



# CELLMID LIMITED EGM PRESENTATION

9 September 2015

**Maria Halasz**

CEO & Managing Director

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# IMPORTANT NOTICE

## Summary information

This presentation contains summary information about Cellmid Limited (Cellmid) and its activities as at September 2015. The information in this presentation is of a general nature and does not purport to be complete or contain all information that a prospective investor should consider when evaluating an investment decision in Cellmid or that would be required in a prospectus or product disclosure statement prepared in accordance with the requirements of the Corporations Act 2001 (Cth) (Corporations Act). This Presentation should be read in conjunction with Cellmid's other periodic news releases or ASX disclosure documents as available from time to time.

## Forward looking statements

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, regulatory environment, the results of advertising and sales activities and competition.

# CELLMID (CDY:ASX)

- Cellmid is an Australian life sciences company listed on the ASX
- Cellmid owns a consumer health business with market leading FGF5 inhibitor hair loss products
- Cellmid has a promising drug pipeline and is the leader in MK based targeted therapies for cancer, kidney and cardiovascular conditions

## KEY STATISTICS

• Share price	3.0 cents
• Market cap	\$27M
• Shares on issue	905M
• Options	297M
• Cash (30 July 2015)	\$1.6M (+ 4M)
• Top 20:	37%
• Average daily volume	3.6M

## 12 MONTHS SHARE PRICE PERFORMANCE



# BOARD MEMBERS



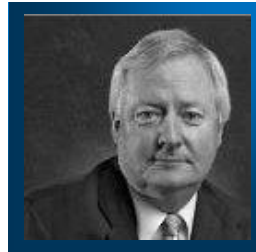
## **Dr David King | Chairman**

An experienced independent chairman with expertise in high growth companies, Dr King has a track record in building business ventures and developing them into attractive take-over targets.



## **Maria Halasz | CEO and Managing Director**

With over 22 years in the life sciences sector Maria started in corporate finance before joining Cellmid seven years ago as CEO. Maria led the acquisition of the company's current portfolio of midkine and FGF5 inhibitor assets.



## **Bruce Gordon | Non-Executive Director**

Bruce is a seasoned audit partner and corporate finance specialist with over 35 years' industry experience. Bruce brings significant expertise in valuations, mergers and acquisitions, restructuring and transaction support.



## **Dr Fintan Walton | Non-Executive Director**

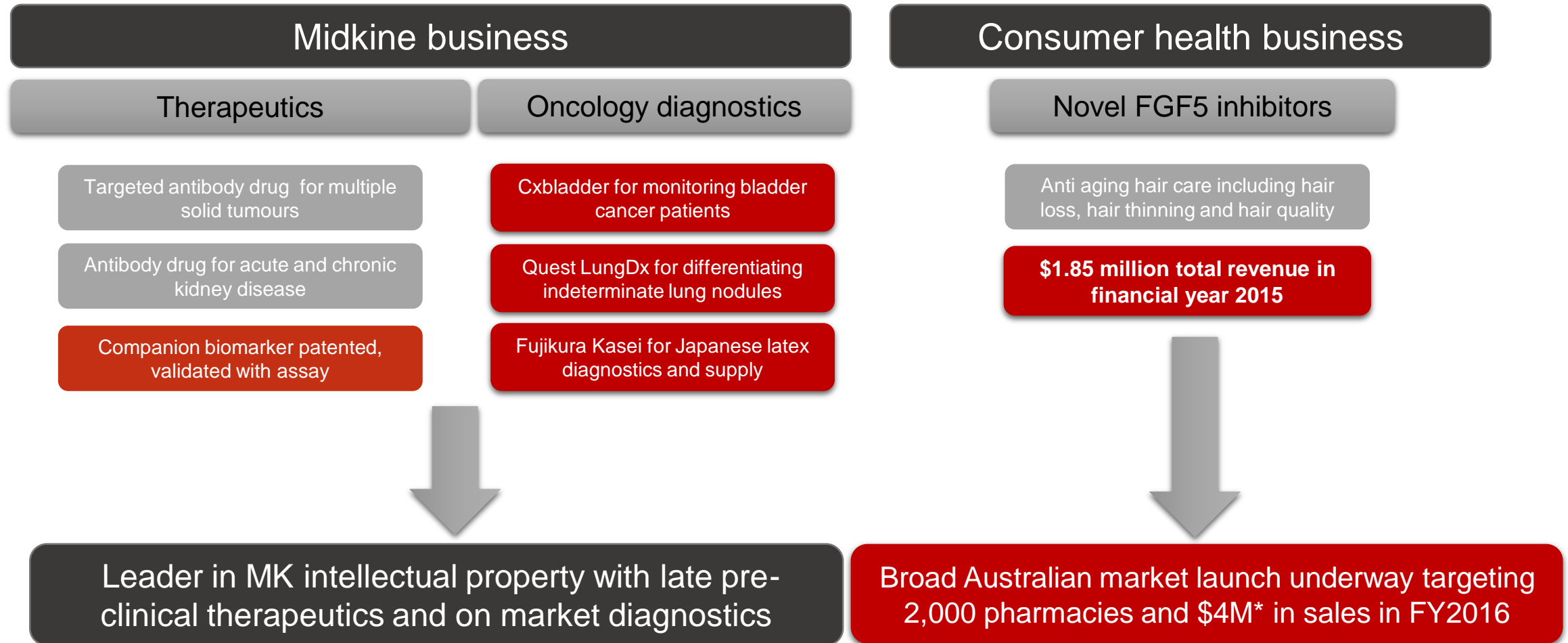
Dr Walton has over 33 years experience in the global pharmaceutical and biotechnology sector and is the Founder and CEO of PharmaVentures Ltd, a UK based corporate advisory firm.



## **Koichiro Koike | Managing Director, Advangen Inc**

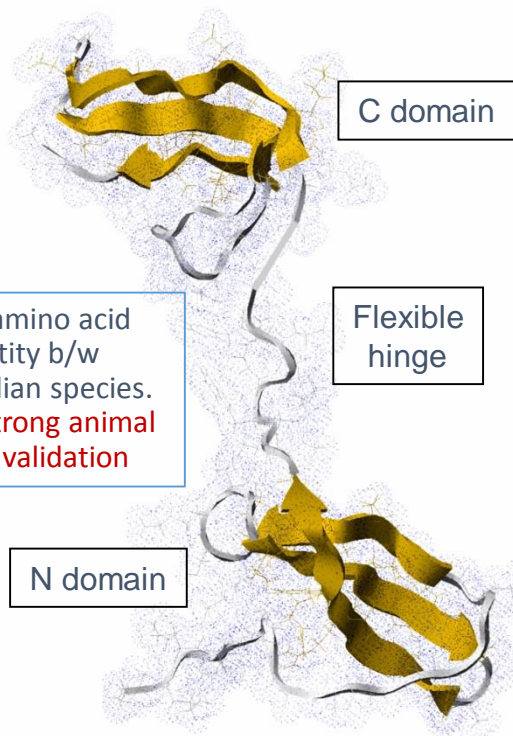
With over 27 years of experience working in cross border business development roles for a number of Australian and Japanese healthcare companies Ko brings strong strategic and corporate development skills to Cellmid.

# CELLMID BUSINESSES



# MIDKINE BUSINESS

## Midkine (MK; NEGF-2)






Highly basic 13kD (121aa) protein  
2 functional domains + flexible hinge

- MK: growth factor prominent in embryogenesis but barely detectable in healthy adults
- In adults, increased MK expression occurs in the onset of inflammatory diseases and cancer and in preservation/ repair of injured tissue
- In cancer, MK expression is strongly prognostic of poor patient outcomes
- Important biological activities include
  - Pro-angiogenesis (blood vessel growth)
  - Inhibiting apoptosis (cell death)
  - Facilitating cell migration (metastasis)
  - Promoting inflammatory cell tissue infiltration
  - Promoting cell growth and differentiation

MK is an important and novel target to treat cancer, inflammatory kidney disease and ischemic heart conditions

# THERAPEUTIC PIPELINE

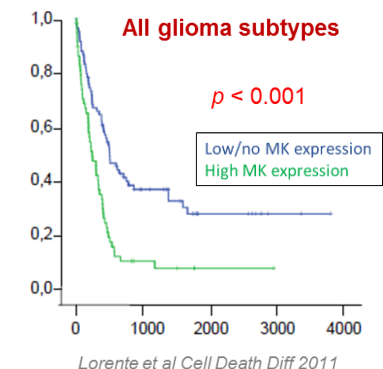
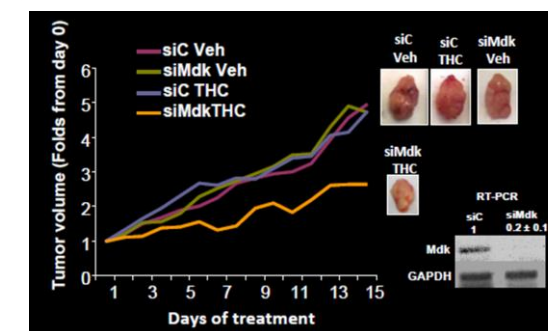
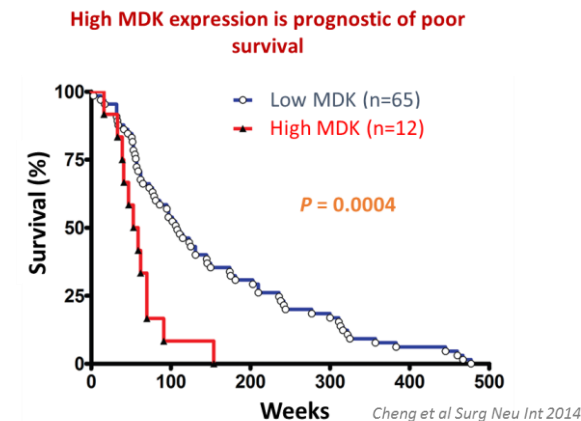
Platform	Disease	Program	R&D	Pre-clinical	Phase I	Phase II	Phase III	On market	Anticipated milestone
Anti-Midkine Antibodies	Solid tumours	CAB102							Clinical development
	Kidney injury, inflammatory diseases	CAB101							Preclinical Collaborations
Midkine Protein	Cardiac Ischemia	CMK103							Preclinical studies



# CAB102: ONCOLOGY PROGRAM

High MK expression is prognostic of poorer patient survival in glioblastoma and MK is a key driver of cannabinoid drug therapy resistance

- Cellmid research collaboration with world leading brain cancer research group at Complutense University, Madrid, Spain
  - Preclinical studies are underway to test Cellmid's lead humanised and murine anti-MK antibodies using sophisticated *in vivo* disease models of glioblastoma
- CAB102 clinical development is ongoing
  - Cell line development and manufacturing complete and is GMP ready
  - Non-human single dose tox study is clean with no dose limiting toxicities or abnormal clinical pathology reported
  - Human tissue cross reactivity studies and assay development are underway

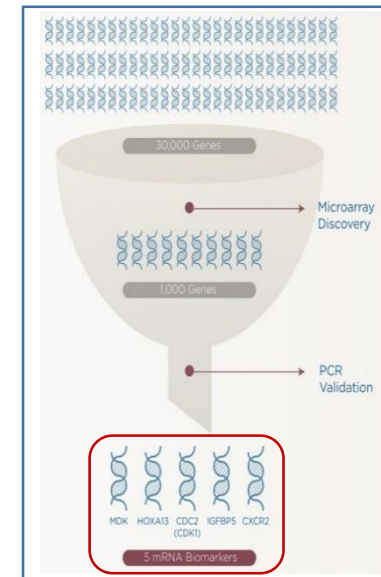




# PACIFIC EDGE LICENSE

## Urinary mRNA test on market in USA, Australia, NZ and soon Spain

- First-line test to detect bladder cancer or monitor for recurrence after treatment
  - Superior to other available urine biomarker tests
  - May eliminate need for imaging (CT/IVP)
- United States commercial roll-out underway
  - Launched in March 2013
  - Reimbursement for more than 150 million Americans
- Pacific Edge is licensee - \$173m market cap on NZX
- **Cellmid will receive single digit royalty from sales**
  - **\$1 million in milestones to date** – first royalty \$68K received in 2015
  - Pacific Edge targeting \$100m in sales in year 5 from launch



# CONSUMER HEALTH BUSINESS

## évolis<sup>®</sup>: an innovative, clinically validated hair growth product

- Clear mechanism of action targeted to hair only (inhibiting FGF5)
- Clinically and scientifically validated
- Addressing hair thinning, volume loss, hair quality concerns
- Formulated from natural extracts
- Product leadership; the only FGF5 inhibiting product range on the market



# MARKET OVERVIEW

- Global hair care **market approximately \$90 billion** in 2014\*\*
  - Anti-aging hair care is the fastest growing segment in hair care\*\*
  - Market growth for this segment forecasted at over 20% between 2014 and 2018\*\*
  - US, Brazil, **China**, **Japan** and Germany make up 50% of the total hair care market
  - Hair loss is an underlying issue with half of all men and women experiencing some degree of hair loss by the age of 50\*
- Advangen **commercial** in **Australia** and **Japan** with branded hair growth products positioned at the premium end of hair care
  - China, Taiwan and other regions in development or negotiation

*\*Independent market research*

*\*\*Euromonitor international*

# AVAILABLE AT AUSTRALIAN PHARMACIES & ONLINE

2014 (\$400K)

Pharmacy → 230 active doors

Product offering → 2 SKU\*

1. évolis® tonic for women
2. évolis® tonic for men



7cm shelf space

2016 (\$4M)

Pharmacy → 2000+ doors by 30 June 2016

Product offering → Increased to 6 SKU\*

1. évolis® tonic for women
2. évolis® tonic for men
3. évolis® shampoo for women
4. évolis® shampoo for men
5. évolis® active pack for women
6. évolis® active pack for men



48cm shelf space

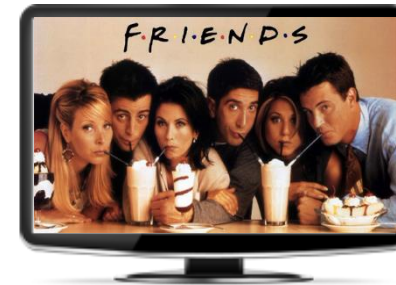
\*SKU: Stock Keeping Unit

# AUSTRALIAN MARKET STRATEGY

- Build national pharmacy and salon distribution for the évolis brand
- Educate healthcare and salon professionals nationwide with over 50,000 personal sales visits over the first 12 months:
  - Contract sales force targeting general practitioners
  - Contract sales force targeting pharmacy specialists
  - Contract sales force targeting salon professionals
- National consumer advertising campaign including TV and printed media created by leading Australian advertising agency
- Increased online presence through digital campaigns and mobile apps

# BRAND AWARENESS CAMPAIGN - TV

In Australia across the channel Seven and Foxtel (multiple channels) networks to targeted audiences (women 35+)

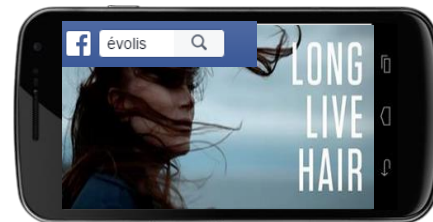
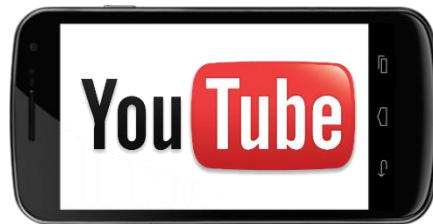




# BRAND AWARENESS CAMPAIGN - DIGITAL

**Across multiple online platforms to targeted audiences (men 25+ and women 35+)**

- Media streaming channels
  - Youtube
  - CatchUp TV (access to freeview TV/Digital network streaming channels) – specifically targeting men 30+
- blog sites (influencers)
  - Beautyheaven
  - Rescu
- Multiple social media platforms including facebook





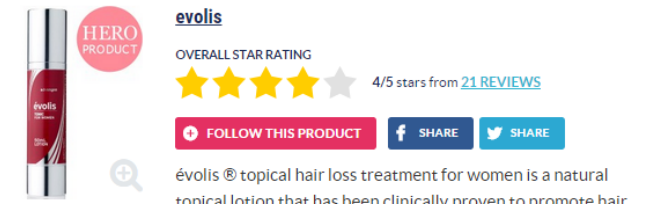
# EARLY FEEDBACK FROM CONSUMER CAMPAIGN

## TOP RATING BY TRIAL GROUP FROM BEAUTY HEAVEN

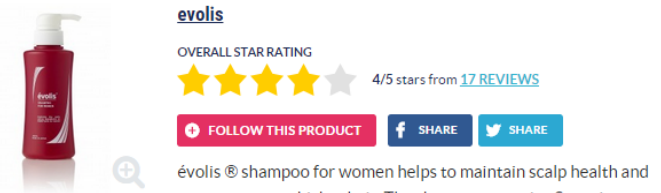
- “I have been trialling this product for a couple of weeks now and I have really noticed a difference in the health and thickness of my hair” **Star Rating:** ★★★★★
- “évolis Tonic for women comes in a 50ml gorgeous slim spray bottle... I noticed it visually reduced my hair loss and thinning problem, prevented my hair from falling out” **Star Rating:** ★★★★★
- “eye opening tonic... I have noticed that it has strengthened my hair so less hair loss when I brush my hair and washing my hair” **Star Rating:** ★★★★★
- “what I like about this product is it doesn't affect styling my hair, its not greasy , not smelly and it dry's (sic) quickly... I started to realise my hair is thicker and have volume for the first time in 4 years” **Star Rating:** ★★★★★
- “Since I have been using the évolis tonic for women twice a day, morning and evening I have noticed that my hair loss has reduced and I find it easier to manage my hair. My hair feels a bit thicker” **Star Rating:** ★★★★★
- “I admit I haven't sprayed the tonic twice daily with my busy schedule, so the convenience of this product can become an issue. However, the tonic used alternatively with the shampoo has saved me from substantial amounts of hair loss and I am very, very ecstatic with the products; the results have exceeded my expectations!” **Star Rating:** ★★★★★



## EVOLIS TOPICAL HAIR LOSS TREATMENT FOR WOMEN



## SHAMPOO FOR WOMEN



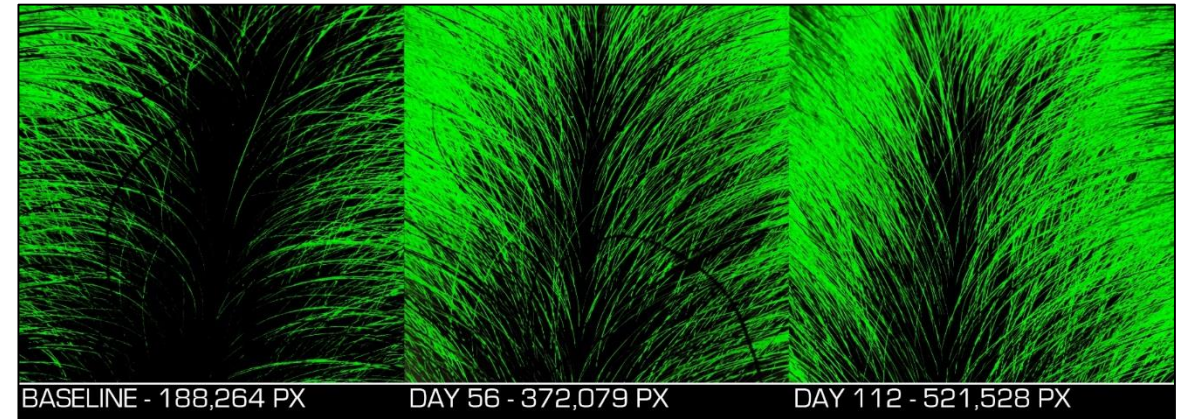
# évolis<sup>®</sup> ONE

- Developed with Cellmid's patented **FGF5 inhibitor** compound
- Dermatologist tested for topical **safety** with no skin irritations or sensitization
- Demonstrated **efficacy** in reducing hair loss, increasing hair growth and improving hair volume and appearance

## évolis<sup>®</sup> ONE

# CLINICAL STUDY RESULTS 2015: évolis® ONE


- 80.2% reduction in hair loss\*
- 44.2% increase in growing follicles\*
- 143.3% increase in hair release and recovery (hair regrowth)\*



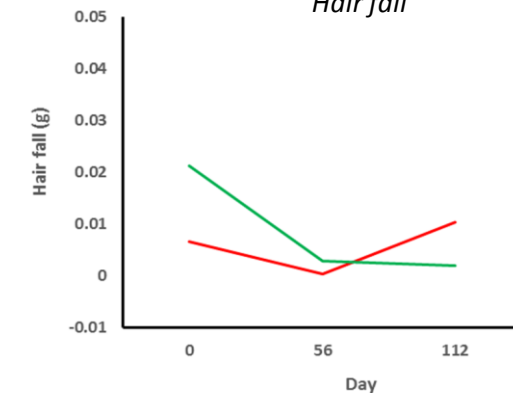
\*blinded, randomized, placebo controlled  
clinical study conducted by AMA Laboratories  
in New York, USA

## évolis® ONE

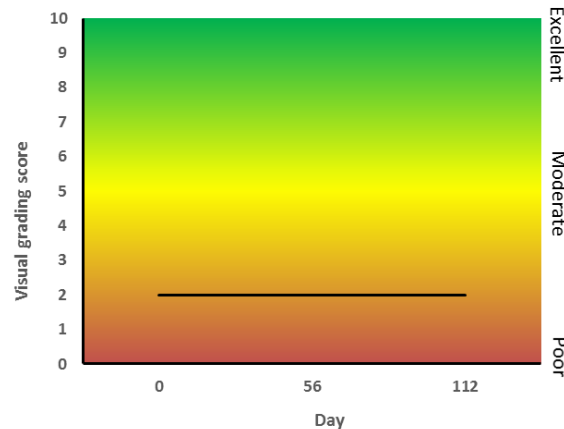
# TWO JOURNEYS: ONLY évolis® ONE TO RECOVERY

Group:	Placebo	évolis ONE	H-N scale example
Age:	53	52	
Gender:	Male	Male	
Race:	Caucasian	Caucasian	
Visual grading score at baseline:	2/10 (poor)	2/10 (poor)	
Hamilton-Norwood scale score:	4/7 (Advanced)	4/7 (Advanced)	

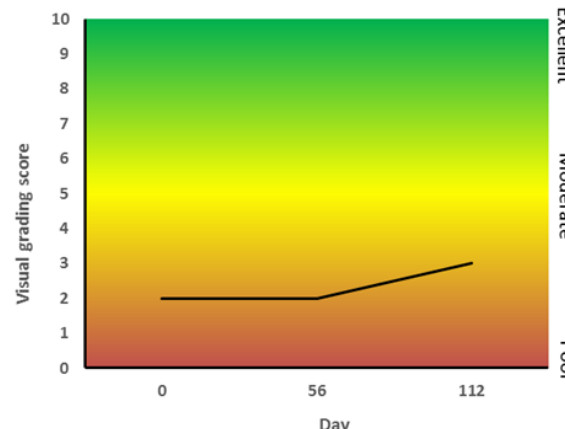
Placebo vs évolis ONE  
Hair fall



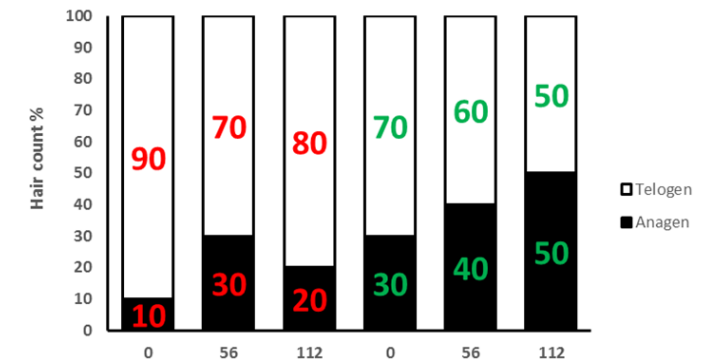
Placebo Visual evaluation



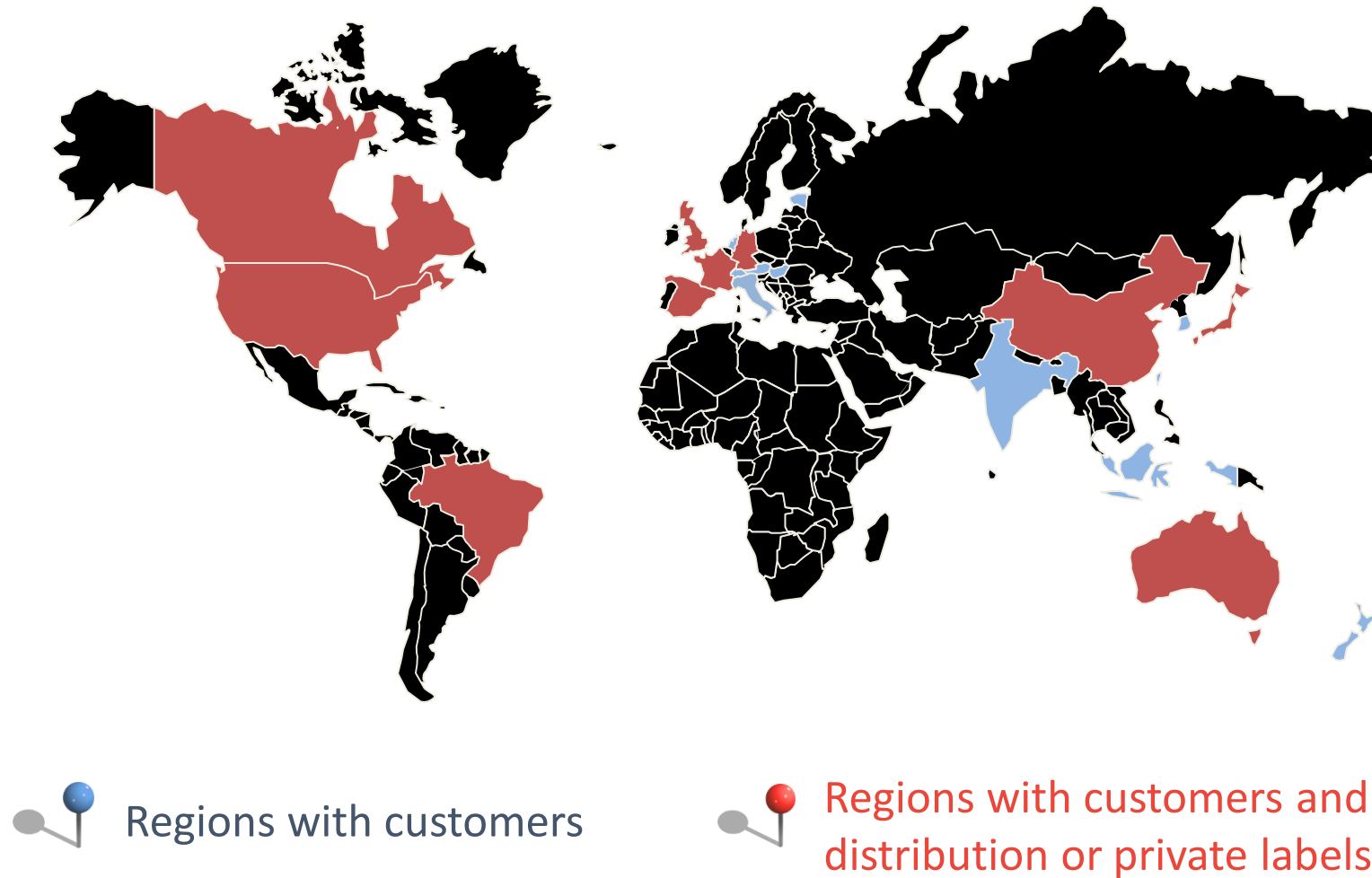
évolis ONE Visual evaluation



Placebo vs évolis ONE  
Growing vs resting hair follicles



# TARGET MARKET PRESENCE 2018



Thank you

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