

DIGNITANA

Aktiedagen Stockholm
11 September 2018



Agenda

- The Company
- What is Scalp Cooling?
- The Product
- The Market
- Investment Case
- Questions

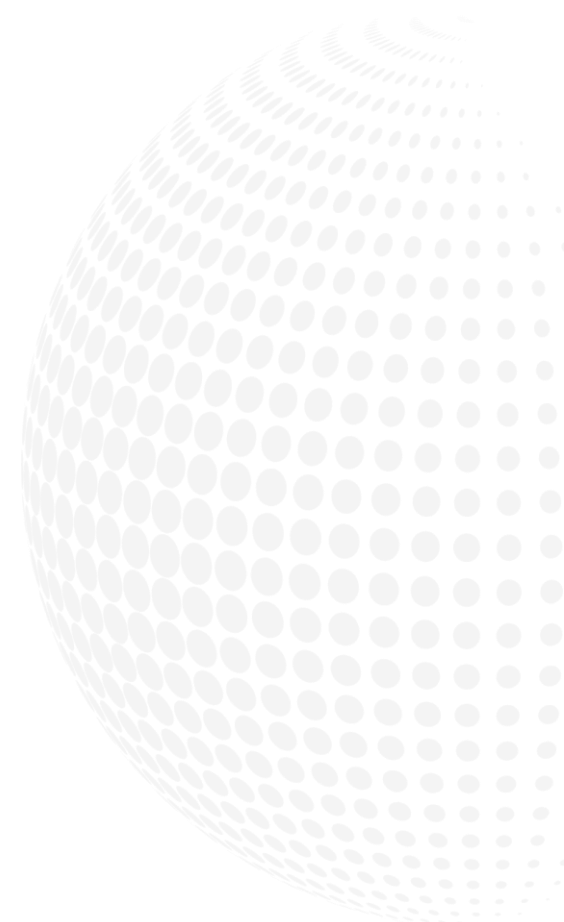


Agenda

- The Company
- What is Scalp Cooling?
- The Product
- The Market
- Investment Case
- Questions

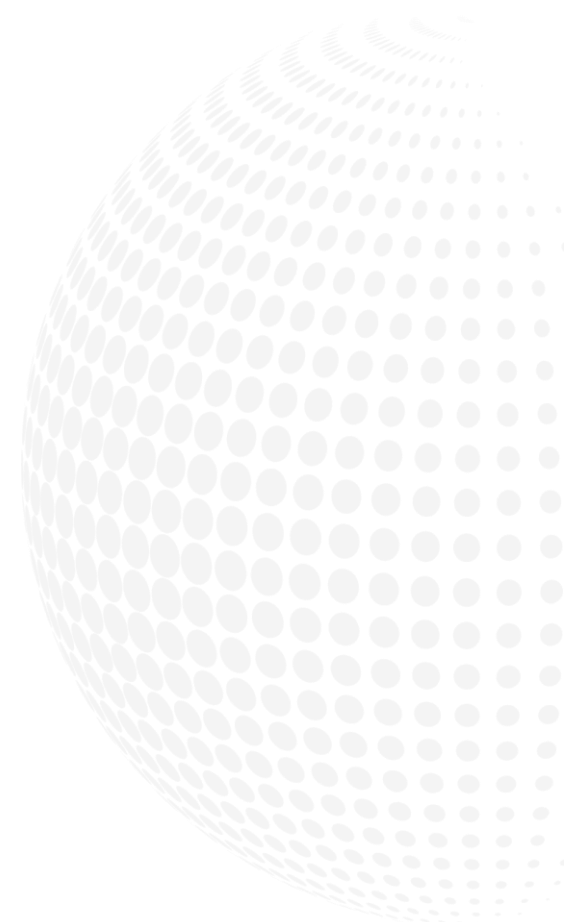
Dignitana AB

- Traded on Nasdaq First North since November 2011
- Ticker: DIGN
- 183,000,000 SEK Market Capitalization
- Headquartered in Lund, Sweden
- US Operations headquartered in Dallas, Texas
- Produce the patented DigniCap Scalp Cooling System to reduce chemotherapy related hair loss and contribute to improved patient well-being/quality of life
- Our mission is to provide cancer patients with dignity and control during a very challenging time

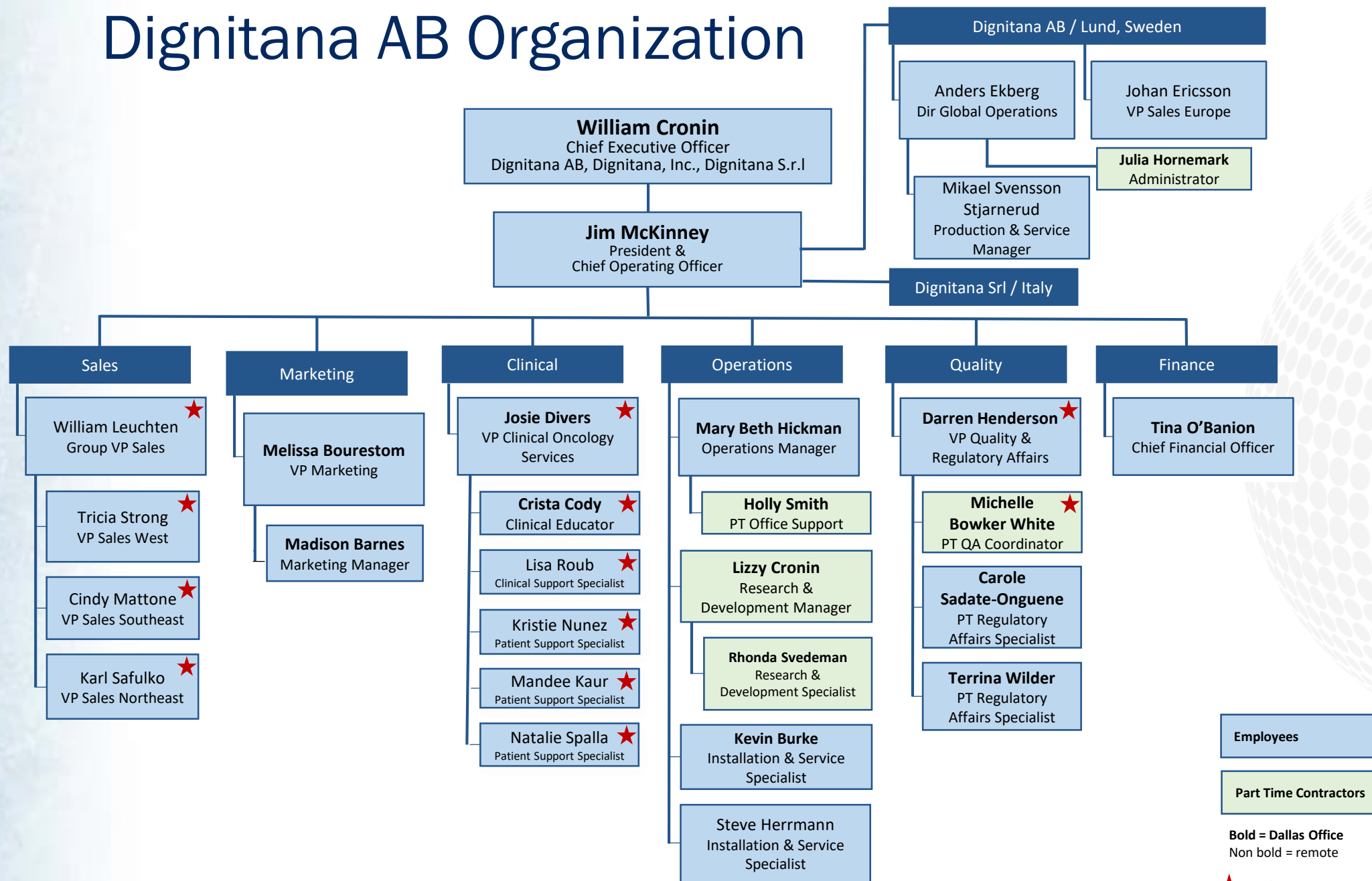


Board of Directors

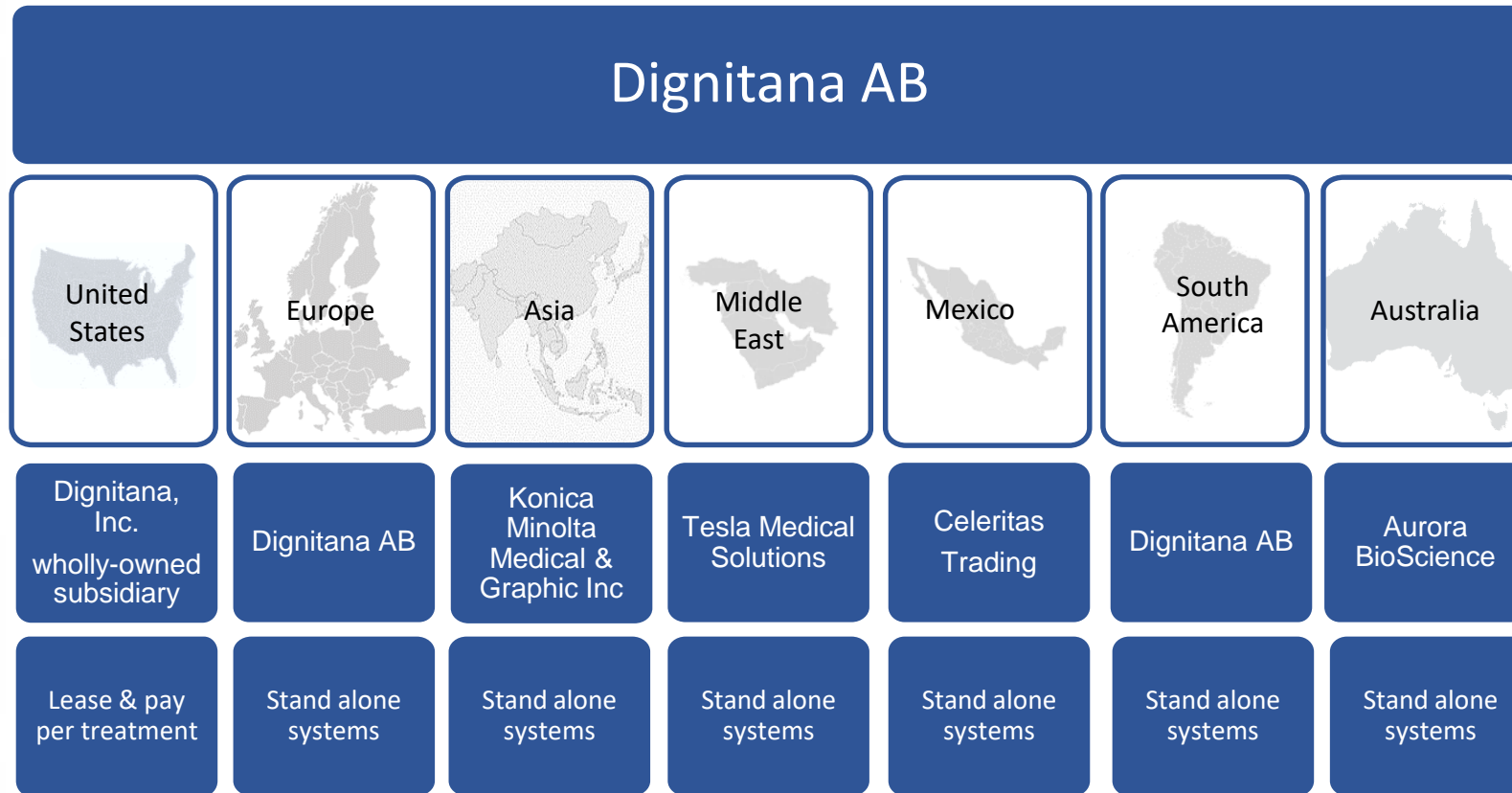
- **Thomas Kelly**, Chairman of the Board
- **William Cronin**, Chief Executive Officer and Director
- **Mikael Wahlgren**, Deputy Managing Director
- **Ingrid Atteryd-Heiman**, Director



Dignitana AB Organization



A Global Presence



- April 2018 Dignitana AB took over European sales and maintenance contracts formerly managed by Sysmex
- US is now Operational Base for Dignitana AB, Dignitana, Inc., and Dignitana S.r.l

Performance

Key Ratios

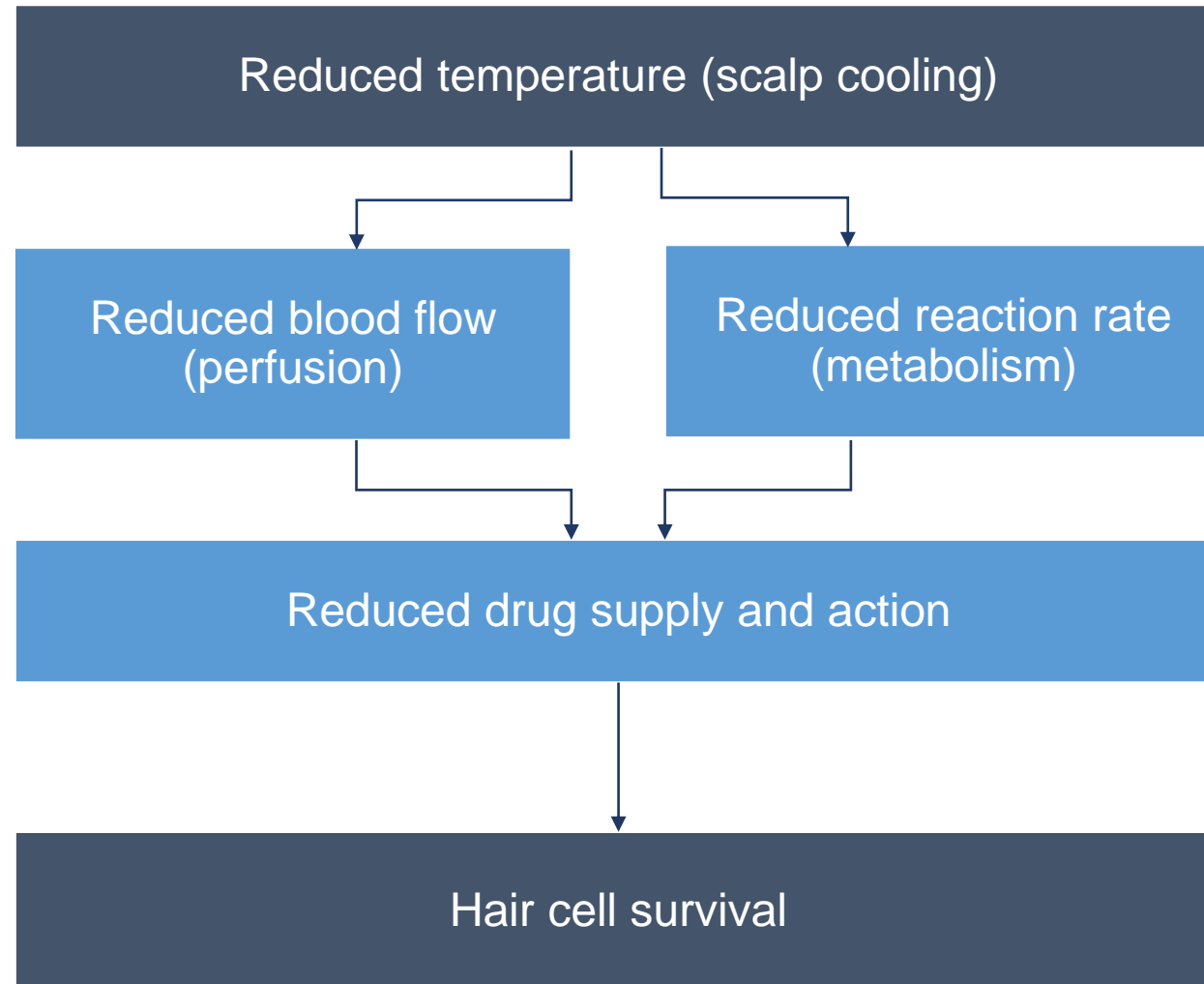
DIGNITANA GROUP	Q2 2018	Q2 2017	Q1-Q2 2018	Q1-Q2 2017	Full year 2017
Net revenues, TSEK	8 976	5 758	14 873	11 886	22 941
Total revenues TSEK	9 022	5 852	15 010	12 029	23 133
Net profit after financial items, TSEK	(5 374)	(10 813)	(14 325)	(18 922)	(42 355)
Cash and bank balances, TSEK	10 368	10 121	10 368	10 121	1 018
Earnings per share before and after dilution, SEK	(0.13)	(0.53)	(0.33)	(0.93)	(2.10)
DIGNITANA AB	Q2 2018	Q2 2017	Q1-Q2 2018	Q1-Q2 2017	Full year 2017
Net revenues, TSEK	7 283	4 636	11 727	9 948	18 300
Total revenues TSEK	7 328	4 729	11 863	10 091	18 490
Net profit after financial items, TSEK	(4 931)	(10 914)	(13 958)	(19 100)	(42 277)
Cash and bank balances, TSEK	9 518	9 157	9 518	9 157	606



Agenda

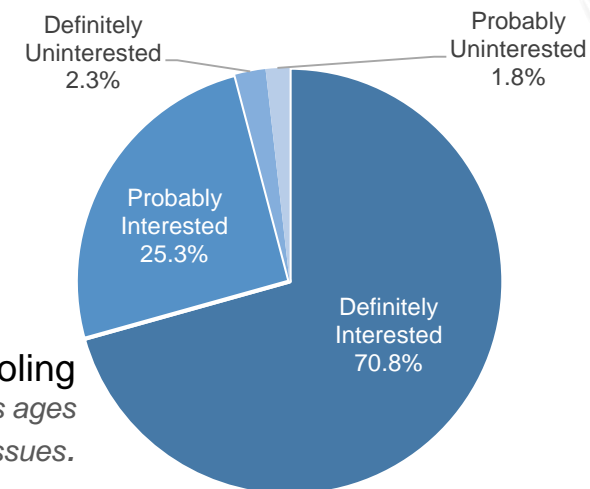
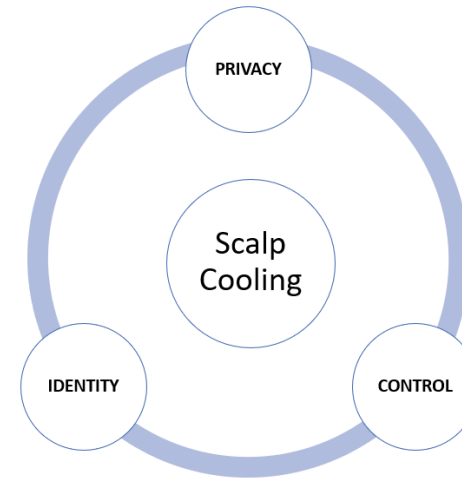
- The Company
- What is Scalp Cooling?
- The Product
- The Market
- Investment Case
- Questions

How does scalp cooling minimize hair loss?



Why do patients want scalp cooling?

- Hair loss is consistently ranked as one of the **most distressing side effects** of chemotherapy
- Reducing hair loss contributes to increased well-being and **quality of life**
- DigniCap provides patients with **privacy**, **identity** and **control**
- **96%** of surveyed women showed interest in scalp cooling



Interest in Scalp Cooling

Source: Consumer online survey of 400 U.S. females ages 40-75 without pre-knowledge of previous health issues.

Dignitana leads the way in scalp cooling innovation

1970s – present	Manual scalp cooling used by patients worldwide
1999	DigniCap invented in Sweden by Yvonne Olofsson, RN
2009 - present	DigniCap used in Europe, Australia, Mexico, South America
June 2015	Scalp Cooling Pivotal Trial presented at ASCO by Dr. Hope Rugo, et al
December 2015	DigniCap first to receive FDA clearance for treatment of women with breast cancer undergoing chemotherapy
January 2016	DigniCap installs first non trial scalp cooling machine in the U.S. at Wake Forest NC
February 2017	JAMA publishes Rugo scalp cooling study along with a supporting editorial
July 2017	DigniCap clearance expanded by FDA to include men and women with solid tumors
Present	DigniCap available at over 100 U.S facilities and more than 30 countries



Agenda

- The Company
- What is Scalp Cooling?
- **The Product**
- The Market
- Investment Case
- Questions

The DigniCap® Scalp Cooling System



The DigniCap® Scalp Cooling System

The DigniCap Scalp Cooling System consists of three main parts:

- Cooling and control system (DigniC3) – independently controlled dual system can treat 2 patients simultaneously
- Form-fitting silicone cap (DigniCap®) connected through a coupling system and hoses to the cooling unit
- Outer neoprene cap (DigniTherm or DigniTherm Click Cap) is placed over the silicone cap



DigniC3 -
cooling
and
control
unit



DigniCap inner cap



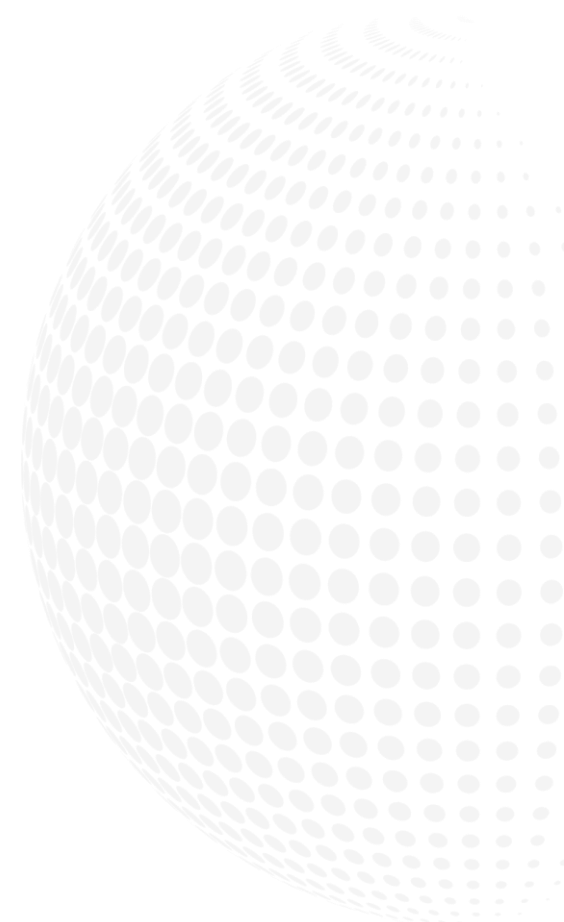
DigniTherm outer cap



DigniTherm Click Cap outer cap

DigniTherm™ Click Cap

- Launched December 2017 in the U.S.
- Engineered with the BOA® Closure System
- Ensures a close fit for optimal results
- Easy for patients to quickly achieve a precise fit that stays in place throughout treatment



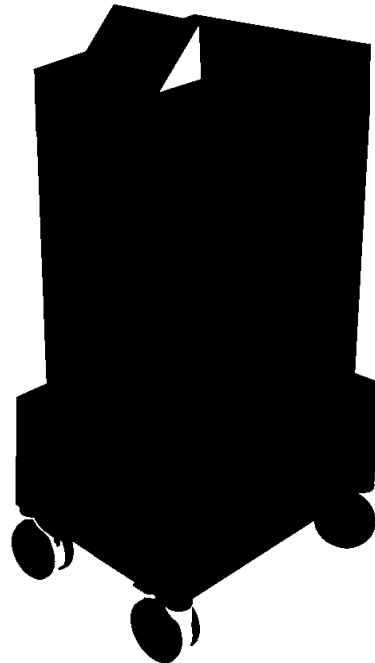
Coming Soon...



DIGNITANA

Product Development – the next device

- Single patient unit
- Smaller size
- Highly reliable
- Easy to use for patients and clinicians
- Significantly decreased nursing time
- Improved user interface





Agenda

- The Company
- What is Scalp Cooling?
- The Product
- **The Market**
- Investment Case
- Questions

The Market

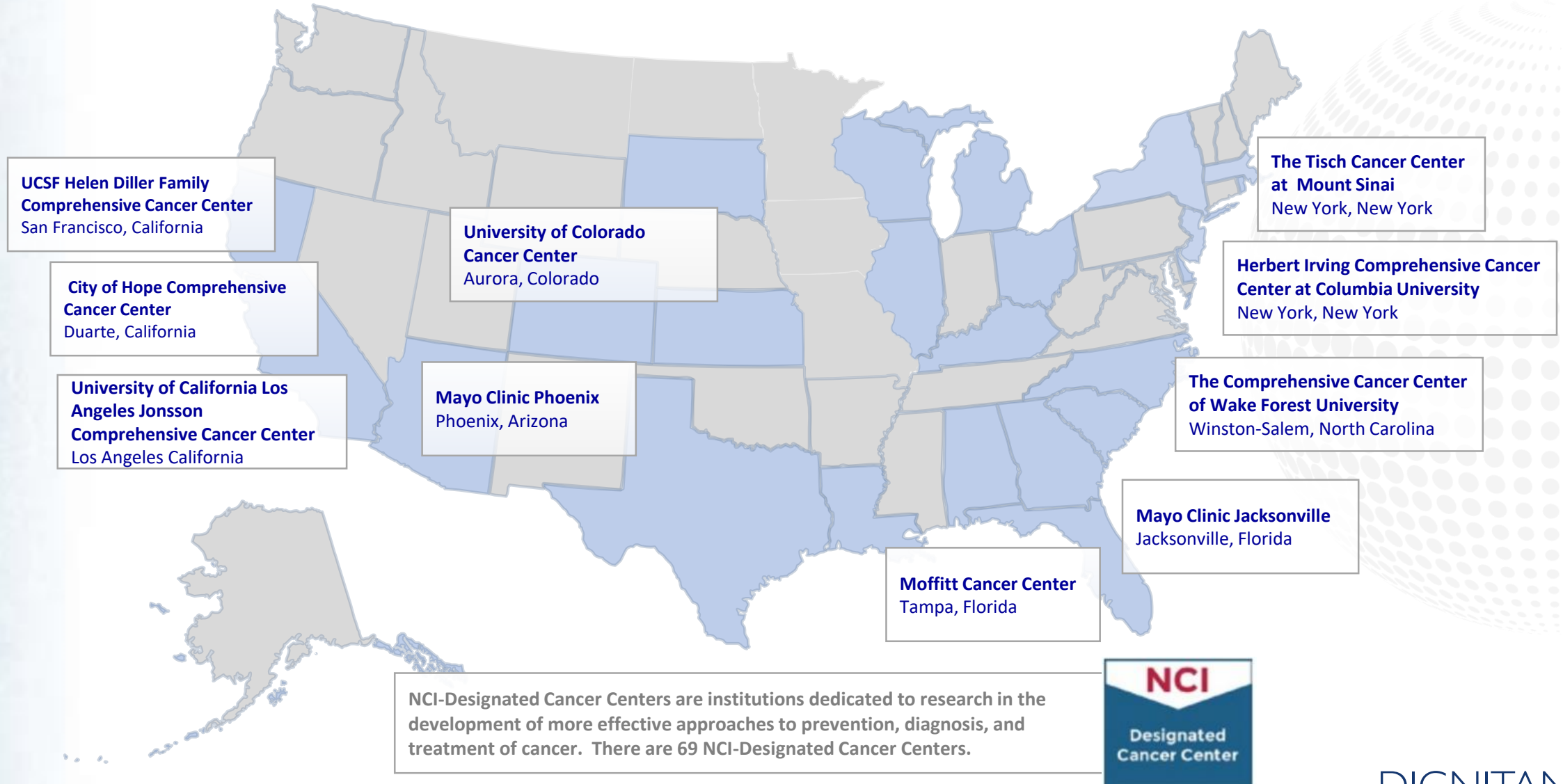
- Over **800,000 incidences of solid tumor cancers** each year in the U.S.
 - Includes **255,000 new cases of breast cancer** each year in the U.S.
 - Of these approximately **60%** are on regimens that would be compatible with DigniCap
- Breast Cancer is the most common malignancy among women worldwide with 1.5 million new breast cancer patients diagnosed each year
- There are over 2,500 cancer treatment facilities in the U.S.
- A 2014 study found 8% of female patients will refuse chemotherapy due to hair loss

Company Highlights

- **Solid foundation** – Dignitana maintains and will continue to build on our strong competitive position with broad infrastructure, active customer support and service
- **Diversified revenue streams with consistently steady increases over time**
 - Treatment fees to patients (pay-per-treatment)
 - Machine sales outside US
 - Service and maintenance contracts
 - Leasing fees
- **Strong Existing & Recurring Market** – Significant demand and growth in existing breast cancer indication
- **Expanded Applicable Market** – Expanded indication for solid tumors increases potential available US market by over 250%
- **Largely Organic Growth** – Rapidly growing adoption
- **Reimbursement** – Several U.S. insurers are reimbursing patients with more following as chemotherapy induced hair loss is recognized as a significant quality of life issue

Excellence in Cancer Care with DigniCap

Over 100 locations in 22 states in the US including 9 NCI-Designated Cancer Centers



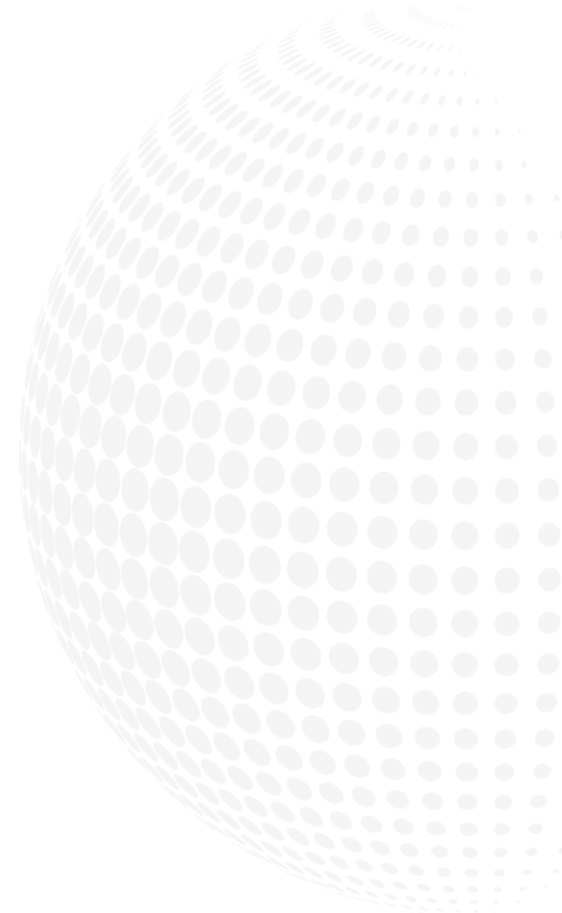


Agenda

- The Company
- What is Scalp Cooling?
- The Product
- The Market
- Investment Case
- Questions

Investment Case

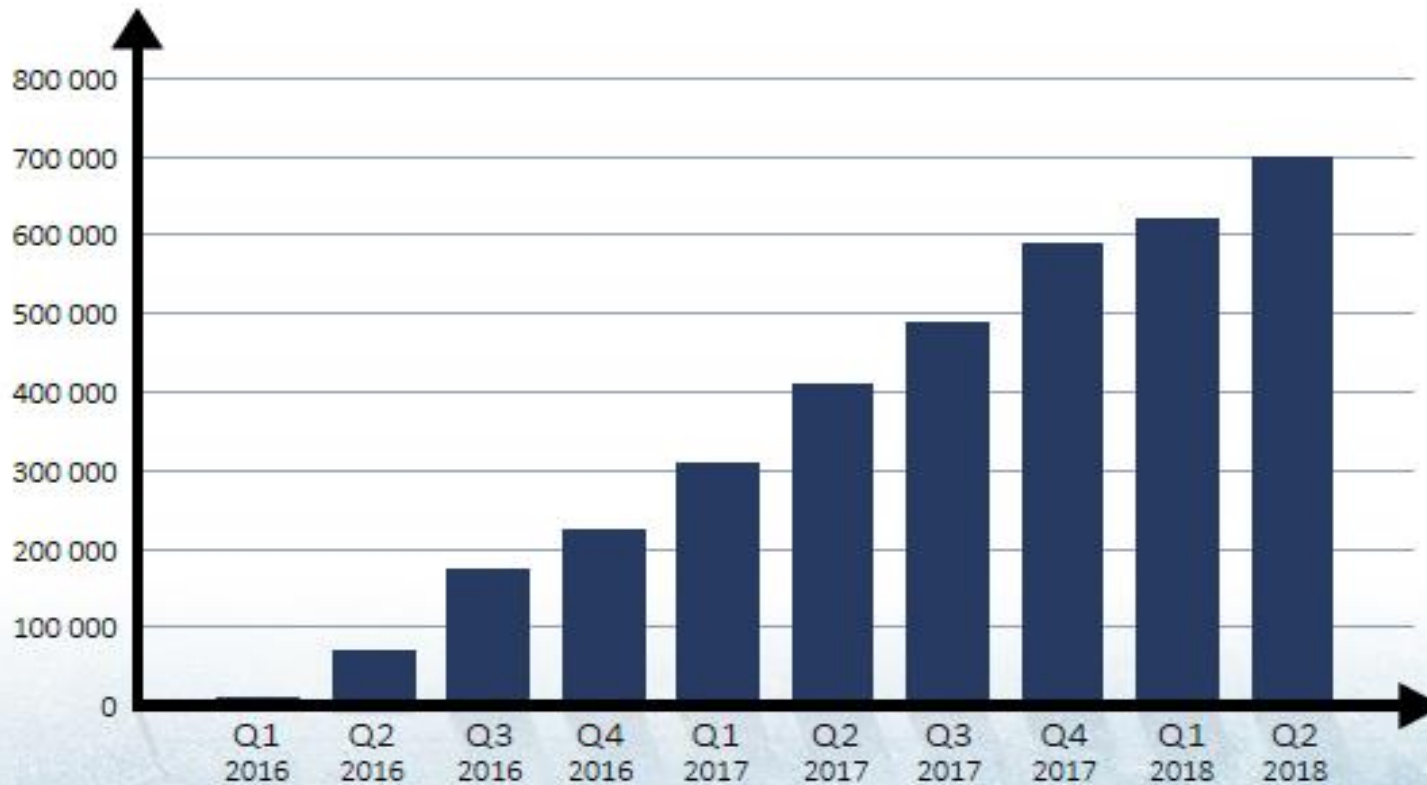
- The United States is Dignitana's primary market representing half of the total medical device market
- There are **255,000 new breast cancer patients** and **over 800,000 total incidences** of solid tumor cancers each year in the United States
- US market for scalp cooling is approximately **\$275 million per year for breast cancer** and an additional **\$435 million for a targeted subset of all solid tumors**
- Expanded marketing efforts, both passive and direct, continue to increase patient demand for scalp cooling and introduce oncologists to scalp cooling's efficacy



Consistent Revenue Growth

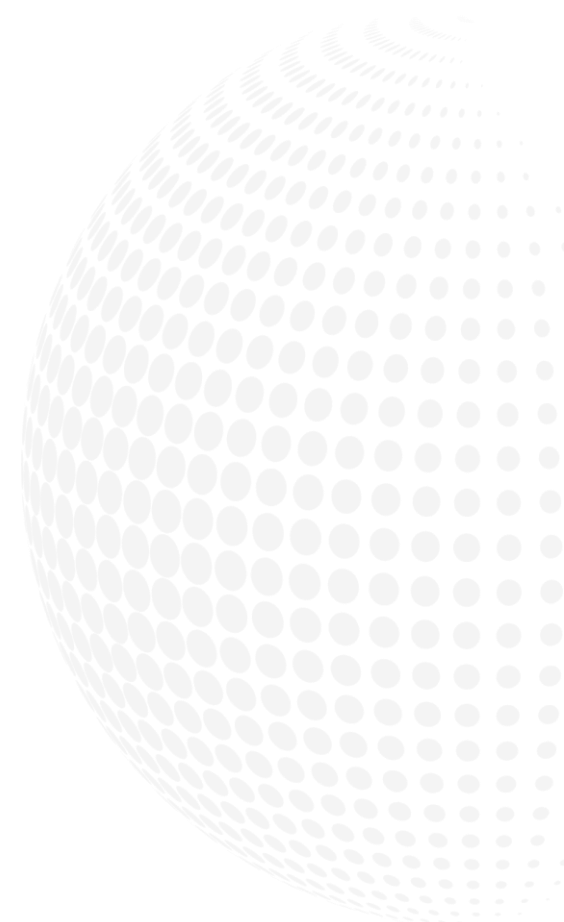
61.86% Quarterly CAGR (Q1 2016 - Q2 2018)

Revenues Per Quarter – Dignitana, Inc. (USD)



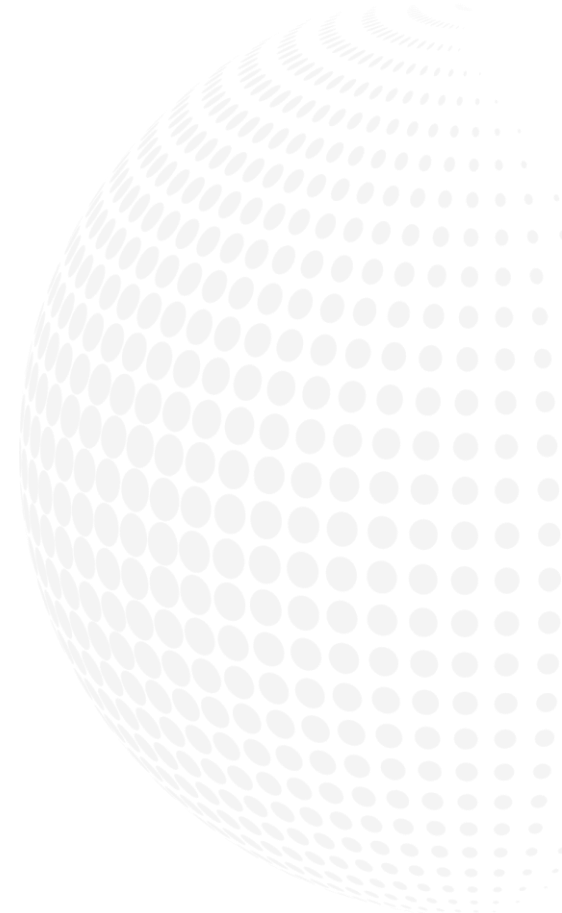
Current Initiatives

- Launch next generation device in Q1 2019
- Build on growing momentum and demand
- Continue pursuing and closing multi-site deals
- Expand global sales (Asia)
 - PMDA Clearance
- Increase US sales and account teams



Next Steps and Initiatives

- Actively working with Asian distribution partner on the submission to Pharmaceuticals and Medical Device Agency (PMDA) for sales in Japan
- Initiate regulatory pathway for sales in China India with partner Konica Minolta
- Collaborate with Middle Eastern distribution partner for sales into several additional countries in the Middle East
- Proactive growth in Europe to include new locations and increased revenue potential from existing sites
- Install new device in current U.S. sites while working to increase patient utilization at each location





Agenda

- The Company
- What is Scalp Cooling?
- The Product
- The Market
- Investment Case
- Questions

Contact Us

Headquarters

Traktorgränden 3
226 60 Lund, Sweden
Phone: +46 (0) 46-16 30 91
www.dignitana.se
info@dignitana.se

Investor Relations

investorrelations@dignitana.com

Operations

10925 Estate Lane W185
Dallas, Texas 75238
469-917-5555
www.dignicap.com
info@dignitana.com

