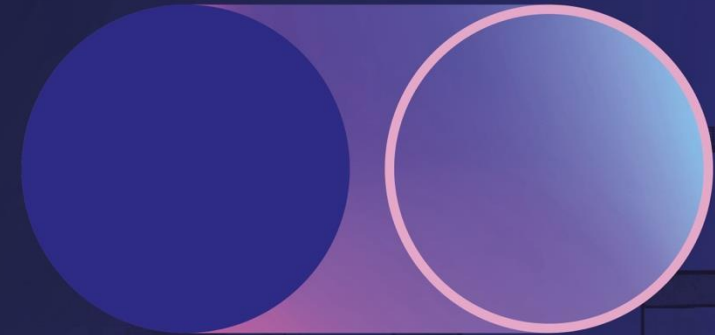


# Better Testing, Better Treatment

Corporate Overview – January / February 2026

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Diaceutics

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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:

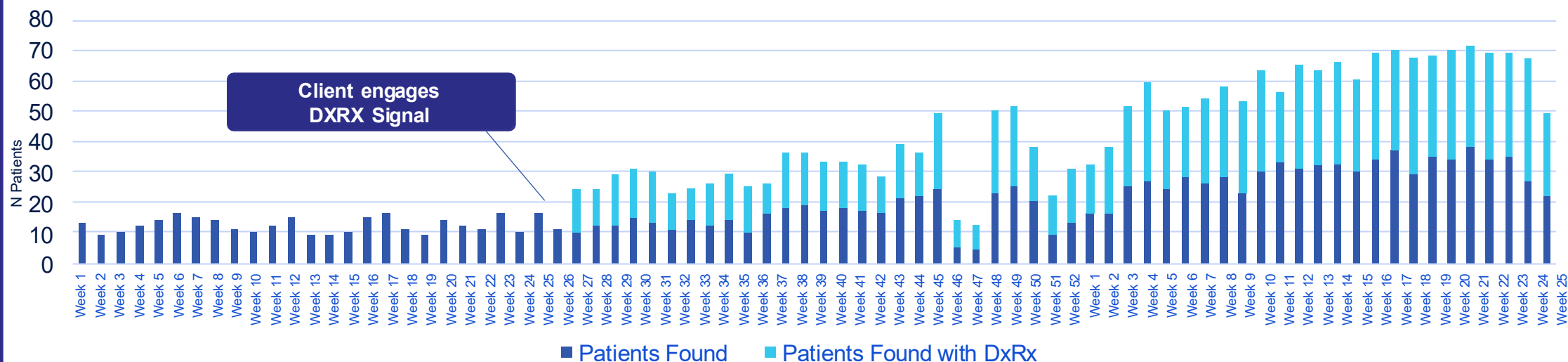
A pharma client needed to locate patients with a specific lung cancer mutation so they could smart target physician and sales rep interactions.

## 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 2023<sup>1</sup>



Pharma companies are developing an increasing number of PMs - Currently ~950 PMs FDA approved or in clinical trial<sup>2</sup>



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%<sup>3</sup>



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

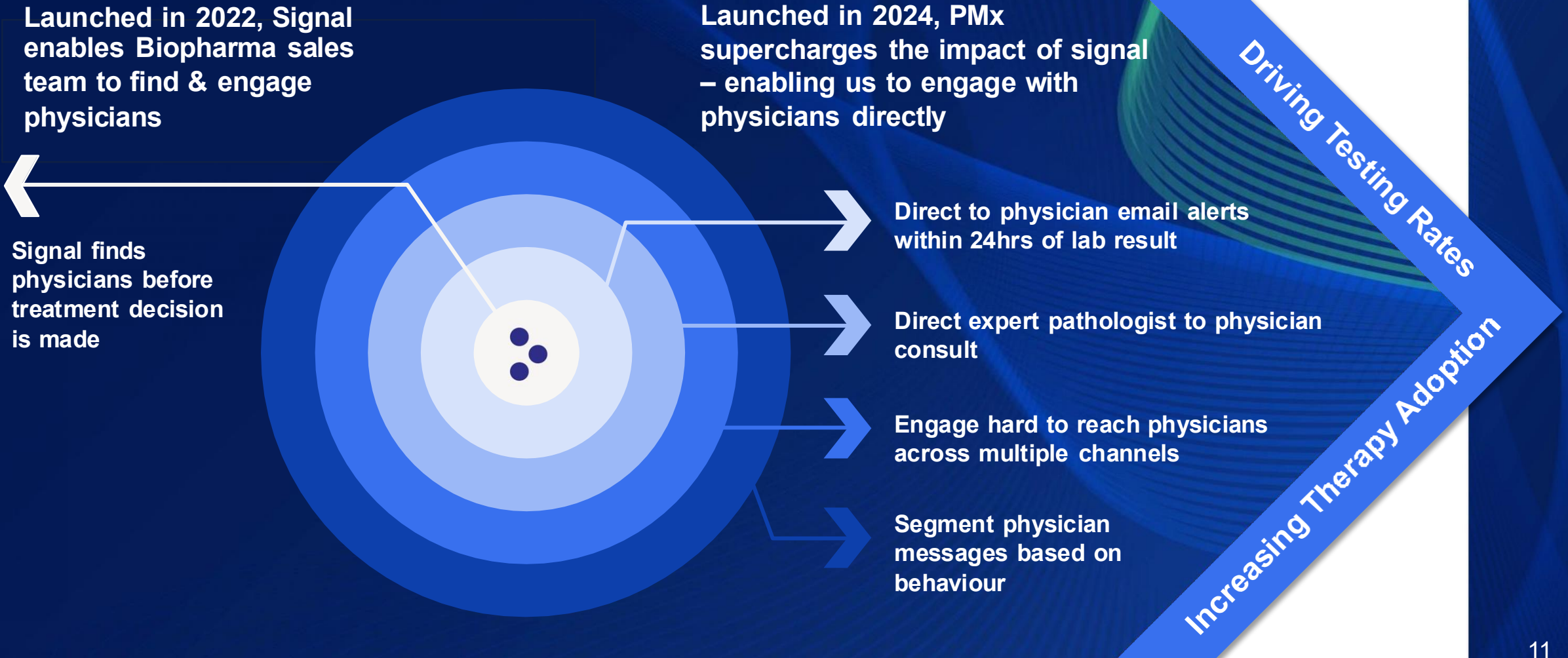


PM drugs typically have a smaller patient population, making patients hard to find and treat



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





# 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



## Our Full Commercialisation Toolkit

\*Solutions with Annual Recurring Revenue (ARR)

# 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 **highly 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**”

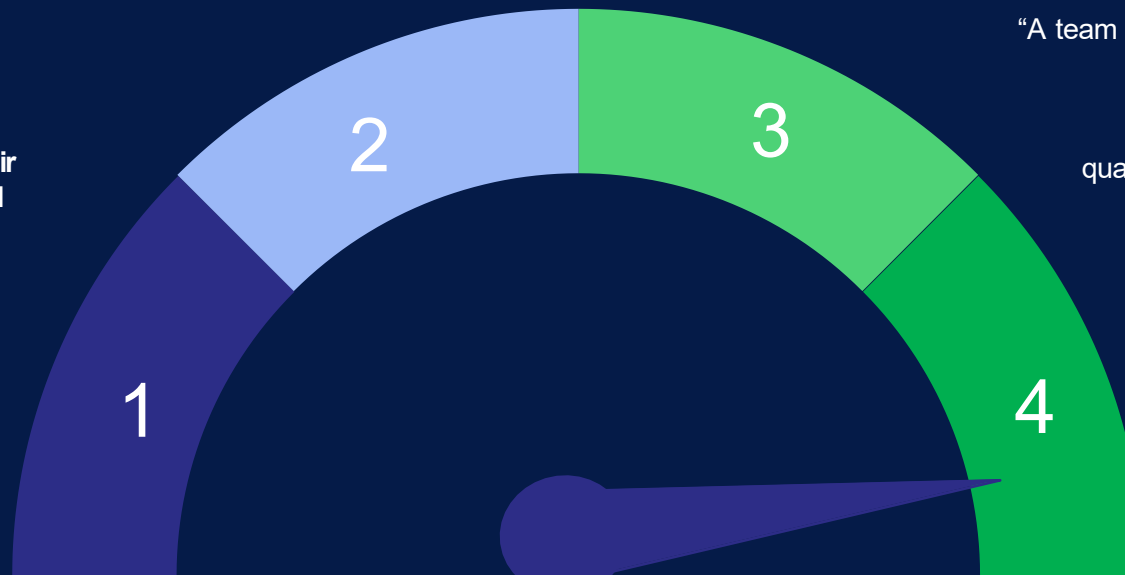
“A team of experts that are **responsive and engaged**”

“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



**SARAH BONDI**  
VP Data Partnerships & Strategy



**MARIANNA SCIORTINO**  
VP Sales



**NICK ROBERTS**  
Chief Financial Officer



**KEVIN ENTWISTLE**  
VP Advisory Services



**MADELINE BROWN**  
VP Chief of Staff



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Chief Data Officer



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VP Human Resources



**SUSANNE MUNKSTED**  
Chief Precision Medicine Officer



**DONNAMARIE STEVENSON**  
VP of Finance



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**JILLIAN BEGGS**  
Chief Commercial Officer



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VP Operations



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Chief People Officer



**AMIE McNEICE**  
VP Marketing



**LAUREN DEWITT**  
EVP General Counsel



**SCOTT GAMESTER**  
VP Data & Platform



**KENNETH RUPPEL**  
VP Scientific & Medical Services

# 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 commercialisation
- Proven track record of successful execution, performance & growth
- Embedded & trusted Precision Medicine partner to 18 of top 20 global pharma



# Team & Contacts



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**Nick Roberts**

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