



DIGNITANA



Business Update

April 2, 2020

Dignitana AB



Traded

Nasdaq First North since
November 2011



Ticker

DIGN



Headquarters

Lund, Sweden



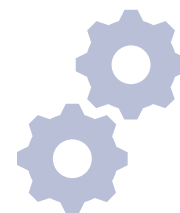
Market Cap

283 MSEK (1 April 2020)



Product

DigniCap Scalp Cooling System
reduces hair loss from
chemotherapy to improve quality
of life for cancer patients



Operations

Dallas, Texas United States



Agenda



COVID-19 IMPACT



OPERATIONS



MARKET



REVENUE



FUTURE



INVESTOR QUESTIONS



COVID-19 Impact Overview

- Health and safety are priorities
- Business as usual with many unknowns
- Constantly changing situation
- Customer communication
- Anticipate a future change in revenue



Investor Question

Does the Coronavirus affect the patient's ability to get the DigniCap treatment?



Agenda



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INVESTOR QUESTIONS



COVID-19 and Operations

- Team members worldwide
- Online collaboration
- Shipping to patients
- Unique opportunity



Investor Question

How does COVID-19 impact the delivery of DigniCap units to customers?

Are hospitals postponing their orders as a response due to the uncertainty of the situation right now?

A woman with long blonde hair, wearing a light-colored sleeveless dress, stands in a field of tall grass, looking up and to the side with a smile.

Agenda



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INVESTOR QUESTIONS



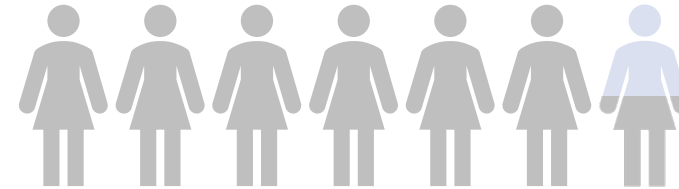
COVID-19 and Market Demand

- Patient and facility demand
- Urban vs. rural distinctions



Comprehensive Medical Centers vs. Community Oncology Centers

2,500
Cancer Centers
IN THE U.S.

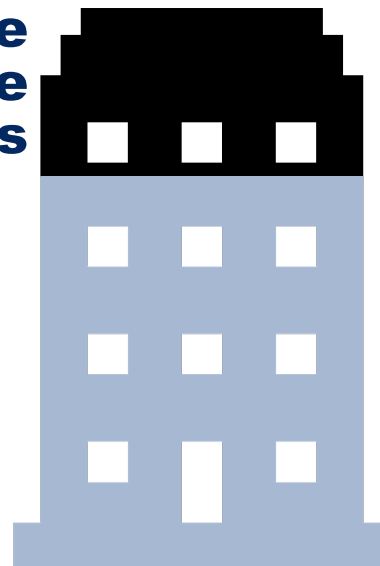


650,000

CANCER PATIENTS RECEIVE
CHEMOTHERAPY IN AN OUTPATIENT
ONCOLOGY CLINIC IN THE UNITED STATES
EACH YEAR*

Source: [cdc.gov/cancer](https://www.cdc.gov/cancer)

30% are
Comprehensive
Medical Centers



70% are
Community
Oncology
Centers*

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INVESTOR QUESTIONS



COVID-19 and Revenue

- Daily revenue metrics
- Uncertainty and duration



Investor Question

How will the COVID-19 and the current restrictions affect your chances of reaching cash flow positivity for 2020?

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INVESTOR QUESTIONS



Moving Forward

- Build on growing momentum and demand for scalp cooling globally
- Continue to install DigniCap Delta in current U.S. sites while working to increase patient utilization at each location
- Continue U.S. focus on multi- site opportunities
- Expand sales of DigniCap Delta globally
 - Europe, Middle East and Australia to include new locations and increased revenue potential from existing sites
- Work with Konica Minolta on submission to Pharmaceuticals and Medical Device Agency (PMDA) in Japan
 - Clinical Trial is underway at Beijing University Cancer Hospital
- Initiate additional clinical studies to demonstrate further superior efficacy versus competitor
- Increase sales and account support teams



Investor Question

What long-term financial goals is Dignitana working towards in addition to reaching breakeven?



Agenda



COVID-19 IMPACT



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INVESTOR QUESTIONS

Dignitana AB



Solid foundation

Dignitana will continue to build on our strong competitive position with broad infrastructure, targeted marketing, and proactive customer support and service



Strong Primary Market

U.S. is Dignitana's primary market representing half of the total medical device market



Existing & Recurring Demand

Increasing demand as breast cancer prevalence grows



Diversified revenue streams with consistently steady increases

- Treatment fees to patients
- Disposables
- Leasing fees
- Machine sales
- Service agreements



Organic Growth

Rapidly growing adoption from building awareness among consumers and clinicians.



Expanded Applicable Market

Expanded indication for solid tumors increases potential available US market by over 250%

DIGNICAP®



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