



Better Testing, Better Treatment®

Better Testing, Better Treatment

Corporate Overview – January / February 2026

Ryan Keeling | Chief Executive Officer | ryan.keeling@diaceutics.com

Nick Roberts | Chief Financial Officer | nick.roberts@diaceutics.com

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FY 2025 Highlights

- Reported revenues expected to be £38.5 million, representing 20% growth and a return to profitability
- Revenue on a constant currency basis expected to show 24% growth in line with analyst consensus estimates*
- FY 2025 Adjusted EBITDA** expected to exceed analyst consensus estimates
- Record order book of at least £36.8 million
- ARR of at least £20.3 million
- 12% growth in number of customer therapeutic brands to 95
- Second PMx commercialisation partnership signed in Q4 with an innovative US Biotech underpinning another year of strong commercial growth
- Additional top 10 global pharma customer confirmed as an enterprise-wide engagement customer; continue to consistently work with 18 of top 20 global pharma companies
- The Company expects to deliver 25% revenue growth in FY 2026

All numbers stated are approximate and subject to audit.

*Analyst consensus estimates for FY 2025 revenue is £39.5 million and Adjusted EBITDA is £7.1 million.

**Adjusted EBITDA is earnings before interest, tax, depreciation, amortisation and exceptional items.



FY 2025 Operational Dashboard



10 enterprise-wide engagements
ARR £13.0m (\$17.2m)

⬆️ Up from 7 and £10.6m (\$13.5m) at Dec-24



212 people inc. new US sales team expansion

⬆️ 199 at Dec-24



95 therapeutic brands

⬆️ Up from 85 in 2024



53 active customers

⬆️ Up on 52 in 2024



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
Second PMx commercialization agreement added with innovative US biotech

Financial Strength



Ability to deliver **exceptionally high margins** through operational leverage – shift to profitability in FY 2025



Revenue CAGR 25% 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

All numbers stated are approximate and subject to audit.



FY 2025 Financial Dashboard



Revenue

£38.5m

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

↑ from £32.2m
in 2024



ARR

£20.3m

Up 21% and 30% on
a CC basis

↑ from £16.8m
at Dec-24



Order book value

£36.8m

Up 48%

↑ from £24.9m
at Dec-24



Adjusted EBITDA

£7.1m

Analyst
consensus
estimate

↓ from £4.2m
in 2024

We help pharma find patients - 3 unique assets



1. Lab network

Global network of labs



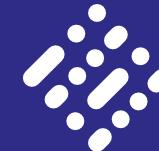
2. Data

World's largest repository of healthcare data



3. DXRX Platform

World's first diagnostic 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 we do - A DXRX Signal Case Study



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.



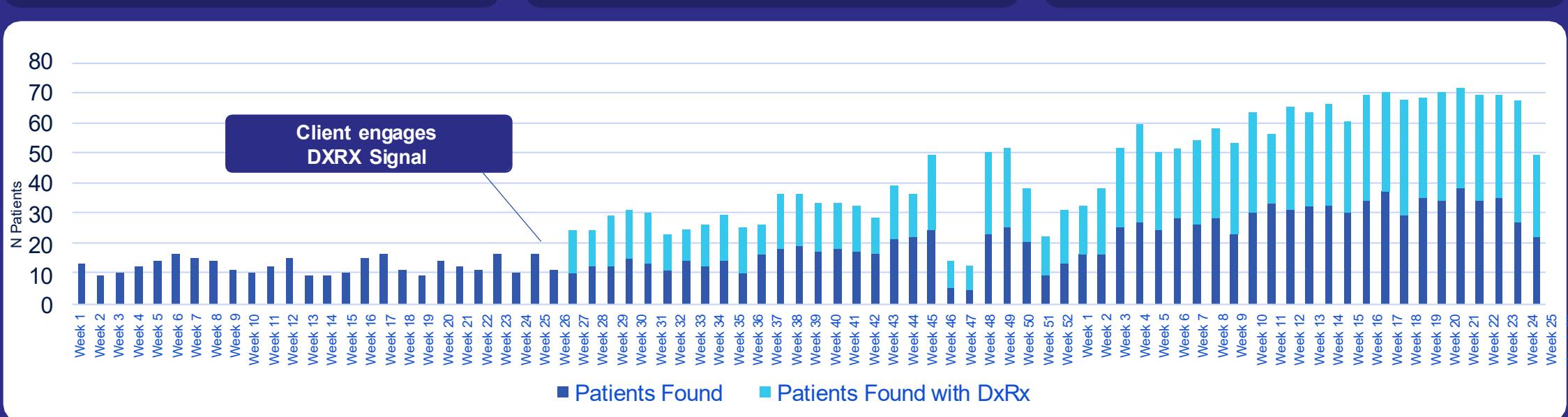
The result: increase in patients

Upon switching on DXRX Signal in week 27 of year 1 the N of patients initiating therapy immediately doubled, a trend which continued for the following 18 months.



Client ROI:

Each patient worth an average revenue of \$220k for client. With the additional N of patients the anticipated return on investment for Signal is \$350 for every \$1.



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 fast growing and reshaping healthcare – FDA approved 48 PM in 2024, a 71% increase on 2023¹



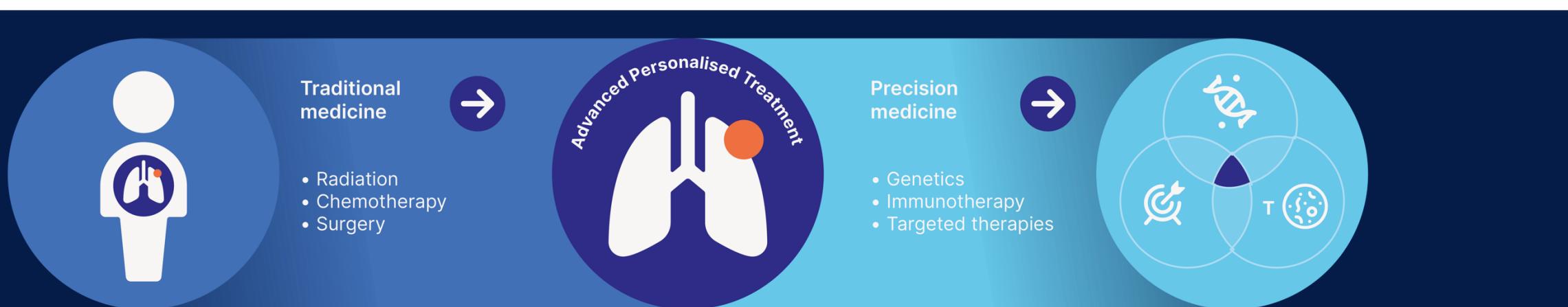
Pharma companies are developing an increasing number of PMs - Currently ~950 PMs FDA approved or in clinical trial²



PM market is forecast to grow from \$91.3bn in 2024 to around \$207.8bn by 2032, a CAGR of 10.8% and the US market share being around 50%³



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



The Precision Medicine Challenge



PM drugs are inherently dependent on their diagnostic pathway

No, low or sub-optimal testing, means no, low or sub-optimal treatment



With new actionable biomarkers entering the market constantly it's hard for physicians to stay ahead of the latest biomarkers for testing and treatment



PM drugs typically have a smaller patient population, making patients hard to find and treat



PM drugs are highly efficacious, but it can be challenging to provide physicians the support necessary to prescribe novel treatments

Powered by our DXRX Platform - PMx Supercharges our Commercialisation Solution for Biopharma



Launched in 2022, Signal enables Biopharma sales team to find & engage physicians

Signal finds physicians before treatment decision is made

Launched in 2024, PMx supercharges the impact of signal – enabling us to engage with physicians directly

Direct to physician email alerts within 24hrs of lab result

Direct expert pathologist to physician consult

Engage hard to reach physicians across multiple channels

Segment physician messages based on behaviour

Driving Testing Rates
Increasing Therapy Adoption

PMx Enables us to Unlock Greater Value for Biopharma and Take a Larger Share of this Value



PMx can potentially increase annual revenue per therapeutic brand from £0.4m to £3m+

Expanding our share of the commercialisation budget

Average revenue per therapeutic brand today:

£0.4m

Total Commercialisation Budget

Average revenue potential per therapeutic brand with PMx:

£3m+

Total Commercialisation Budget

Evolving our relationships from vendor to partner



From Service Fee
To Service Fee + Success Fee

Driving Testing Rates
Increasing Therapy Adoption

Significant & Growing Market Opportunity

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 commercialisation lifecycle.
Ultimately, will look to embed PMx with every customer brand.

Incremental Opportunity

TAM \$645m
95 → 250 brands

Current Status

Progressing to plan
3-year revenue CAGR 25%
\$27.4m of ARR at Dec-25

EXTEND OUR MARKET REACH

Increase our current market reach from precision medicine oncology brands into any diagnostically enabled 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

PMx Integrates our Full Commercialisation Toolkit



Moving the Needle for our Customers



Delivering customer-centric excellence is critical to our strategy. This year we have achieved a 3.7/4 satisfaction score, with customers providing the following snippets of feedback:

“One of our **most important business partners**”

“**Being a strategic thought partner** is really appreciated”

“**High quality, actionable deliverable**”

The team went **above and beyond**, we’re **advocating for more work with you**”

“Diaceutics are a **breath of fresh air and finally a supply that we could trust**”

“Diaceutics **find solutions**”

“For every disease going forward **this is foundational ahead of lab strategy**”

“Diaceutics is **front of mind** for future projects”

“Data quality is excellent; **has led to a ~20% increase in therapy prescribing**”

“A feather in the cap of Diaceutics is that **they can identify and prioritise the unknowns**, which is a **key differentiator** from the competition”

“**Great dedication and flexibility**”

“**Clear concise explanations** of data and **hugely valuable scientific expertise**”

“Team are **prompt, provide quality conversations and unique data**”

“Alert programme is **highly regarded by our field team**”

“Easy to work with Diaceutics; **very experienced team**”

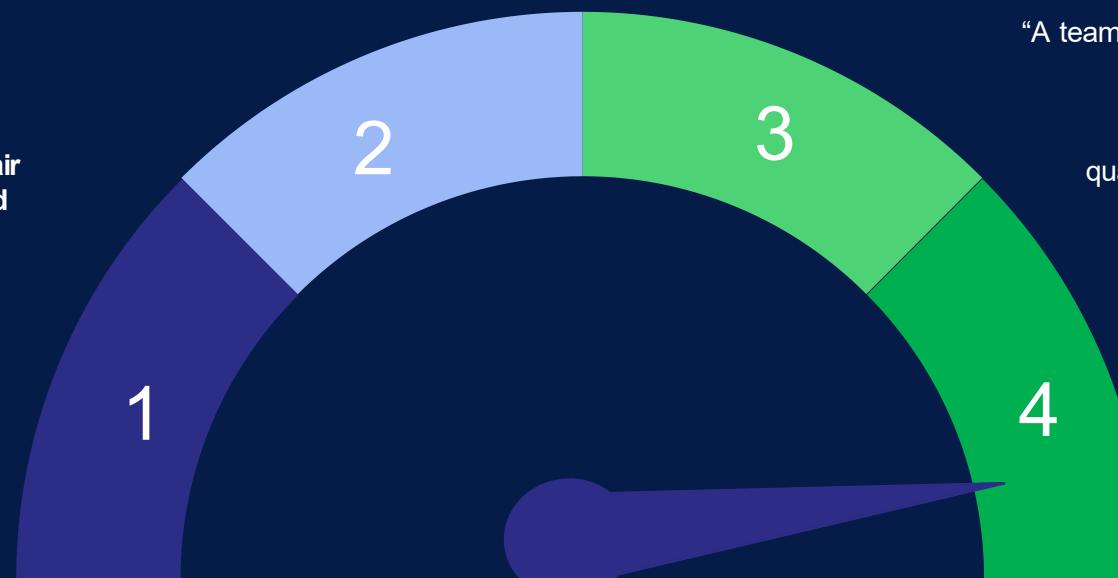
“A team of experts that are **responsive and engaged**”

“Diaceutics own the space of coupling high quality data with scientific expertise, **delivering actionable insights**”

“**Impressive data**”

“**Proactive** approach; always **finding solutions**. **Quality of data** generated was **excellent**.”

“**Significant expertise** in the DX space”



Industry Leaders in Diagnostic Commercialisation



RYAN KEELING
Chief Executive Officer &
Co-Founder



NICK ROBERTS
Chief Financial Officer



JORDAN CLARK
Chief Data Officer



SUSANNE MUNKSTED
Chief Precision Medicine Officer



JILLIAN BEGGS
Chief Commercial Officer



SANDRA BLAKE
Chief People Officer



SCOTT GAMESTER
VP Data & Platform



SARAH BONDI
VP Data Partnerships & Strategy



MARIANNA SCIORTINO
VP Sales



KEVIN ENTWISTLE
VP Advisory Services



MADELINE BROWN
VP Chief of Staff



KELLY WILLIAMS
VP Insight Solutions



NORMA THOMPSON
VP Human Resources



DONNAMARIE STEVENSON
VP of Finance



GOSIA LEITCH
VP Engagement Solutions



KERRI DONALDSON
VP Operations



SCOTT PHILLIPS
VP Real World Data



AMIE McNEICE
VP Marketing

KENNETH RUPPEL
VP Scientific & Medical Services



LAUREN DEWITT
EVP General Counsel

Helping Pharma Find Patients

Growth Driven by Customer Success

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

Significant & Growing Market Opportunity

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

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 commercialisation
- 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



DXRX LN / DXRX.L

Hayley Palmer | Canaccord Genuity | hpalmer@cfg.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

cg/
Canaccord
Genuity
Capital Markets



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