

DIGNITANA



Öresundsdagen

20 May 2019

Malmö Sweden

Dignitana

Dignitas

Latin

/ˈdɪɡ.nɪ.taːs/ [ˈdɪŋ.nɪ.taːs]

Feminine (genitive Dignitatis); third declension

Noun

Definitions:

1. dignity
2. worth, merit
3. prestige, esteem, standing
4. dignitaries (plural)

Privacy Identity Control



*Lizzy after 6 rounds of chemo
with scalp cooling*



*Typical patient after 6 rounds
of chemotherapy*

The DigniCap® Scalp Cooling System



DigniCap Delta

DigniCap C3

Bill Cronin

- CEO, Dignitana AB
- Significant global experience
- Father of 3 children and 2 dogs
- Spouse of a breast cancer survivor
- Believe in Dignitana and our future together



Dignitana AB

- Traded on Nasdaq First North since November 2011
- 250 MSEK Market Capitalization
- Headquarters: Lund, Sweden
- Operations: Dallas, Texas United States

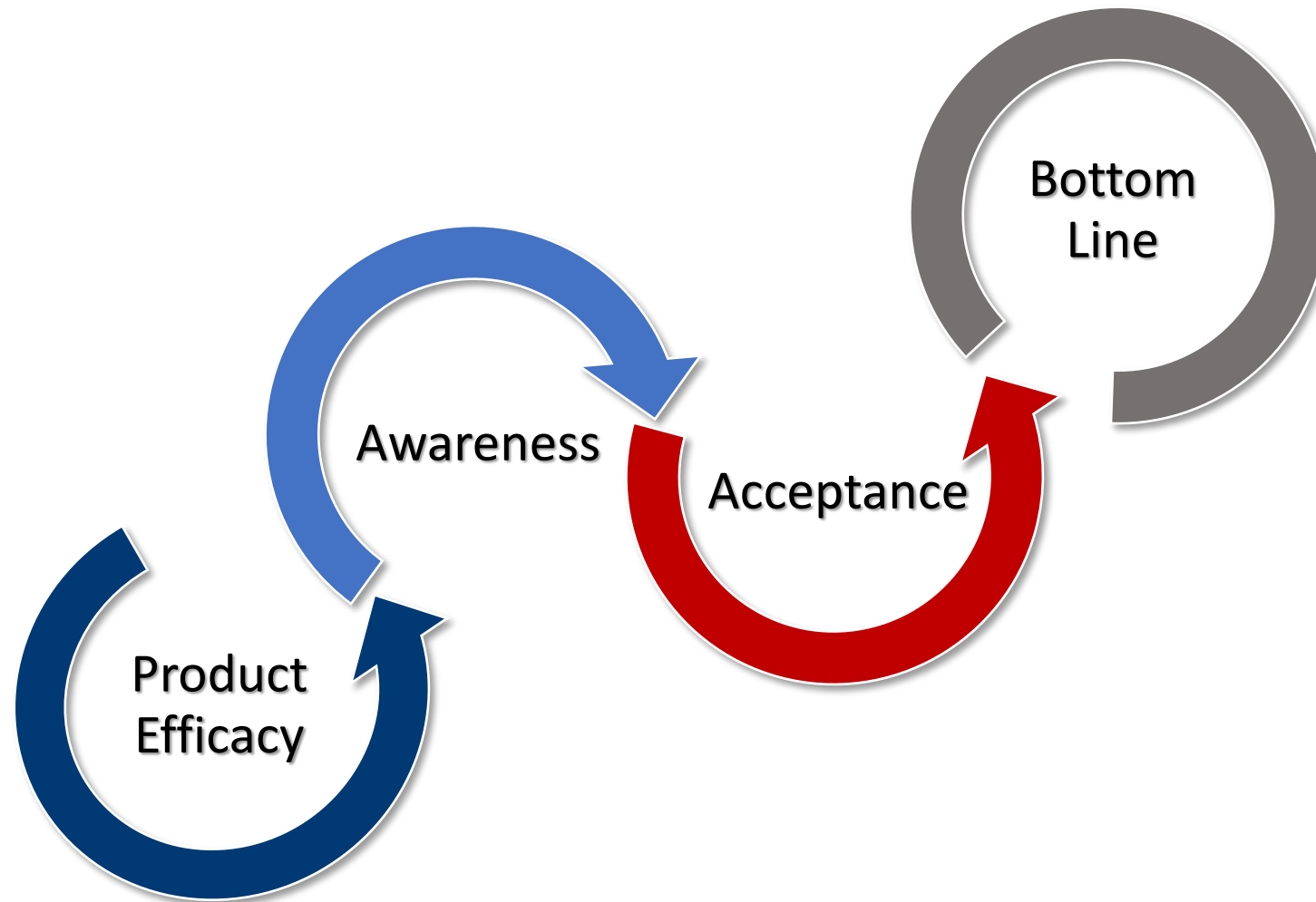
Largest shareholders

31 March 2019

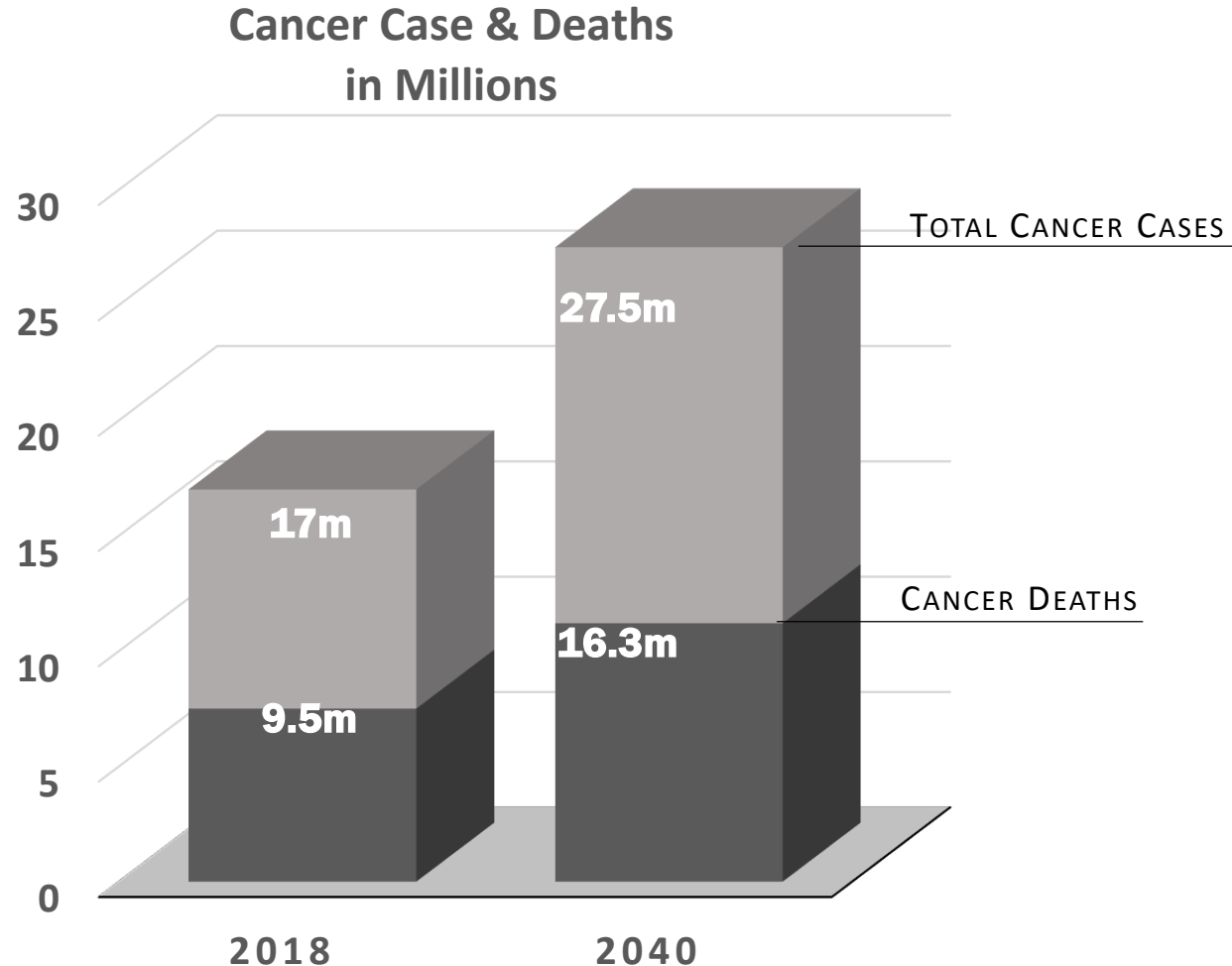
	Holding	Votes
ADMA FÖRVALTNINGS AB (Greg Dingizian)	7,656,740	15.75%
FÖRSÄKRINGSAKTIEBOLAGET, AVANZA PENSION	4,954,504	10.19%
CBLDN-UBS FINANCIAL SERVICES INC (Bill Cronin)	4,245,739	8.74%
EUROSUND AB (Johan Stormby)	3,138,036	6.46%
SKANDIA FÖRSÄKRINGS (most is Greg Dingizian)	1,660,592	3.42%
NORDNET PENSIONS FÖRSÄKRING AB	1,505,447	3.10%
IBKR FINANCIAL SERVICES AG, W-8BENE	1,239,807	2.55%
POURSAMAD, AMIR	1,206,909	2.48%
RÜLF, SEMMY	1,114,129	2.29%
PERSSON, RUTGER	1,002,031	2.06%
SUBTOTAL	27,723,934	57.05%
OTHER SHAREHOLDERS	20,875,221	42.95%
TOTAL	48,599,155	100.00%

Source: Euroclear

Why Dignitana?



Cancer Is Growing Globally



- Projected increase from population growth and aging
- Increasingly unhealthy lifestyles also increasing Cancer rates

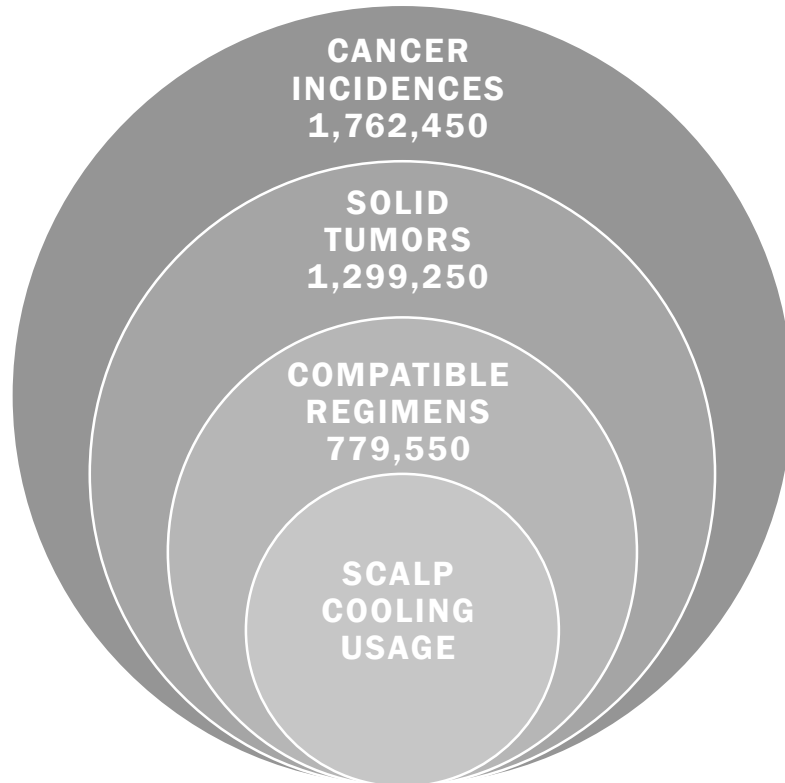


Source: International Agency for Research on Cancer (IARC)

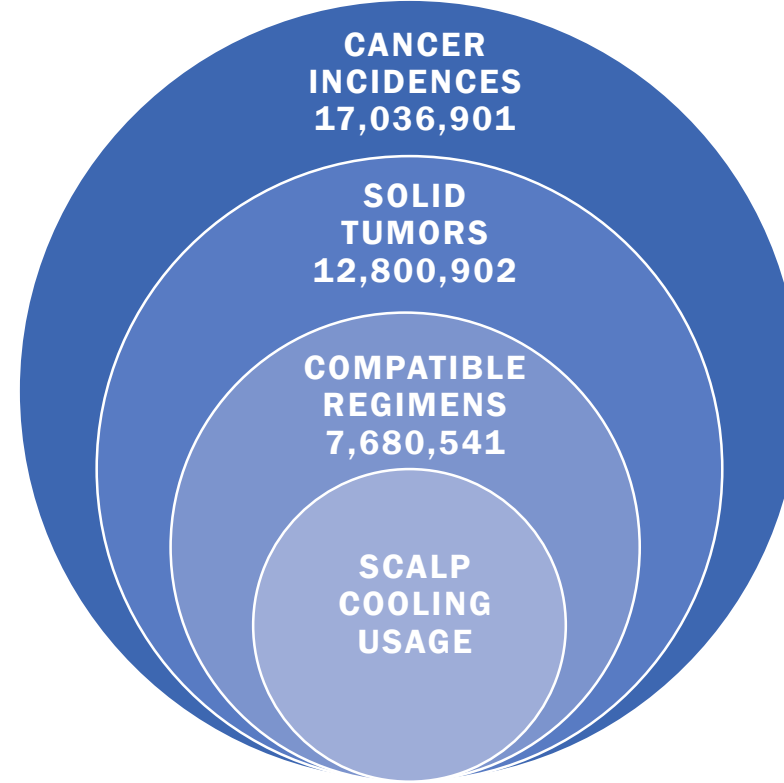
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Market Potential - 12,5 billion SEK

United States

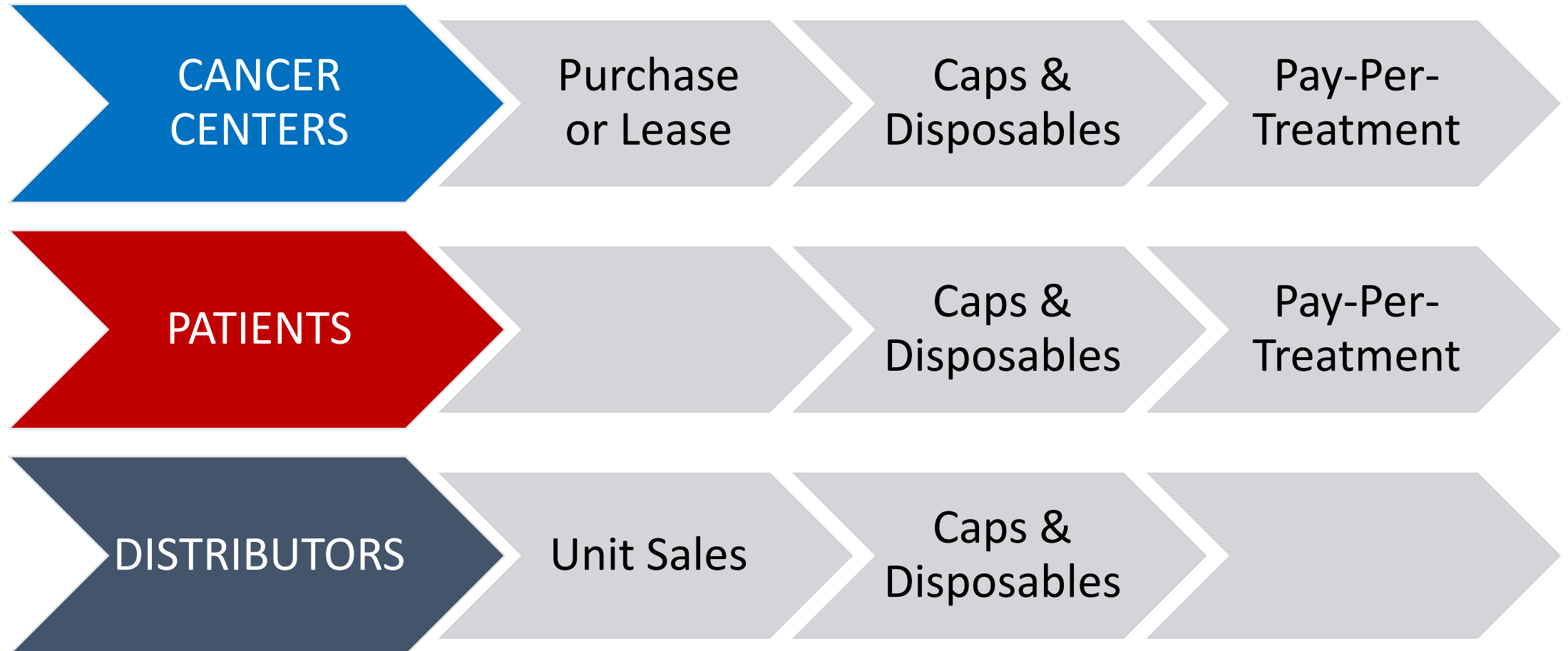


Global



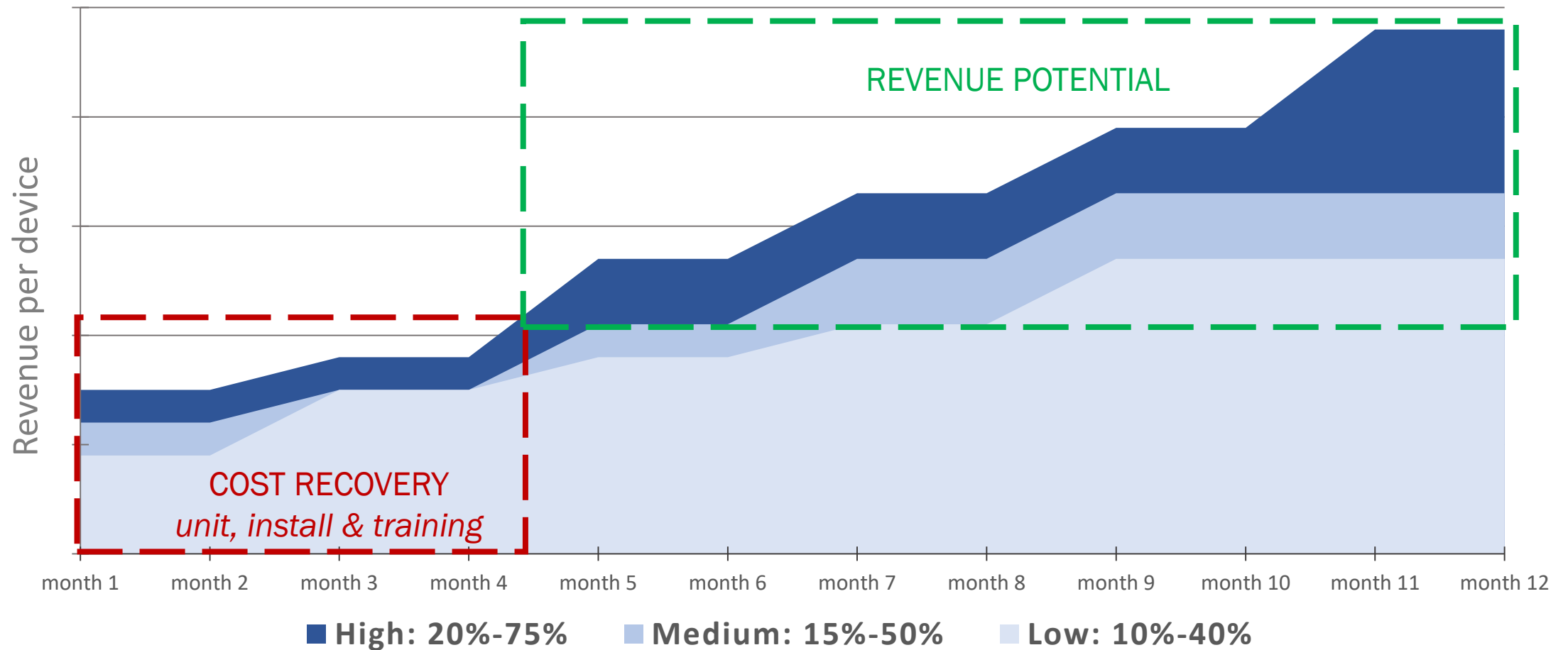
Revenue Flow

Three Channels and Three Sources of Revenue



Pay-Per-Treatment Model

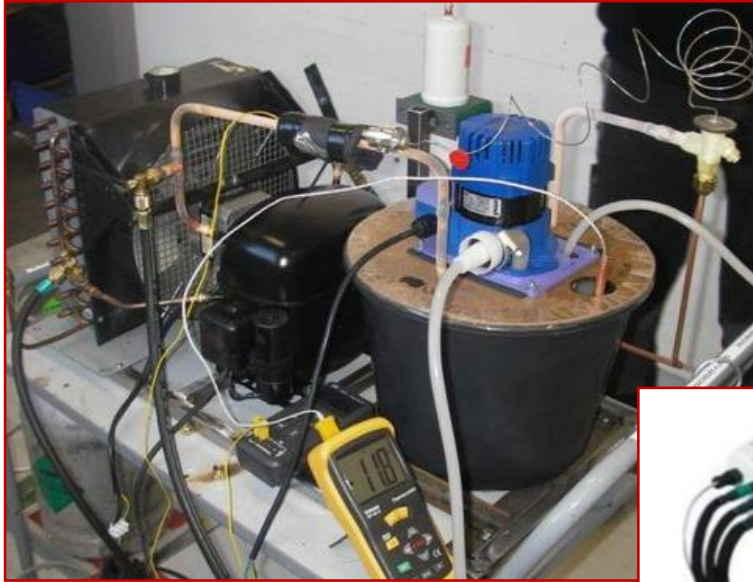
Increased Utilization = Increased Revenue Potential



Typical cycle of utilization per device

Leading the Way In Scalp Cooling Innovation

The Evolution of DigniCap



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Leading the Way In Scalp Cooling Innovation

From Invention to Commercialization

2000 DigniCap Invented

- Invented by Swedish Oncology Nurse Yvonne Olafsson & Engineer John Kern

2015 FDA Clearance of DigniCap C3

- Cleared by FDA for female breast cancer patients

2017 Expanded FDA Clearance

- Expanded indication for treatment of all solid tumor cancers – male & female

2018 Transfer of Operations

- Moved most managerial and administrative functions from Lund to U.S.



2000 – DigniCap C2

Leading the Way In Scalp Cooling Innovation

DigniCap Delta Launched

2019

Dignitana Today

- CE Marking Received for DigniCap Delta in March
- First DigniCap Delta placed in leading clinic in Rome in May
- FDA clearance anticipated late summer
- Ongoing and increasing DigniCap global sales



DigniCap Delta



DigniCap C3

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Leading the Way In Scalp Cooling Innovation

More than 50% Growth Every Year

2019 Dignitana Today

- 167 units in 29 states
- 250 units in 28 countries
- **52%** Year over Year growth 2018 v. 2017
- **68%** growth Q1 2019 v. Q1 2018



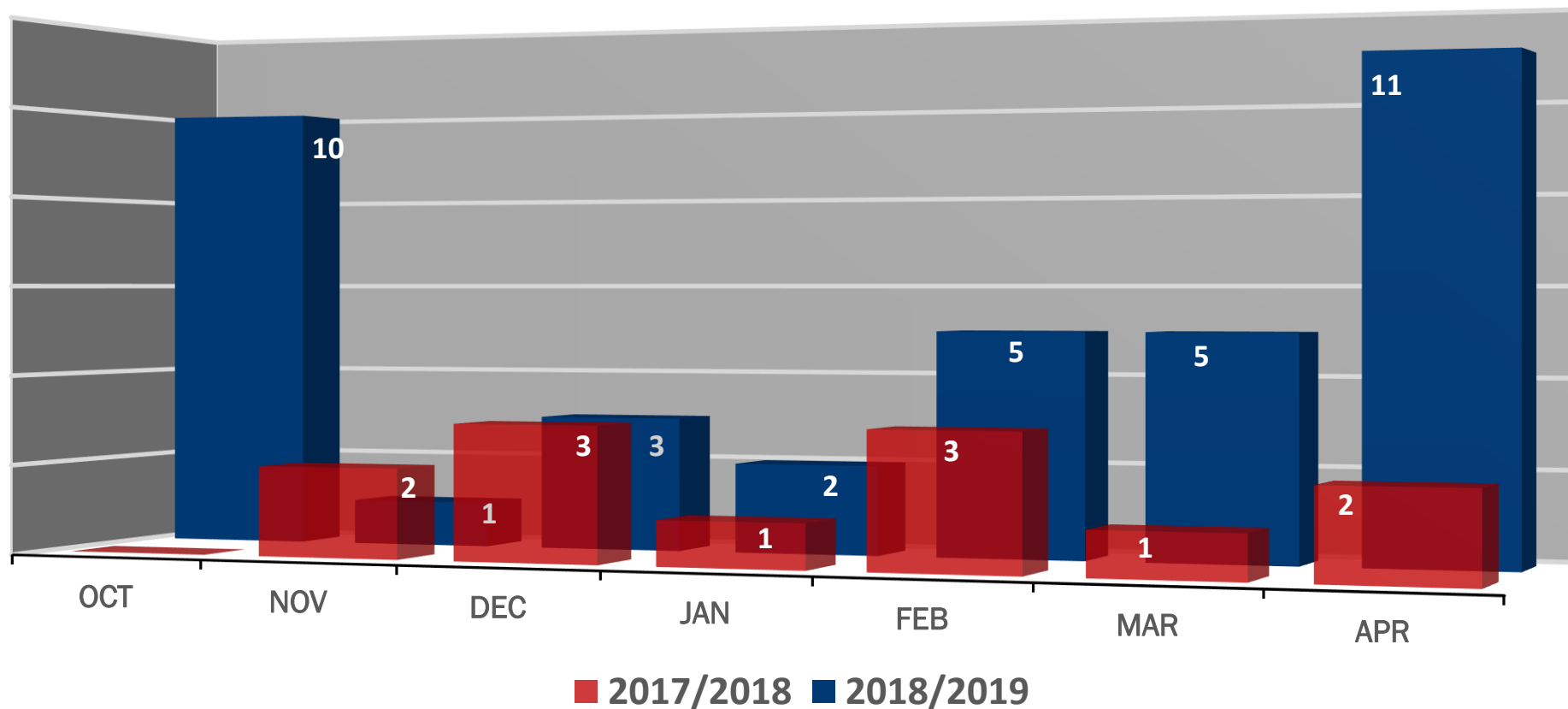
DigniCap Delta

DigniCap C3

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Accelerating Pace

NEW CONTRACT SIGNINGS



Leading the Way In Scalp Cooling Innovation

Delta Represents Major Changes



- Delta means *change* in Latin
- Represents change → *how scalp cooling is done*
→ *how Dignitana does business*
- 3 sides = Privacy, Identity and Control
- 4th letter of the Greek alphabet, 4th Generation DigniCap

Leading the Way In Scalp Cooling Innovation

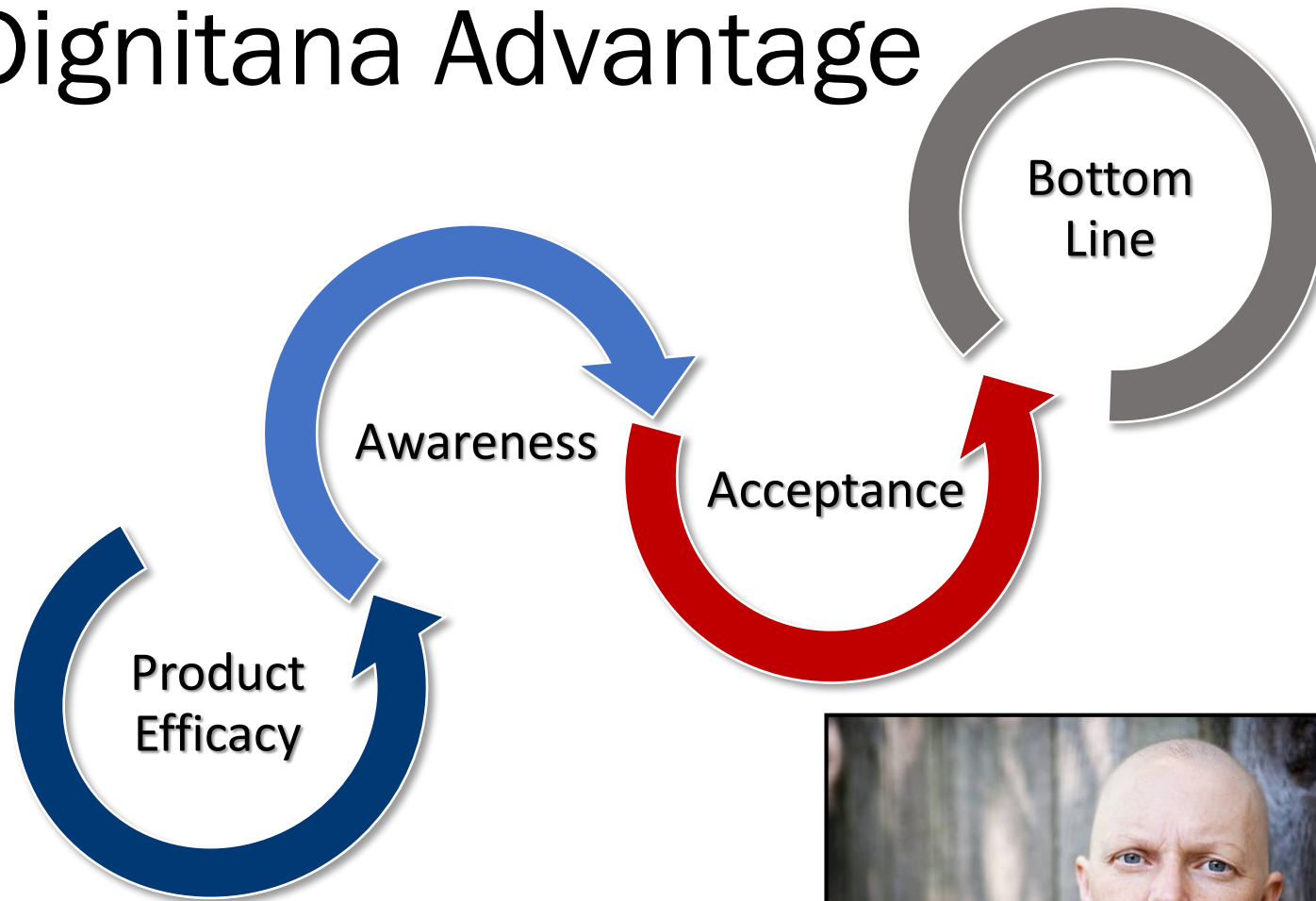
Profitable New Business Model

- New Device
- Reinvented Business Model
- Focused Global Distribution
- Ability to Realize Huge Market Potential



DigniCap Delta

The Dignitana Advantage



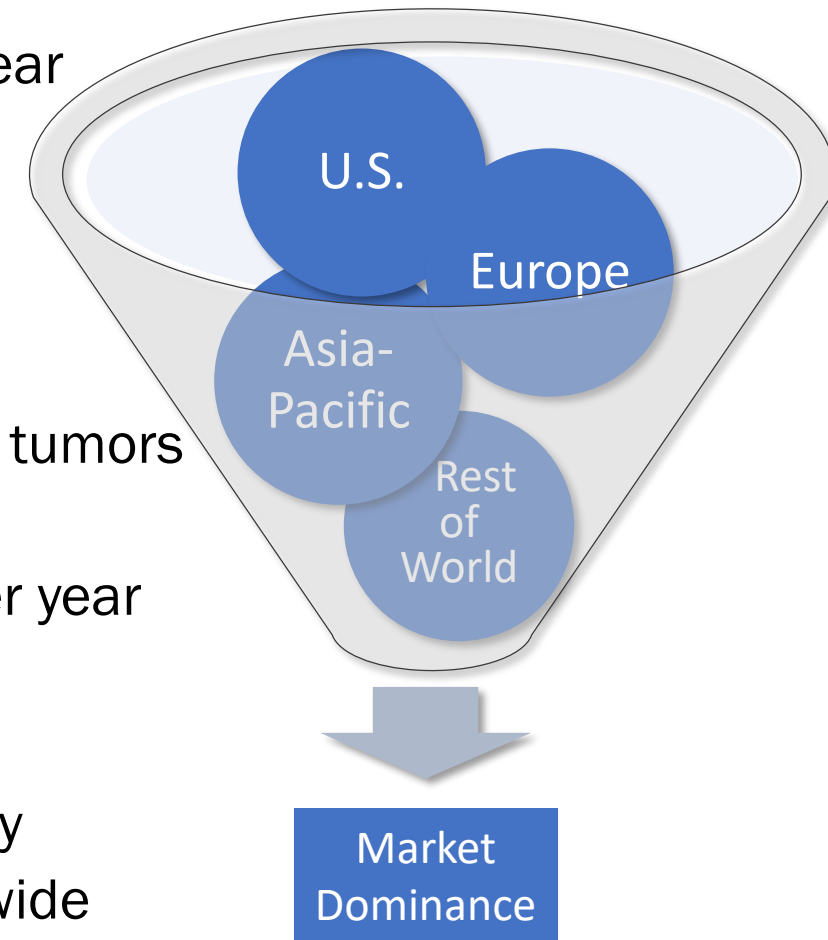
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Growth Opportunity Globally

United States Over 1 million new solid tumor cancers each year
330,000 new breast cancer patients
60 percent on compatible regimens
Over 2,500 treatment facilities
US market is approximately \$600 million
\$200 million breast cancer, \$400 million solid tumors

Europe 3.7 million new cancer diagnoses in Europe per year
500,000 new breast cancer patients

Worldwide 1.5 million new breast cancer patients annually
Over 20,000 cancer treatment facilities worldwide



DIGNITANA

DIGNICAP®



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