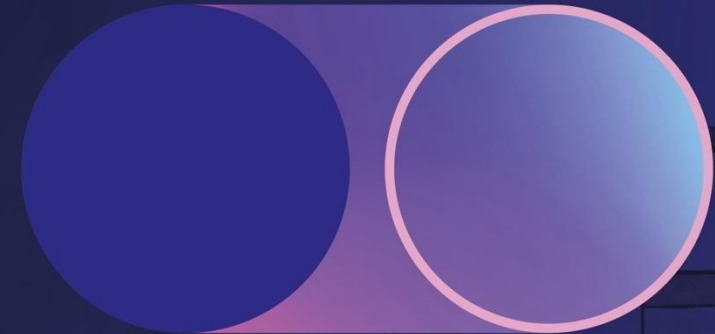


Better Testing, Better Treatment

Corporate Overview – July/August 2026

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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 sharebased 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
ARR £12.6m
(\$17.1m)

↑ Up from 7 and
£10.1m (\$12.7m)
at Dec-24



206 people inc.
6 new US sales
team hires

↑ 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



Return to profitability delivered in FY 2025 as planned – margins expected to improve through operational leverage



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



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



AI embedded in data operations

Automates ingestion, normalization, unstructured extraction and cohort generation to improve speed, quality and scalability.



AI embedded in the product roadmap

Enhances Signal and workflow activation through smarter triggers, workflow intelligence and next-best-action capabilities.



AI reinforces the moat

Combines proprietary diagnostic data, disease-specific logic and workflow integration — creating a harder-to-replicate AI-enabled platform.



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

Value Creation

Operational leverage

Lower delivery cost
Faster turnaround
Scalable capacity

Revenue quality

Higher ACV
More differentiated solutions
Broader ARR potential

Strategic advantage

Data + workflow + AI
Faster innovation
More defensible platform

Investor Relevance

Margin profile

Supports operating leverage
Revenue can grow faster than the cost base

Commercial upside

Supports up-sell and ARPB growth
Raises customer value

Strategic value

Strengthens competitive positioning
More attractive long-term asset

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.

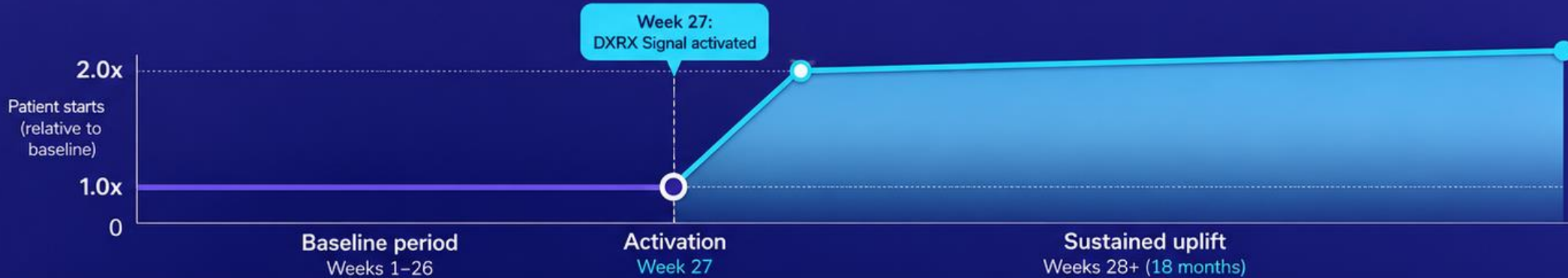
▶ ACTIVATED: WEEK 27

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.



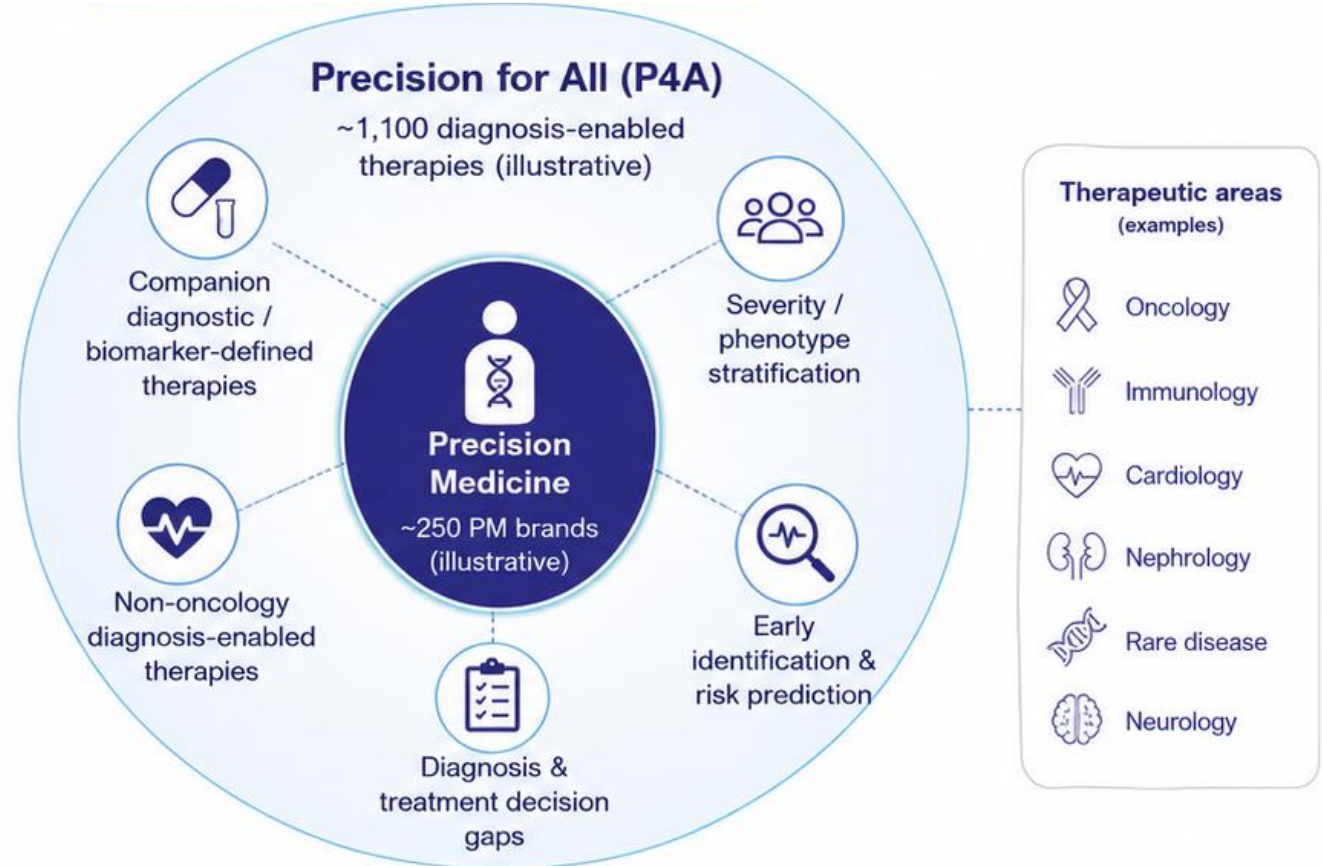
Precision for All (P4A)


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.



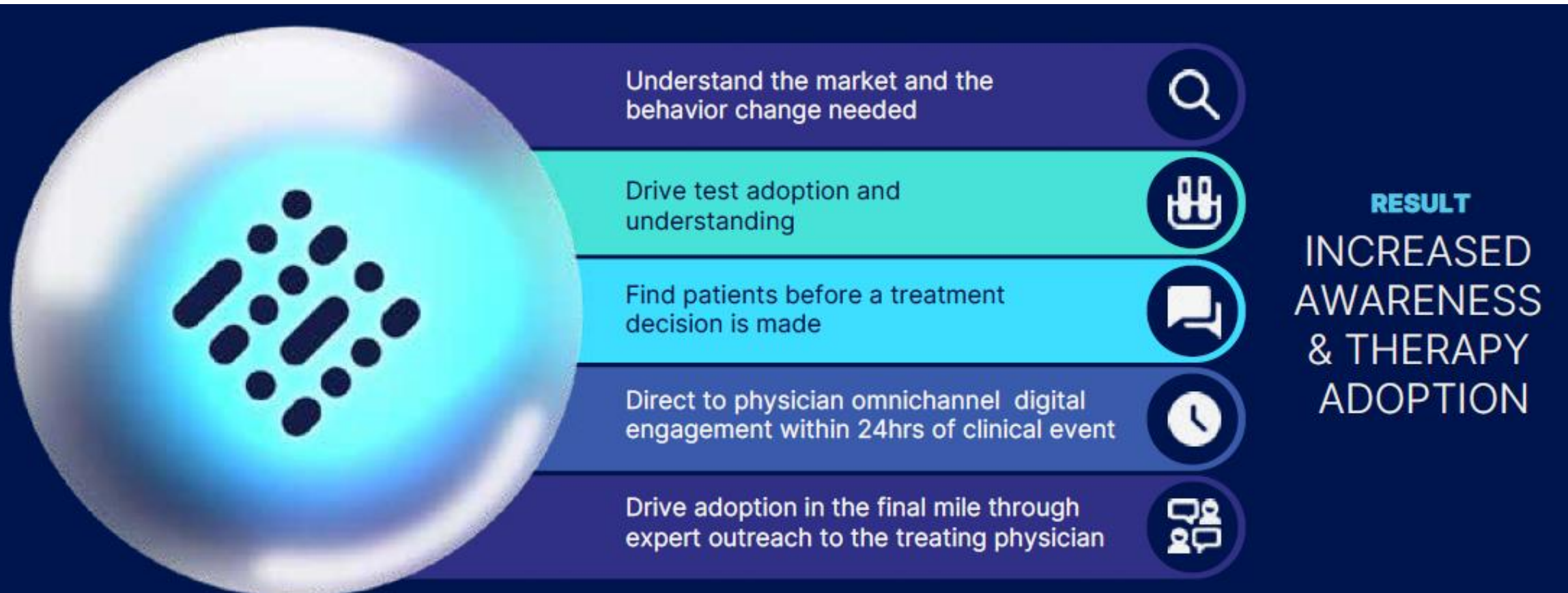
 **Precision Medicine is the foundation. Precision for All is the broader commercial category.**





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



Our Full Commercialization Toolkit

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%

100% Increase in best practice testing

82%

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

59%

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

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 commercialization 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%
\$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



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



JORDAN CLARK
Chief Data Officer



KELLY WILLIAMS
VP Insight Solutions



NORMA THOMPSON
VP People



SUSANNE MUNKSTED
Chief Precision Medicine Officer



DONNAMARIE STEVENSON
VP of Finance



GOSIA LEITCH
VP Engagement Solutions



LAUREN DEWITT
EVP General Counsel



KERRI DONALDSON
VP Operations



SCOTT PHILLIPS
VP Real World Data



SANDRA BLAKE
Chief People Officer



KENNETH RUPPEL
VP Scientific & Medical Services



SCOTT GAMESTER
VP Data & Platform

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



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AIM



DXRX LN / DXRX.L

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