

# DIGNITANA

*Clinically superior scalp cooling*

## Aktiespararna

Småbolagsdagarna

8 June 2020

William Cronin, CEO

# Dignitana AB



## Traded

Nasdaq First North since  
November 2011



## Market Cap

356 MSEK (5 June 2020)



## Ticker

DIGN



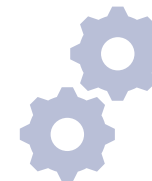
## Product

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



## Headquarters

Lund, Sweden



## Operations

Dallas, Texas U.S.



# 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)





*DigniCap patient  
during chemo*

MONIKA

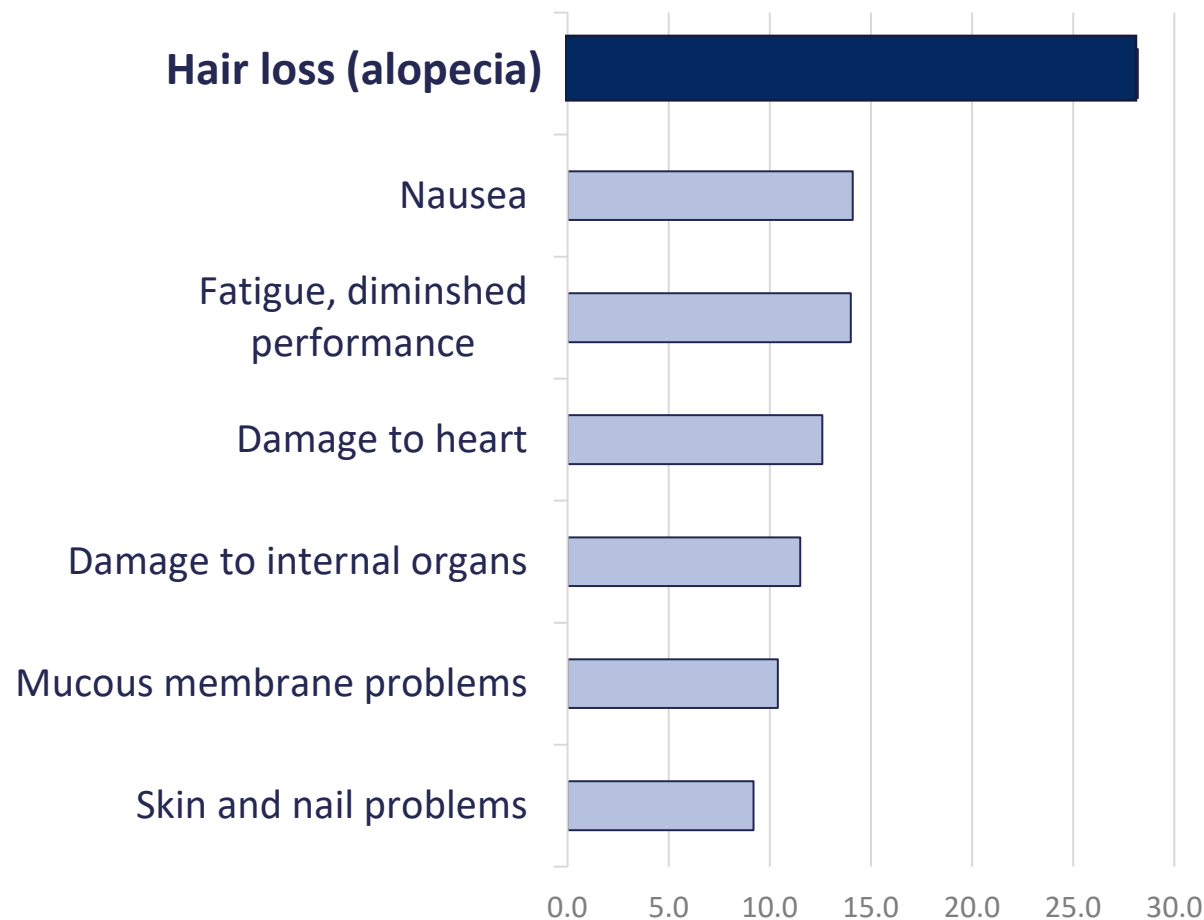
Chemo: AC-T x 16



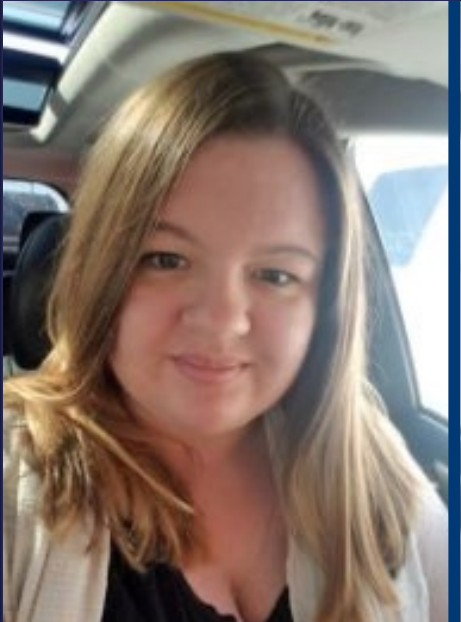
# Hair loss is the most troublesome side effect of chemo

## 8-10%

female patients refuse  
chemotherapy due to  
concern over hair loss



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



*DigniCap patient  
during chemo*

AMANDA

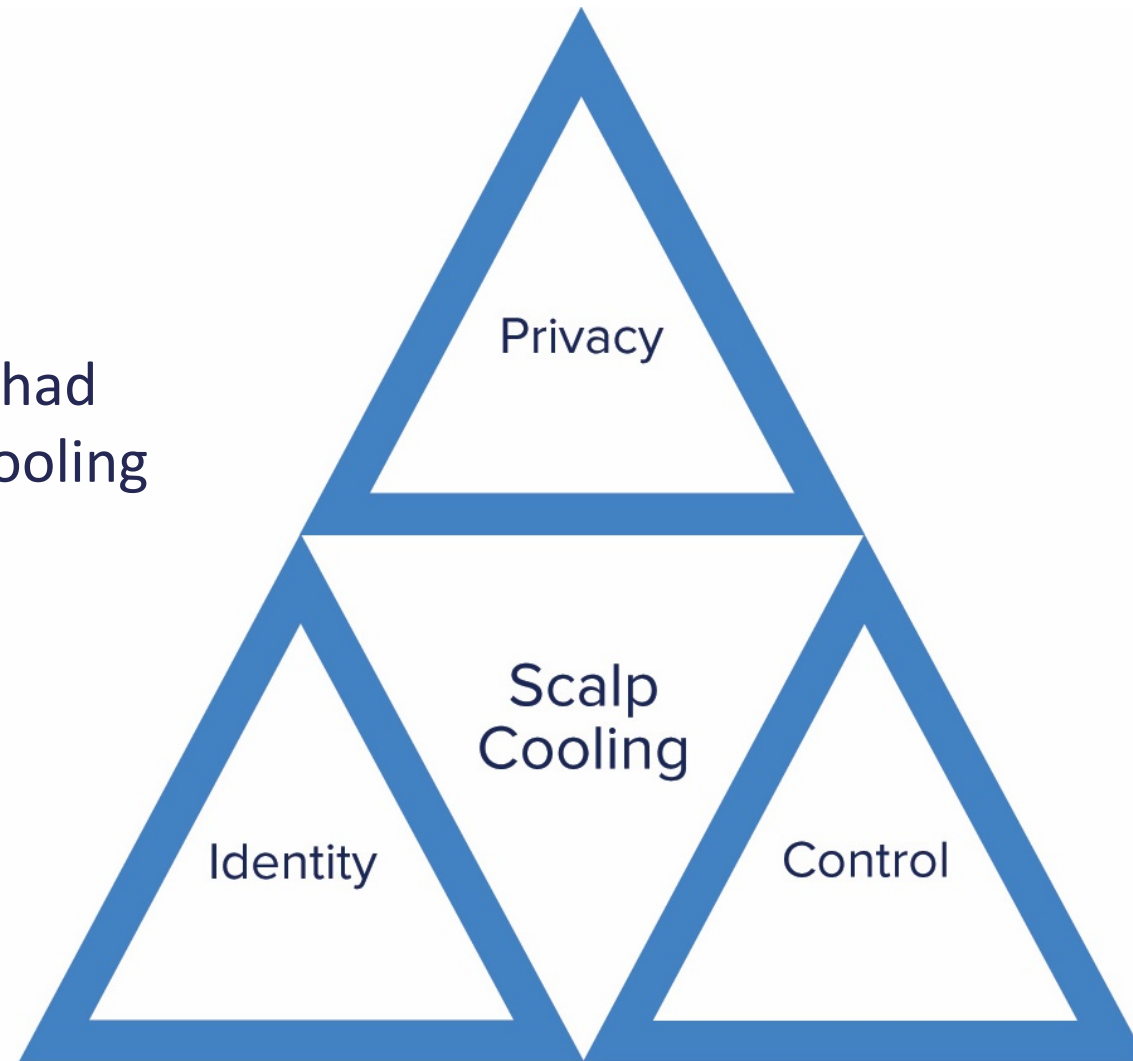
Chemo: TCHP x 6



# Scalp cooling improves quality of life & well-being

96%

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

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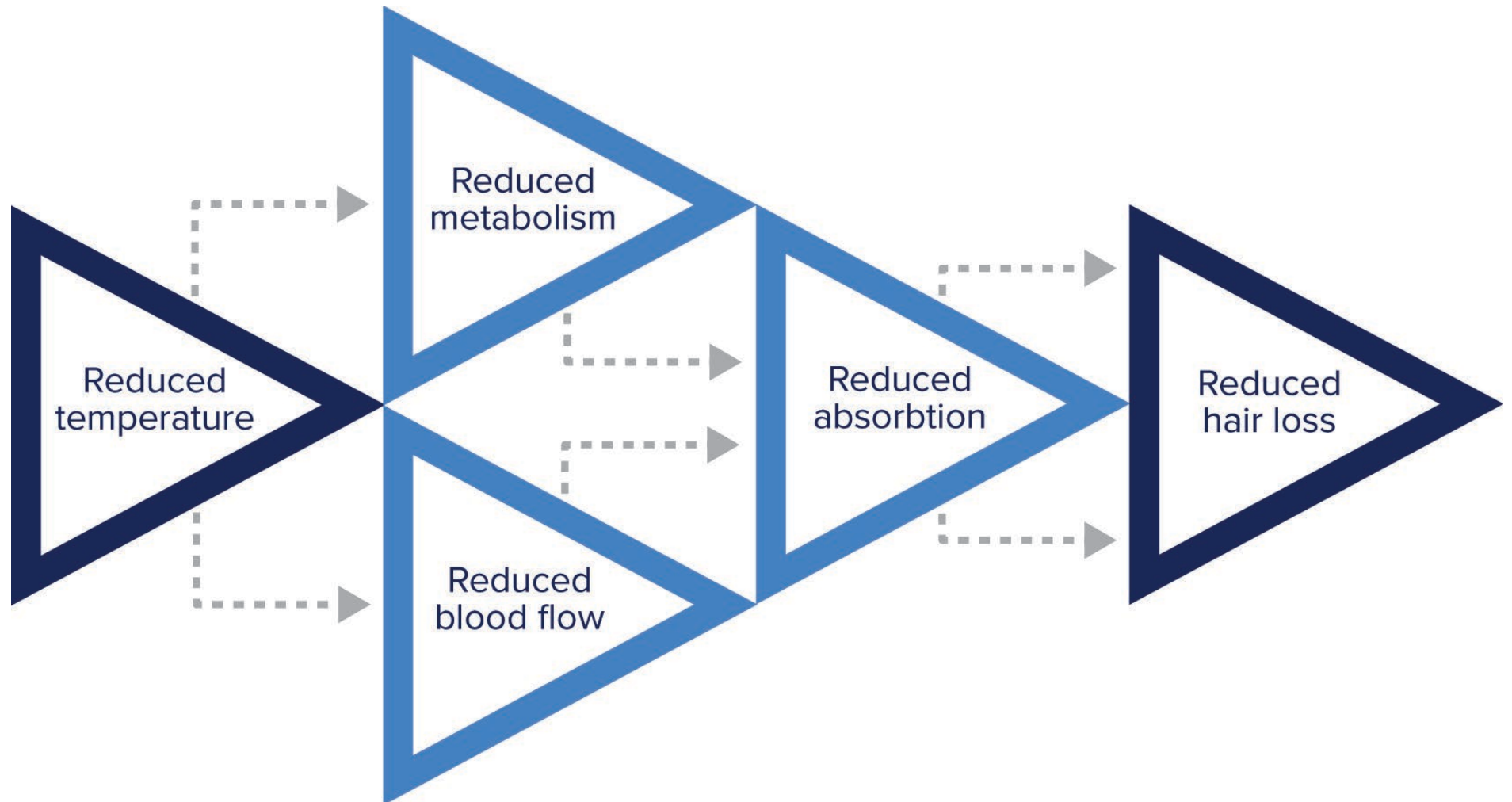
*DigniCap patient  
after chemo*

CARLA

Chemo: T Carbo x 6



## Reduce hair loss by reducing scalp temperature







*DigniCap patient  
after chemo*

HOWARD

Chemo: T Carbo x 8



FDA cleared since 2015  
Supported by published clinical research

*“Prevented  
hair loss in  
66.3%  
of patients.”*

**JAMA**<sup>®</sup>

The Journal of the American Medical Association





*DigniCap patient  
after chemo*

THERESE

Chemo: TCHP x 6



# DigniCap Delta is designed for optimal results

- 3 components:
  - Single patient cooling unit
  - Flexible Cooling Wrap for uniform contact
  - Adjustable Thermal Cap for a close fit
- 80% less nursing time
- Portable, ergonomic & intuitive design
- New revenue stream from disposables



DIGNITANA



## MARISSA

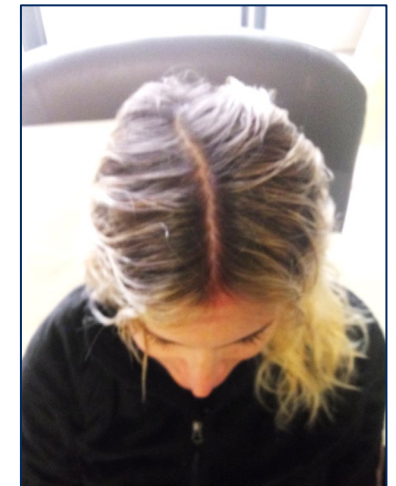
- AC-T  
Taxol Carboplatin  
+ Adriamycin
- 16 cycles

# Clinically superior against the toughest regimens



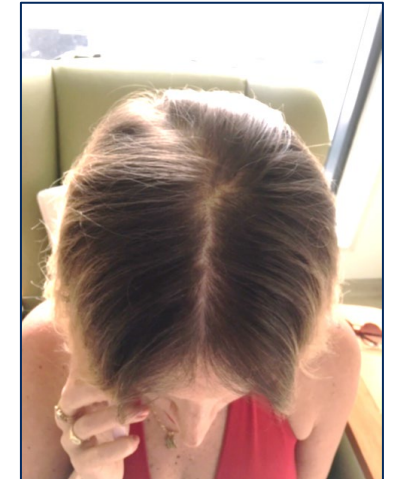
Chemo  
1

Dec 6, 2019



Chemo  
16

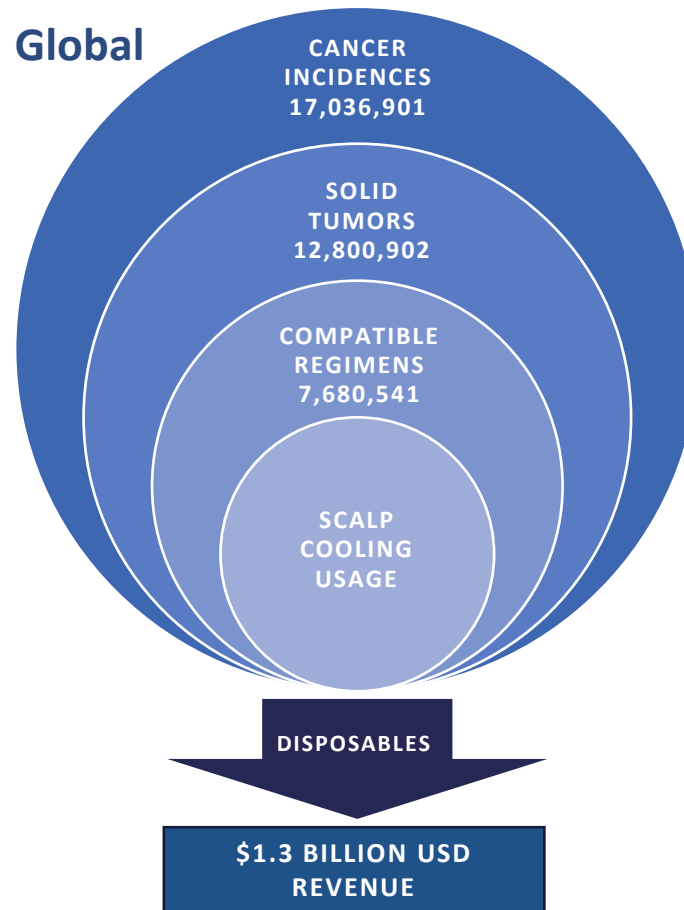
April 21, 2020



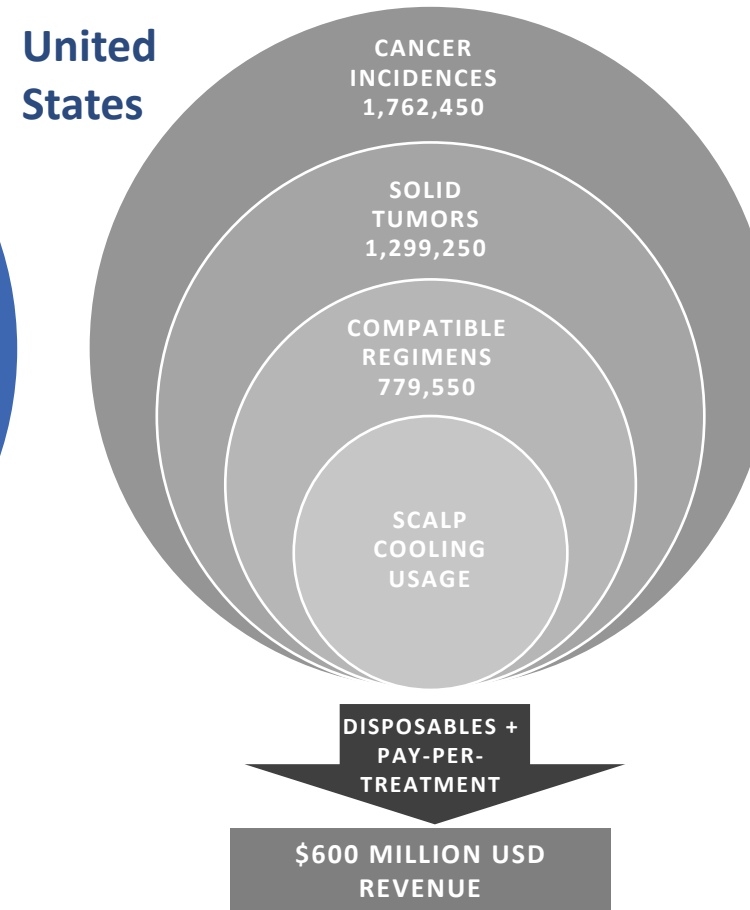


# Large addressable market

3.3 million new cancer cases globally each year and 11% market potential in the U.S.



3.3 million new cases annually  
breast, ovarian, uterine cancer



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

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

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*DigniCap patient during chemo*

**JEN**

Chemo: AC-T x 8





*DigniCap patient  
during chemo*

MARY

Chemo:Taxol x 12



# U.S. is the Primary Market for DigniCap

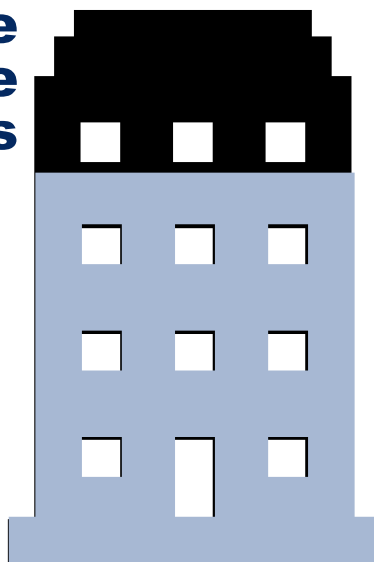
Over 170 locations in 30 states

**2,500**  
**Cancer Centers**  
IN THE U.S.

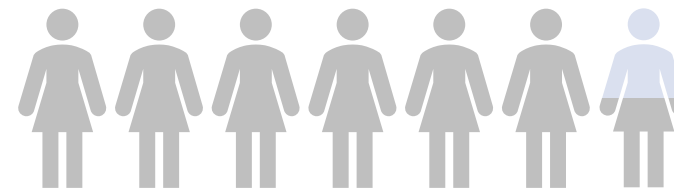
**30% are**  
**Comprehensive**  
**Medical Centers**



**13**  
**NCI Centers**  
use DigniCap



**70% are**  
**Community**  
**Oncology**  
**Centers\***



**650,000**

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

\*Source: cdc.gov/cancer

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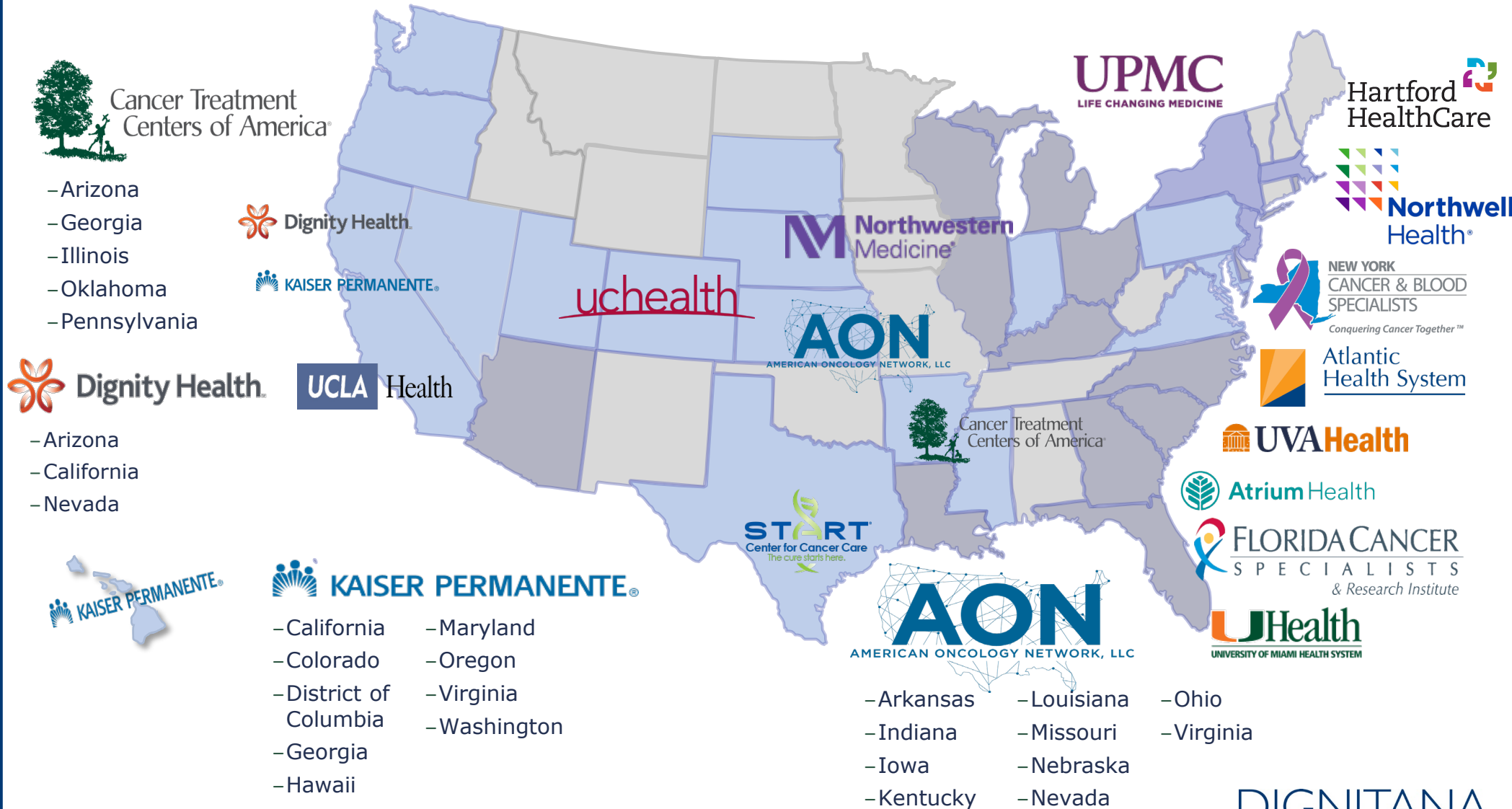
# U.S. Community Cancer Center Groups with DigniCap

DigniCap is in 20% of the 385 locations represented

DigniCap patient  
during chemo

ALLEN

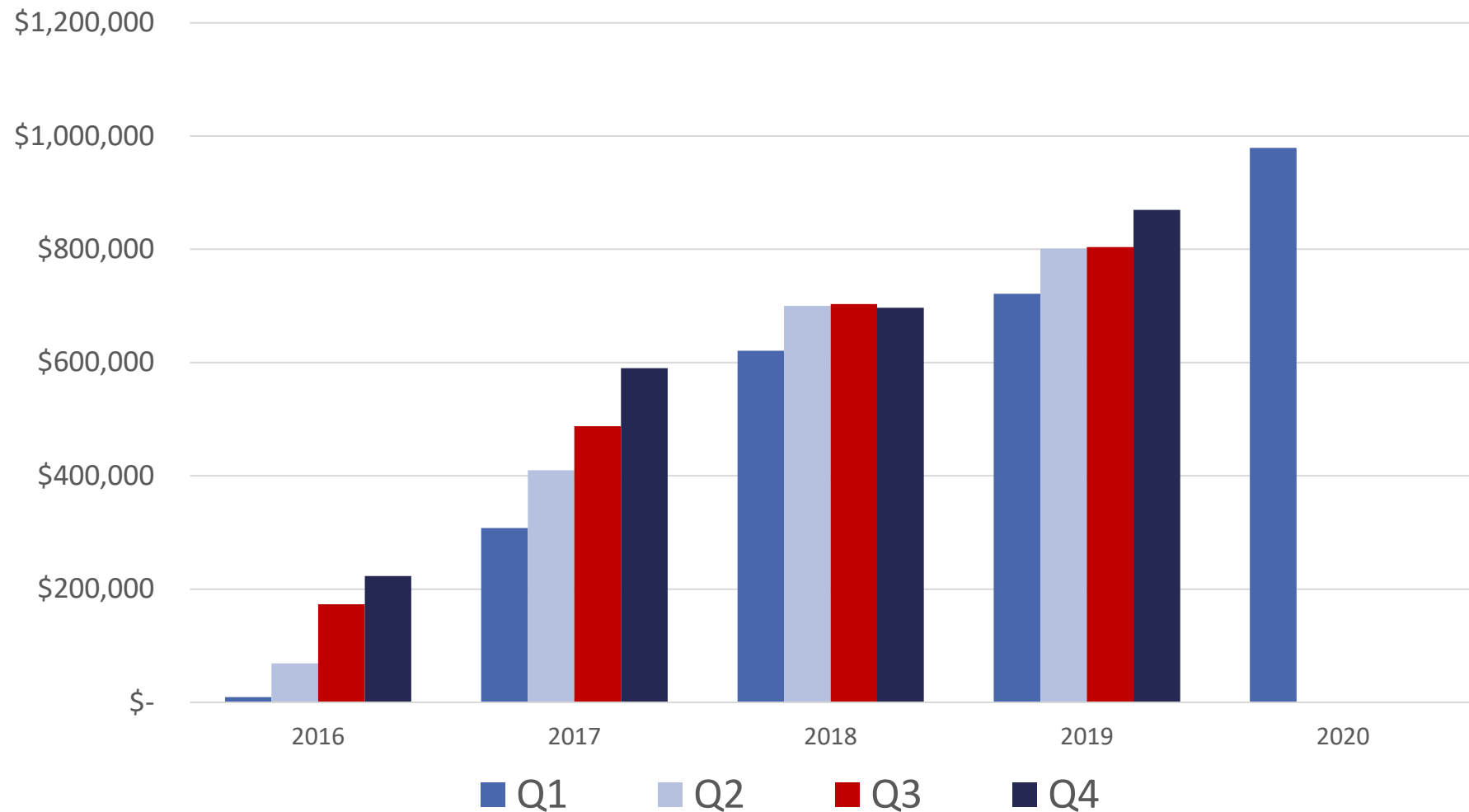
Chemo: T Carbo x 6



DIGNITANA



# Consistent revenue growth in U.S. since 2016



*DigniCap patient  
during chemo*

**NATALIE**

**Chemo: Taxol x 12**





DigniCap patient  
after chemo

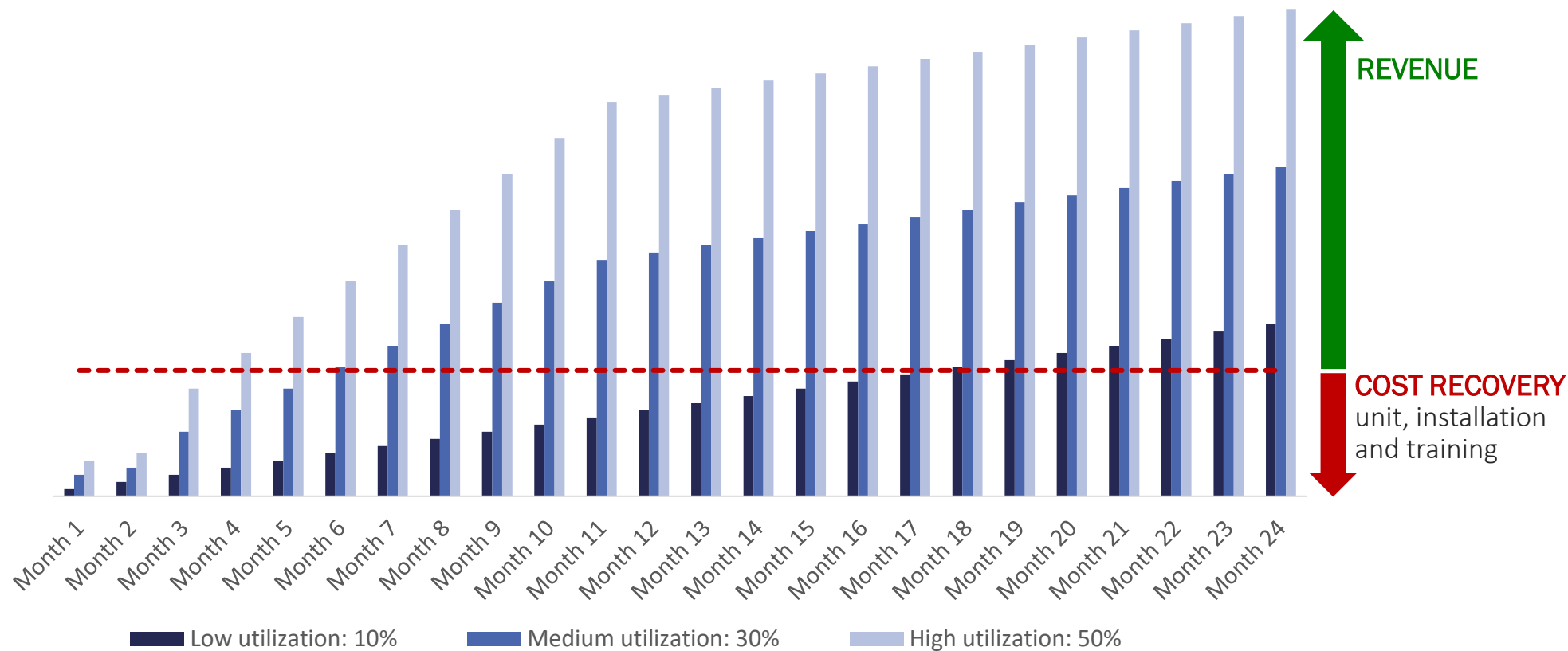
DAWN

Chemo: TC x 4



# Pay-Per-Treatment Model

Sites profitable in 6 months at 30 % utilization  
*Increased Utilization = Increased Revenue Potential*







*DigniCap patient  
during chemo*

MARICEL

Chemo: AC-T x 8



## Growth of 23% over Q1 2019 as demand increases

DIGNITANA GROUP	Q1 2020	Q1 2019	Full Year 2019
Net revenues, TSEK	11 393	9 237	40 699
Total revenues, TSEK	12 478	10 106	42 546
Net profit after financial items, TSEK	-12 755	-5 270	-37 950
Cash and bank balances, TSEK	8 768	21 715	19 433
Earnings per share before and after dilution, SEK	-0,23	-0,11	-0,76
Average Daily Treatment Revenue*, TSEK	118	88	107

\* ADTR includes pay-per-treatment revenue from patients and facilities. Does not include lease revenue or disposable sales.



*DigniCap patient  
during chemo*

HEATHER

Chemo: TCHP x 6



# Proposed Board of Directors Slate

AGM 25 June 2020

- Klas Arildsson, Proposed Chairman of the Board
- Ljubo Mrnjavac, Proposed Director
- Christian Lindgren, Proposed Director
- Richard Dilorio, Proposed Director
- Ingrid Atteryd Heiman, Director since 2018
- Pontus Kristiansson, Director since 2019
- William Cronin, CEO since 2017 and Director since 2015



*DigniCap patient  
during chemo*

**CHRISTINA**

Chemo: AC-T x 16



## Solid shareholder structure

Largest Shareholders - 31 March 2020	Holdings	Percentage
ADMA FÖRVALTNINGS AB (Greg Dingizian)	14 364 729	26,09 %
FÖRSÄKRINGSAKTIEBOLAGET, AVANZA PENSION	4 557 919	8,28 %
CBLDN-UBS FINANCIAL SERVICES INC (William Cronin & others)	4 245 739	7,71 %
EUROSUND AB (Johan Stormby)	3 078 036	5,59 %
IBKR FINANCIAL SERVICES AG, W8IMY	1 622 573	2,95 %
SKANDIA, FÖRSÄKRINGS (Greg Dingizian & others)	1 586 575	2,88 %
POURSAMAD, AMIR	1 461 067	2,65 %
NORDNET PENSIONS FÖRSÄKRING AB	1 091 055	1,98 %
RÜLF, SEMMY	1 015 058	1,84 %
PERSSON, RUTGER	997 310	1,81 %
<i>Total</i>	<i>34 020 061</i>	<i>61,79 %</i>
Other shareholders	21 039 094	38,21 %
<i>Total</i>	<i>55 059 155</i>	<i>100,00 %</i>

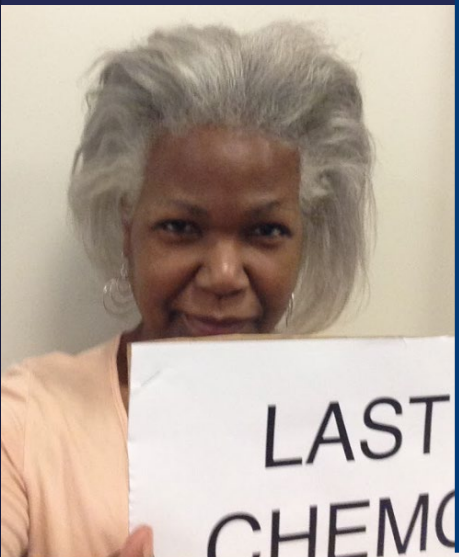




*DigniCap patient  
during chemo*

DONNA

Chemo: Taxol x 8



# COVID-19 brings minor impact and ongoing changes

- Health and safety are priorities
- Business as usual with many unknowns
  - Daily revenue metrics remain consistent
  - Patient usage continues at normal levels
  - Facility demand is ongoing
  - Limited access at some hospitals
- Internal changes to mitigate financial strain
- Received loan from US stimulus package
- Opportunity to fine-tune internal processes and efficiencies
  - Increased use of online tools and introduced remote training
- Anticipate a future change in revenue
  - Duration of pandemic determines when and extent of impact
  - Breakeven continues to be an important goal but can not project
  - timing based on postponed install schedule



*DigniCap patient  
after chemo*

SHARON

Chemo: TCHP x 6



## Many significant accomplishments in 2019

- Successful launch of DigniCap Delta
  - Now available in Europe, Australia and U.S.
  - Installation and shipment of 134 Delta devices in 2019
  - Observational results show improved results with DigniCap Delta
- 25% increase in patient treatments over 2018
- 26% increase in total revenue over 2018
- Successful TUV audit in October
- Directed issue completed in August



*DigniCap patient  
after chemo*

RACHEL

Chemo: Taxol x 4



## Continuing aggressive growth in 2020

- ***Maintain U.S. focus on multi- site opportunities***
- Continue to install DigniCap Delta in U.S. while working to increase patient utilization at each location
- Build on growing momentum and demand for scalp cooling globally
- Collect and publish additional data to demonstrate further superior efficacy versus competing scalp cooling systems
- 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 patient  
during chemo*

MARISSA

Chemo: AC-T x 16



# The Dignitana investment advantage



Superior product for  
better clinical outcomes



Diversified revenue streams  
with consistent growth



Strong Primary Market



Increasing Demand

# DIGNICAP®



## Headquarters

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+46 (0) 46-16 30 91  
[www.dignitana.se](http://www.dignitana.se)  
[info@dignitana.se](mailto:info@dignitana.se)

## Investor Relations

[investorrelations@dignitana.com](mailto:investorrelations@dignitana.com)

## Operations

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