ten years experience in senior health & social care positions. He has spent three years leading the advancement of technology solutions in the UK.

THE BOARD



John Murray
Non-Exec Chair

25 years in tech & Venture Capital. Founder of Technology Venture Partners, ex Chair of Residential Aged Care provider. Multiple non-exec board roles.



Philip Daffas
CEO & Managing Director

Philip is a highly accomplished global business leader & people manager. Philip has held senior global leadership positions with Cochlear & Roche in Europe, US & Australia.



Ross Harricks
Non-Exec Director

Senior global medical device executive with Nucleus & experienced healthcare NED.



Adam Davey
Non-Exec Director

Corporate finance executive with extensive capital markets experience.



Cynthia Payne
Non-Exec Director

30 years executive leadership experience as well as significant board and operational experience in residential and home aged care services in Australia.

PAINCHEK'S THREE PILLARS OF FOCUS



US market entry and commercialisation – regulatory submission pending to **target De Novo clearance for late 2024**

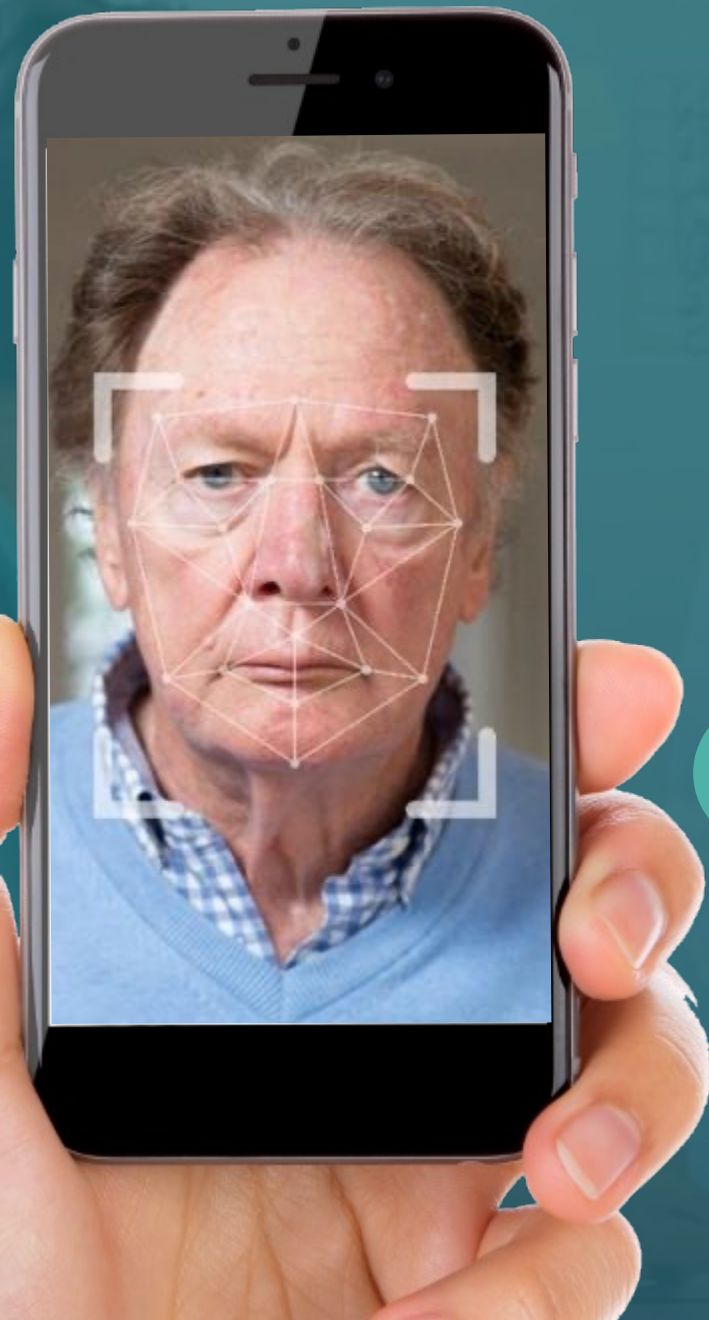


Continued acceleration in growth of PainChek Adult App in **international markets** across **Aged Care, Home care & Hospitals**



Direct to parent market entry of the **Infant App**





TM

PainChek

Intelligent Pain Assessment

Quarterly Update
July 2024

CONTACT

Philip Daffas, CEO & MD
philip.daffas@painchek.com



PAINCHEK LTD | ASX:PCK