



## ASX ANNOUNCEMENT

### CELLMID CEO TO PRESENT AT WHOLESALE INVESTOR CONFERENCE

**SYDNEY, Tuesday, 20 November 2012: Cellmid Limited (ASX: CDY)** CEO, Maria Halasz, will present today at the Wholesale Investor Conference, held at 12:30pm at the MLC Centre in Sydney, NSW. A copy of the presentation is included below.

Contact:

Maria Halasz, CEO

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#### **Cellmid Limited (ASX: CDY)**

Cellmid is an Australian biotechnology company developing innovative novel therapies and diagnostic tests for inflammatory diseases, heart attack and cancer. Cellmid holds the largest and most comprehensive portfolio of intellectual property related to midkine and midkine antagonists globally. The Company's most advanced development programme is for the treatment of inflammatory and autoimmune conditions and cancer using the Company's proprietary anti-midkine antibodies. Cellmid is also developing the midkine protein for the treatment of AMI (heart attack) and other ischemic diseases. In addition, Cellmid is commercialising midkine as a biomarker for early cancer diagnosis. Elevated midkine concentration in the blood and other body fluids is strongly indicative of cancer. Cellmid's first product, the MK-ELISA, is a blood test that sensitively and accurately measures serum midkine levels.

#### **Advangen International Pty Ltd**

Advangen International Pty Ltd is a controlled entity of Cellmid Limited. Advangen develops and sells scientifically validated products to prevent and treat various forms of hair loss. The Company's products have well understood mechanism of action and have been extensively tested for safety and efficacy with published validation data. Advangen has two market ready product ranges, one for pharmacies (évolis®) and one for professional hair salons (Jo-Ju® and Lexilis®). In addition, the Company is developing midkine in a high performance formulation for the treatment of age related hair loss.

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- Listed biotechnology company (CDY. ASX)
  - Market cap \$9 million
  - Base burn rate \$150K per month before revenue
  - Multiple near term revenue from OTC and diagnostic products
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CELLMID 

Maria Halasz

CEO

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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 Cellmid 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.

# Cellmid

Significant near term revenue – OTC and diagnostics

Strong product pipeline

Track record in execution and delivery



[www.cellmid.com.au](http://www.cellmid.com.au)

## Significant near term revenue - OTC

- evolis hair growth products with **TGA listed** claims:
  - **Promotes hair growth**
  - **Helps reduce hair loss and thinning**
  - **Helps restore the natural growth cycle of the hair by inhibiting FGF-5**
- Australian manufactured
- Launched in June 2012
- 700 chemists already secured, revenue commenced
- **RRP \$89**



First clinically validated hair growth product in 24 years

Annual sales:

Monoxidil \$300M\*

Finasteride (Propecia) \$1,097.6M\*

\*Newport Horizon



évolis	Competitor
No reported side effects, very safe due to clear mode of action	Poor side effect profile, including lethargy and depression with long term use
No initial shedding	Initial shedding often occurs, benefits take 3-4 months to start
Newly grown hair continues to grow until it reaches its limits within its natural growth cycle	Results stop almost immediately after use, newly grown hair usually falls out soon after ceasing usage
Useful for all ages and on the entire head of hair	Only claimed to be effective at the crown and vertex and limited efficacy in women
Natural extracts	Chemical (small molecule beta-blocker, heart pressure medication)
Fragrance and residue free	Permeating, strong smell and sticky residue

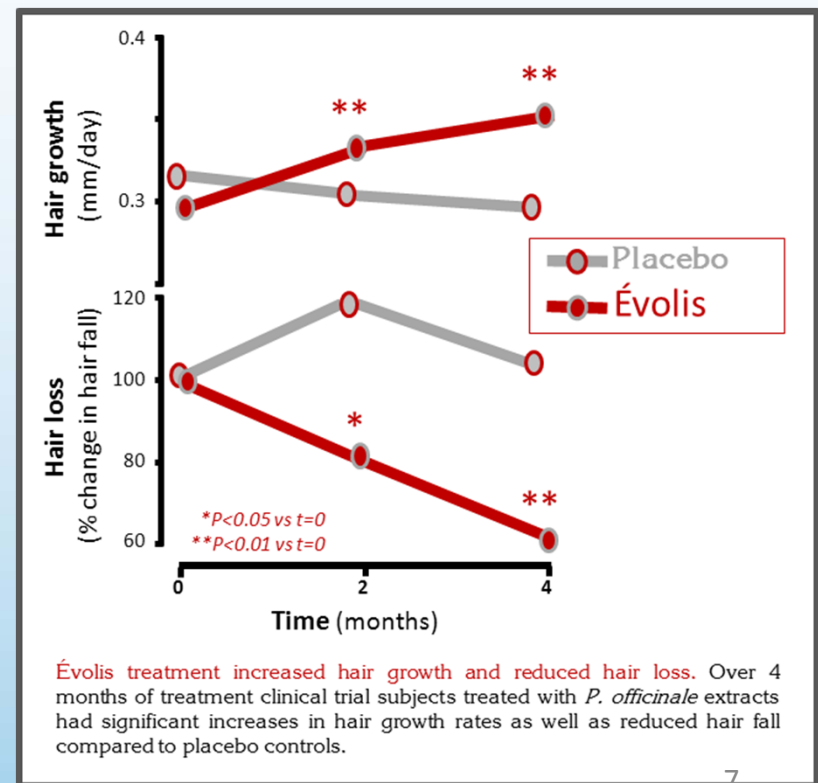
# Clinical study results

## Quantitative assessment

- Rate of hair growth increased by 21%
- Hair loss reduced by 35%

## Qualitative assessment

- 74% found the treatment beneficial for hair growth





## Distribution

Advangen International

Australian pharmacy sales

700 pharmacies  
by EOY 2012

25% of pharmacies (1,300)  
by EOY 2013

Australian direct sales to hairdressers

Direct sales force  
(commissioned agents)

Targeting 210 salons  
by EOY 2013

Electronic media and internet sales

Group buying deals and évolis website



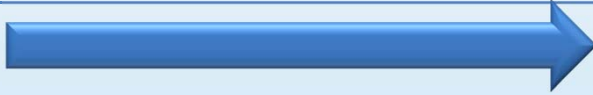

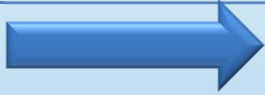

TVSN in Australia and in international markets

International pharmacy sales

Distribution through OTC pharma companies

Distribution direct to pharmacy chains

Powerful patent position with strong product pipeline

	PRECLINICAL	CLINICAL	MARKET
évolis® hair growth products			
MK-ELISA (research market)			
MK metastatic colorectal diagnostic			
MK hepatocellular carcinoma diagnostic			
MK antibodies for inflammation and cancer			
MK for heart attack			

## Diagnostics pipeline

- License 1: Quest (Celera) lung cancer screening test
  - Product expected on market in mid 2013
  - Milestone payments and royalties due on launch
- License 2: Pacific Edge Diagnostics bladder cancer test
  - Product expected on market in 2013
  - Milestone payments and royalties due on launch

DISEASE	Animal studies			Preclinical validation	Clinical indication	
	Reduced Disease in Mdk-/-?	Disease reduced by MK treatment?				
		RNAi	mAbs and/or MK Inhibitors			
<b>Cancer</b>	nd	YES (multiple cancers)	YES	50%	Osteosarcoma Glioma/glioblastoma Metastasising carcinomas	
<b>Surgical adhesion</b>	YES	YES	YES	30%	Abdominal surgery	
<b>Renal injury/disease</b>	Acute	YES	YES	-	30%	Multi-organ failure (Sepsis, trauma) Chemo-induced KI Kidney ischemia
	Chronic	YES	nd	Study underway	30%	Diabetic nephropathy Glomerular sclerosis
<b>B cell disorders</b>	YES (MK receptor KO)	nd	YES (MK receptor blockade)	30%	B-CLL Lupus	
<b>Bone fracture</b>	YES	nd	YES	30%	Fracture healing Osteoporosis	

Track record in execution and delivery

**Dr David King**

**Graeme Kaufman**

**Martin Rogers**

**Maria Halasz**

## Recent highlights

- Sept 2012 Distribution target exceeded with 700 pharmacies within 3 months
- Sept 2012 Exclusive Australian distributor appointed for évolis
- July 2012 US ischemia patent allowed, 4th granted in the same patent group
- June 2012 Cellmid's Midkine Conference with 70 scientists attending
- May 2012 évolis distribution commenced with Terry White chemists (157 stores)
- May 2012 Treg antibody patent granted in the USA
- April 2012 Commercial website for the évolis hair growth products launched
- April 2012 Key antibody patent for adhesion treatment is granted in the USA

Track record in execution and delivery

## CELLMID

- Significant near term revenue – OTC and diagnostics
- Strong product pipeline
- Track record in execution and delivery

Thank you  
[www.cellmid.com.au](http://www.cellmid.com.au)

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