

Diaceutics

Better Testing, Better Treatment®

Helping pharma find patients

Corporate Overview – April 2024

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We help pharma find patients: 3 unique assets



1. Lab network

Global network of
900 labs

2. Data

World's largest repository of
healthcare data

3. DXRX Platform

World's first diagnostic
commercialisation platform for
precision medicine



Pharma

- ID patients daily
- ID more patients
- ID 'lost' patients
- ↓ Costs to market
- ↑ Sales & profit
- ↑ ROI



Labs

- ↑ Diagnostic volumes
- ↑ High value genetics testing
- Improve accuracy
- Access to new & better testing
- Reference lab for PM drives growth
- ↑ Revenues



Physicians

- Better clinical decision support at crucial point of care
- More accurate diagnosis
- More prompt data
- Improve clinical outcomes



Patients

- More accurate diagnosis
- Quicker access to appropriate therapy
- Improve clinical outcomes
- Potentially bringing 2x the number of patients into the treatment pool

What is precision medicine?



Precision medicine (PM) is the tailoring of medical treatment to the individual characteristics of each patient – a patient's unique genetic profile makes them susceptible to certain diseases and can influence which treatments will be safe and effective for them



PM is reshaping healthcare and the fastest growing segment today – transformational shift



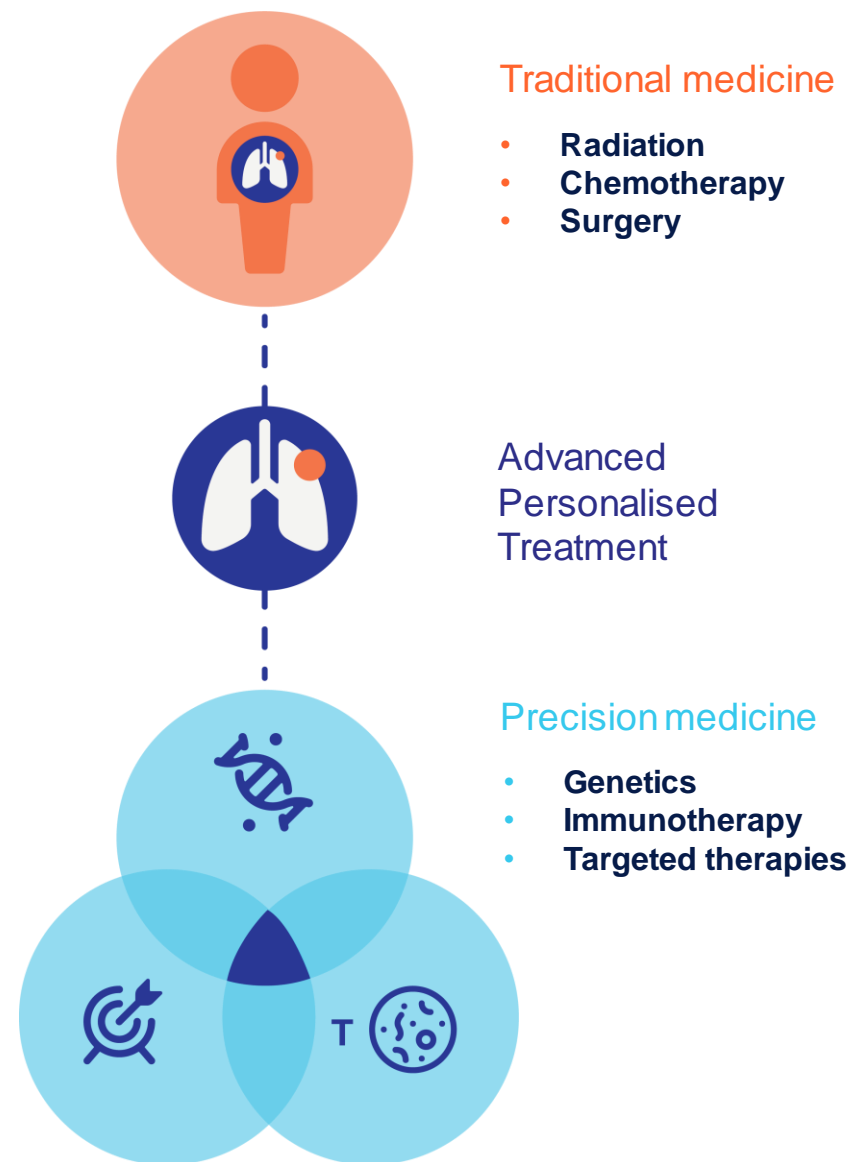
Pharma companies are developing an increasing number of PMs - Currently 200 PMs in the market, increasing to an estimated 1,000 by 2030¹



PM market is forecast to grow from \$65bn in 2021 to \$175bn by 2023²



Companies like AstraZeneca leading the field – PM being deployed across 90% of their portfolio



The diagnostic challenge: Precision medicine practice gaps



The healthcare eco-system hasn't caught up with precision medicine



Physicians can't link patients to the right drug. Over 50% of patients are missing out on receiving the right drug



'Practice Gaps' are materially impacting patient quality of life. 64% of lung cancer patients in the US didn't receive the most appropriate therapy available



Pharma are losing out on potential lifetime drug revenues of up to \$5bn*



Our diagnostic commercialization platform – DXRX – enables pharma to better commercialise therapies

Practice gaps are a **significant opportunity** for Diaceutics

18+ Years of performance & growth



2005-2010

- Co-founded by Peter & Ryan Keeling
- Diaceutics method
- Integrated PM planning



2011-2015

- 1st implementation service
- Lab service network
- Launched PM Expert



2016-2019

- Exporter of the Year
- Introduced AI
- IPO on AIM



2020-2023

- Launch DXRX - The Diagnostic Network®
- New Diaceutics HQ
- 'Practise Gaps' study
- 'Innovation of the Year' at Analytics & AI Institute
- Best of Use of Tech in the digital economy – UK Tech Awards 2023
- Advancement of ESG to silver status
- Daily Signal

Diaceutics - Today and the future



161
people



50
therapy brands



2024 +



15
countries



4
enterprise-wide
engagements

- Capture significant & growing market opportunity
- Continue to scale rapidly & profitably
- Enterprise-wide engagements to drive momentum
- Focus on recurring revenue



21
of top 30
global
pharma



900
labs

- Deploy enhanced technologies across DXRX platform
- Grow beyond pharma – biotech, life science & payers

Diaceutics

Helping pharma find patients

Growth driven by customer success

Significant & growing market opportunity

Global pharma rapidly shifting to precision medicine to find more patients, capture lost revenue and increase profitability

Strong competitive advantage

3 Unique assets

- Global network of labs
- World's largest repository of HC data
- DXRX platform
- Well invested & scalable

Compelling value proposition

- For pharma, labs, physicians & patients
- Platform can deliver up to \$100 in additional therapy revenue for every \$1 invested via DXRX
- Value throughout the drug life-cycle

Financial strength

- High margins
- Order book visibility
- Blue-chip customers
- 3-year revenue CAGR of 23%
- Fully self-funded to execute growth plans
- Enterprise-wide deals will drive momentum

Demonstrable track record

- Experts in PM & diagnostic commercialisation
- Proven track record of successful execution, performance & growth
- Embedded & trusted PM partner to 21 of top 30 global pharma

The DXRX solution



DXRX Platform solutions

Insights Solutions

Real-world patient data products:

- Lab Segmentation
- Physician Segmentation
- Testing Rate Tracker
- DXRX Signal

Revenue*	70%	↑
GM	90%	
Recurring*	66%	↑

Engagement Solutions

Communication channel products:

- Lab Engage
- Physician Engage
- Lab Alerts
- Lab Training

Revenue*	15%	↑
GM	80%	
Recurring*	-%	

Advisory Services

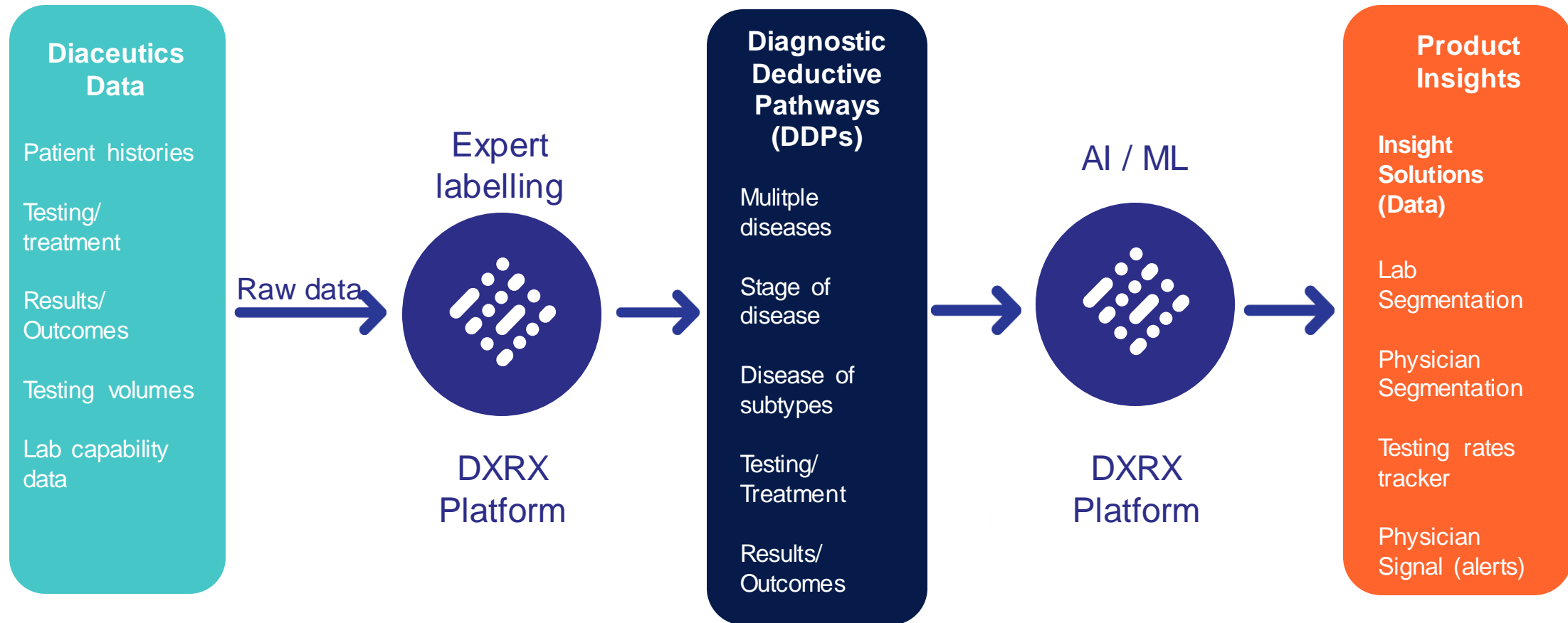
Consulting services:

- PM pharma consulting
- Commercialization strategy and planning
- Education and impact assessments
- Market Access

Revenue*	15%
GM	70%



Our IP - DXRX transforming data into insights



What we do - A DXRX Signal case study



The challenge



Due to the rarity of certain biomarkers, the identification of eligible patients is challenging. It was critical for the client to maximize the impact of its therapy within the US and accelerate trajectory to peak therapy sales.

494 labs supplying weekly data



DXRX Platform

*Supporting the earliest identification
of potentially eligible patients*

The situation

A pharma client needed to locate patients with a specific lung cancer mutation so they could smart target physician and sales rep interactions.

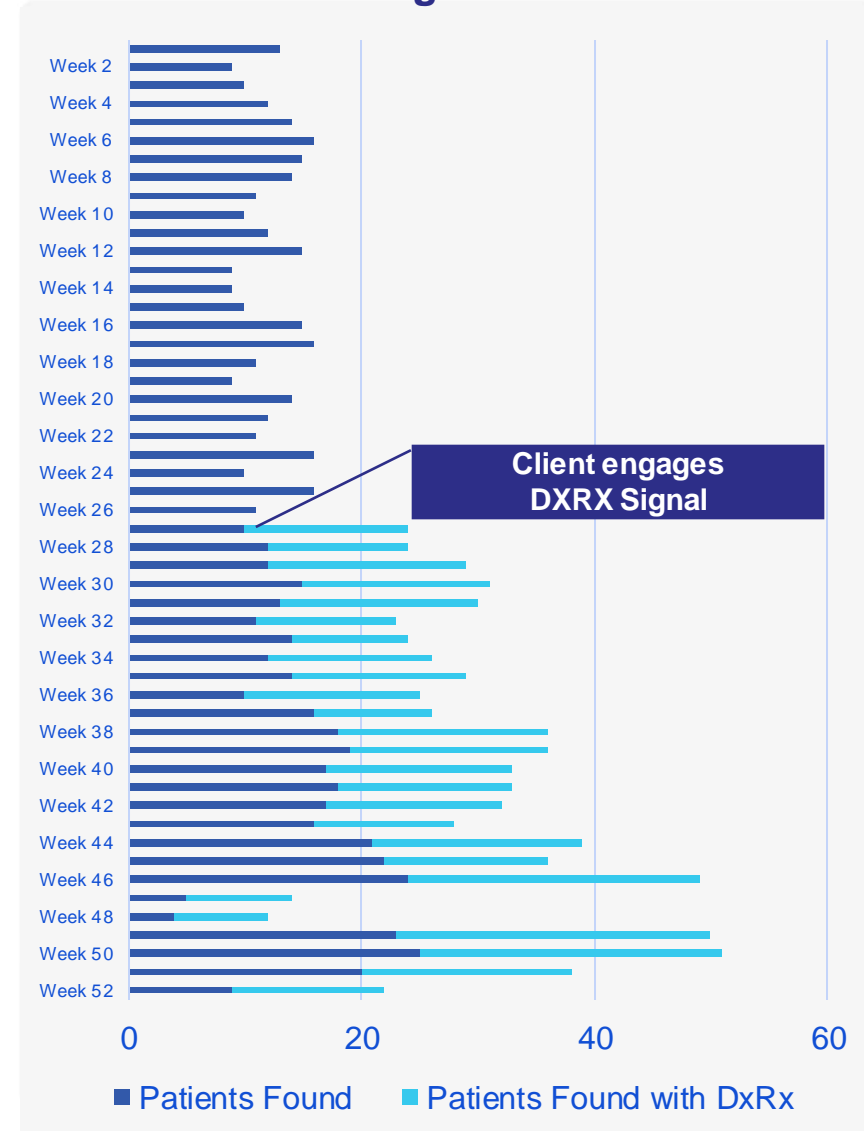


The result: pharma ROI

The average sales revenue generated by the client's therapy in the US was ~\$220k per patient.

The anticipated return on investment for DXRX Signal was \$350 for every \$1.

Patient lead generation 2023



Signal:
Patient
intervention
points

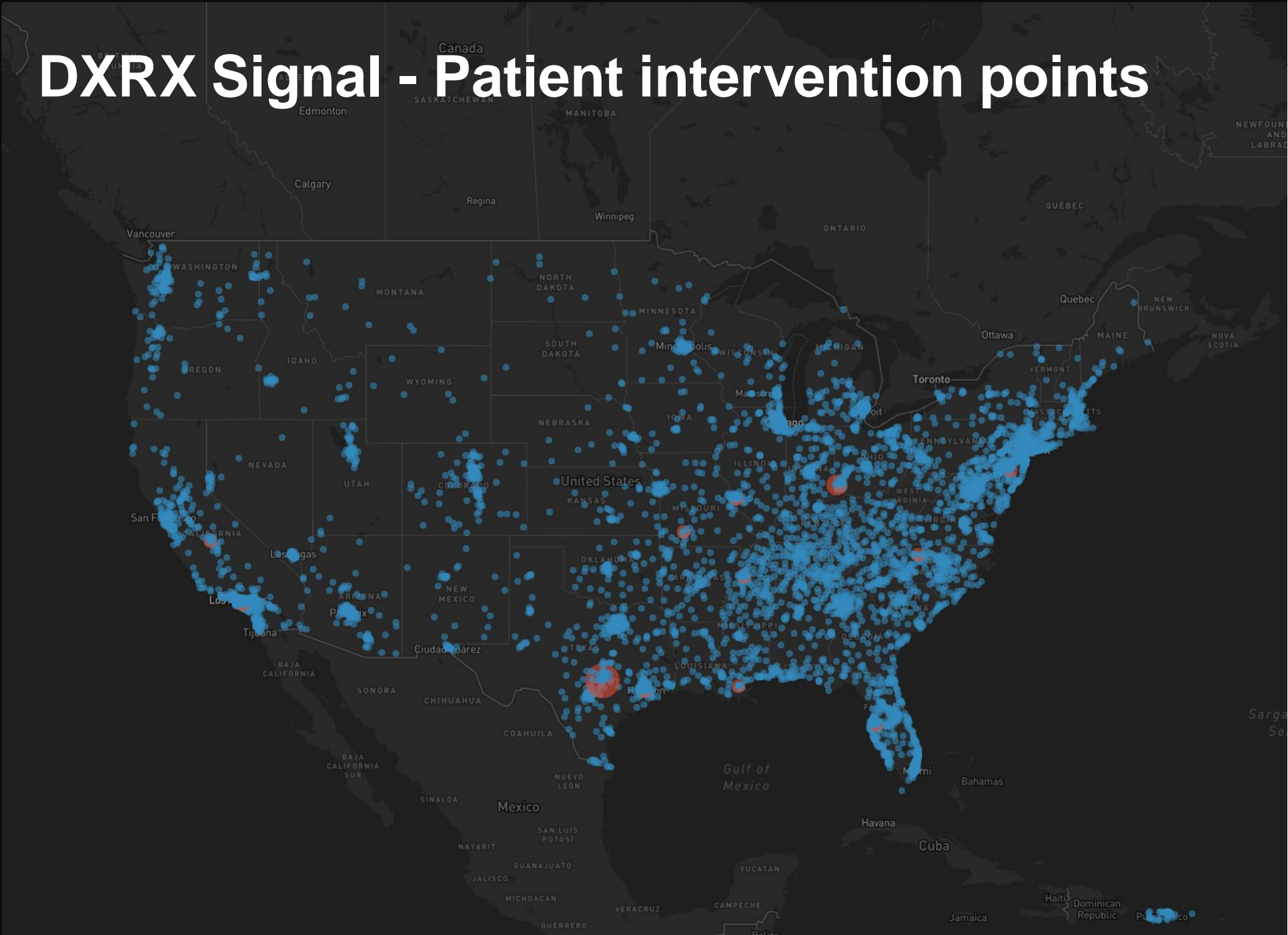
18
Daily signal patients

18
Interventions this week

33,756
Interventions this month

461,638
Interventions this year

DXRX Signal - Patient intervention points



Industry leaders in diagnostic commercialisation



PETER KEELING
Founder



JILLIAN BEGGS
Chief Commercial Officer



KELLY WILLIAMS
VP Insight Solutions



RYAN KEELING
Chief Executive Officer



DAVID BROWN
VP Operations



ARRAN RUTLEDGE
VP of Finance



NICK ROBERTS
Chief Financial Officer



SARAH BONDI
VP Data Partnerships & Strategy



SHILPA HARIDAS
DXRX Global Lab Operations



JULIE BROWNE
Chief Operating Officer



SCOTT GAMESTER
VP Data & Platform



MARIEKE HOEFSMIT
Head of Data Delivery



JORDAN CLARK
Chief Data Officer



GILLIAN SHAW
General Counsel



BETHANY SLIFKO
Head of Knowledge & Insight Team



SUSANNE MUNKSTED
Chief Precision Medicine Officer



KEVIN ENTWISTLE
VP Advisory Services



CATARINA VEIGA
Commercial Director,
DXRX Services

GSK

sanofi

 **labcorp**

 **IQVIA**

janssen 

Optum

 **ConcertAI**

ERGOMEDplc

Strategy update



Enrich data and platform products

- Daily Signal launched
- Tokenisation of data
- European Signal development progressing

Accelerate growth and engagement of lab network

- Laboratory network and platform-based community
- US and European lab conference events

Invest in platform scale and capability

- Investment in innovation team to accelerate platform capability
- Functionality at scale (automation and AI)
- Strengthened data supply chain

Transform our customer experience and service

- Listening to our customers
- Dedicated customer account teams
- Enterprise-wide engagements

Become primary commercialisation partner for pharma or biotech launching a precision medicine

Financial strength



Ability to deliver **exceptionally high margins** through operational leverage



Revenue CAGR of 23% over past 3 years



>50% of revenues are now recurring in nature and growing – good order book visibility



Enterprise-wide engagements with **blue-chip customers** will drive momentum



Strong balance sheet - fully self-funded to execute growth plans



FY 2023 - Financial dashboard



Revenue

£23.7m

Up 22%
19% constant
currency growth



from £7.5m
in H1 2022



Recurring revenue

>50%

Driven by DXRX
platform products
or platform-based
solutions



from 35%
in FY 2022



Order book value

£26.6m

£12.3m to be
recognised in FY 2024



from £16.9m
in FY 2022



Cash & equivalents

£16.7m

In line with
investment plans



from £19.8m
at Dec-22

FY 2023 numbers are approximate and subject to audit



FY 2023 - Financial dashboard



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FY 2023 - Operational dashboard



4 enterprise-wide engagements
TCV of \$20.1m

↑ Up from nil



93% contract volume renewal rate

30+ therapies with DXRX Signal



69 customer therapies

↑ Up 23% from 56 in FY 2022



>33 therapies with lifetime revenues over \$1 million

↑ Up from 26

Launch of enriched platform functionality, AI enabled data labelling, with integration capabilities in pharma systems



dedicated customer account teams

184 employees

↑ Up 33 from 151

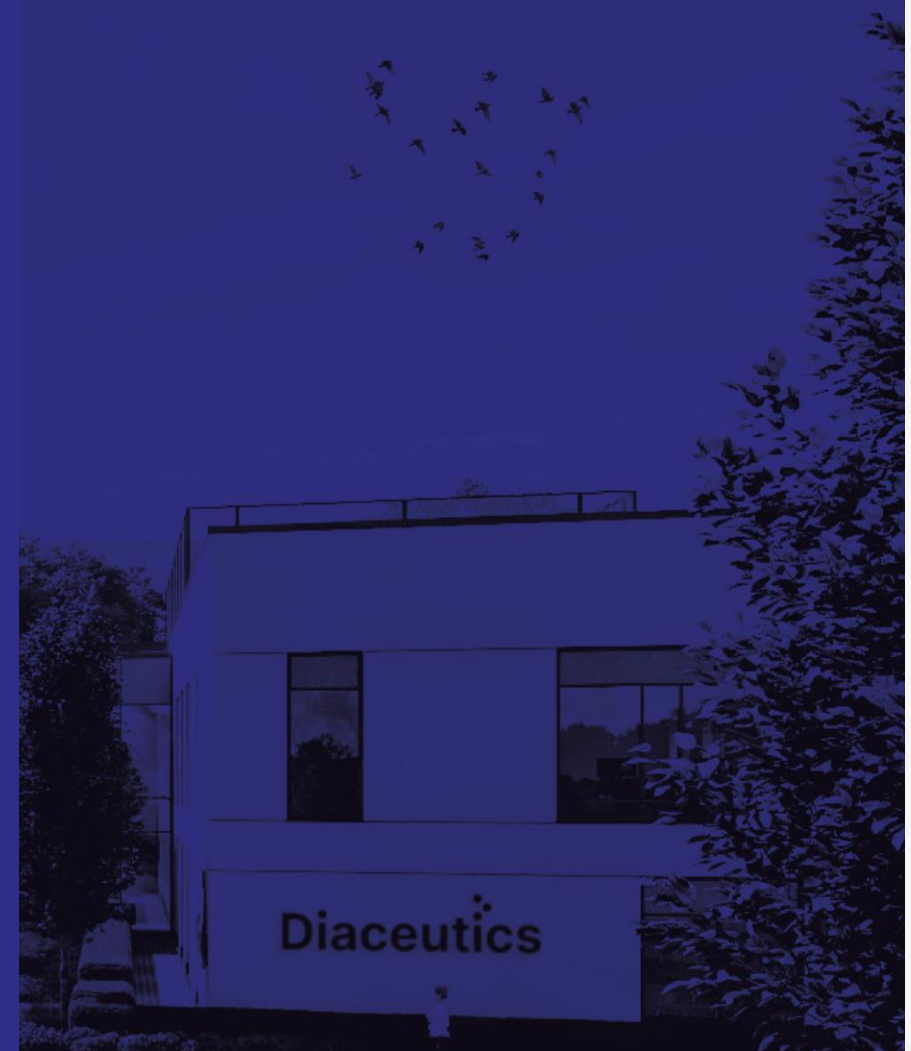


>900 labs on network across 44 countries

1st US virtual lab conference with >1,000 attendees

Outlook & future growth

- Capture significant & growing market opportunity
- Continue to scale rapidly & profitably
- Enterprise-wide engagements to drive momentum
- Focus on recurring revenue
- Deploy enhanced technologies across DXRX platform
- Grow beyond pharma - biotech, life science & payers



A highly scalable platform which can deliver up to **\$100 in additional therapy revenue** for every **\$1 invested via DXRX**

Helping our customers identify & recruit patients

Team & contacts



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