



DIGNITANA



Medtech & Diagnostics Seminar

5 May 2020

Dignitana AB



Traded

Nasdaq First North since
November 2011



Ticker

DIGN



Headquarters

Lund, Sweden



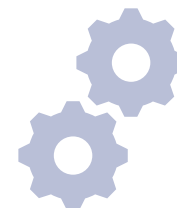
Market Cap

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



Board of Directors

Thomas Kelly

Chairman of the Board

William Cronin

Chief Executive Officer and Director

Mikael Wahlgren

Deputy Managing Director

Greg Dingizian

Director

Ingrid Atteryd-Heiman

Director

Pontus Kristiansson

Director

What Does Cancer Look Like?



WITHOUT SCALP COOLING

Typical patient
after 6 rounds
of chemotherapy

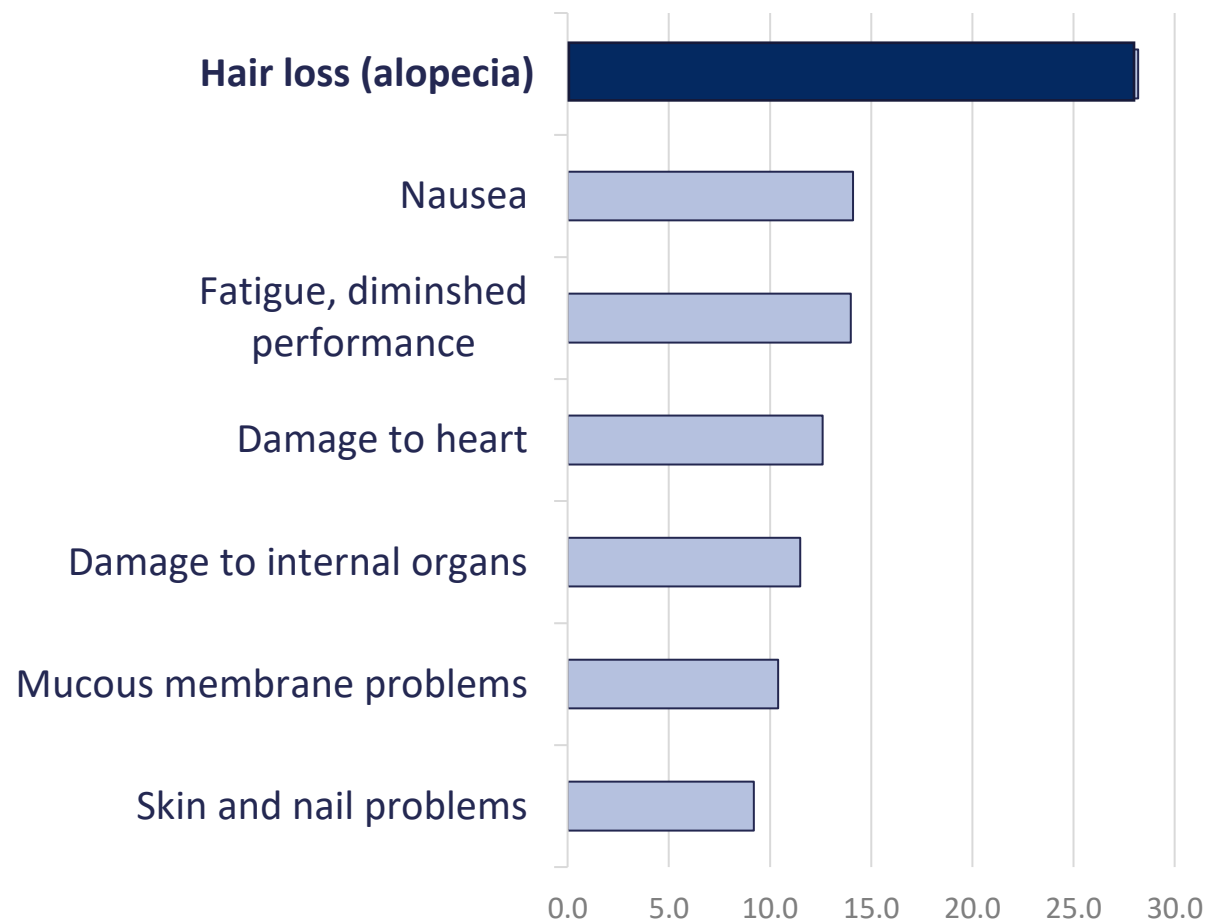


WITH SCALP COOLING

Lizzy
after 6 rounds
of chemotherapy (TCH)

Ranking of Chemo Side Effects

Hair loss is cited as one of the most troublesome side effects of chemotherapy

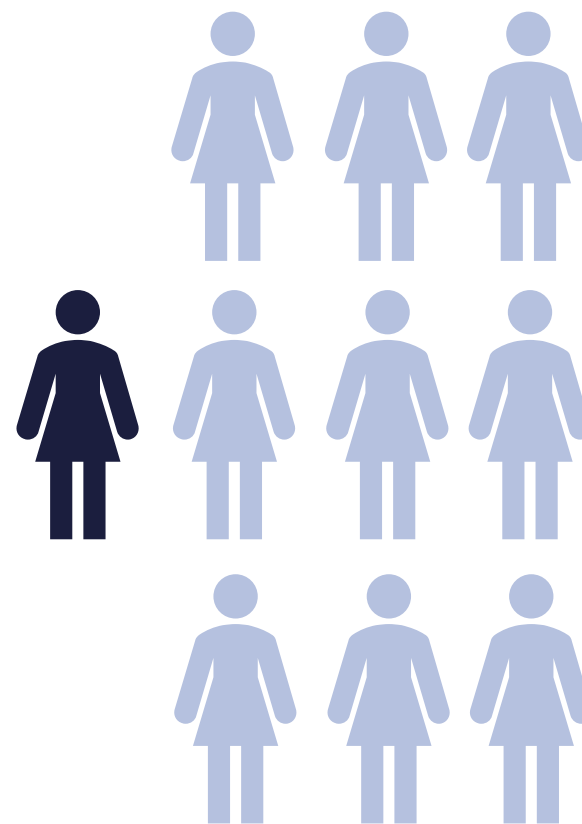


Source: Online questionnaire administered March 2015 - 400 females surveyed, All ethnicities, All states in the U.S., Wide range of household incomes, No knowledge of medical history. Age distribution: 40-49 125, 50-59 175, 60 and older 100

Alopecia Impacts Treatment

8-10 %

female patients refuse
chemotherapy due to
concern over hair loss

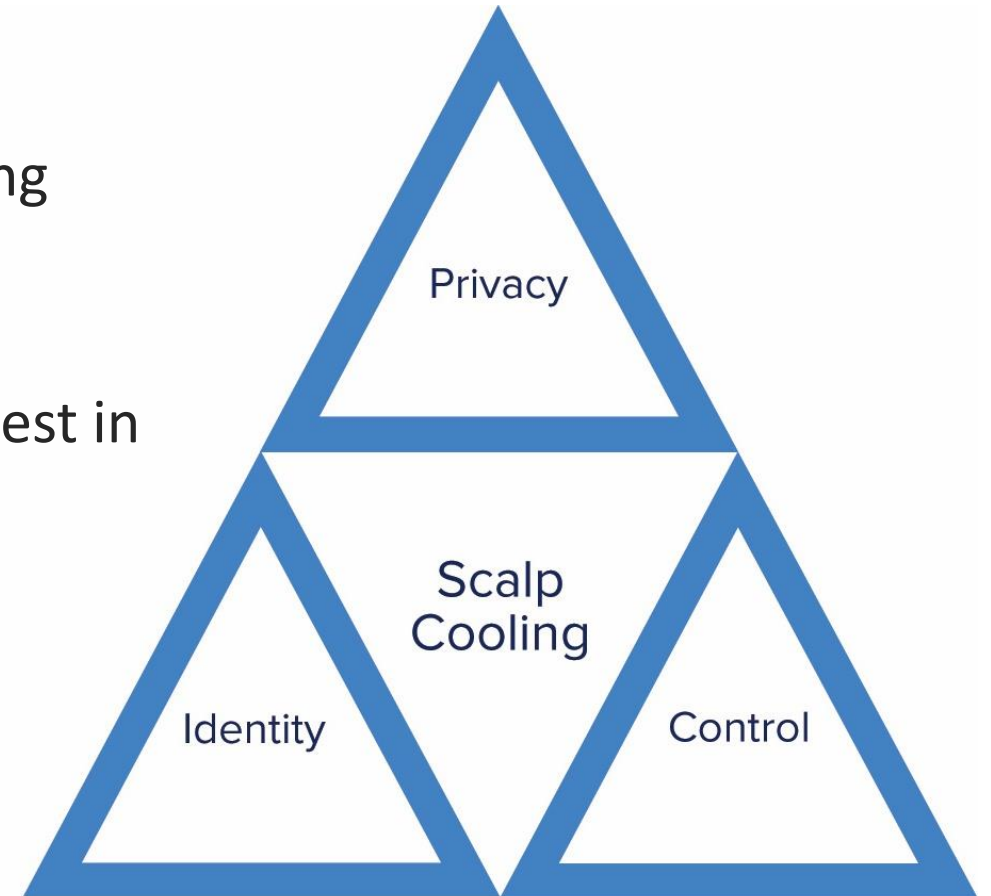


Source: *Psychological sequelae and alopecia among women with cancer.*, McGarvey EL, Baum LD, Pinkerton RC, Rogers LM, Cancer Pract. 2001;9(6):283.



Why Do Patients Want Scalp Cooling?

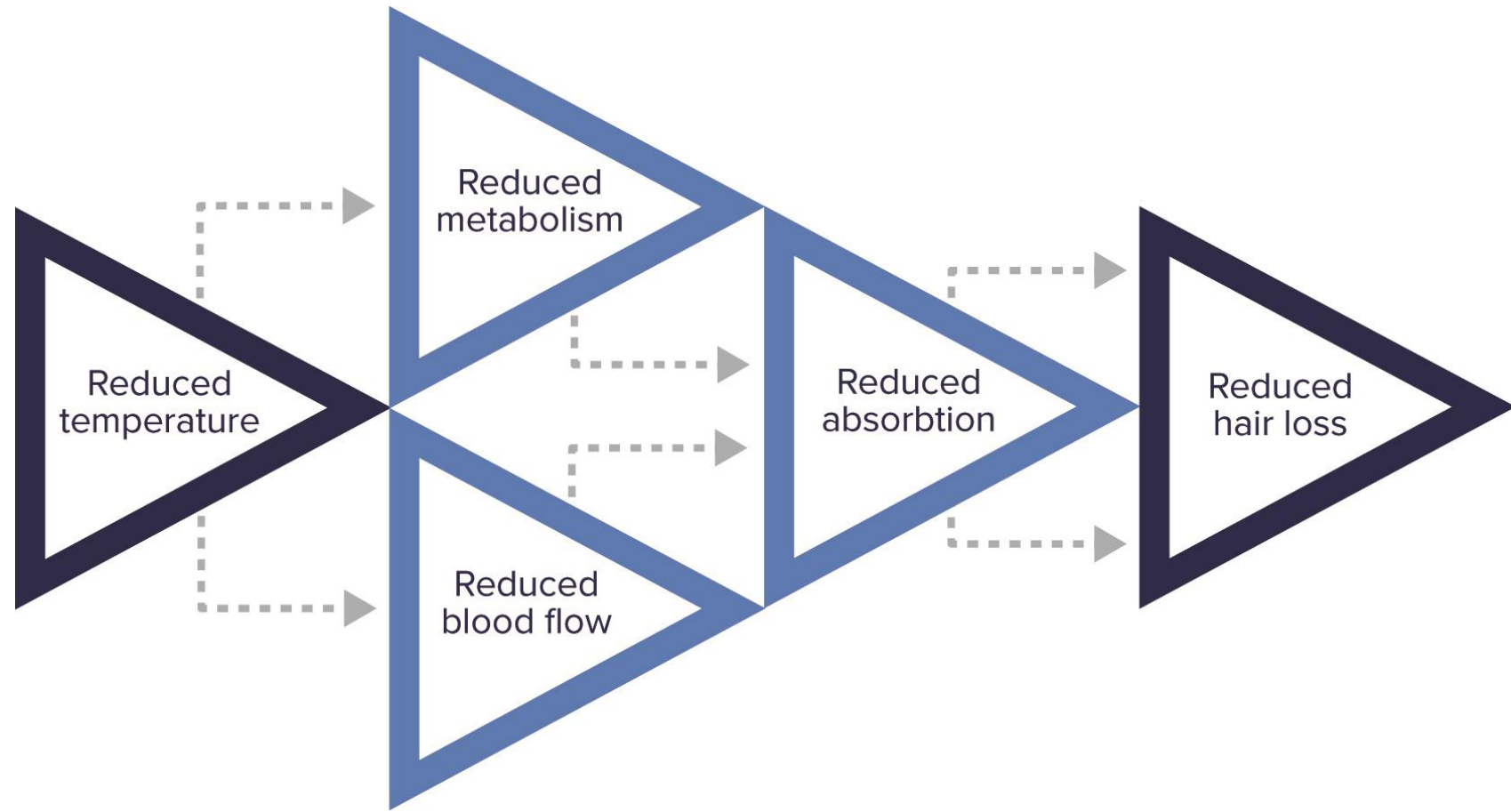
- Quality of life and overall well-being
- Privacy Identity and Control
- 96% of women surveyed had interest in scalp cooling



Source: Online questionnaire administered March 2015 - 400 females surveyed, All ethnicities, All states in the U.S., Wide range of household incomes, No knowledge of medical history. Age distribution: 40-49 125, 50-59 175, 60 and older 100



How Does Scalp Cooling Work?



The DigniCap Scalp Cooling System



- Three components of the system:
 - Single patient cooling unit
 - Cooling Wrap
 - Thermal Cap
- 54% smaller than previous device
- 80% less nursing time - no cap fitting
- Thermo-electric cooling technology
- Portable with transfer battery
- Ergonomic design & Intuitive interface
- Two cap system
 - Flexible Cooling Wrap
Uniform contact for optimal results
 - Adjustable Thermal Cap
Unique adjustable tabs and chin strap for a close, comfortable fit
- Disposables provide new revenue stream



Who Can Use Scalp Cooling?

- Indicated to reduce the likelihood of chemotherapy-induced hair loss in cancer patients with solid tumors.
- DigniCap 2015 FDA clearance for patients with breast cancer
- DigniCap 2017 FDA clearance expanded to include all solid tumors.
- 2019 National Comprehensive Cancer Network[®] (NCCN[®]) added scalp cooling to Clinical Practice Guidelines in oncology for breast cancer
- 2020 NCCN[®] expanded Guidelines to include scalp cooling for ovarian cancer



Compelling Clinical Research

As published in numerous journals, The DigniCap® Scalp Cooling System is highly effective in reducing chemotherapy-induced alopecia.

JAMA
The Journal of the American Medical Association

February 2017

*“DigniCap prevented hair loss in **66.3% of patients** with breast cancer receiving adjuvant chemotherapy, compared to a control group where all patients experienced significant hair loss. **Scalp cooling treatment was well tolerated, and no scalp metastases have been observed.**”*

Breast Cancer
Research and Treatment

March 2017

*“The incidence of scalp metastases was low regardless of scalp cooling. This analysis suggests that **scalp cooling does not increase the incidence of scalp metastases.**”*

BJC
British Journal of Cancer

June 2019

*“The DigniCap System was able to prevent significant hair loss in **more than 40% of breast cancer patients** receiving adjuvant chemotherapy with an anthracycline. “*

Learn more at
dignicap.com/research

Oncology
Research and
Treatment

Supportive Care
in Cancer

Clinical Journal
of Oncology Nursing

Molecular
and Clinical
Oncology



DIGNITANA



Business Model

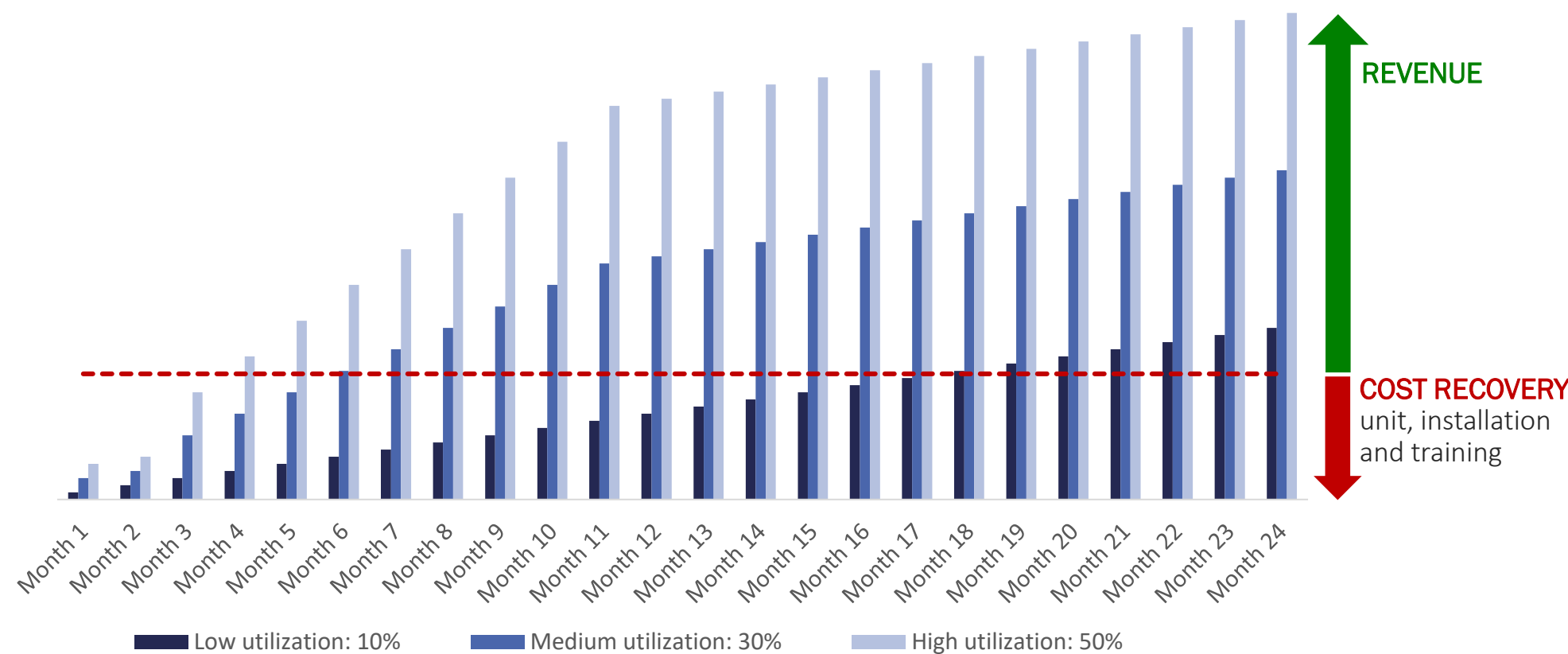
Recurring revenues and higher margins with introduction of DigniCap Delta

New Business Model	
United States	Facility - Lease device \$300 per single device, per month (existing contracts at higher level through term)
	Disposables DeltaKit \$250 USD per patient
	Patient - Pay Per Treatment \$300 per treatment
Rest of World	Sale/lease of device with multi-year disposables commitment
	Consignment of device with multi-year disposables commitment (public facilities)
	Service and maintenance agreements component of unit sale



Pay-Per-Treatment Model

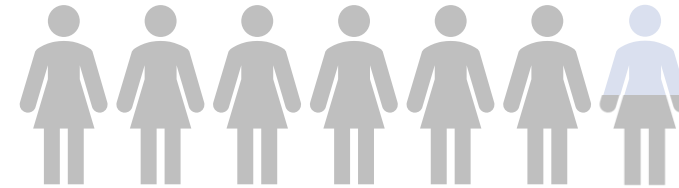
Increased Utilization = Increased Revenue Potential





Primary Market is United States

2,500
Cancer Centers
IN THE U.S.

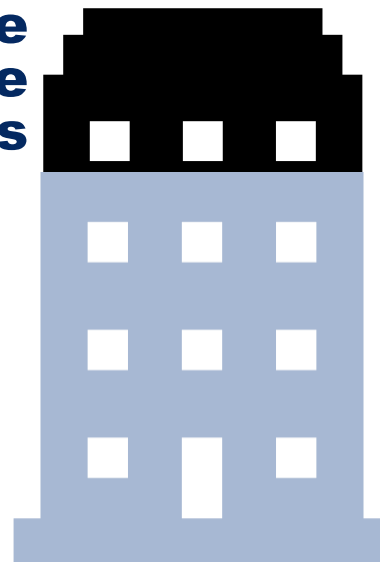


650,000

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

Source: cdc.gov/cancer

30% are
Comprehensive
Medical Centers

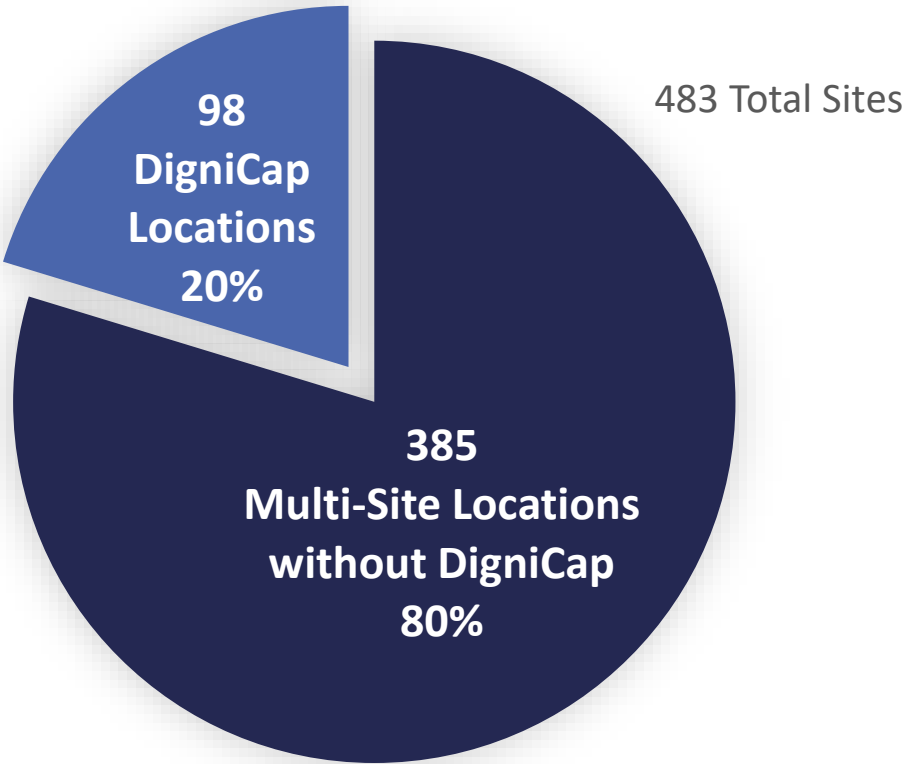


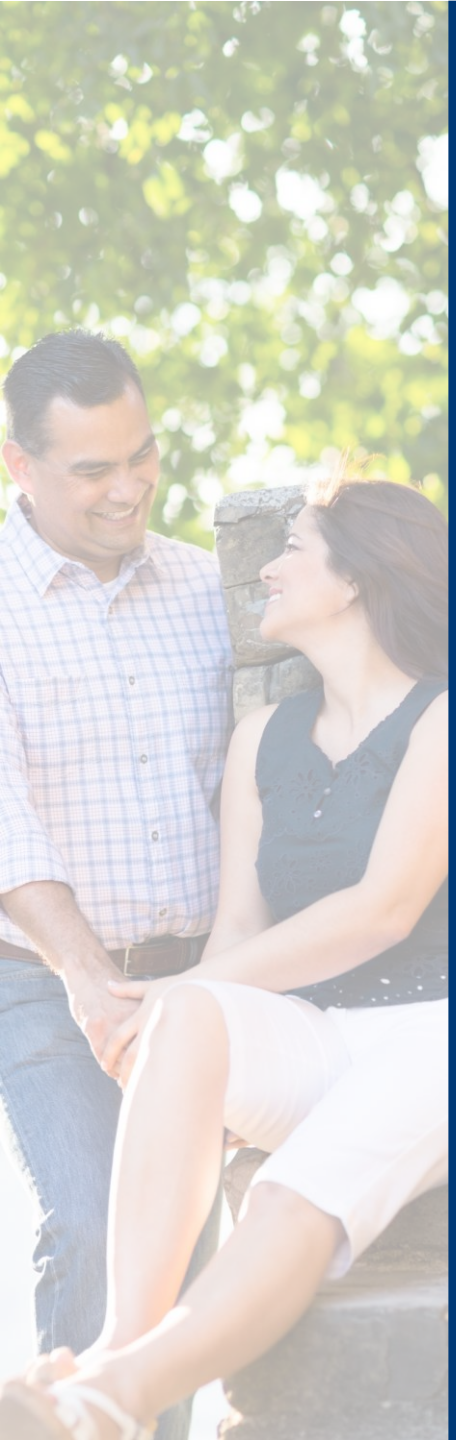
70% are
Community
Oncology
Centers*



Group Name	Total Locations	DigniCap Locations
Advocate Aurora Health	19	2
American Oncology Network	41	0
Atlantic Health System	9	5
Atrium Health	15	1
Augusta Oncology	3	1
Cancer Treatment Centers of America	5	2
Charleston Hematology Oncology Associates	4	2
Cypress Hematology and Oncology Group	2	2
Dignity Health	38	4
Florida Cancer Specialists	84	20
Hartford HealthCare	7	1
Highlands Oncology	2	2
Inova Schar Cancer Institute	5	2
Kaiser Permanente	50	6
Moffitt Cancer Center	3	3
Mount Sinai Health System	27	3
New York Blood & Cancer Specialists	22	6
New York Presbyterian	5	3
Northwell Healthcare	24	2
Northwestern Memorial Healthcare	11	4
Ochsner Clinic Foundation	11	3
Oncology Specialists of Charlotte	2	2
Piedmont Cancer Institute	4	2
Providence Health	34	4
START	5	2
UCHealth	17	6
UCLA Health	19	2
UCSF	7	2
UMiami Health	8	5
TOTAL	483	98

Master Contracts with U.S. Multi-Site Cancer Centers





COVID-19 Impact Overview

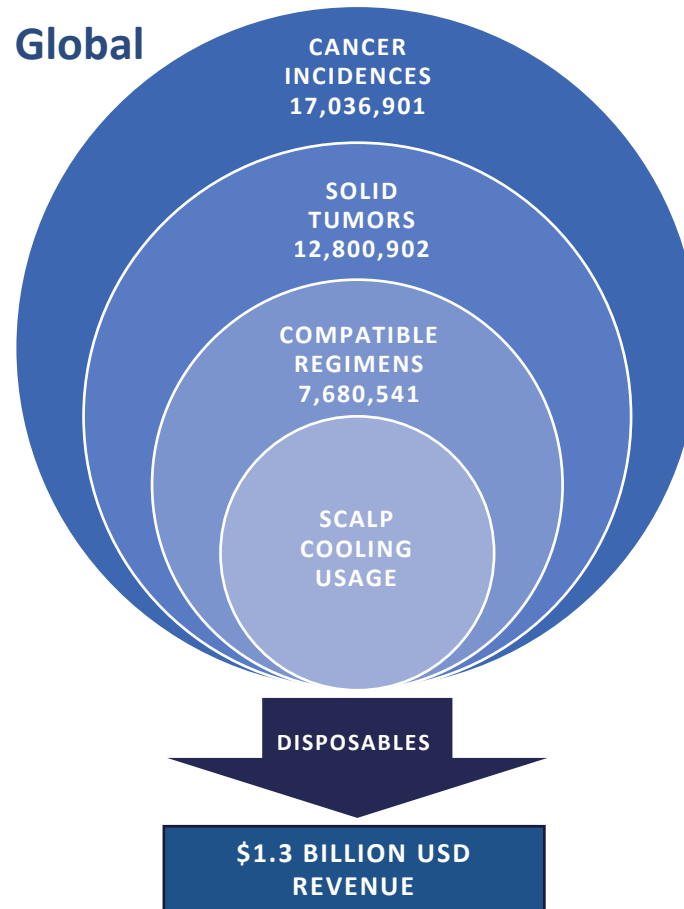
1. Health and safety are priorities
 - Ban on non-essential travel for employees
 - Most employees are working from home
2. Business as usual with many unknowns
3. Constantly changing situation
4. Customer communication
 - Online collaboration tools
 - Virtual resources for training and sales presentations
5. Anticipate a future change in revenue
 - Duration of pandemic determines when and extent of impact
6. Opportunity to fine-tune internal processes and efficiencies



COVID-19 Market Demand and Financial Impact

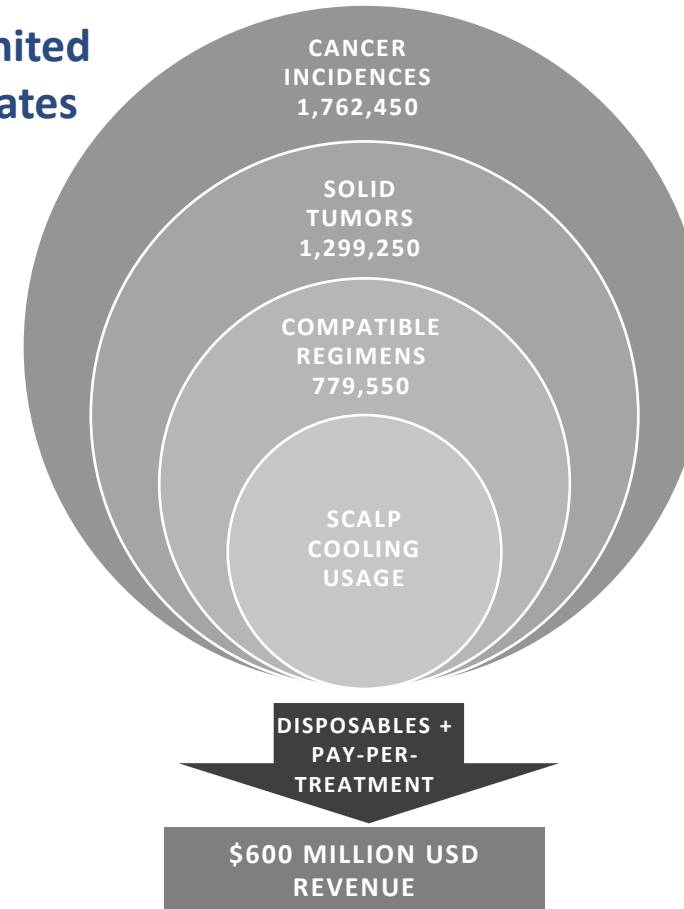
1. Patient usage continues at normal levels
2. Facility demand is ongoing – limited access at some hospitals
3. Comprehensive medical centers have more changes that impact our service than community centers
4. Shipping units to some existing customers with some new installations postponed.
5. Daily revenue metrics remain consistent
6. Internal changes to mitigate financial strain.
7. Breakeven continues to be an important goal but can not project that timing

Market Potential



3.3 million new cases annually
breast, ovarian, uterine cancer

United States

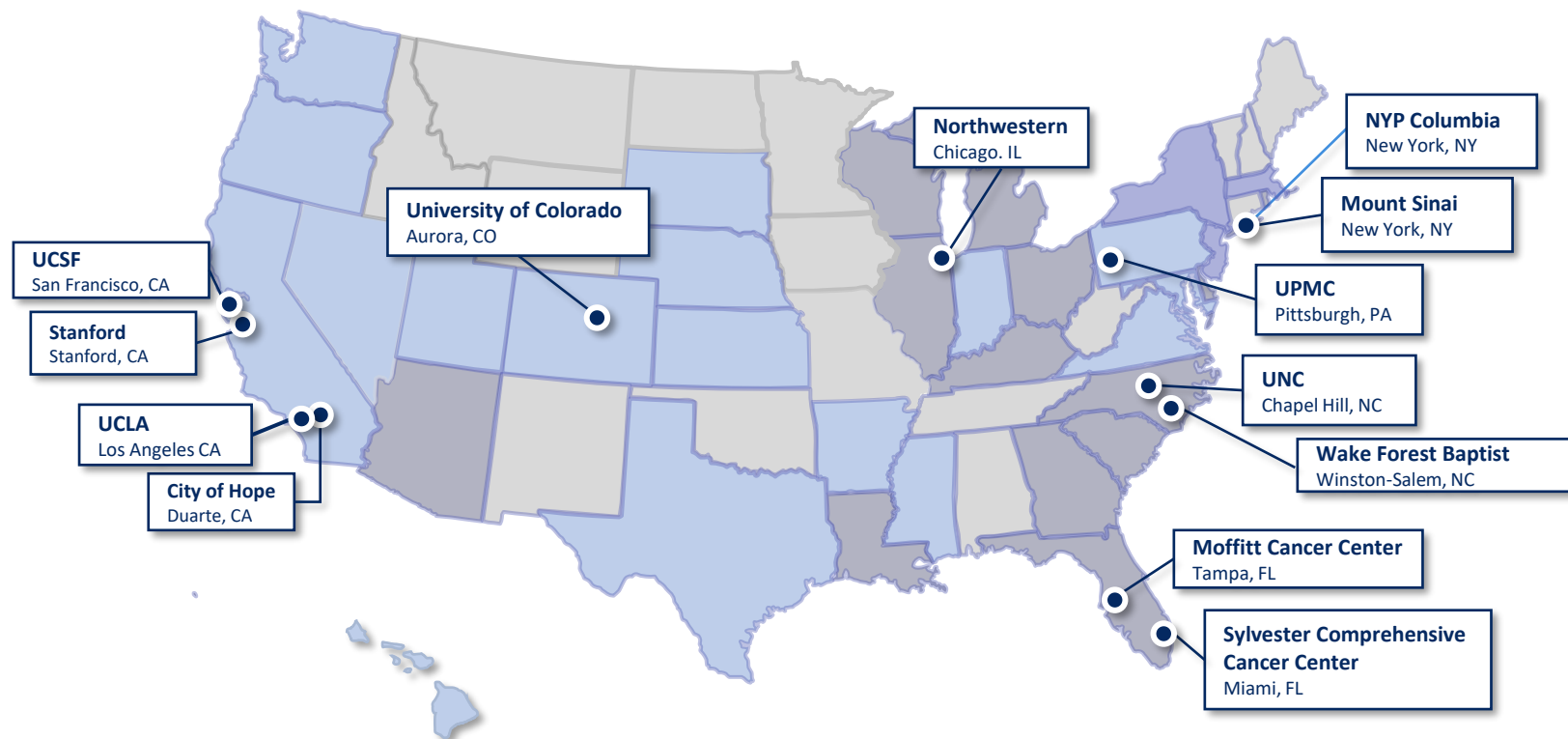


378,000 cases in women annually
of breast, ovarian, uterine cancer

*Source : World Cancer
Research Fund 2018 &
American Cancer Society
Cancer Facts & Figures 2020*



Leading U.S. Academic Cancer Centers offer DigniCap



168 U.S. locations in 30 states



Market Presence

DigniCap is available in 38 Countries



Investment Case



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%



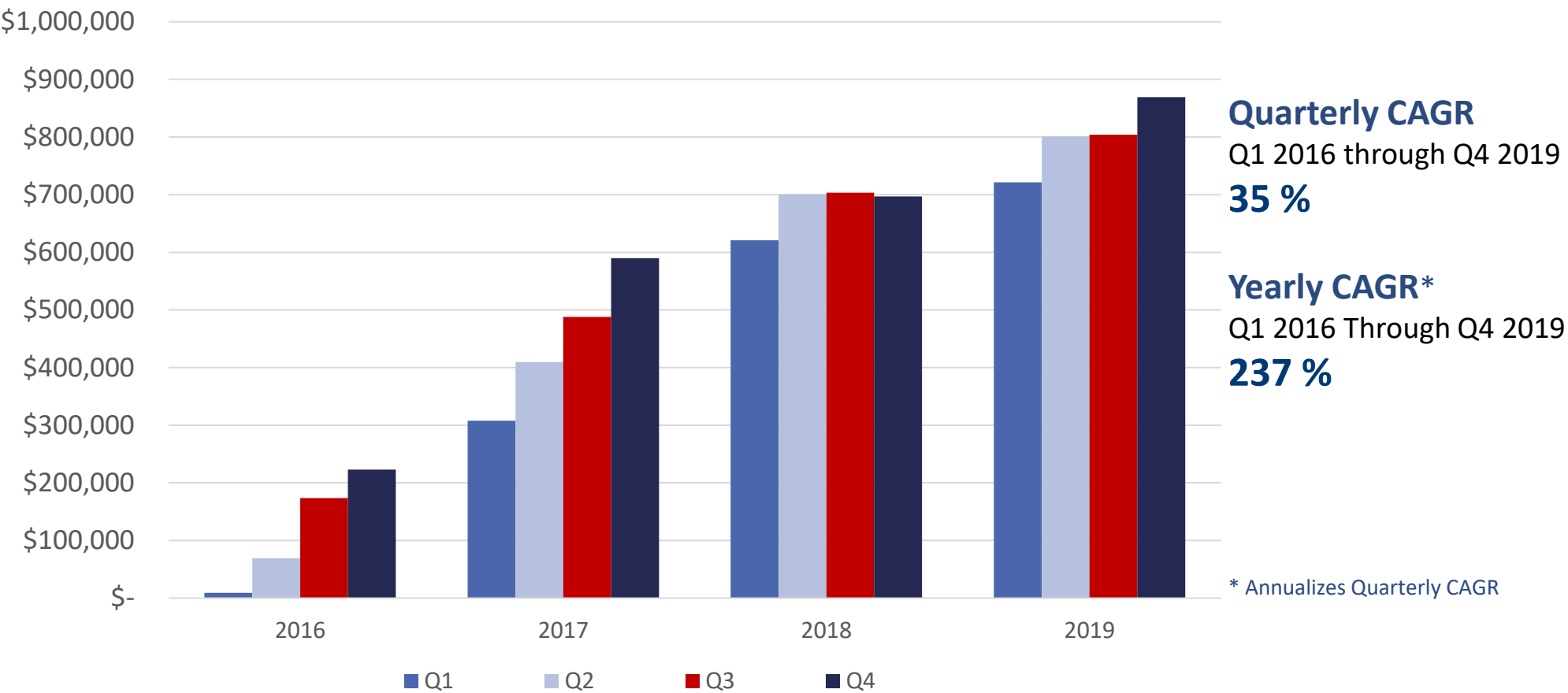
Performance

DIGNITANA GROUP	Q4 2019	Q4 2018	Full year 2019	Full year 2018
Net revenues, TSEK	9,572	8,703	40,699	33,742
Total revenues, TSEK	10,062	8,772	42,546	34,075
Net profit after financial items, TSEK	(15,060)	(5,176)	(37,950)	(25,846)
Cash and bank balances, TSEK	19,433	22,161	19,433	22,161
Earnings per share before and after dilution, SEK ¹	(0.27)	(0.13)	(0.76)	(0.66)



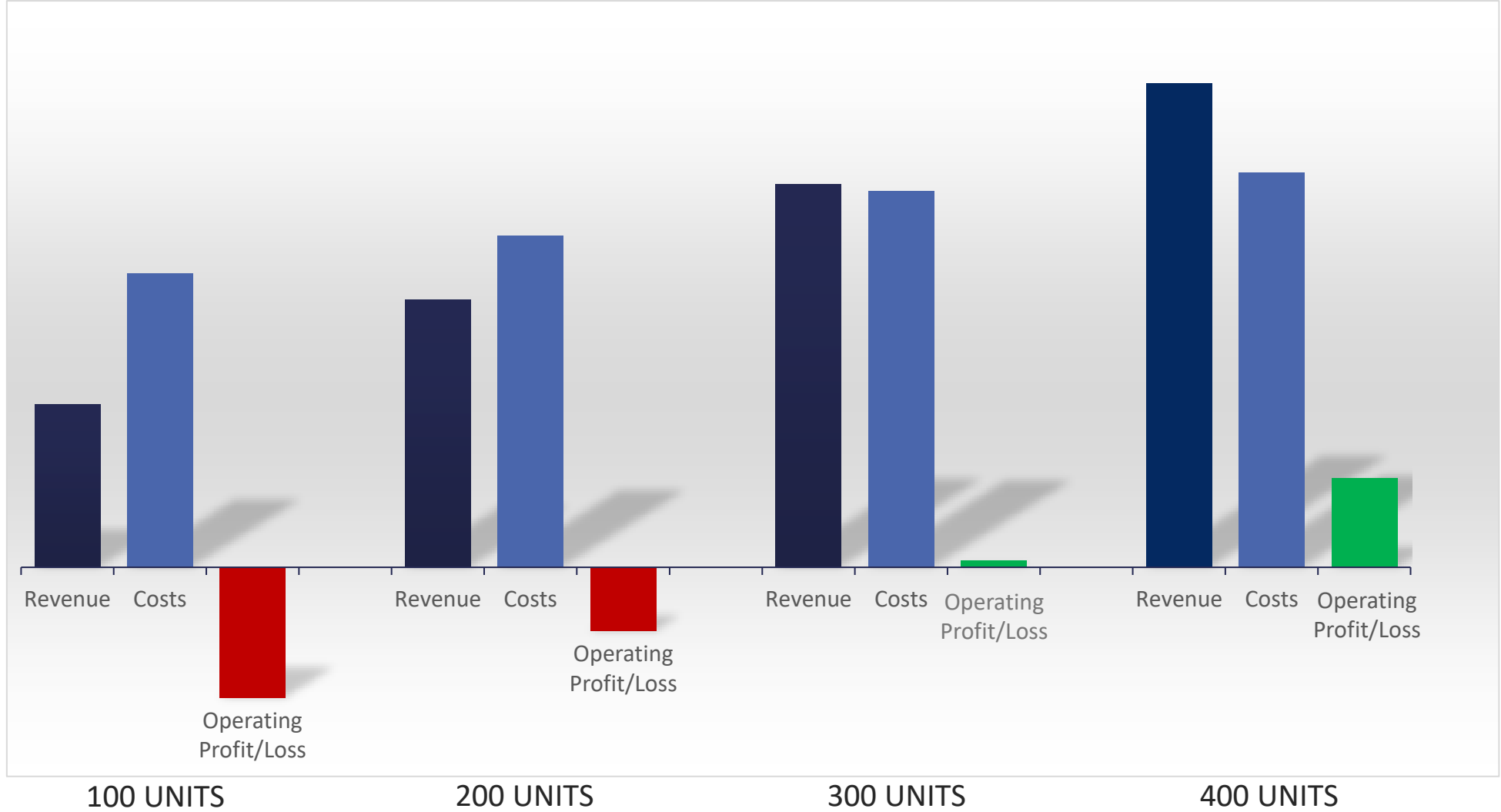
Consistent Revenue Growth

Compound Annual Growth Rate by Quarter for Dignitana Inc.





Steady Progress



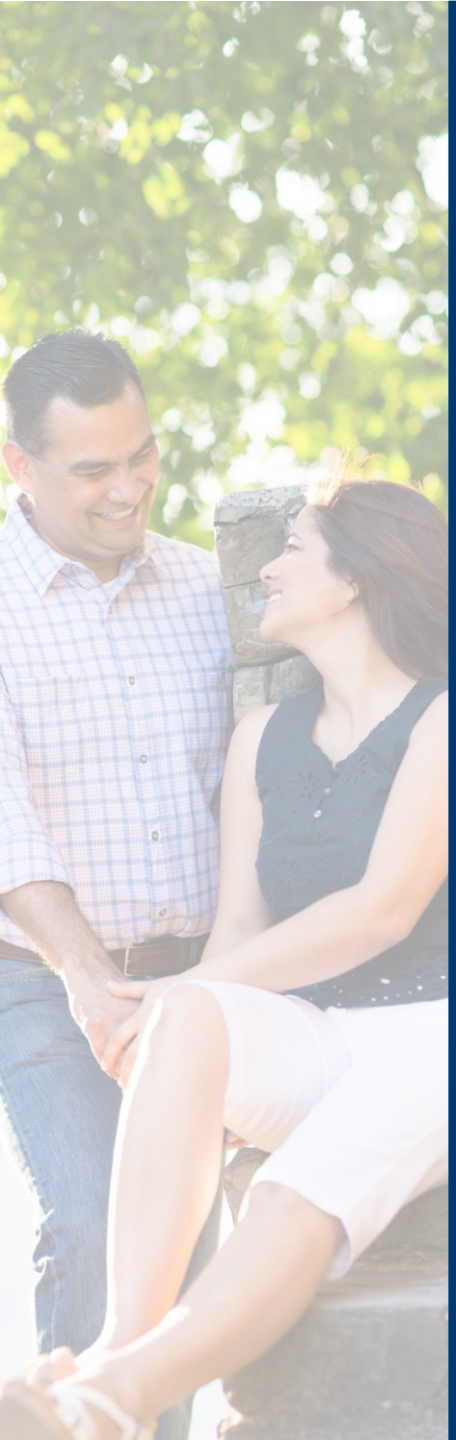
Largest Shareholders

31 DECEMBER, 2019	Holding	Percentage
ADMA FÖRVALTNINGS AB (Greg Dingizian)	12,835,173	23.31%
FÖRSÄKRINGSAKTIEBOLAGET, AVANZA PENSION	4,783,284	8.69%
CBLDN-UBS FINANCIAL SERVICES INC (William Cronin & others)	4,245,739	7.71%
EUROSUND AB (Johan Stormby)	3,098,036	5.63%
IBKR FINANCIAL SERVICES AG, W8IMY	1,778,185	3.23%
SKANDIA, FÖRSÄKRINGS (Greg Dingizian & others)	1,633,992	2.97%
NORDNET PENSIONS FÖRSÄKRING AB	1,542,940	2.80%
POURSAMAD, AMIR	1,246,428	2.26%
RÜLF, SEMMY	1,064,129	1.93%
PERSSON, RUTGER	985,319	1.79%
TOTAL	33,213,225	60.32%
OTHER SHAREHOLDERS	21,845,930	100.00%
TOTAL	55,059,155	Source: Euroclear

A vertical decorative image on the left side of the slide shows a man and a woman walking a dog in a grassy field during sunset. The sun is low on the horizon, creating a warm, golden glow. The man is on the left, wearing a light-colored jacket, and the woman is on the right, wearing a white vest over a dark top. They are walking away from the camera, and a dog is visible between them.

2019 Accomplishments

- Delta CE Mark received March
- First DigniCap Delta installed in in May in Rome
- FDA Clearance June
- Installation and shipment of 91 Delta devices
- First U.S. DigniCap Delta installed in August at UCSF
- TGA Clearance in Australia
- Directed Issue completed August
- Successful TUV audit in October 2019
- 25% increase in patient treatments over 2018
- 26% increase in total revenue over 2018
- Observational results show improved results with DigniCap Delta



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
- Long term Goals
 - 5% of addressable market in the U.S. within 3 years
 - 10% of addressable market in the U.S. within 5 years

DIGNICAP®



Headquarters

Traktorgården 3
226 60 Lund, Sweden
+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



DIGNITANA