



# CELLMID LIMITED

## ANNUAL GENERAL MEETING

12 November 2015

**Maria Halasz**

CEO & Managing Director

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 *@mariahalasz*

# IMPORTANT NOTICE

## Summary information

This presentation contains summary information about Cellmid Limited (Cellmid) and its activities as at November 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 rapidly growing consumer health business with market leading FGF5 inhibitor hair loss products with global potential
- Cellmid has a promising drug pipeline and is the leader in MK based targeted therapies for cancer, kidney and cardiovascular conditions

# 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.



## **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.



## **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.



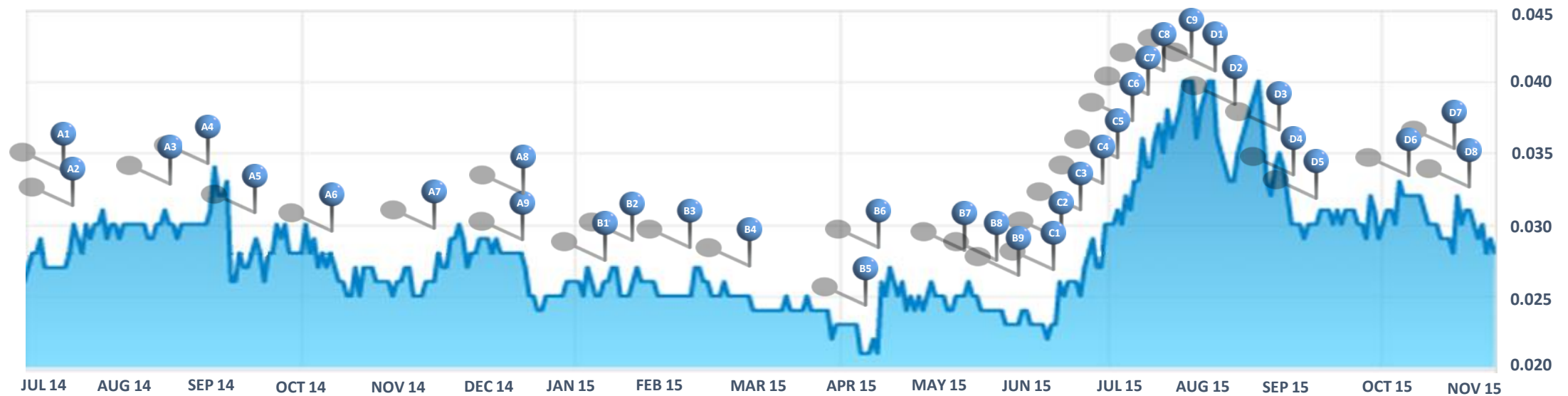
## **Dr Fintan Walton | Non-Executive Director**

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.

# CELLMID CAPITAL STRUCTURE

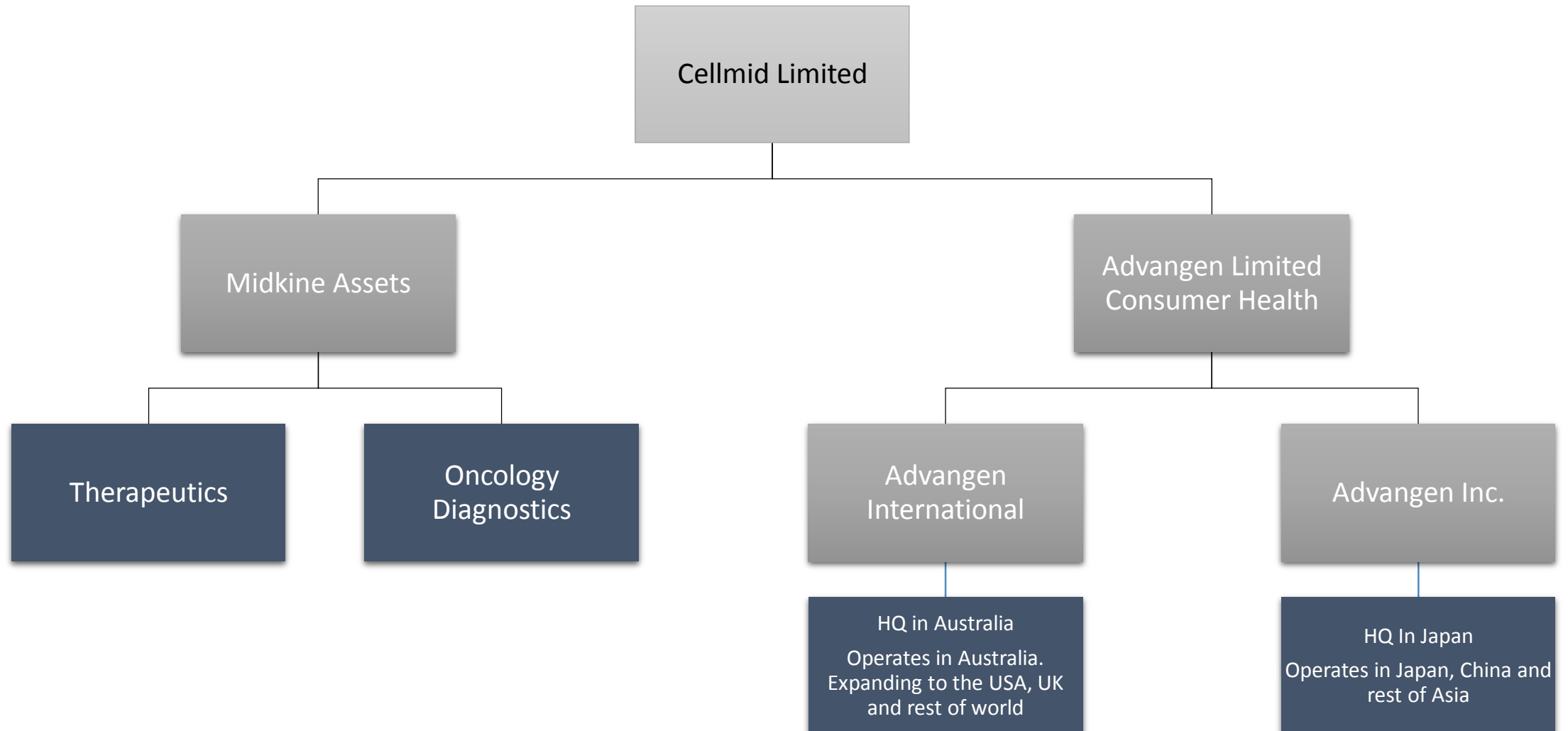
<b>Fully Paid Ordinary Shares</b> (15 September 2015)	<b>928,500,508</b>
<b>Listed Options</b> (\$0.034 Expiring 23 October 2016)	<b>290,542,770</b>
<b>Market Capitalisation</b> (14 September 2015)	<b>A\$26 million</b>
<b>Cash Position</b> (reported 27 October 2015)	<b>A\$4.4 million</b>
<b>Debt Position</b> (Jan 2016, secured against R&D Tax Credit)	<b>A\$1.0 million</b>

# 2015 SHARE PRICE PERFORMANCE



A1	Landmark Study - FGF5 Critical Regulator of Human Hair Growth	B3	Cellmid newsletter February issue	C5	Dr Bryce Vissel to chair Cellmid's Scientific Advisory Board
A2	UK Patent Granted for Use of Midkine for Hair Growth	B4	Cellmid presents at 'broker meets biotech' conference	C6	Cellmid revenue guidance upgrade
A3	Cellmid newsletter August issue	B5	Cellmid to present MK at 'World Congress of Angiogenesis'	C7	Transcript of investor conference call
A4	Preliminary Report to Shareholders	B6	Positive clinical results for Cellmid's hair growth product évolis ONE	C8	Cellmid appoints Dr Fintan Walton as Director
A5	Cellmid 2014 Annual Report to Shareholders	B7	Cellmid secures \$1M loan funding	C9	Cellmid \$4m capital raising to leverage sales growth
A6	AGM Presentation and Results of Meeting	B8	Cellmid appoints Bruce Gordon as Director	D1	CDY newsletter August 2015
A7	Cellmid Signs Agreement with Zoetis	B9	Cellmid signs private label agreement with maywufa for FGF5 inhibitor hair growth products in Taiwan	D2	Cellmid appoints EAS to support US strategy
A8	1.3M Capital Raising to Progress CAB102	C1	Positive toxicology study results for CAB102 MK antibody	D3	Cellmid launching major advertising campaign for évolis
A9	Key Midkine Antibody Patent Granted in Japan	C2	Cellmid invited to present at 'Breakfast @ BIO' in Philadelphia	D4	Preliminary financial report
B1	Australian patent granted for use of midkine for hair growth	C3	Cellmid announces brain cancer program with Complutense University	D5	Results of EGM
B2	USA patent granted for MK treatment of heart failure	C4	US patent for anti-midkine antibodies granted	D6	Cellmid 2015 Annual Report to Shareholders
				D7	Appendix 4C - quarterly
				D8	Company Secretary Appointment / Resignation

# CELLMID BUSINESS STRUCTURE



# MIDKINE HIGHLIGHTS 2015

- July 2014: Midkine patent for hair growth granted in the UK
- November 2014: Cellmid signs evaluation and option to licence agreement with Zoetis
- December 2014: Key midkine antibody patent granted in Japan
- January 2015: Midkine patent for hair growth granted in Australia
- January 2015: Midkine patent for the treatment of heart failure granted in the USA
- April 2015: Cellmid presents midkine data at the World Congress on Angiogenesis
- June 2015: Positive toxicology study results for Cellmid's first in class drug CAB102
- June 2015: Cellmid announces brain cancer program with Complutense University
- June 2015: Key midkine antibody patent granted in the USA



# CORPORATE AND FINANCIAL HIGHLIGHTS 2015

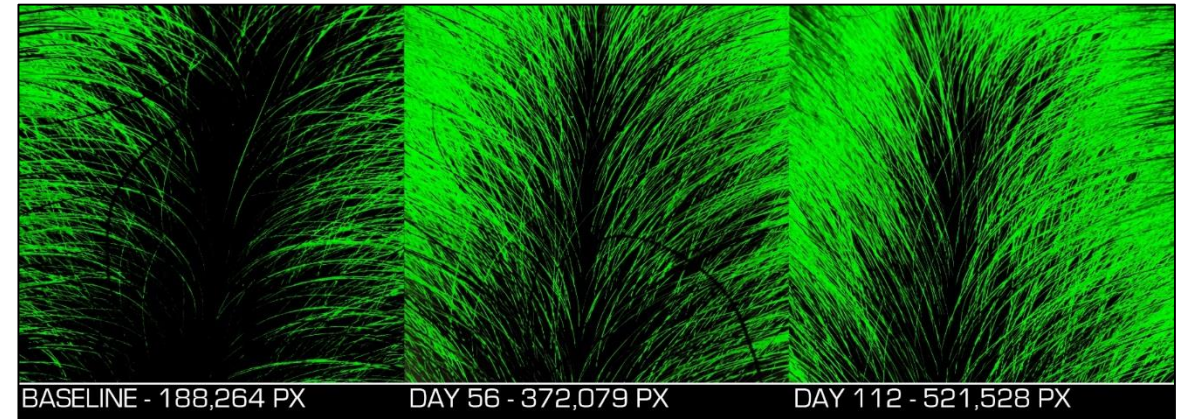
- December 2014: \$1.3M capital raising to progress CAB102 program
- May 2015: Cellmid secures \$1M loan funding
- July 2015: Cellmid appoints Bruce Gordon as Director
- July 2015: Cellmid appoints Dr Fintan Walton as Director
- July 2015: Cellmid appoints Dr Bryce Vissel as Chairman of Scientific Advisory Board
- July 2015: \$4M capital raising to leverage growth

# ADVANGEN HIGHLIGHTS 2015

- July 2014: Landmark study on FGF5 being the critical regulator of human hair growth
- July 2014: Positive topical safety results for Cellmid's évolis hair growth products
- April 2015: Positive clinical efficacy results for Cellmid's hair growth product évolis ONE
- June 2015: Hair growth product supply agreement signed with Maywufa in Taiwan
- July 2015: Cellmid revenue guidance upgrade
- August 2015: Cellmid appoints EAS to support US Strategy
- August 2015: Cellmid launches major advertising campaign

# CLINICAL STUDY RESULTS 2015: évolis<sup>®</sup> ONE


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



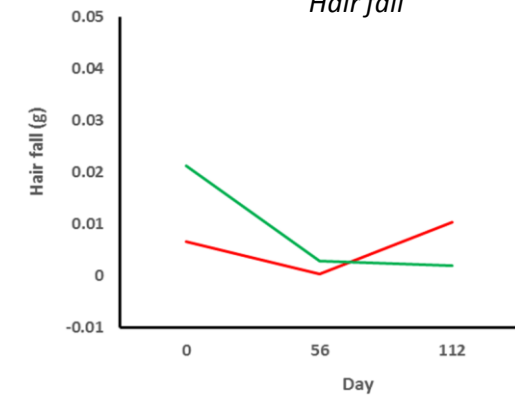
\*blinded, randomized, placebo controlled  
clinical study conducted by AMA Laboratories  
in New York, USA

## évolis<sup>®</sup> ONE

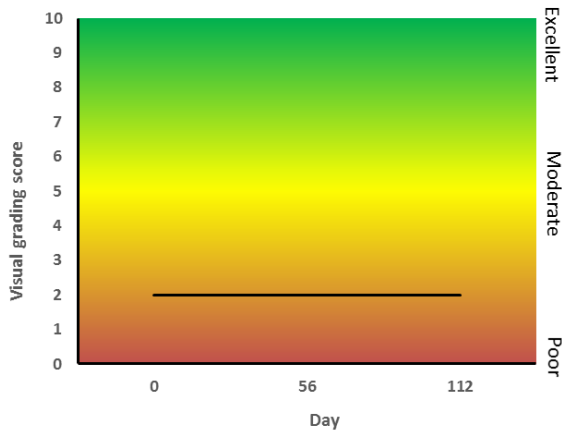
# évolis<sup>®</sup> ONE: HIGHLY EFFECTIVE IN MALE PATTERN HAIR LOSS

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)	

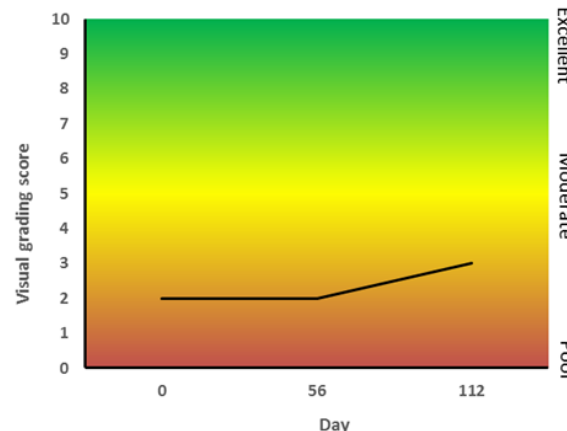
Placebo vs évolis ONE  
Hair fall



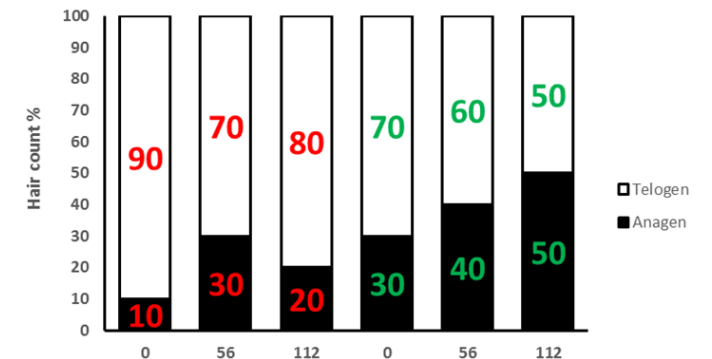
Placebo Visual evaluation



évolis ONE Visual evaluation



Placebo vs évolis ONE  
Growing vs resting hair follicles



# 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 (20,000 visits in twelve months)
  - Contract sales force targeting pharmacy specialists (12,000 visits in twelve months)
  - Contract sales force targeting salon professionals (18,000 visits in twelve months)
- National consumer advertising campaign
  - TV (free to air and pay TV)
  - Printed media
  - Digital media
  - Social media
  - Mobile apps
  - Web strategy

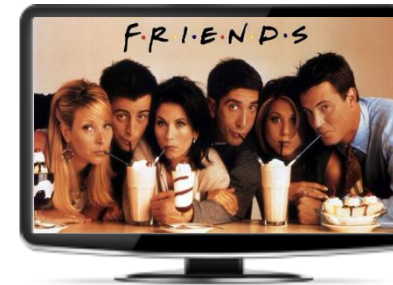
# NATIONAL ADVERTISING CAMPAIGN - TV

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

**Almost 2,000 ad spots secured within the first two and a half months of launch**

**7 TWO 7mate FOXTEL**

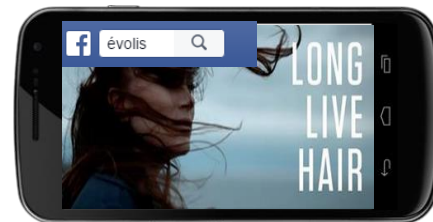
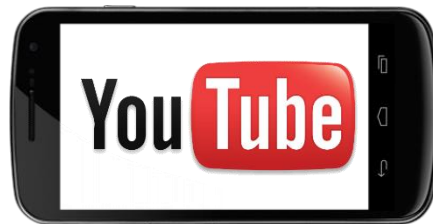
ATN-7 Sydney (7)	The Chase	Discovery Channel	BROTHERS IN BLOOD: THE LIO
7TWO Sydney (7)	Drama	TV Hits	CSI: MIAMI
ATN-7 Sydney (7)	Deal Or No Deal	Arena	THE YOUNG & THE RESTLESS
ATN-7 Sydney (7)	Seven News (Sydney)	Discovery Channel	DOUBLE CROSS
7TWO Melbourne	Border, The (24 Hour Watch)	111 Hits	PRISONER
7TWO Melbourne	Restaurant Australia (Restaura	TV Hits	CSI: MIAMI
7TWO Melbourne	Escape to the Country	TV Hits	CSI: NY
HSV-7 Melbourne	Dancing With The Stars (Dancin	Discovery Channel	WEB OF LIES
7TWO Brisbane	60 Minute Makeover S7 (Stone)	Hallmark	LAW & ORDER: CI
7TWO Brisbane	Escape To The Country	Lifestyle You	JUDGE RINDER
7TWO Brisbane	Escape To The Country (North D	Fox Classics	I LOVE LUCY
BTQ-7 Brisbane	Saturday Disney	TLC	SAY YES TO THE DRESS
		Lifestyle Channel	ESCAPE TO THE COUNTRY



# NATIONAL ADVERTISING 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





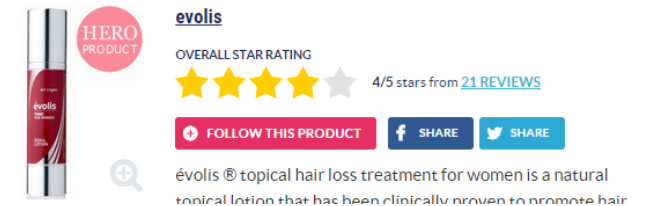
# EARLY FEEDBACK FROM CONSUMER CAMPAIGN

## TOP RATING BY TRIAL GROUP FROM BEAUTY HEAVEN

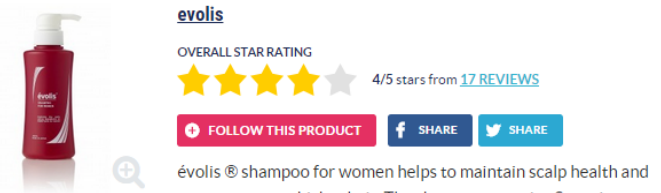
- “I have been trialling this product for a couple of weeks now and I have really noticed a difference in the health and thickness of my hair” **Star Rating:** ★★★★★
- “évolis Tonic for women comes in a 50ml gorgeous slim spray bottle... I noticed it visually reduced my hair loss and thinning problem, 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





# KEY OBJECTIVES 2016

## AUSTRALIA

- Continue to build distribution through pharmacies to reach 2,000 doors by 30 June 2016
- Launch salon range and build distribution to 400 salons by 30 June 2016
- A\$2 million revenue for FY2016 in Australia

## JAPAN

- Continue to grow sales through QVC, salons and private label to reach A\$2 million in FY2016
- Launch évolis branded Australian range in 2016 in a concept store and open four department store shops by 30 June 2016

## CHINA

- Pursue regulatory approval for évolis products
- Establish Chinese presence

## USA and UK

- Establish USA and UK presence with évolis range in 2016; replicate AU market strategy
- Build private label business through collaborations with strong brands

# USA and Europe: Next steps

- Product registration (regulatory and trademarks)
  - Cosmetic drug in US through monograph system for strong product claims
  - Cosmetic with therapeutic claims in Europe
- Establish contract manufacturing and pick-pack facilities in both regions
- Establish key product distribution channels

# Summary

## FY2014

- Advangen (consolidated) first full year in operation
- Commencing évolis two SKU beta testing in Australia
- A\$1.2 million wholesale revenue

## FY2015

- Commencing broad Australian market launch of évolis in May 2015
- Increased to 4 SKU's and targeting 1,000 pharmacies by end of 2015
- A\$1.84 million revenue

## FY2016

- Expand Australian distribution targeting 2,000 retailers by 30 June 2016
- National advertising campaign
- Targeting A\$4 million revenue including Japan and Australia
- Establish USA and Europe presence

## FY2018

- Targeting international market presence for évolis products in the USA, UK, Australia, Japan, China and South America

Thank you

# Cellmid Limited



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