

Investor Update | Aug 2022

(ASX:OPL)

www.opyl.ai

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Opyl

Company introduction

Opyl (ASX:OPL) is a digital health company, applying artificial intelligence to improve clinical trial recruitment and design

- 3 platform technologies – diversified and scalable revenue streams
- AUD\$4.8bn global clinical trial recruitment market^[1]
- Opin.ai core scalable offering and revenue stream
- Differentiated from competitors by proprietary AI
- Customers include global biopharma



Recruit participants to trials
anywhere in the world

Listen to public social media to
identify patient populations

Predictive analytics to design trials and
studies more likely to succeed

[1] Global Clinical Trials Recruitment Market. Roots Analysis June 2021. <https://www.rootsanalysis.com/>



Company snapshot

Opyl addresses two of the key reasons why clinical trials fail: poor recruitment of participants to trials, and poor trial design [2]

- Opin.ai attracts and matches patients to trials
- Trial Key applies predictive analytics and Ai to design trials more likely to succeed

Performance outcomes

- Revenue up 3rd year in a row
- Receipts from customers \$998k up 40% - full year
- Major global biopharma and CRO customers using Opin.ai to recruit to trials
- 93% of all Opin trials are recruiting on time or ahead of plan
- Opin front end refresh and new features delivered 31 July – on plan and on budget
- Trial Key development achieved 100% of project milestones
- Total funding available end period \$1.136m
- Based in Melbourne 9.4 FTE – 2 recent senior hires in Sydney (sales and service delivery)

Opin revenue transition

Clinical trial proportion of customer receipts

43%

Growth in tech assets

New feature roll out on time and on budget



Top recruitment outcomes

Saving customers time and money

93%

Recruitment project are ahead or on plan

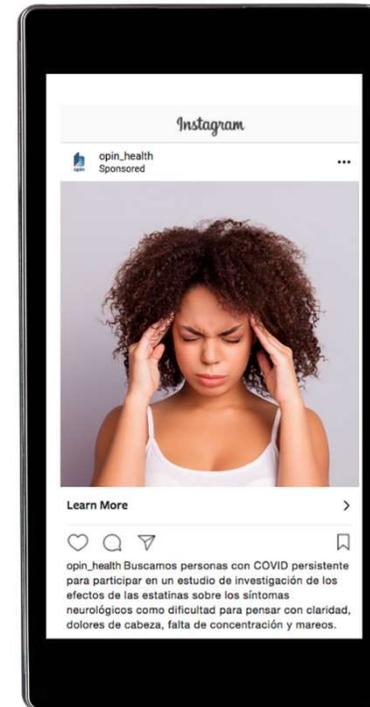
[2] M. Desai. Recruitment and retention of participants in clinical studies: Critical issues and challenges. Perspect Clin Res. 2020 Apr-Jun; 11(2): 51-53. Doi: 104103/picr.PICR_6_20

Q4 2022 - Highlights



- Primary revenue stream
- 40.5% growth in sales for the year
- Average recruitment contract AUD\$92,000
- Biopharma contracts signed to Opin
- Recruitment outcomes exceed expectation
- New features released – July 2022
- Significantly improved user experience released – July 2022
- Improved search and display functionality
- Opintrack site management dashboard released
- Experienced Opin service & growth team appointed – Sydney office
- Healthy volunteers offering in market
- Partnerships with patient advocacy organisations
- ~1000 Australian participants per week registering – database recruitment option
- Trial Key (prediction) and Social Insights (intelligence) are competitive differentiators
- Strong sales pipeline

Looking forward: Convert sales pipeline and scale service
Next feature release milestone due October 2022
ISO and HIPPA certification
Partnerships with research networks, CRO's and Phase I units



Market opportunity – clinical trial recruitment



AUD\$116.1bn

The estimated value of the global clinical trials market 2030 [3]

AUD\$4.8bn p.a
global clinical trial
recruitment market [1]

- Strong global growth in digital patient empowered clinical trial recruitment
- More adaptive and decentralised trials as well as data-centric trials and tele trials support digital recruitment approach
- Major challenge in accessing Phase I volunteers – high employment and fewer tourists, students and FIFO workers
- CRO's need to differentiate offering to customers – seeking partnerships around recruitment
- Move toward automation, efficiencies and using AI around participant selection and prediction
- Highest growth region for clinical trials is APAC
- Diversity is the 'holy grail' for recruitment – language, ethnicity and cultural
- Demand for guaranteed recruitment results

In the coming 24 months Opyl is well positioned to aggressively grow in the APAC and global markets, with a validated, compliant and secure recruitment platform offering unique features (Trial Key and Social Insights).

[3] Global Market Insights: Clinical Trials 2022-2030 https://www.gminsights.com/pressrelease/clinical-trials-market?utm_source=globenewswire.com&utm_medium=referral&utm_campaign=Paid_globenewswire



OpinVolunteers



User connects to Opin through search



registration via www.Opin.ai



Opin team contacts registrant pool

OpinCampaigns



Social Insights used to identify motivated volunteers



Recruitment strategy document and unique social media recruitment content is delivered alongside HRECs materials



Feature page created on www.opin.ai and digital advertising launched



Participant is connected to study **Feature Page** on Opin.AI



Participant completes **Opin triage**

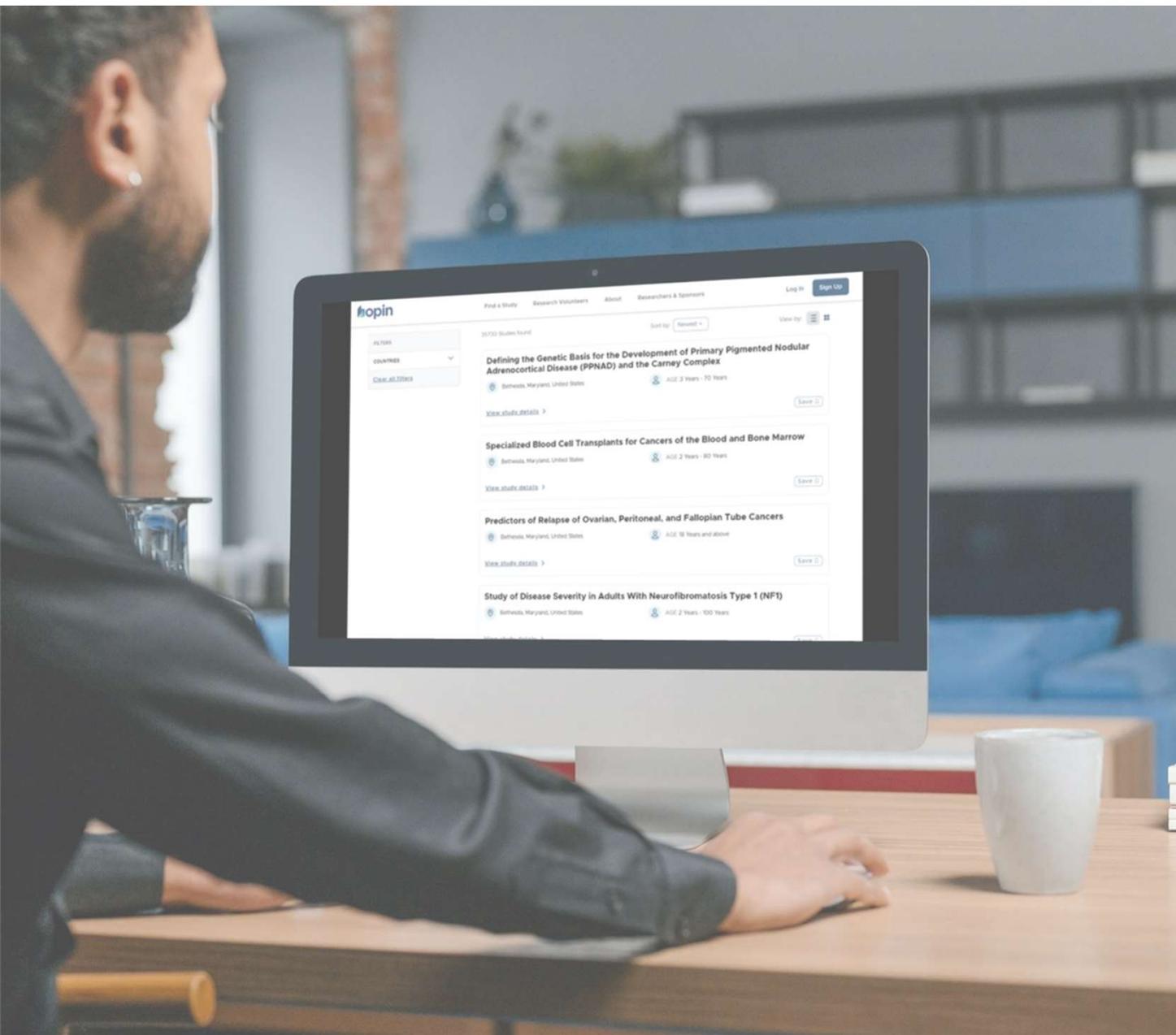


Participant delivered to customer through **OpinTrack**



Optional, **extended screening** by Opin team





Opin.AI currently attracts ~1,000 new Australian participant registrations each week.

Database recruitment is a key asset and fast-recruit service for customers searching for motivated and eligible participants.

Opin is a global source of all registered trials and studies in the world – updated weekly

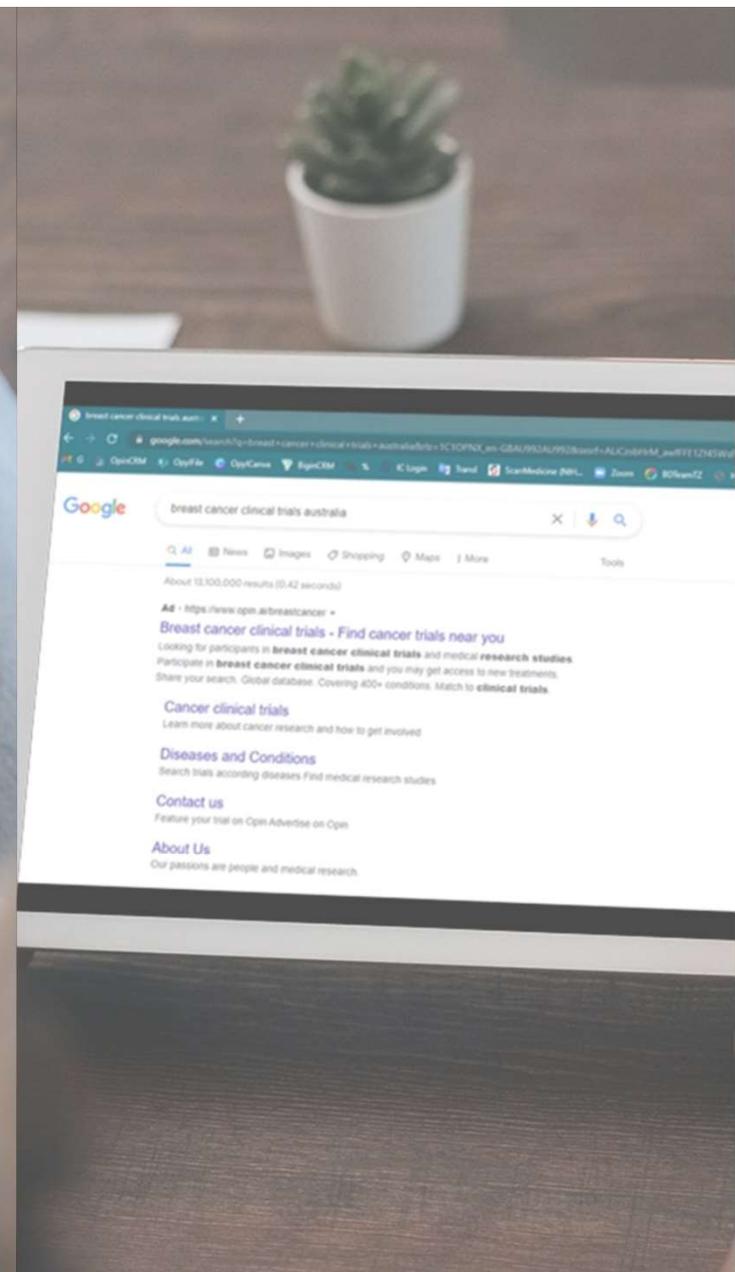
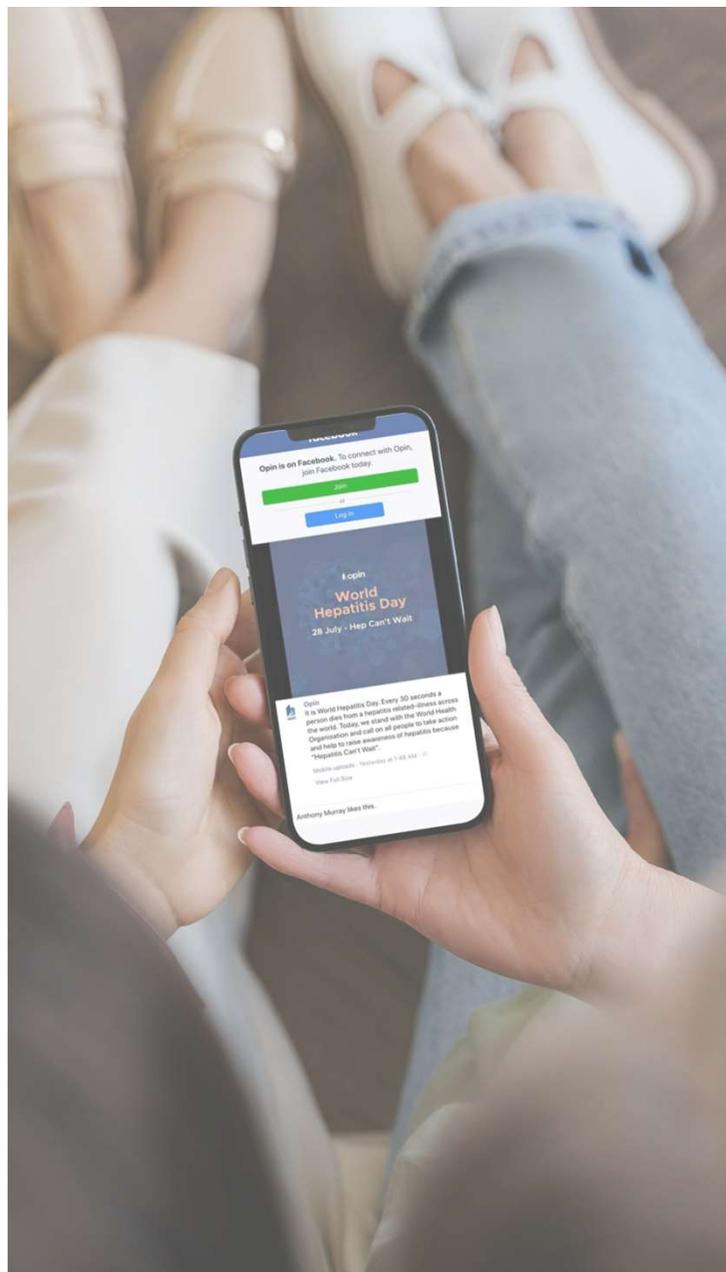
Participants provide consent for OpIn to remain in contact with them and communicate when news studies or trials arise that may be of interest, and to connect them with study sites as appropriate



Opin Campaigns

Opin's **Social Insights** and listening technology is used to identify personas, channels and context for online dialogue and sharing of health information. This helps us to better target potential participants for trials and create digital content that ensures engagement. This sets us apart from competitors and is critical in delivering our exceptional recruitment outcomes

Advertising campaigns are launched across multiple social platforms and actively managed by the Opin recruitment team, using an effective pulsing methodology we have perfected to ensure a cost effective return on investment for customers – not wasting money or time in delivering participants





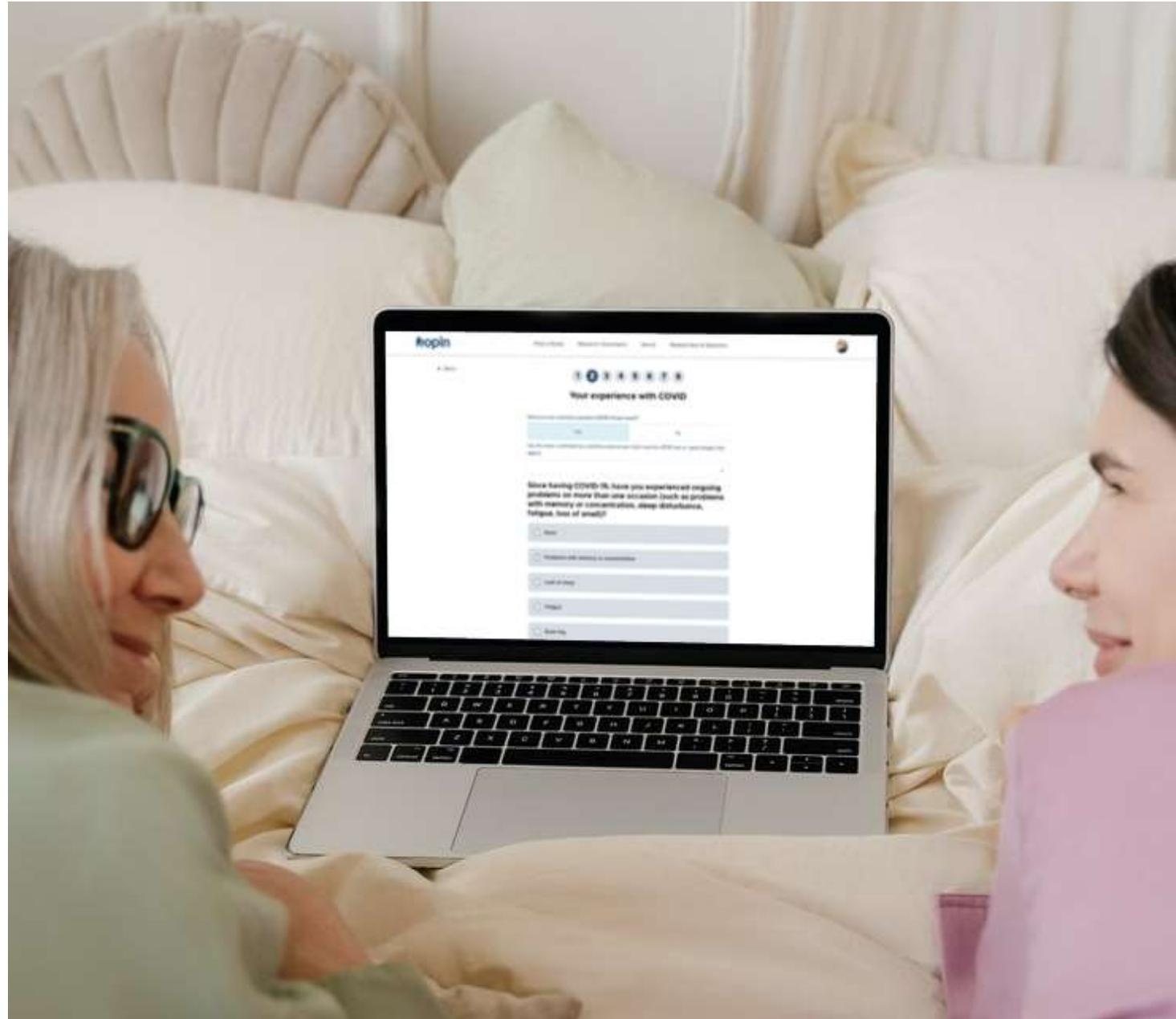
User journey

Opin's digital triage and effective screening balances behavioural science with automated processing

Opin's new user journey and experience is delivering more accurate data capture and more participants

Opin's **TrialKey** technology is used to evaluate crucial details from protocols that make up the ethics-approved digital triage and assess probability of recruitment success. This is invaluable in assisting in managing customer expectations, pricing of recruitment projects and our approach to the challenge.

Opin's user journey has been assessed via extensive user acceptance tests, which continue as new features and functionality are constantly refreshed and released





Precision and performance marketing

The Opin team have deep expertise in social media and digital marketing. All of the content creation, ethics support and management of advertising is done in house- never outsourced to agencies as some competitors will do

Our precision marketing methodologies ensure results that don't waste customer time or financial resources. Online advertising is managed actively on a daily basis, across multiple digital platforms, adjusting and refining targeting strategies to ensure the best ROI

Our team are experienced in working with ethics committee's and IRB. Strategy documents feature explanatory material detailing targeting approaches alongside submission of advertising collateral for approvals.

We're active in educating HRECs, CROs and sites on how social media works and demonstrating inappropriate and predatory tactics that are employed by some digital recruiters.



Opyl

Q4 2022 - Highlights



- Completed half year development milestones successfully to plan
- Grant collaboration with RMIT School of Computational Sciences – data science resource
- Developed methodology for linking trial phases and outcomes data – improving predictive accuracy
- Improved data source capture and integrity
- Trial Key applied to Opin customer selection and to protocols to assess potential for recruitment success
- Commenced user dashboard design and build
- Undertaking market readiness assessment to assess pricing and positioning strategy

Looking forward: Release user dashboard for UAT due December 2022
Sign pilot customer projects
Renew collaboration with RMIT University



Looking forward

- Converting sales pipeline
 - Hitting monthly revenue target – new sales team
 - Healthy volunteer / phase I revenue via partnerships
 - Average project ~\$100k
- Market leader in terms of recruitment outcomes and quality
 - Maintain >85% successful completion to plan or ahead of plan
 - Achieve ISO and HIPPA accreditation/ certification
 - Introduce additional quality and productivity features – additional screening and e-consent
 - Diversity, ethnicity and race recruitment strategies – competitive difference
- Scale, global focus
 - New languages recruiting to global sites – focus on
 - Building profile in US/ APAC
 - CRO partnering strategies

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