

DIGNITANA

December 2018



Agenda

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

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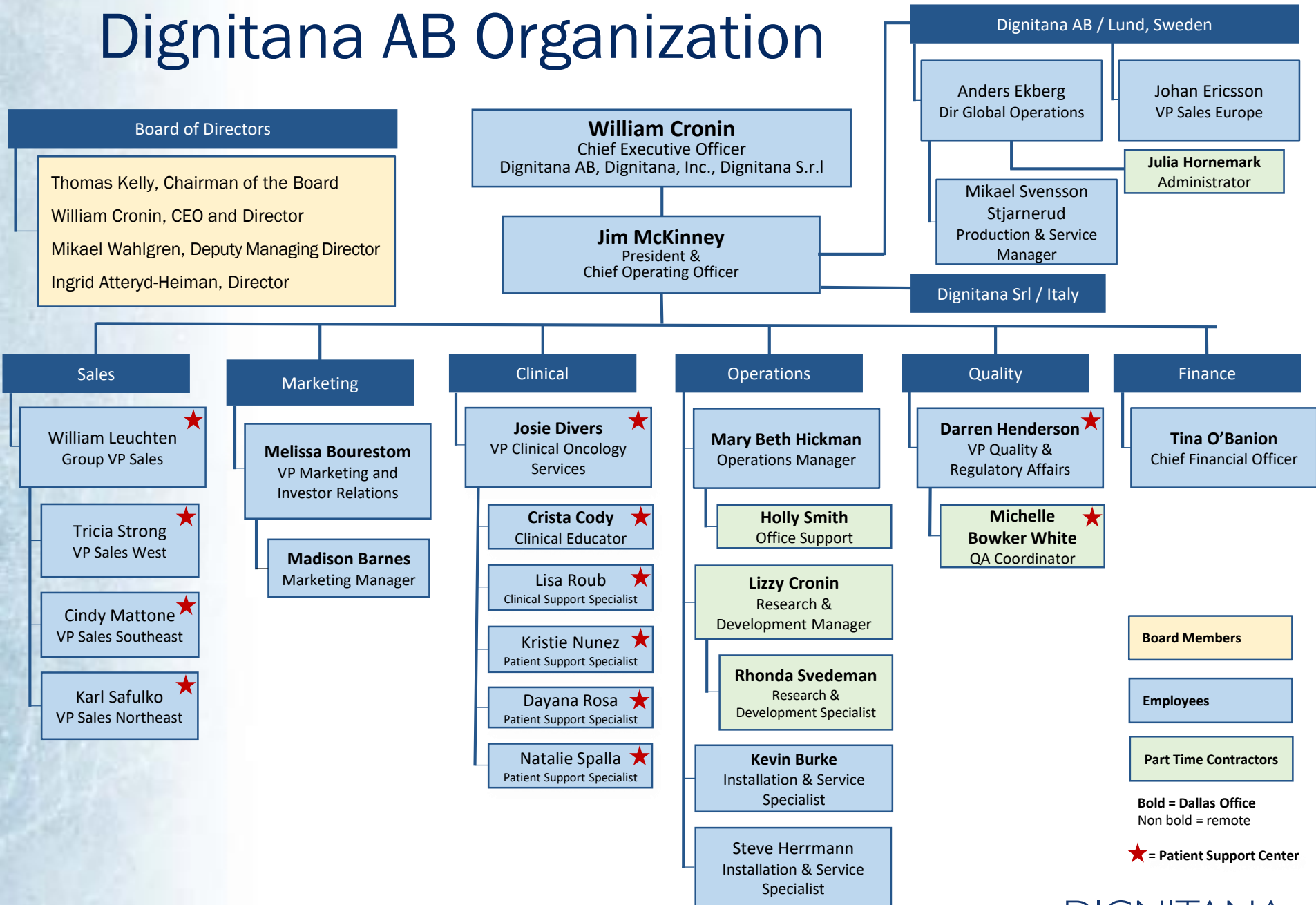
Dignitana AB

- Traded on Nasdaq First North since November 2011
- Ticker: DIGN
- 200 MSEK Market Capitalization
- Headquartered in Lund, Sweden
- Operations based 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

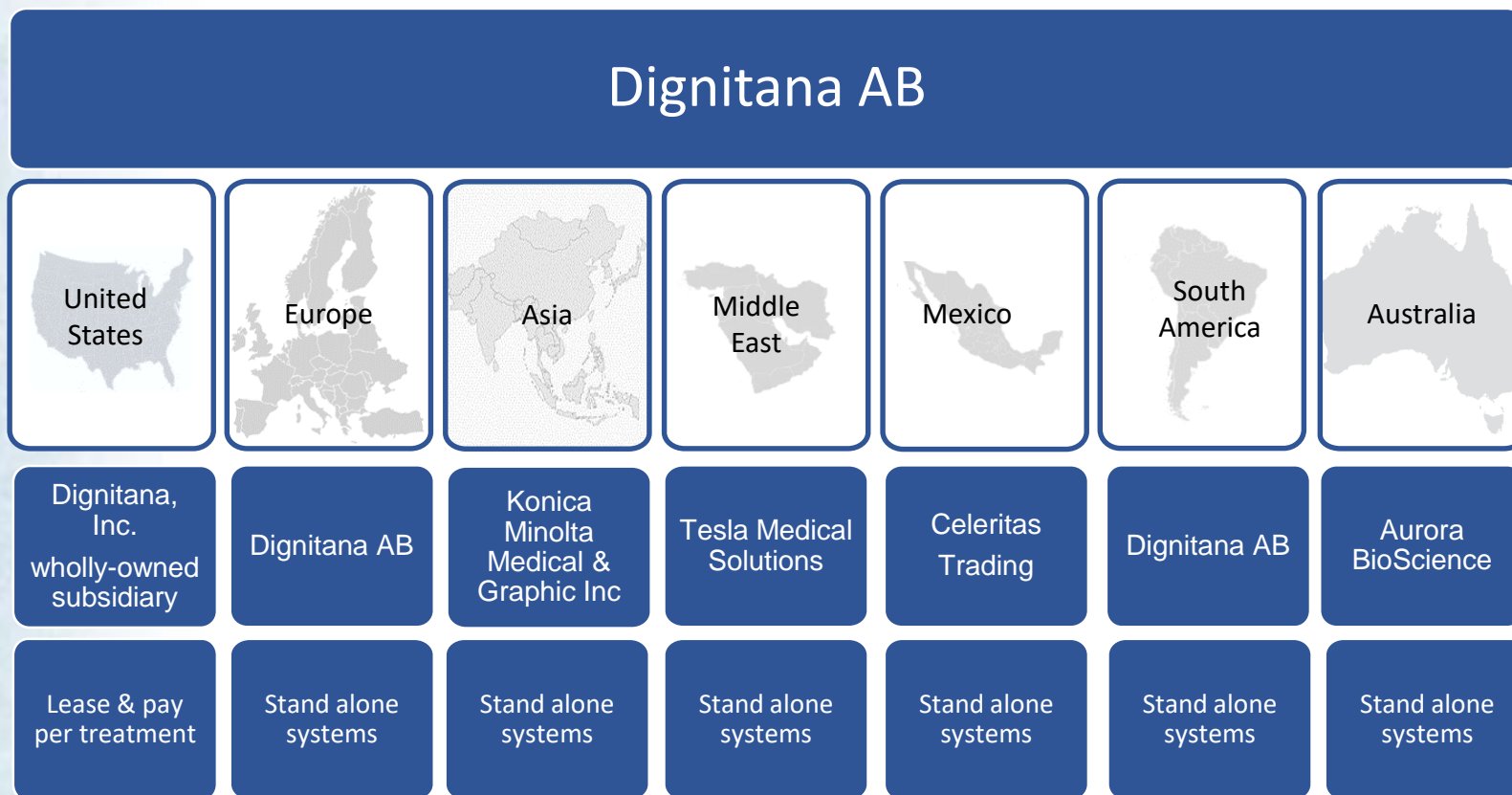
Board of Directors

- **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 | Q3 2018 | Q3 2017 | Q1-Q3 2018 | Q1-Q3 2017 | Full year 2017 |
|--|--------------------|--------------------|-----------------------|-----------------------|---------------------------|
| Net revenues, TSEK | 10,166 | 4,550 | 25,039 | 16,436 | 22,941 |
| Total revenues TSEK | 10,293 | 4,565 | 25,303 | 16,594 | 23,133 |
| Net profit after financial items, TSEK | (6,349) | (10,338) | (20,651) | (29,261) | (42,355) |
| Cash and bank balances, TSEK | 4,562 | 6,192 | 4,562 | 6,192 | 1,018 |
| Earnings per share before and after dilution, SEK | (0.16) | (0.51) | (0.51) | (1.44) | (2.10) |
| DIGNITANA AB | Q3 2018 | Q3 2017 | Q1-Q3 2018 | Q1-Q3 2017 | Full year 2017 |
| Net revenues, TSEK | 6,810 | 3,283 | 18,537 | 13,231 | 18,300 |
| Total revenues TSEK | 6,937 | 3,299 | 18,800 | 13,390 | 18,490 |
| Net profit after financial items, TSEK | (5,975) | (10,257) | (19,933) | (29,357) | (42,277) |
| Cash and bank balances, TSEK | 3,645 | 9,157 | 3,645 | 9,157 | 606 |

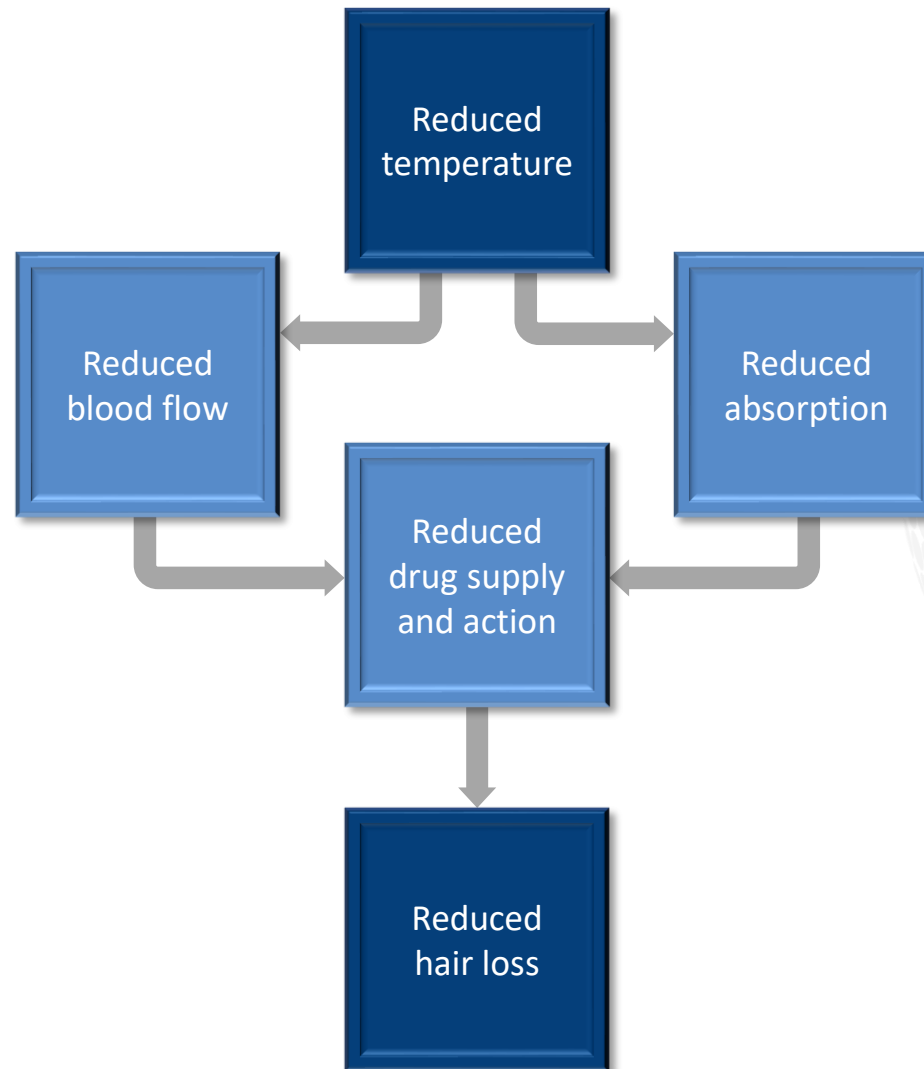


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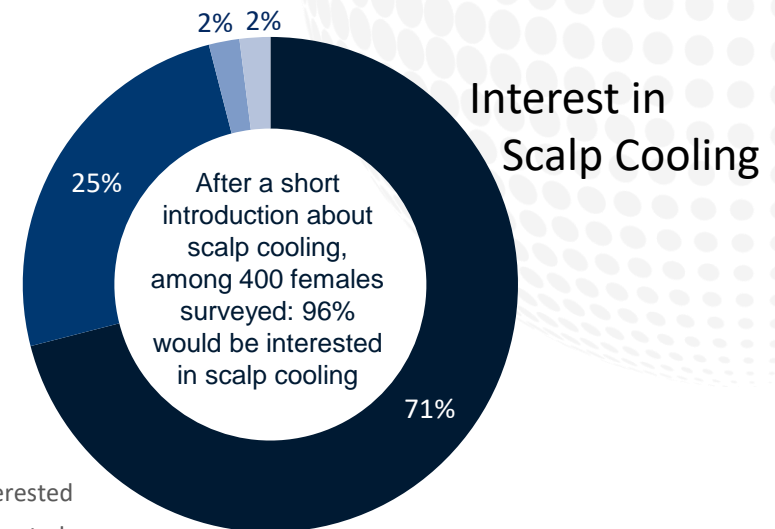
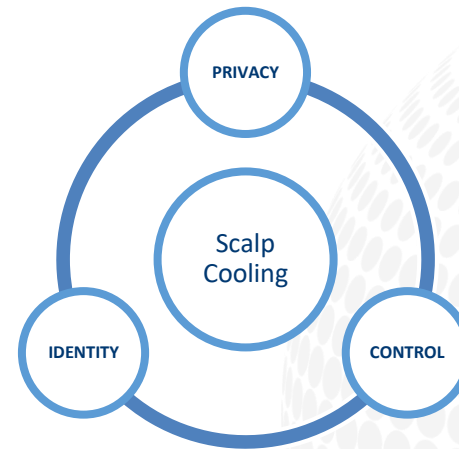
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How Does Scalp Cooling Minimize Hair Loss?



Why Do Patients Want Scalp Cooling?

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



- Definitely be interested
- Probably be interested
- Probably be uninterested
- Definitely be uninterested

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 |



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The DigniCap® Scalp Cooling System



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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



Introducing DigniCap Delta

Anticipate spring 2019 launch of new model in U.S. pending FDA clearance

- ▶ **Innovative cooling technology**

Solid-state cooling with precise temperature control

- ▶ **Smaller profile than previous device**

Single patient unit for flexibility in tight spaces

- ▶ **Device portability**

Patient mobility for post-infusion cooling

- ▶ **Intuitive user interface**

Significant decrease in nursing time

- ▶ **Quick connection**

Easy disconnect with side position for patient comfort

- ▶ **Ergonomic design**

Convenient access for clinical staff and patients

- ▶ **Quiet operation**

Minimal noise during treatment

DIGNICAP®  DELTA



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DigniCap Delta New Cap System

DIGNICAP®  DELTA

- ▶ **Two cap system**
- ▶ **Single patient use**
- ▶ **Flexible cooling wrap**
Uniform contact for optimal results
- ▶ **Adjustable thermal cap**
Unique adjustable tabs and chin strap for a close, comfortable fit



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The Market

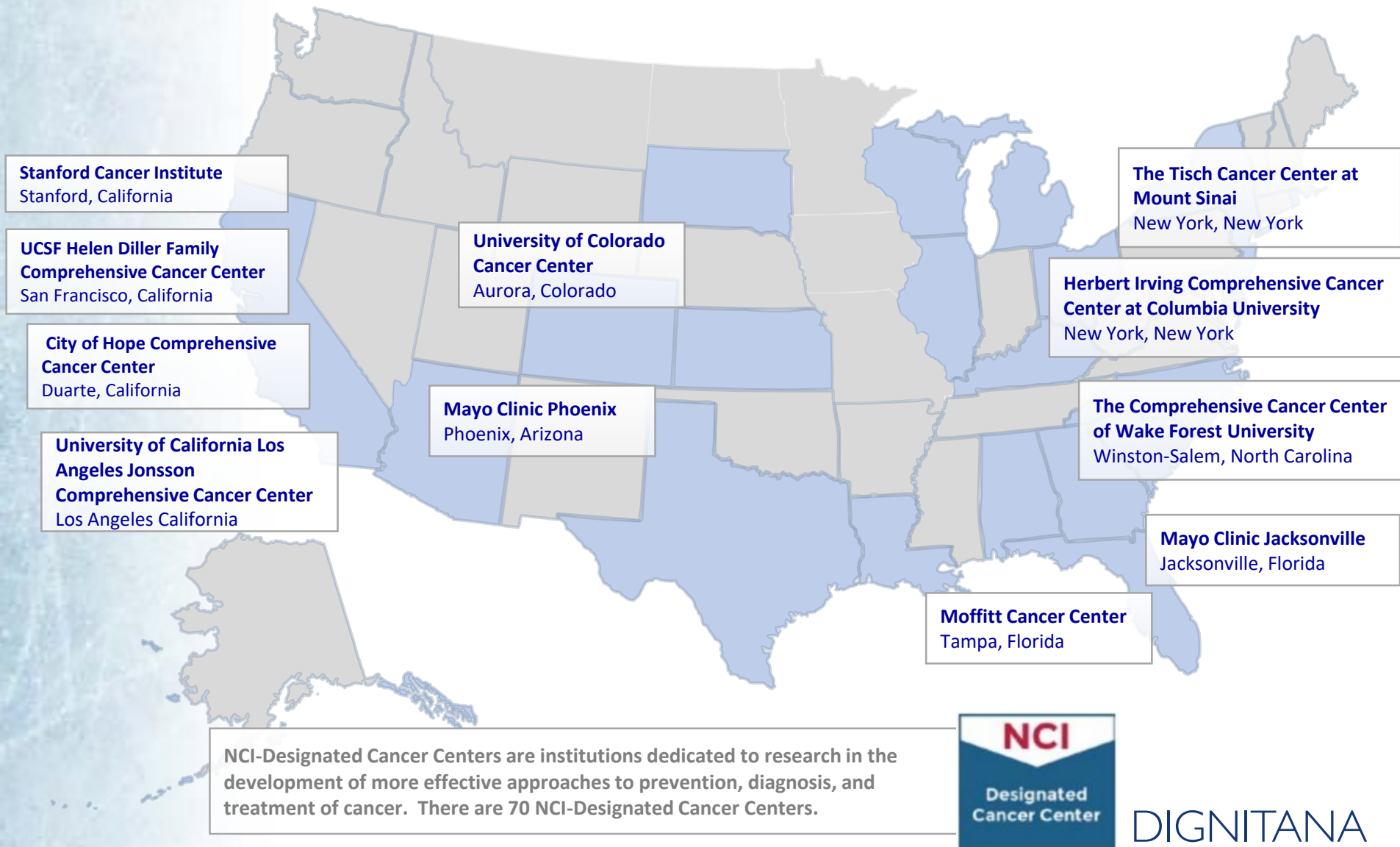
- Over **800,000 incidences of solid tumor cancers** each year in the U.S.
 - Over 330,000 new cases of breast cancer each year in the U.S.
 - Approximately 60 percent are on regimens that would be compatible with DigniCap
- Breast Cancer is the most common malignancy among women worldwide with 2 million new breast cancer patients diagnosed each year
- There are over 2,500 cancer treatment facilities in the U.S. and over 20,000 worldwide
- A 2014 study found 8 percent 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 25 states in the US including 10 NCI-Designated Cancer Centers





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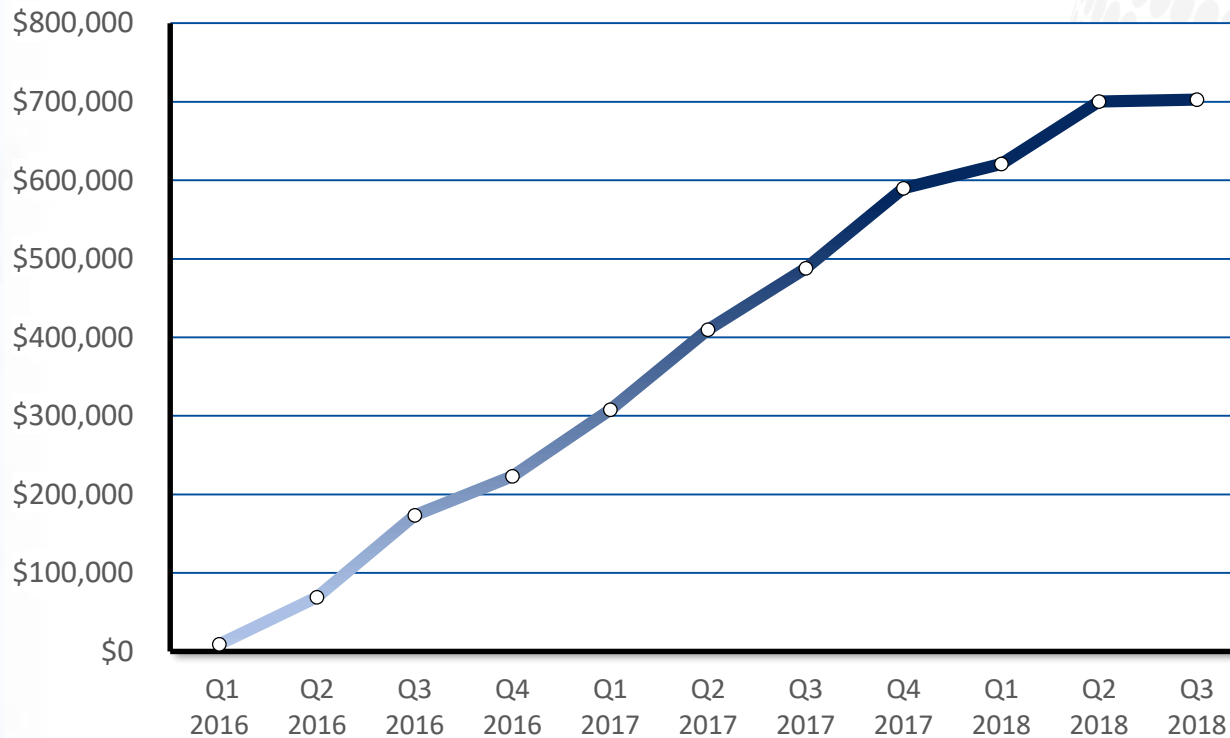
Investment Case

- The United States is Dignitana's primary market representing half of the total medical device market
- There are **330,080 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 **\$200 million per year for breast cancer** and an additional **\$400 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

54.31% Quarterly CAGR (Q1 2016 – Q3 2018)

Revenue Per Quarter – Dignitana Inc. (US)



Rights Issue and Directed Equity Issue

As announced 16 November 2018:

- New issues of approximately 31.6MSEK @ 4.20 SEK*
 - Directed issue of approximately 5.8MSEK
 - Fully guaranteed rights issue of SEK 24.3MSEK with preferential right for existing shareholders
- Directed rights issue offsetting the guarantee fee of approximately 1.4MSEK
- Expanded directed issue of 2.3MSEK announced 3/12

* ***Total raise 33.9M***

Rights Issue and Directed Equity Issue

Use of Funds

Current offering will be sufficient to:

- Fund the Company's operations throughout 2019
- Enable the Company to commercialize the new generation of the DigniCap-system and
- Expand our sales and support infrastructure
- Strengthen the Company's financial position

Rights Issue and Directed Equity Issue

Preliminary Timeline

| | |
|-------------------------|--|
| 28 November 2018 | Last trading day excluding subscription rights |
| 29 November 2018 | First trading day including subscription rights |
| 30 November 2018 | Record date for the right to participate in the preferential rights issue |
| 4 – 18 December 2018 | Subscription period |
| 4 December 2018 | First trading day for trading of subscription rights and paid subscribed share |
| 14 December 2018 | Last trading day for trading in subscription rights |
| Around 19 December 2018 | Announcement of the outcome of the preferential rights issue |

Current Initiatives

- Launch next generation device in spring 2019
- Build on growing momentum and demand
- Continue pursuing and closing multi-site deals
- Clinical Trial soon underway at Beijing University Cancer Hospital
- Expand global sales
 - Direct sales to Europe
 - PMDA Clearance Japan
- Increase US sales and account support 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, Japan and 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



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