



Annual General Meeting

8 November 2018

ASX: CDY



CELLMID

Focused on the market growth, channel and sales growth of flagship, clinically proven **évolis**® products in Asia, USA and Australia

Continue to extract value from the midline drug development and patent portfolio; recent preclinical results add value creation opportunities



*"I feel younger, you know,
like in my 30's"*

COMPANY OVERVIEW

Cellmid has three wholly owned subsidiaries operating in two distinct business segments.

CONSUMER HEALTH

ADVANGEN

Anti-aging functional cosmetics and consumer health products for hair, face and wellbeing. Product range includes **évolis®** and **Fillerina®**



PRE-CLINICAL THERAPEUTIC ASSETS

KINERA

Midkine protein for the treatment of heart failure, chronic heart conditions and ischemic diseases

LYRAMID

Midkine antibodies for the treatment of myocarditis, cancer, fibrosis, chronic kidney disease and associated conditions



YEAR IN REVIEW

FY2018 – STRONG MOMENTUM AND PROGRESS

Jul 2017

Nature Publication
for Cellmid's
midkine in cancer

Aug 2017

Cellmid receives
Chinese import
permits for Japanese
brands

Aug 2017

Cellmid secures
premium US retail
channel for évolis®



Aug 2017

US consumer study
completed

Oct 2017

First concept store
open in Tokyo,
Japan



Mar 2018

Former Coles Myer CEO
Dennis Eck joins Board

Jan 2018

Record \$2M in
sales for Cellmid's
FGF5 Inhibitors

Dec 2017

Secures new US Retail
Partner for évolis®



Nov 2017

YPB and Cellmid sign
agreement to access
Chinese consumer
health market



Oct 2017

Presents FGF5
inhibitor hair loss
data at world
congress for hair
research

Apr 2018

Exclusive distribution
agreement for Fillerina® in
Australia & New Zealand



Apr 2018

Secures Bloomingdales
USA Partnership for
évolis®



May 2018

Commence selling of
évolis® into the lucrative
Chinese
market



May 2018

5th Midkine Symposium
reinforces clinical
potential for Cellmid's
biotechnology assets

July 2018

Cellmid Share Placement
Raises \$9M



FY2018 – PROGRESS AGAINST PRIORITIES

Foundations laid for significant expansion across new markets, channels and products to build multiple long term sustainable revenue in future years

1. Drive growth through geographic and product expansion

	Progress
Australia	E-commerce site launch, évolis® Professional in pharmacies, Fillerina® agreement, 23 new product SKUs
Japan	Concept store in Ginza, Tokyo, distribution through independent pharmacies, e-commerce channel, launch of évolis® Professional
USA	Online and in-store presence in Bloomingdales, Neiman Marcus and Soft Surroundings, Currently in 17 stores to grow to 40 by January 2019
China	QVC, Fukangren BioPharm Tech distribution agreement, path to regulatory approval

2. Strengthened balance sheet to invest in more rapid growth and maximise organic opportunities

Progress: Successful \$10m capital raise and \$9.3m cash balance as at 30 Sep 2018

New Products Launched



évolis® Professional

Specifically formulated as an anti-aging hair solution opening significant new markets globally



Fillerina®

First non-injectable transdermal filler that has been clinically validated to reduce wrinkles and increase facial volume

FINANCIAL PERFORMANCE – FY2018

Year	FY2018 (A\$'M)	FY2017 (A\$'M)	Change
Consumer health revenue	5.62	4.49	Up 26%
R&D tax and grants	1.06	0.83	Up 27%
Total revenue & other income	6.83	5.56	Up 23%
COGS	2.16	2.11	Up 2%
R&D expenses (external)	0.59	0.59	-
Total expenses	10.56	10.00	Up 5%
Net Profit/(Loss)	(3.73)	(4.45)	Loss down 17%
Cash Balance	1.6*	3.99	

*Cash balance of \$1.6 million does not include \$10 million capital raising proceeds (received Sep 2018)

FY2018 commentary:

- Revenue and other income growth of 23% driven by strong performance of consumer sales division
- First phase of global marketing and distribution strategy delivered results
- Significant new distribution agreements entered into for US and China
- New product launches in Australia
- Reduced net loss by 17%; trend towards profitability as operating costs are expected to be leveraged more efficiently



BUSINESS
OVERVIEW BY
GEOGRAPHY



Growth drivers in progress

- Launched évolis® PROFESSIONAL range in pharmacies and beauty retailers and continue roll out through FY2019
- Launched Fillerina® in select pharmacies in October 2018, continue through FY2019
- Dry shampoo, mask, eye lash growth and eye brow growth products in development and testing
- E-commerce: Final upgrades including improved CRM and customer service capabilities
- New partnerships in new channels in FY2019



Chempro Brisbane

Growth drivers in progress

- Continue to market through television shopping channel QVC Japan, providing exposure to 26 million households.
- Ginza store increasing turnover, strong demand from visiting Chinese tourists
- Continue to supply Japanese products to China (Huana Likang agreement)
- Australian branded évolis® and évolis® Professional sales commenced in FY2019
- Concept stores: Opportunity for partnership to open additional stores and increase product and service offerings in existing store



Advangen Hair Biology Concept Store, Ginza, Tokyo



Growth drivers in progress

- Premium retail partnerships with Neiman Marcus, Soft Surroundings and Bloomingdales are expanding and market penetration increasing into the 2,500 US premium retail stores
- Continue comprehensive PR program with a social and digital campaign reaching more than 891 million unique viewers with 2.2 billion potential impressions so far
- Fastest region for sales growth in Q1 FY2019
- E-commerce opportunities from Q3 FY2019



Bloomingdale WellChemist
New York, USA



Growth drivers in progress

- Exclusive five-year agreement signed in May 2018 with Fukangren Bio-Pharm Tech. Co. Ltd for the distribution of évolis® lotions and shampoos to over 500 pharmacies, associated hospitals and clinics in China. The agreement is spilt into two key stages:
 - a 12 month period where Fukangren will register the evolis products with the Chinese regulator on behalf of Advangen. This process commenced during Q1 FY2019; and
 - exclusive distribution agreement with minimum order requirements and marketing spend per year for the term of the agreement.
- E-commerce and TV shopping: QVC China expected to commence in early 2019. QVC China has access to 121 million homes.
- Lexilis Black® (original Japanese male brand) sold by Beijing Huana Likang Biotechnology Co. through a distribution agreement via import permits renewed in August 2017.



Fukangren visit, July 2018
President Dr Jinjing Wang and team



Lyramid & Kiner
Midkine in therapy

OBJECTIVES FOR LYRAMID & KINERA

Complete pre-clinical studies

- Clinical indications will be assessed on the strength of pre-clinical evidence during FY2019
- Continue to focus on capital preservation - partnerships are the preferred strategic approach to pursue clinical development phase

Complete pre-clinical development and file for orphan drug application in 2018

- Pre-clinical evidence in FSGS has been developed with CAB102
- Focus is to file orphan application and secure further value in the asset portfolio
- Seek partnerships to enter clinical development once orphan designation is received





Progress and
priorities

PROGRESS AND PRIORITIES IN FY2019

Momentum has continued in Q1

- Customer receipts up 100% to \$2.01M, consumer health sales up 50% to \$1.55M
- Fillerina® launched in Australia
- Product in 17 stores in US, 40 by early CY2019

1. Continue on the path of maximising existing markets and product range to INCREASE SALES

2. Launch new products in existing and new sales channels to INCREASE SALES

3. Continue to improve capital efficiencies and drive TOWARDS PROFITABILITY

4. Continue to develop midkine asset portfolio and actively pursue all options to deliver maximum value



Revive & Lift Spray

Non-comedogenic dry shampoo, effortlessly refreshes hair without clogging hair follicles.



Style & Magnify Cream

Silicone free styling cream tames hair with touchable polymers while magnifying each strand's circumference. Hair appears thicker, fuller and under control.



Brow Generator

Restore brows with new Brow Generator. Contains FGF5 inhibiting natural actives to replenish thin brows in 6 to 8 weeks when used daily.



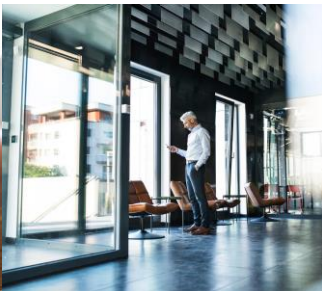
Lash Creator

Dual purpose; lengthens and defines in one step. Formulated using FGF5 inhibiting natural actives plus lash building polymers to lengthen and thicken.

INVESTMENT HIGHLIGHTS – IN SUMMARY



Proprietary,
clinically validated
products that
actually work



Exposure to the fast
growth **anti-aging**
segment of the
consumer health
market



Existing distribution
networks in
Australia, Japan,
USA and China
which are poised
for rapid scale



Highly experienced
board and
management team
including retail and
drug development
expertise



High growth phase
with new product
rollout & distribution /
geographic
expansion. Well
funded to pursue
growth opportunities



Midkine drug
portfolio
approaching **clinical**
development



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Forward looking statements

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