

Commercializing Precision Testing: An introduction to investors

2020



Better testing. Better treatment.


Diaceutics



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What we do

Diagnostics Commercialization Platform

Pharma needs:

Diagnostic testing is required for precision therapeutics

Multi country installation of better testing in Labs to drive treatment

Reduced time to peak sales and reduced complexity of testing for doctors

High ROI for precision test/ therapy investments

Diaceutics benefits:

Average 30% revenue growth for last 5 years

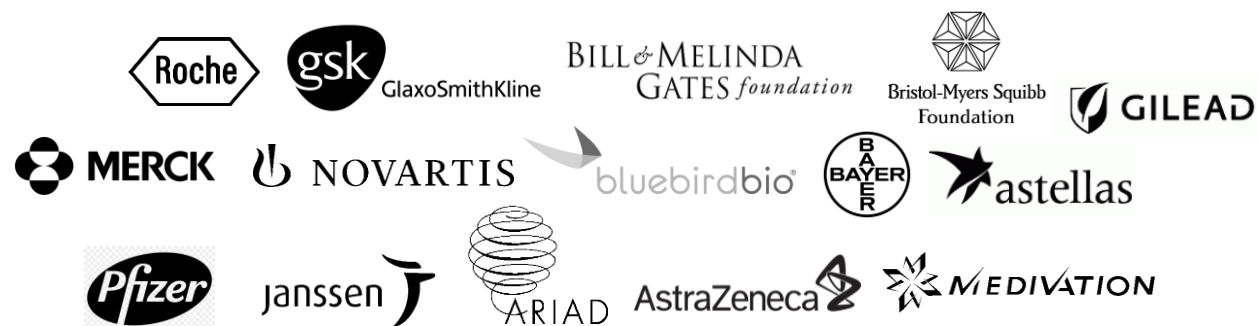
Profitable and cash generative since inception

Normalised EBITDA 20%+

Majority employee owned –

Personalised therapeutic test market expected to grow to \$2.5bn in 2023

Some of the companies in Precision Medicine today

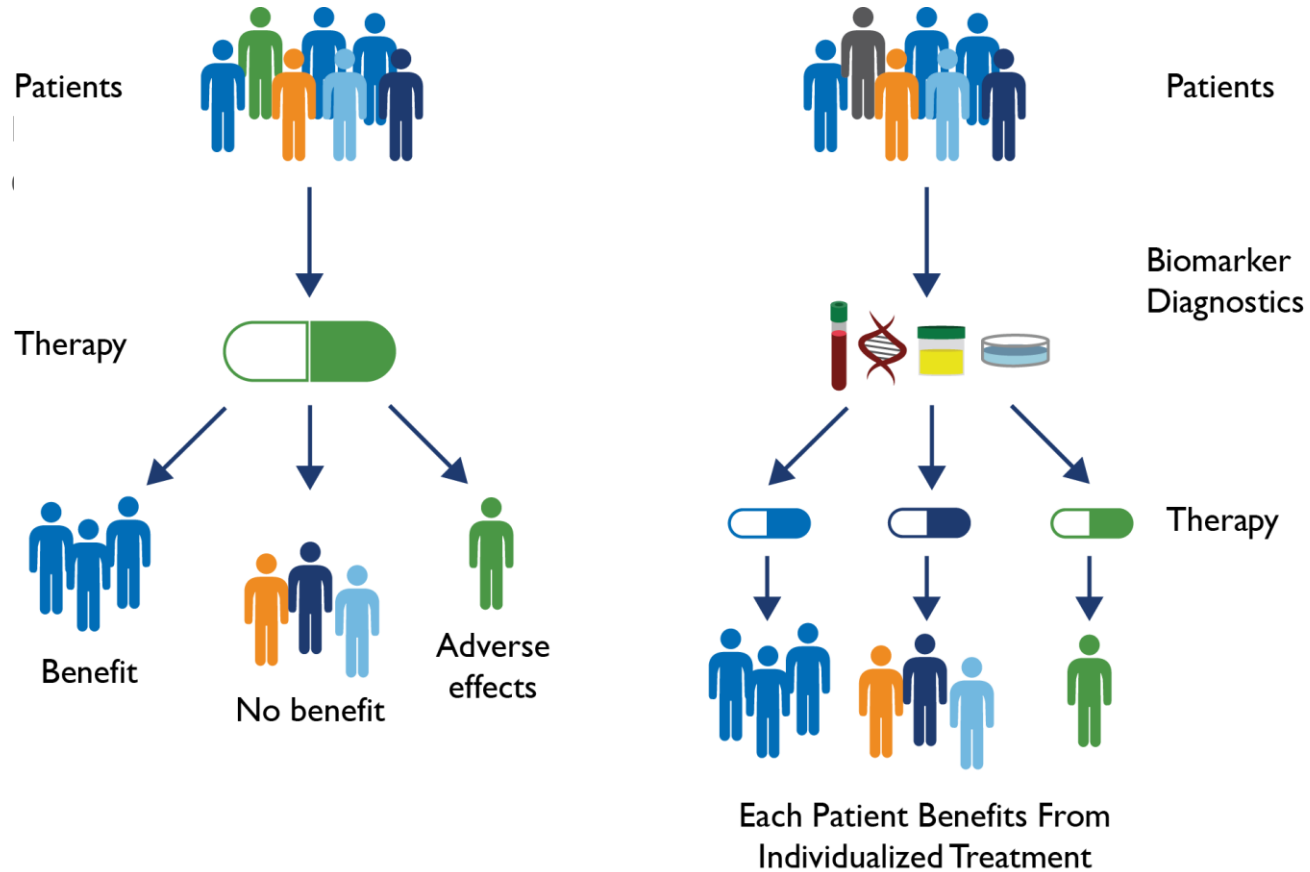


Key statistics

- ✓ 2500 Laboratories
- ✓ 35 top Pharma clients
- ✓ 400+ project launched
- ✓ 120M patients in data lake
- ✓ 500k patients better tested
- ✓ 110 employees in 19 countries (2019)

Successful IPO on LSE 2019
£18M raised





What is precision medicine?

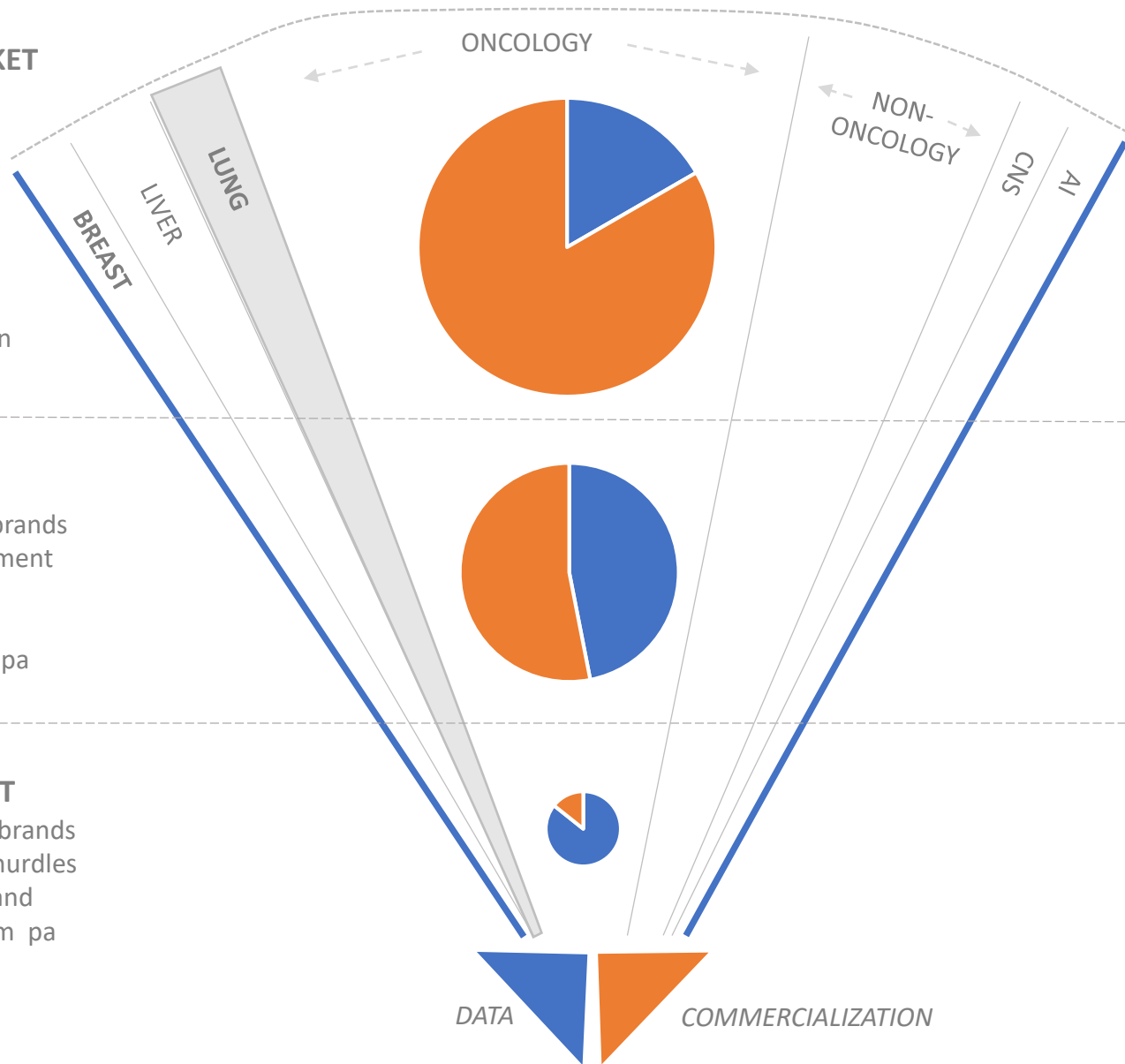
Precision Medicine (PM) is a medical model that proposes the customization of healthcare, with medical decisions, practices, and/or products being tailored to the individual patient

In oncology this is implemented primarily through the use of biomarker tests to identify the patients that are most likely to benefit from a targeted therapy

! Goal of Precision Medicine in oncology is to identify:
The right patient, for the right therapy, at the right time

TOTAL AVAILABLE MARKET

Total Patient diagnostic journey to treatment for **all therapies**
 Multi sided market – transformative collaborations
 Market Opportunity :\$25bn



SERVICEABLE MARKET

300 test dependent therapy brands rolling out over all key treatment markets globally
 - \$10m per brand
 Mkt Opportunity: \$2.5bn pa

TODAYS TARGET MARKET

150 test dependent therapy brands needing to eliminate testing hurdles at launch - \$1.5m per brand
 Market Opportunity : \$250m pa

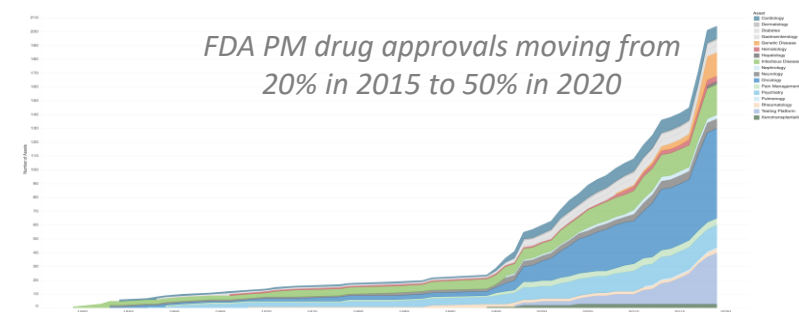
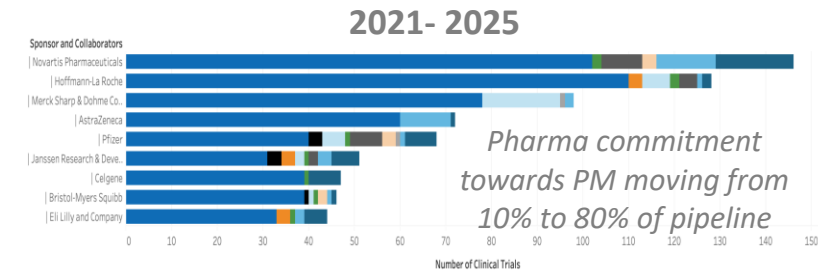
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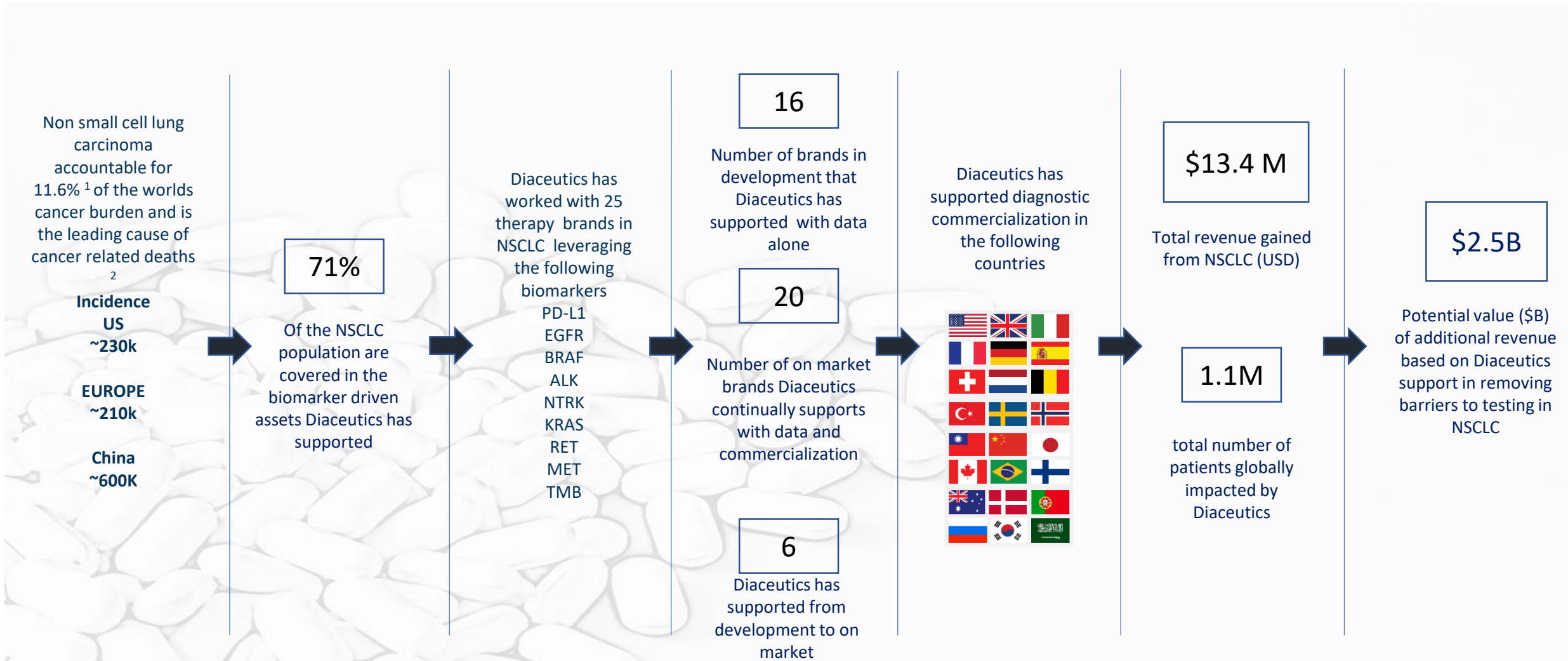
Table 1. Global Precision Medicine Market Snapshot

Parameter	2015 (US\$ Mn)	2018 (US\$ Mn)	2026 (US\$ Mn)
Global Precision Medicine Market	31,707.1	39,658.1	80,777.7
Largest Market By Technology: Big Data Analytics	9,334.9	11,771.4	24,505.1
Fastest Growing Market By Technology: Companion Diagnostics	6,384.0	8,070.2	16,909.9
Largest Market By Application: Oncology	12,776.4	15,903.6	31,980.5
Fastest Growing Market By Application: CNS	6,210.0	7,850.8	16,453.8
Largest Market By End Use: Hospitals	13,643.5	16,931.5	33,773.0
Fastest Growing Market By End Use: Clinical Laboratories	8,810.4	11,151.7	23,448.1
Largest Market By Region: North America	13,317.7	16,517.7	32,897.8
Fastest Growing Market By Region: Asia-Pacific	7,108.2	9,008.5	19,004.9

Source: ARC Analysis, October 2019

Key Precision Medicine Drivers Doubling by 2026+



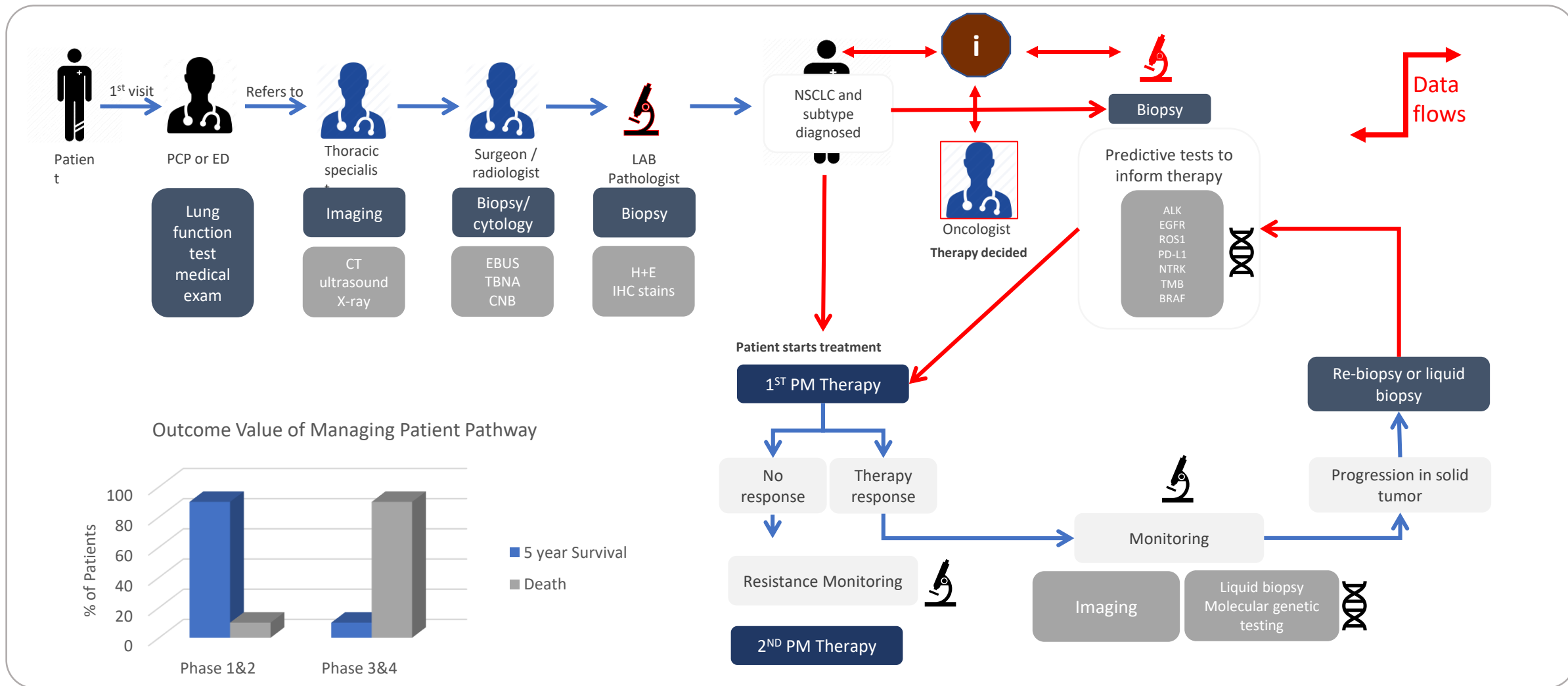


235,000 New Patients Diagnosed Per Annum

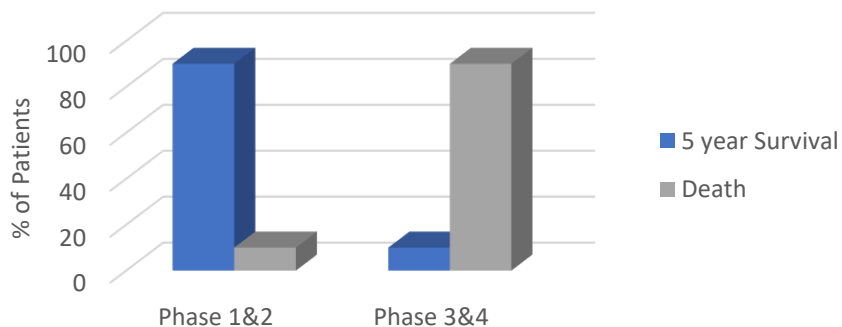
NSCLC

1- 4.5 years Dx Journey

Only 35% Patients Access Precision Therapy



Outcome Value of Managing Patient Pathway



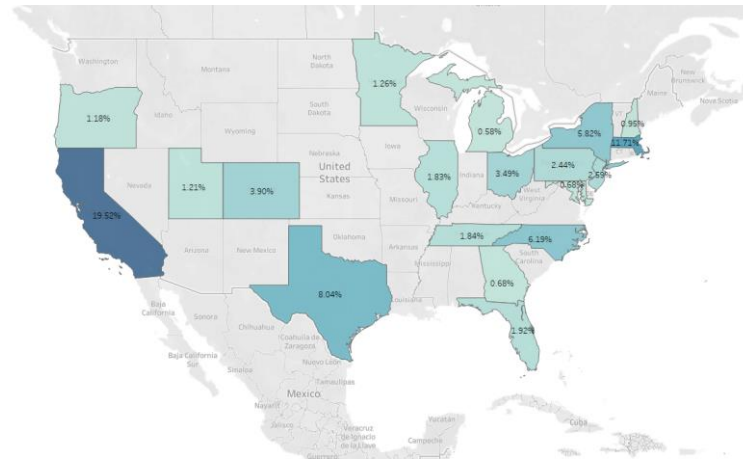
ALK, EGFR, ROS1, PD-L1, NTRK, TMB, BRAF: biomarkers; CNB: Core Needle Biopsy; CT: Computerized Tomography; EBUS: Endobronchial Ultrasound; ED: Emergency Department; H+E: Hematoxylin+Eosin stain; IHC: immunohistochemistry; NSCLC: Non-Small Cell Lung Cancer; PCP: Primary Care Practitioner; TBNA: Transbronchial Needle Aspiration.

Key Metrics

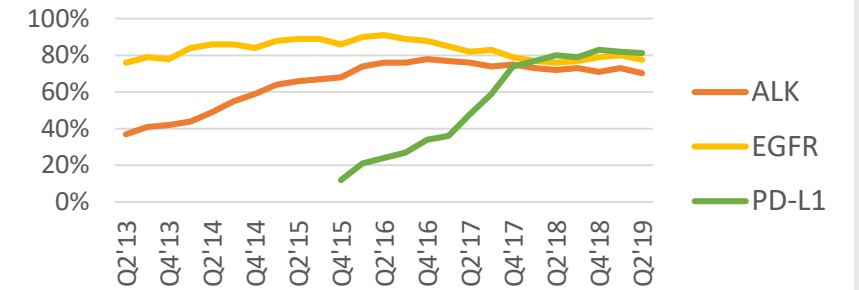


- Patient demographics
- Treating physician
- Test ordering physician
- Test performing physician
- Longitudinal testing journey
- Time sample booked into lab
- Tests ordered
- Test result
- Test reimbursement
- Patient co-pay amount
- Test report
- Methodology/technology
- Instrument/assay
- Rejection reasons
- Sample requirements
- CPT codes used
- Testing performed in-house or send-out
- Laboratory performing test
- Test turnaround time (TAT)
- Test failures (QNS Rates)

Distribution of top 30 NSCLC labs by market share



% Testing rates in NSCLC



N of new patients per annum	N of labs	N of treating HCPs newly diagnosed	N of treating HCPs overall
110,000	2,967 labs	10,889 HCPs	36,448 HCPs

N=1000



Leakage ≈ 57%



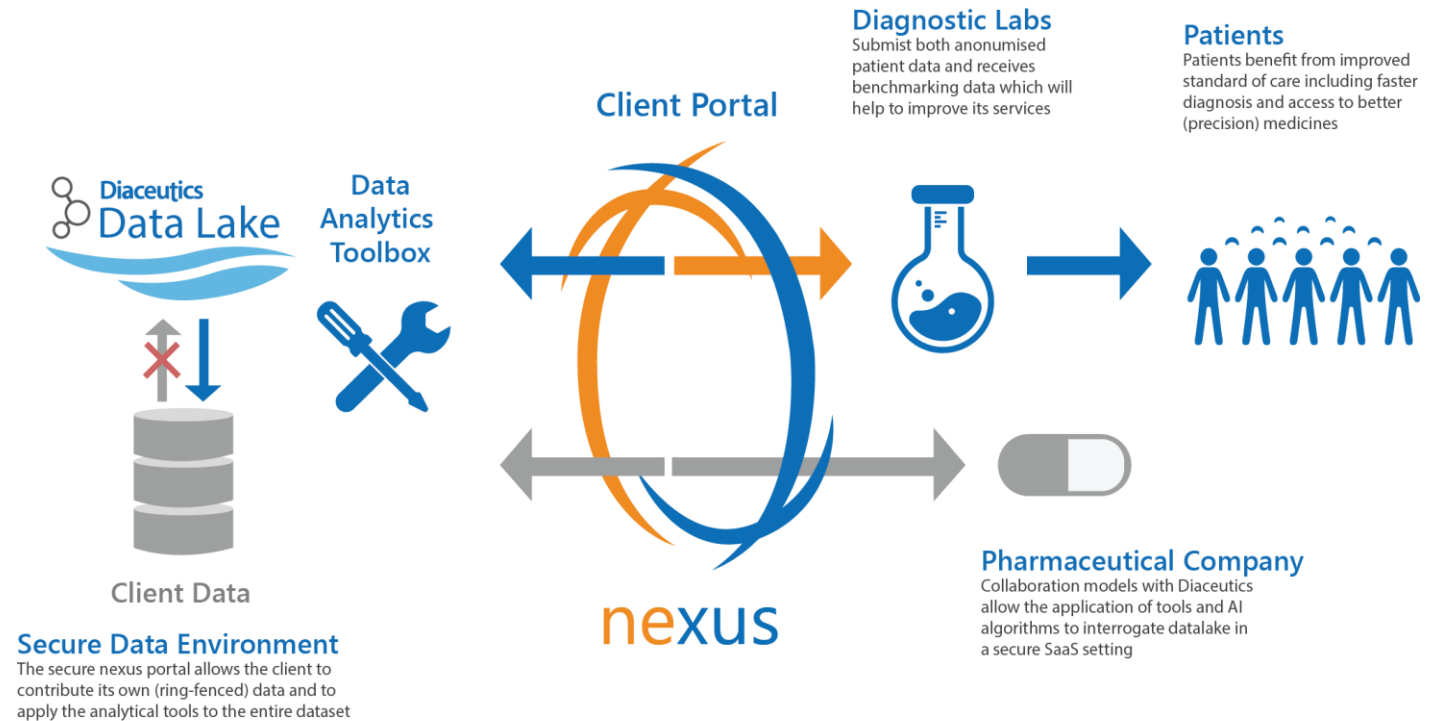


Diagnostic Commercialization Platform

"Nexus" is a DIAGNOSTIC COMMERCIALIZATION PLATFORM, implemented as a software platform.

It allows its multiple end users, to oversee and coordinate all aspects of diagnostic testing that is relevant to a particular therapeutic or disease pathway.

Networking all the key stakeholders on a platform





Key Points -

YOY variance

Revenue	£13.4m	increase 29%
Clients	31	increase 19%
Brands	53	increase 71%
EBITDA	£2.2m	
Cash	£11.7m	

"Real world evidence has seen a rapid increase in applicability to healthcare as part of the big data boom"

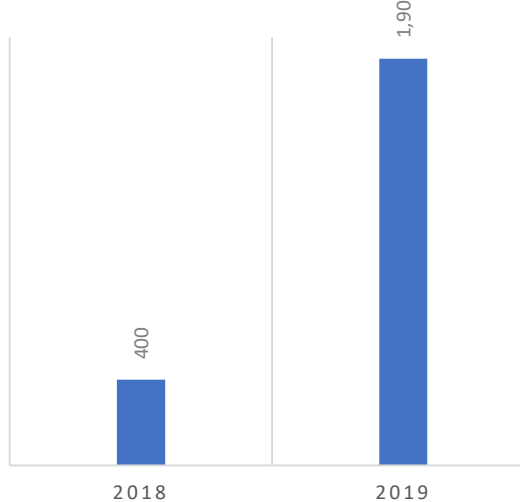
Deloitte 2020 JPM

Revenue analysis

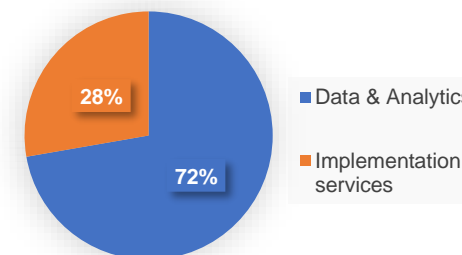
Sales analysis

Product units	FY18	FY19	FY18-FY19
Data & Analytics	80	94	18%
Implementation services	45	53	18%
Total	125	147	18%
Revenue £000			
Data & Analytics	8,061	9,685	20%
Implementation services	2,312	3,718	61%
Total (GBP)	10,373	13,403	29%

ASIA REGION REVENUE £000



Revenue mix - Data - Services



The 2019 figures are subject to Audit

