Diaceutics
Better Testing, Better Treatment®

Better Testing, Better Treatment

Corporate Overview – August 2026

Ryan Keeling | Chief Executive Officer | ryan.keeling@diaceutics.com
Nick Roberts | Chief Financial Officer | nick.roberts@diaceutics.com

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H1 2026 Trading Update

- Strong ARR growth of 75% drives H2 2026 revenue and profit visibility
- Revenue grows 22% on a constant currency basis to £17.5 million
- Annual Recurring Revenue (‘ARR’) up 75% to £29.4 million
- Order book of £43.7 million with £15.7 million contracted for H2 2026 delivery
- Gross margin expected to be 87% and Adjusted EBITDA* expected to be £1.1 million
- Continued growth in number of customer therapeutic brands to 99 as the Company expands into the Precision for All market opportunity
- Strong balance sheet with no debt and cash of £8.1 million - fully funded to deliver its growth strategy

*EBITDA is earnings before interest, tax, depreciation and amortization. Adjusted EBITDA removes share-based payment charges and once-off exceptional items.
**Annual Recurring Revenue (ARR) is the value of recurring subscription revenue at a specific point in time that is expected to be recognized from contracts over the next twelve months.

FY 2025 Highlights

- Revenue growth of 24% on a constant currency basis to £38.4 million in FY 2025
- Revenue growth of 20% in 2025 – 3-year CAGR of 25%
- Adjusted EBITDA* growth of 80% to £7.6 million and return to profitability (Profit Before Tax)
- Record order book of £38.9 million and ARR** of £20.0 million at 31 December 2025 provides good visibility for continued growth in 2026
- 12% growth in number of customer therapeutic brands working with to 95
- Two additional top 10 global pharma confirmed as enterprise-wide engagement customers
- Second PMx commercialization partnership signed in Q4 with an innovative US Biotech
- AI further enhances and automates data processing - accelerating insight generation for our customers
- Strong finish to 2025 - Q1 2026 performing in line with the Board's expectations

**EBITDA is earnings before interest, tax, depreciation and amortization. Adjusted EBITDA removes share-based payment charges and once-off exceptional items.*
***Annual Recurring Revenue (ARR) is the value of recurring subscription revenue at a specific point in time that is expected to be recognized from contracts over the next twelve months.*

FY 2025 Operational Dashboard

10 enterprise-wide engagements inc. two PMx

10 and 2 at Dec-25

203 people inc. 29 in the US

206 at Dec-25

99 therapeutic brands

Up from 95 in 2025

54 active customers

Up on 53 in 2025

18 of top **20** global pharma as customers

973k+ US patients identified through DXRX Signal in 2025

PMx Commercialization Partnership Expansion

Continued success with the PMx commercialization solution with Ptx

ARR from these customers increase to £4.3 million (30 June 2025: £1.4 million)

Financial Strength

- **Return to profitability delivered in FY 2025** as planned – margins expected to improve through operational leverage
- **Revenue CAGR 21%** over past 3 years
- **Growing ARR revenues** and future revenue visibility
- **Ten** enterprise-wide engagements with **blue-chip customers** driving momentum
- **Strong balance sheet** – no debt

H1 2026 Financial Dashboard

Revenue	ARR	Order book value	Adjusted EBITDA	Cash & equivalents0
£17.5m	**£28.8m**	**£43.7m**	**£1.1m**	**£8.1m**
Up 20% and 22% on a CC basis CAGR of 21% over 3 yrs	NRR of 146%	£15.7m to be recognized in H2 2026	Margin of 6.0% up from 0.4% in H1 2025	No Debt. In line with investment plans
↑ from £14.6m in H1 2025	↑ 75% from £20.0m at Jun-25 (NRR 118%)	↑ Up 38% from £31.7m and £9.0m at Jun-25	↑ from £0.1m in H1 2025	↑ from £7.3m at Dec-25

FY 2025 Financial Dashboard

Revenue

£38.4m

Up 20% and 24% on a CC basis
CAGR of 25% over 3 yrs

↑ from £32.2m in 2024

ARR

£20.0m

NRR of 105%

↑ 19% from £16.8m in 2024 (NRR 109%)

Order book value

£38.9m

£21.1m to be recognized within 12 months

↑ Up 56% from £24.9m and £17.7m at Dec-24

Adjusted EBITDA

£7.6m

Up 80%

Margin of 20% up from 13%

↑ from £4.2m in 2024

Cash & equivalents0

£7.3m

In line with investment plans

↓ from £12.7m at Dec-24

We help pharma find patients - 3 unique assets

1. Lab network

Global network of labs

2. Data

World's largest repository of healthcare data

3. DXRX Platform

World's first diagnostic commercialization 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

AI: A Platform Multiplier

	Value Creation	Investor Relevance
AI embedded in data operations Automates ingestion, normalization, unstructured extraction and cohort generation to improve speed, quality and scalability.	**Operational leverage** Lower delivery cost Faster turnaround Scalable capacity	**Margin profile** Supports operating leverage Revenue can grow faster than the cost base
AI embedded in the product roadmap Enhances Signal and workflow activation through smarter triggers, workflow intelligence and next-best-action capabilities.	**Revenue quality** Higher ACV More differentiated solutions Broader ARR potential	**Commercial upside** Supports up-sell and ARPB growth Raises customer value
AI reinforces the moat Combines proprietary diagnostic data, disease-specific logic and workflow integration — creating a harder-to-replicate AI-enabled platform.	**Strategic advantage** Data + workflow + AI Faster innovation More defensible platform	**Strategic value** Strengthens competitive positioning More attractive long-term asset

Investor takeaway: AI should be viewed as an enabler of higher operating leverage, product differentiation and platform defensibility — not a standalone experiment.

DXRX Signal: Case Study

How real-time diagnostic signals drove measurable commercial impact.

1 The challenge

A pharma client needed to identify patients with a specific lung cancer mutation so it could target the right physicians and sales interactions more effectively.

2 The intervention

DXRX Signal was activated in Week 27, enabling real-time identification of eligible patients and more precise commercial outreach.

ACTIVATED: WEEK 27

3 The impact

Patient starts doubled immediately at activation and the uplift was sustained over the following 18 months.

2.0x
Immediate uplift in patient starts

18 months
Sustained improvement

$350
ROI per $1 invested

$ Each additional patient was worth approximately **$220k** in average client revenue.

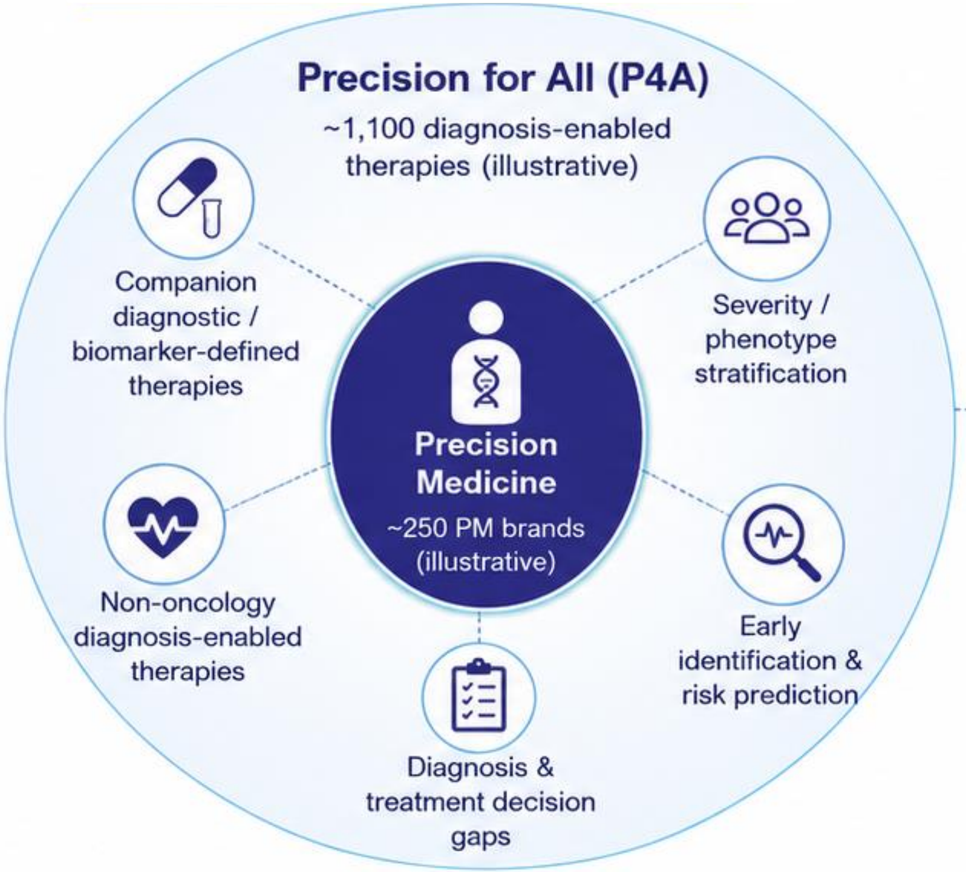
Patient starts doubled following activation and the uplift was sustained over the following 18 months.

What is Precision for All?

Precision Medicine (PM)
tailors treatment using molecular, genetic or biomarker information to identify the right patient for the right therapy.

Precision for All (P4A)
builds on Precision Medicine and extends the same logic to the broader universe of diagnosis-enabled therapies.

P4A creates value
whenever diagnostic testing, patient identification, disease stratification or practice-gap detection changes commercial success.



Therapeutic areas
(examples)

- Oncology
- Immunology
- Cardiology
- Nephrology
- Rare disease
- Neurology

Precision Medicine
High-value, biomarker-defined subset
~250 PM brands (illustrative)

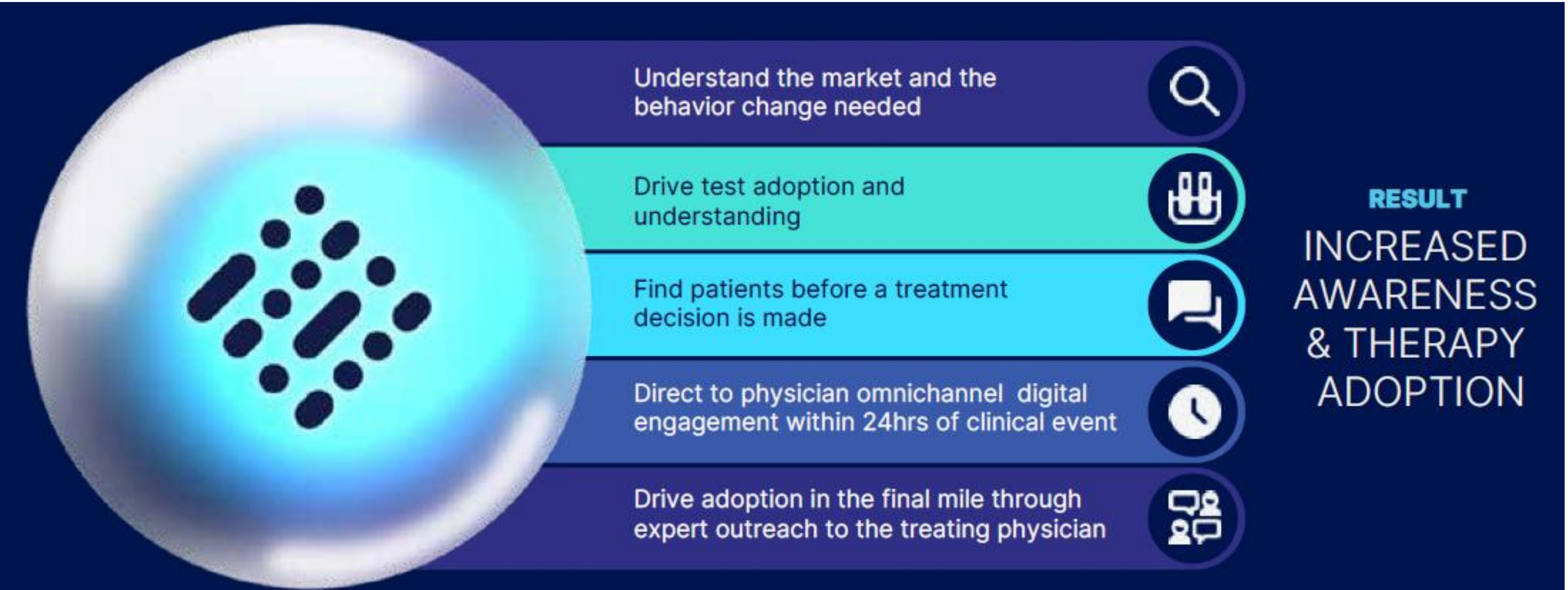
expands into

Precision for All
Broader diagnosis-enabled therapy universe
~1,100 diagnosis-enabled therapies (illustrative)

Precision Medicine is the foundation. Precision for All is the broader commercial category.

PMx – Diaceutics' Targeted Commercialization

Insight-led, expert-built commercialization model designed specifically for precision and rare disease therapies. It integrates diagnostic intelligence with targeted engagement, so awareness and education occur when it matters, supporting best practice testing and appropriate therapy adoption.



PMx Integrates our Full Commercialization Toolkit

Understand the market

Data products & professional services - to understand the testing landscape

Strategy development

Professional services - to build a strategic launch plan

Strategy implementation

Scientific & Engagement Solutions enable strategies to be executed & testing adopted

Tracking

Understand uptake and conversion to drive adjustments

Adoption

Drive precision medicine therapy prescription in the final mile

DXRX Lab Segmentation*

DXRX Physician Segmentation*

Market Access

Market Landscape

Strategy & Planning

Commercial Tactical Playbook

Scientific Engagement

Education & Content

DXRX Lab Engage*

Pathology Engagement Liaison*

DXRX Physician Engage*

Ring Studies

DXRX Signal*

DXRX Testing Rate Tracker*

DXRX Lab Segmentation*

DXRX Physician Segmentation*

DXRX Physician Engage*

Pathology Engagement Liaison*

Signal Connect*

Expert Exchange (Peer 2 Peer)

Our Full Commercialization Toolkit

*Solutions with Annual Recurring Revenue (ARR)

PMx – Targeted Commercialization Results

PMx can increase Diaceutics' annual revenue per therapeutic brand from £0.4m to £3.0m+

Impact

Targeted Commercialization is designed to deliver measurable outcomes by improving alignment to best-practice testing, supporting more informed physician decision-making and increasing the likelihood that eligible patients reach appropriate therapy.

Results with Targeted Commercialization

100% Increase in best practice testing

82% of HCPs reported an increased understanding of the disease of interest

59% of patients signalled & engaged have gone on to treatment

Significant & Growing Market Opportunity

	Incremental Opportunity	Current Status
Increase penetration in existing market: Actively upsell solutions to new and existing brands within the core precision medicine oncology brands to extend coverage of services throughout the commercialization lifecycle. Ultimately, will look to embed PMx with every customer brand.	**TAM $645m** 95 → 250 brands	**Progressing to plan** 3-year revenue CAGR 25% $26.9m of ARR at Dec-25
Extend our market reach Increase our current market reach from precision medicine oncology brands into Precision for All – diagnostically driven therapies	**TAM $864m** 250 → 560 brands	**Launched in 2025**
Capture rapidly increasing market Optimize our market positioning, product offerings and AI-enabled technology to capture the rapidly growing market driven by the US market shift to value-based care.	**TAM $1,440m** 560 → 1,020 brands	**2030 Future State** Market growing at 13% CAGR

Industry Leaders in Diagnostic Commercialization

RYAN KEELING
Chief Executive Officer &
Co-Founder

NICK ROBERTS
Chief Financial Officer

JORDAN CLARK
Chief Data Officer

SUSANNNE MUNKSTED
Chief Precision Medicine Officer

LAUREN DEWITT
EVP General Counsel

SANDRA BLAKE
Chief People Officer

SCOTT GAMESTER
VP Data & Platform

SARAH BONDI
VP Data Partnerships & Strategy

GOSIA LEITCH
VP Engagement Solutions

SCOTT PHILLIPS
VP Real World Data

DONNAMARIE STEVENSON
VP of Finance

KERRI DONALDSON
VP Operations

KENNETH RUPPEL
VP Scientific & Medical Services

MARIANNA SCIORTINO
VP Sales

MADELINE BROWN
VP Chief of Staff

NORMA THOMPSON
VP People

Helping Pharma Find Patients

Growth Driven by Customer Success

Significant & Growing Market Opportunity

Global pharma rapidly shifting to precision medicine to target better patient care, capture lost revenue and increase profitability

Strong Competitive Advantage

3 Unique assets

- Global network of labs
- World's largest repository of healthcare 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
- Recurring revenue driving order book visibility
- Blue-chip customers
- 3-year revenue CAGR of 25%
- Fully self-funded to execute growth plans
- Enterprise-wide deals will drive momentum

Demonstrable Track Record

- Experts in PM & diagnostic commercialization
- Proven track record of successful execution, performance & growth
- Embedded & trusted Precision Medicine partner to 18 of top 20 global pharma

Team & Contacts

Ryan Keeling

Chief Executive Officer

Nick Roberts

Chief Financial Officer

investorrelations@diaceutics.com

Hayley Palmer | Canaccord Genuity | hpalmer@cgf.com

Julie Simmonds | Panmure Liberum | julie.simmonds@panmureliberum.com

Natalia Webster | RBC Capital Markets | natalia.webster@rbccm.com

Chris Glasper | Singer Capital Markets | chris.glasper@singercm.com

Christian Glennie | Stifel | christian.glennie@stifel.com

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