

# Dignitana AB

William Cronin, CEO

# DIGNITANA



April 28, 2021

# Agenda

- Company overview
- Product and market
- Sweden - U.S. connection
- What's next for Dignitana?
- SACC-Texas
- Questions

# The Company

DIGNITANA

## The Share

- Nasdaq First North Growth Market in Stockholm
- Traded under ticker DIGN since November 2011

## Market Cap

- 500 MSEK / \$60 million USD (4/27/21)

## Product

- DigniCap Scalp Cooling System
- FDA cleared
- Minimize hair loss from chemotherapy to improve quality of life for cancer patients

# One company, two homes



DIGNITANA



DIGNICAP<sup>®</sup>

[View video](#)

What does  
cancer  
look like?

WITHOUT SCALP COOLING



Typical patient after 6 rounds  
of chemotherapy

WITH SCALP COOLING

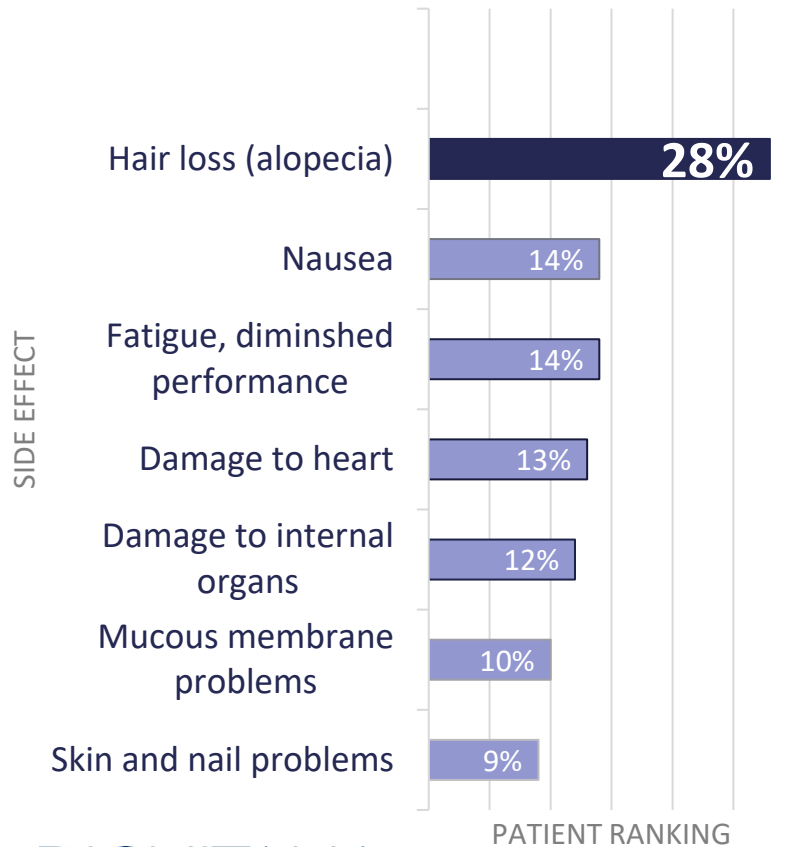


Lizzy after 6 rounds  
of chemotherapy (TCH)

DIGNITANA

# Strong consumer interest

Hair loss is the most troublesome side effect of chemotherapy

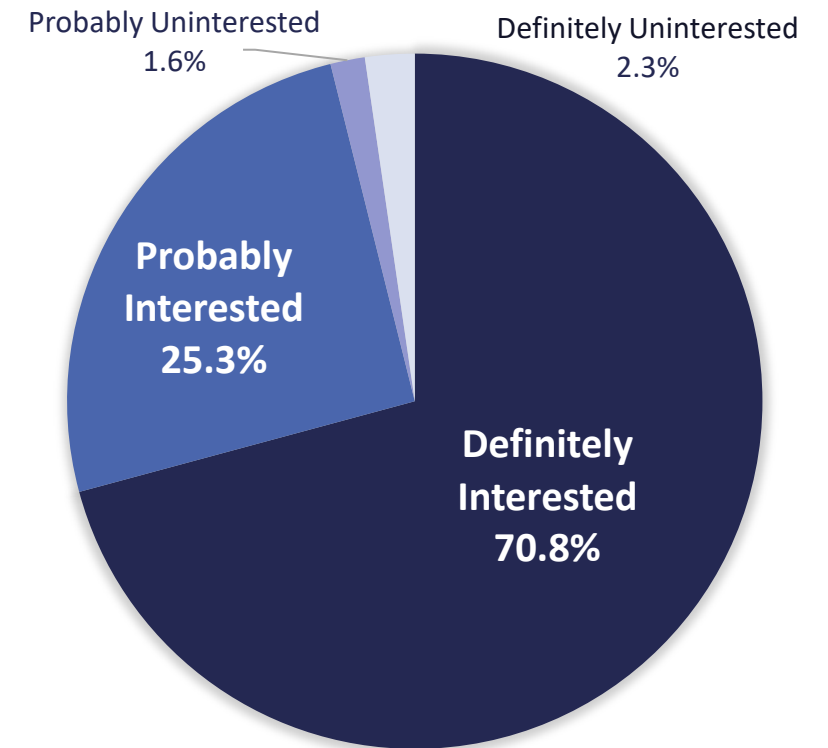


DIGNITANA

8-10%  
of female  
patients refuse  
chemotherapy  
due to  
concern over  
hair loss\*

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

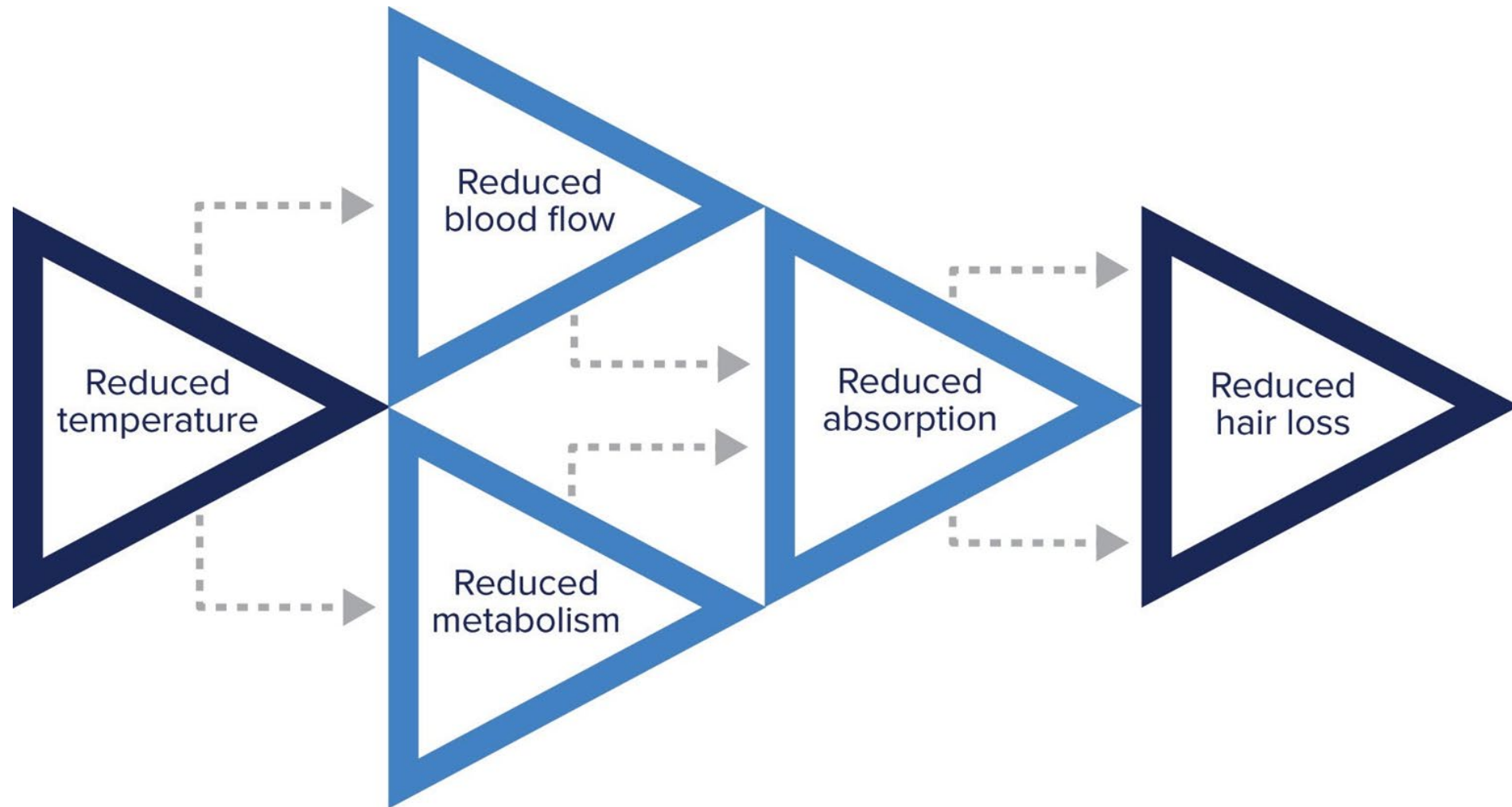
96% of potential patients are interested in scalp cooling



Online consumer survey 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 scalp cooling works







*DigniCap patient  
during chemo*

**MONIKA**

Chemo: AC-T x 16



# DigniCap Delta is designed for optimal results

## Next Gen Device FDA Cleared June 2019

- Single patient cooling unit is 54% smaller than previous device
- Highly reliable ultra-consistent thermoelectric cooling engine.
- Fully adjustable caps provide a custom fit to any head shape or size
- Up to 80% reduction in nursing time
- 2 hours of battery life to enable patient mobility
- Intuitive user interface
- Single patient caps provide hygienic benefits for infection control
- New business model that generates a recurring revenue stream from sales of treatments and consumables



**DIGNITANA**

# Leading the way in scalp cooling innovation



**1996**  
DigniCap  
invented in  
Sweden by  
Yvonne  
Olofsson, RN

**January**  
DigniCap installs first  
FDA cleared scalp  
cooling machine in the  
U.S. at Wake Forest in  
North Carolina

**November 2017**  
Operations  
moved to US

**March**  
CE Mark  
for  
DigniCap  
Delta

**June 2019**  
DigniCap Delta  
FDA clearance

**July 2021**  
CPT Code  
for scalp  
cooling

**2015**

**2017**

**2019**

**2021**

**1996**

**DIGNICAP®**



**1970s-present**

Manual scalp cooling  
used worldwide

**DIGNITANA**

**June**  
Pivotal Trial  
presented  
at ASCO by  
Dr. Hope  
Rugo, et al

**December**  
DigniCap FDA  
clearance for  
treatment of  
women with  
breast cancer  
undergoing  
chemotherapy



**February**  
JAMA  
publishes  
Rugo scalp  
cooling  
study along  
with a  
supporting  
editorial

**July**  
DigniCap  
clearance  
expanded by FDA to  
include  
men and  
women with  
solid  
tumors

**2018**

**March 2018**  
Development  
began for  
DigniCap Delta

**2020**



**Present**  
DigniCap  
available in  
hundreds of  
hospitals  
worldwide

# Sweden-U.S. Connection

## Operations Based in Dallas

### Operations transitioned from Lund to Dallas November 2017

- Increase operational efficiencies
- Streamline decision making
- US is our primary market
- Manufacturer in DFW

## U.S. Personnel

### 23 employees in US

- 12 in Dallas
- 11 remote across U.S.
- CEO
- COO
- Operations
- Sales
- Marketing
- Quality Affairs
- Regulatory Affairs
- Clinical Affairs
- US Accounting
- Communications
- Customer Support

## Europe Personnel

### 5 employees in Europe

- 3 employees in Lund
- 2 employees in Europe
- CFO
- Finance
- Global Operations
- European sales

## Headquarters in Lund

### Corporate Governance based in Lund

- Operate in accordance with all Swedish regulations
- Listed on First North Growth in Stockholm
- Investor relations focused on Swedish market
- Auditor in Malmö
- Board of Directors
  - 5 Directors in Sweden
  - 2 Directors in U.S.

## R & D in Dallas

### Developed and launched DigniCap Delta on expedited schedule

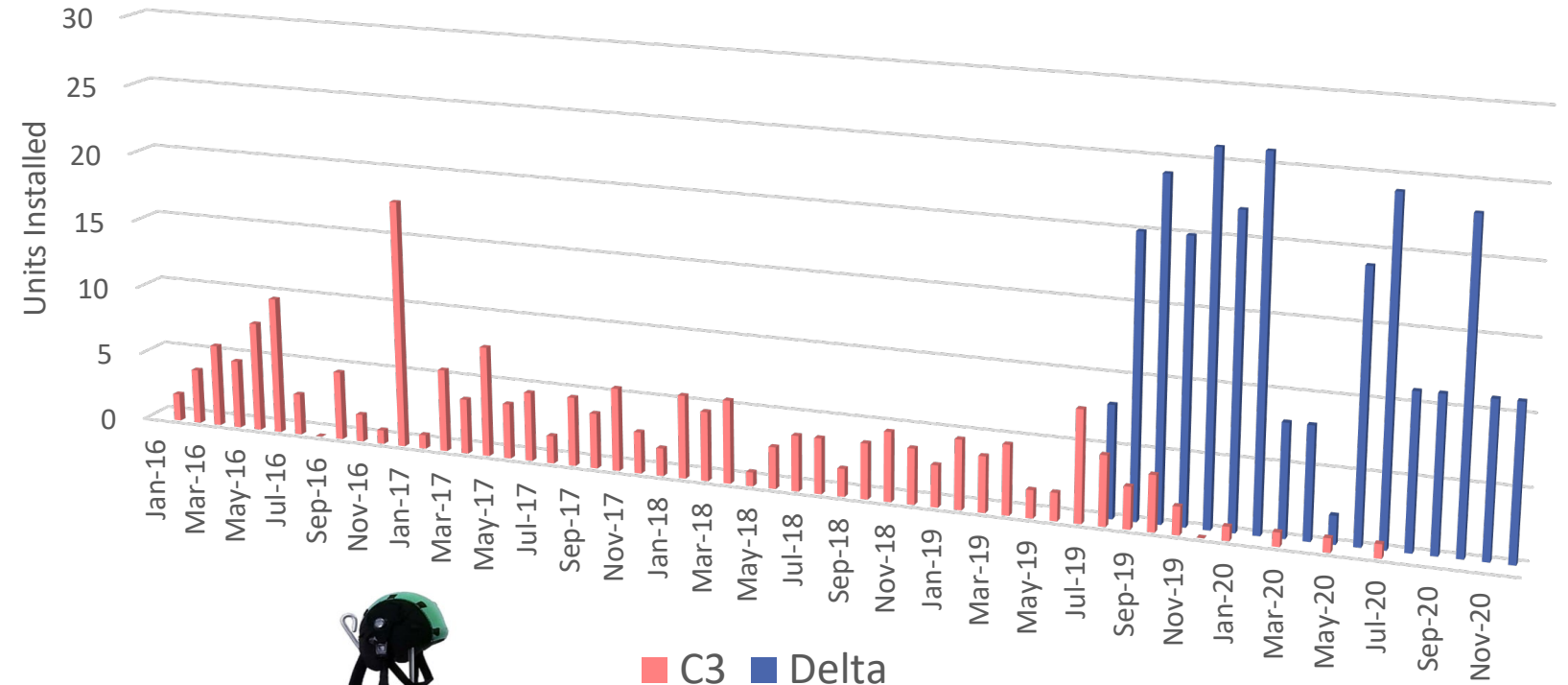
- March 2018 – began development for next gen device
- Convenient collaboration with our manufacturer
- Incorporated significant customer feedback especially from high volume U.S. sites
- Reduced production costs
- June 2019 – FDA clearance for DigniCap Delta

# U.S. installations C3 vs. Delta

C3: 205 in 3.5 years

Delta: 300+ in 1.7 years

DIGNITANA





# U.S. multi-Site Opportunity

Group Purchasing Organizations and Community Cancer Center Networks with DigniCap

*Currently installed at < 10% of the 1450 potential sites within these groups*



GPO for 1,100 practices including:

- Johns Hopkins Oncology
- Washington University
- Georgia Cancer Specialists
- Illinois Cancer Care
- New England Cancer Specialists
- Tulsa Cancer Institute
- New York Cancer Specialists



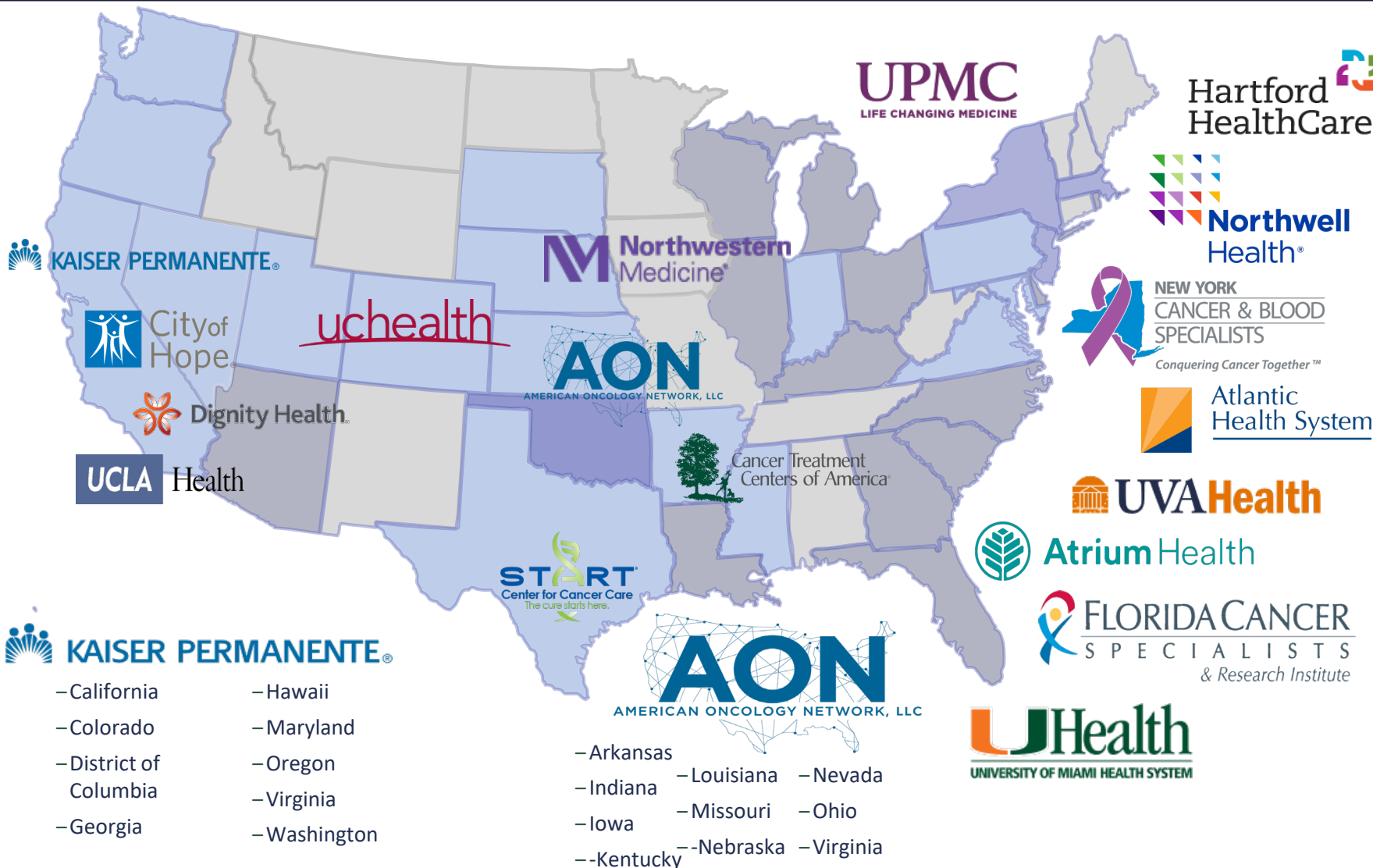
- Arizona
- California
- Nevada



Cancer Treatment  
Centers of America®

- Arizona
- Georgia
- Illinois
- Oklahoma
- Pennsylvania

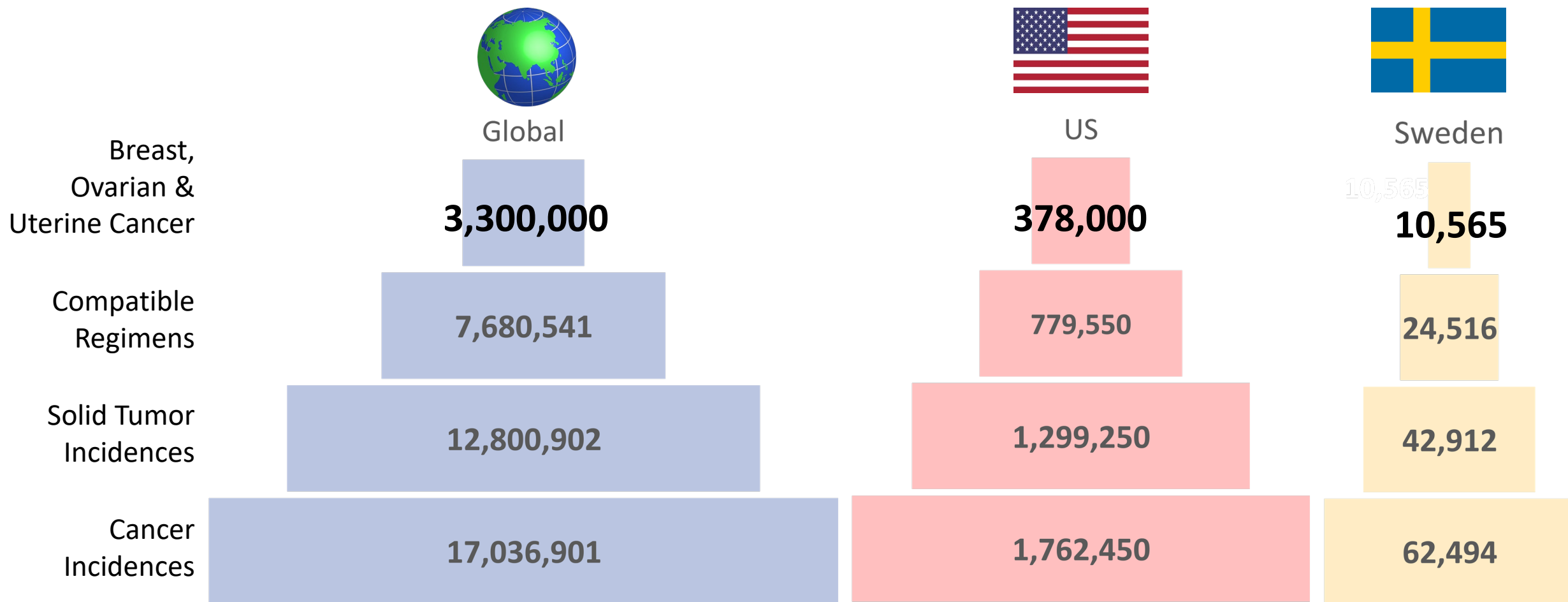
DIGNITANA



# Expanding global presence

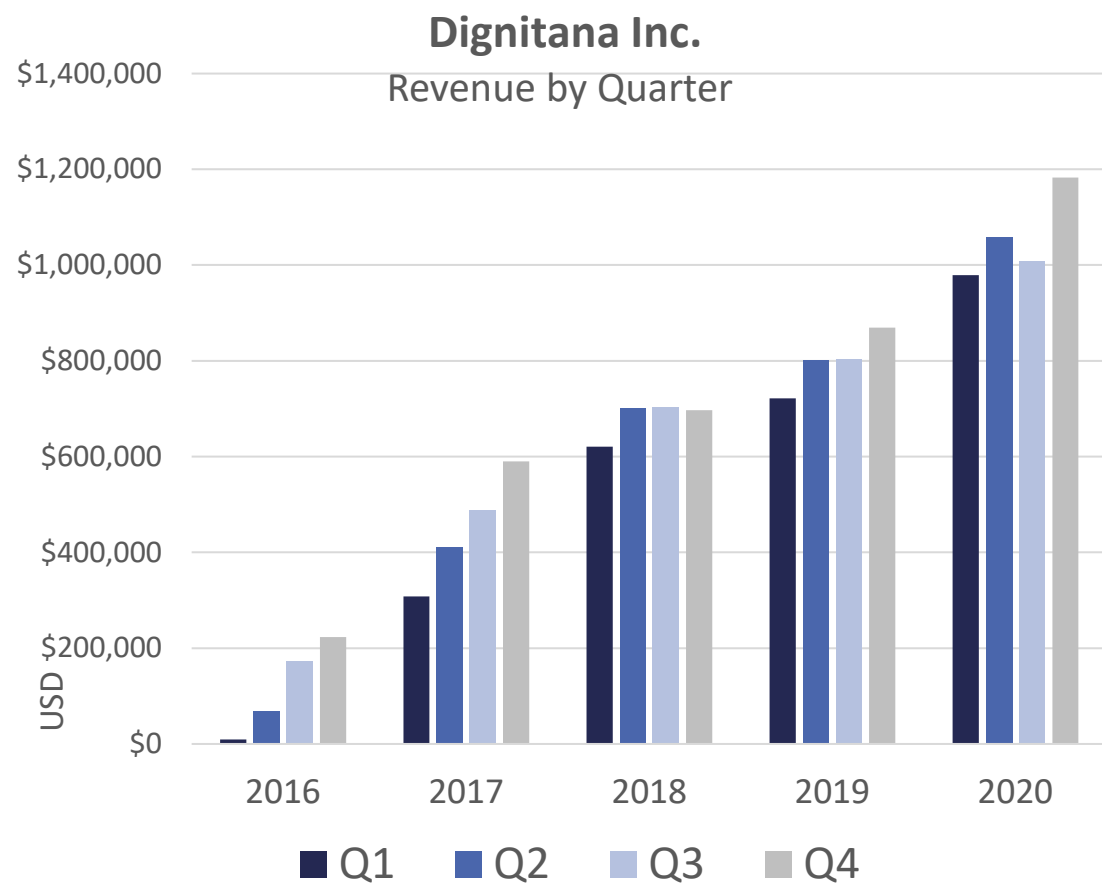
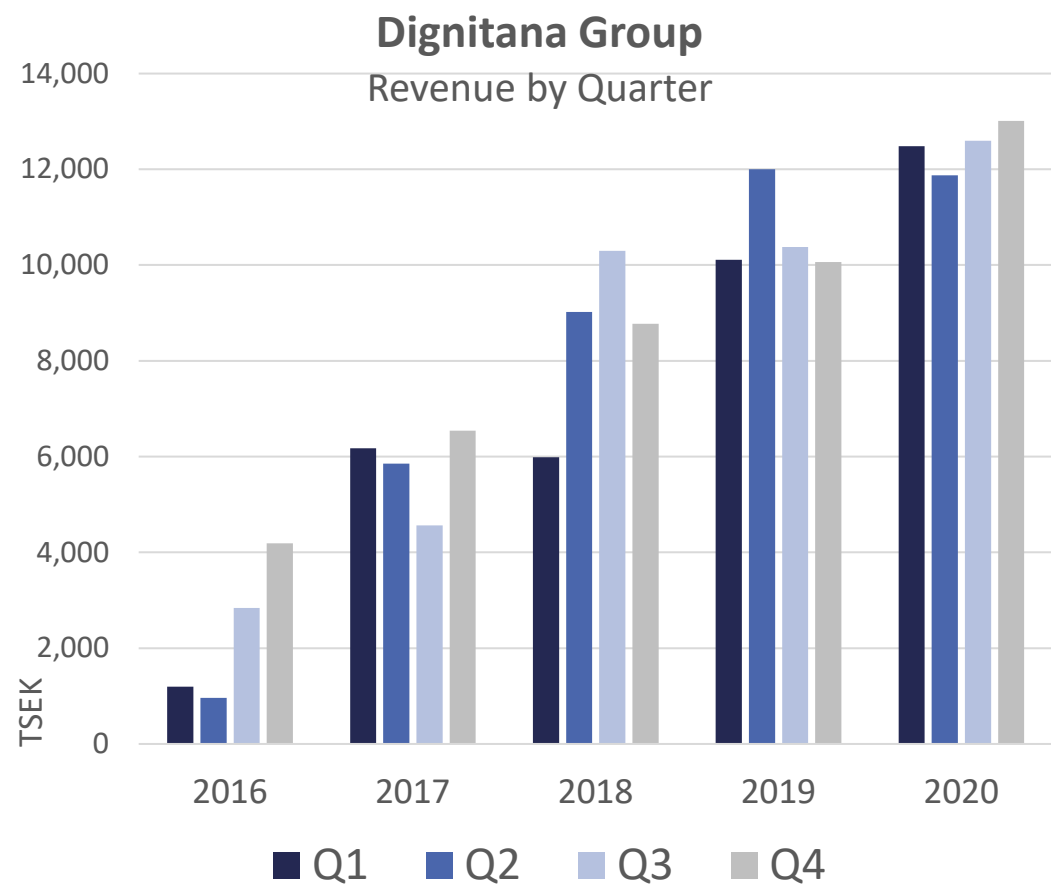


# Large addressable market





# Revenue development

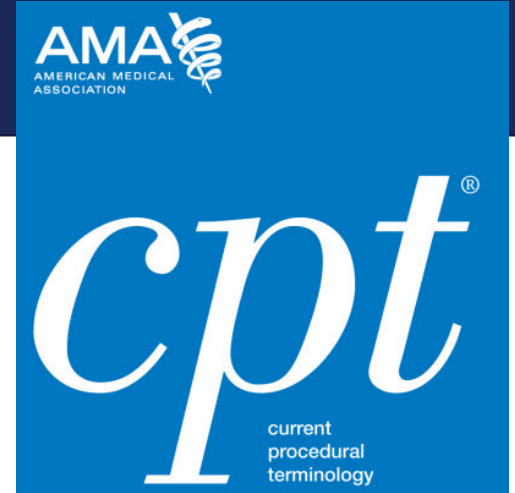


# U.S. Reimbursement - CPT<sup>®</sup> code

## Current Procedural Terminology

### Category III CPT Codes for scalp cooling Effective July 1, 2021

- Most substantial development to advance scalp cooling since DigniCap FDA clearance in 2015.
- Provides a pathway to accelerate the potential for reimbursement.
- Easier for clinics to get prior authorizations and settle claims.
- Reimbursement provides attractive revenue opportunity for community oncology practices such as Florida Cancer Specialists, Atrium, UPMC, etc.
- Leverage reimbursement experience and infrastructure of larger organizations.



# Dignitana and SACC-Texas

- Appreciate the high-level connections in the organization
- Received introductions to two current Board members
- Have increased company's visibility in the Texas business community
- Board members in Sweden value our involvement in SACC-Texas



### Headquarters

Traktorgränden 3  
226 60 Lund, Sweden  
+46 (0) 46-16 30 91  
[www.dignitana.se](http://www.dignitana.se)  
[info@dignitana.se](mailto:info@dignitana.se)

### Operations

10925 Estate Lane W185  
Dallas, Texas 75238 USA  
+1 469-917-5555  
[www.dignicap.com](http://www.dignicap.com)  
[info@dignitana.com](mailto:info@dignitana.com)

### Investor Relations

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



# DIGNITANA