

# Business Overview

William Cronin, CEO

DIGNITANA

**Aktiespararna**

Småbolagsdagarna

7 June 2021

# The Company

## The Share

- Nasdaq First North Growth Market in Stockholm
- Traded under ticker DIGN since November 2011
- Market Cap of 470 MSEK

## Headquarters

- Lund, Sweden

## Operations

- Dallas, Texas

## Product

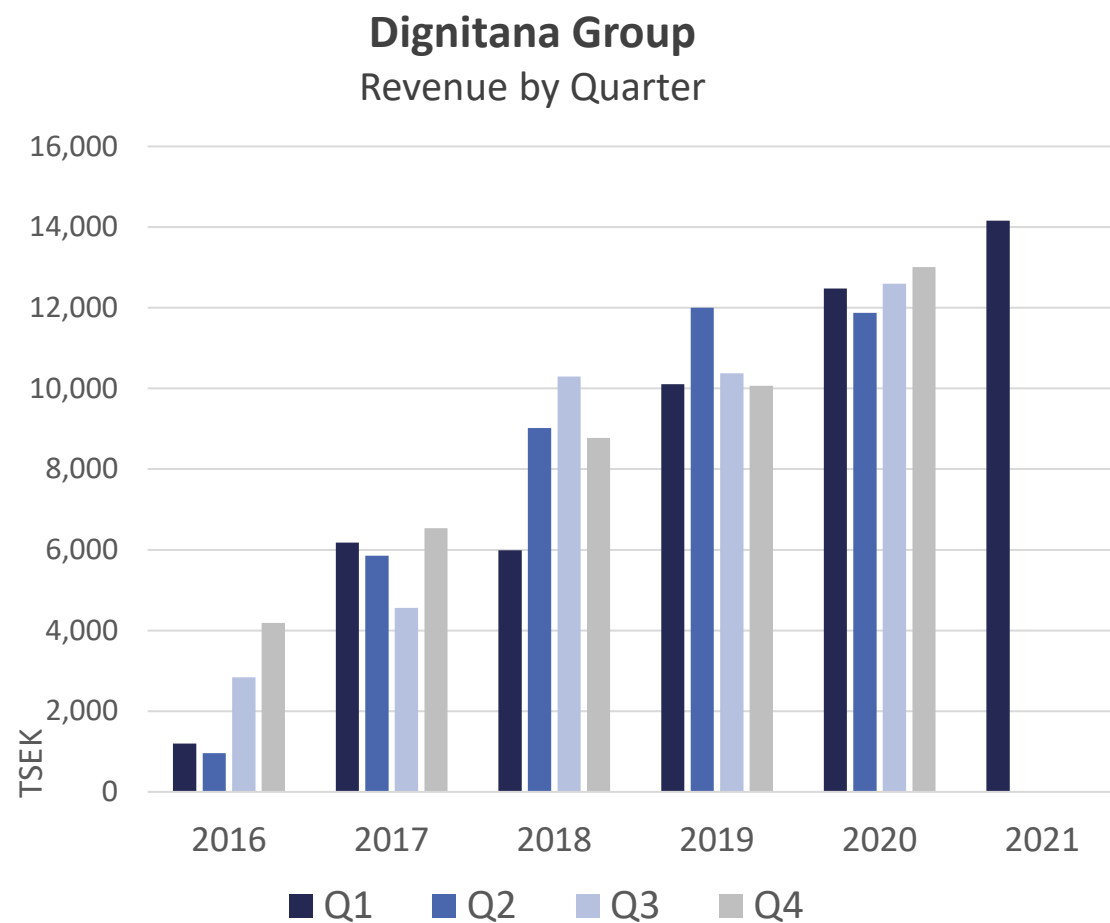
- DigniCap Scalp Cooling System
- FDA cleared in 2015
- Minimize hair loss from chemotherapy to improve quality of life for cancer patients

# Solid Long-term Shareholder Structure

| 31 May 2021  | Holdings          | Percentage    |
|--|-------------------|---------------|
| Adma Förvaltnings (Greg Dingizian & others)                | 15 500 000        | 23,82%        |
| Swedbank Robur Fonder                                      | 5 000 000         | 7,69%         |
| Forsakringsaktiebolaget Avanza Pension                     | 4 753 908         | 7,31%         |
| CBLDN-UBS Financial Services Inc (William Cronin & others) | 4 189 739         | 6,44%         |
| Handelsbanken Fonder                                       | 3 200 000         | 4,92%         |
| Försäkrings AB Skandia                                     | 2 545 835         | 3,91%         |
| FE Småbolag Sverige  | 1 800 000         | 2,77%         |
| Eurosund AB  | 1 581 036         | 2,43%         |
| Amir Poursamad   | 1 520 095         | 2,34%         |
| Semmy Rülff  | 1 015 058         | 1,56%         |
| <b>Total</b>   | <b>41 105 671</b> | <b>63,19%</b> |
| <b>Other Shareholders</b>                                  | <b>19 459 399</b> | <b>36,81%</b> |
| <b>Total</b>   | <b>60 565 070</b> | <b>100%</b>   |

Source: Euroclear

# Revenue Development



Q1 2021  
**16%**  
increase  
over 2020

# Key Ratios – 2020 Year End

| DIGNITANA GROUP                                   | Q1<br>2021 | Q1<br>2020 | Full Year<br>2020 |
|---|------------|------------|-------------------|
| Net revenues, TSEK                                | 13 165     | 11 393     | 46 629            |
| Total revenues, TSEK                              | 14 157     | 12 478     | 49 956            |
| Net profit after financial items, TSEK            | -7 664     | -12 755    | -52 963           |
| Cash and bank balances, TSEK                      | 44 366     | 8 768      | 78 770            |
| Earnings per share before and after dilution, SEK | -0,12      | -0,23      | -0.96             |
| Average Daily Treatment Revenue* TSEK             | 130        | 118        | 120               |

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

# What does cancer look like?

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WITHOUT SCALP COOLING



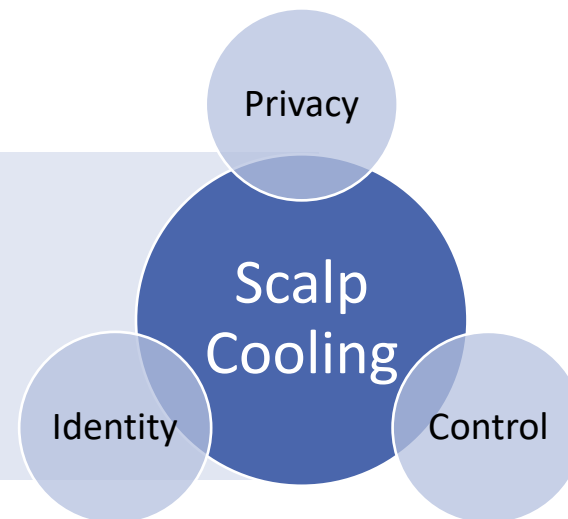
Typical patient after 6 rounds of chemo

WITH SCALP COOLING



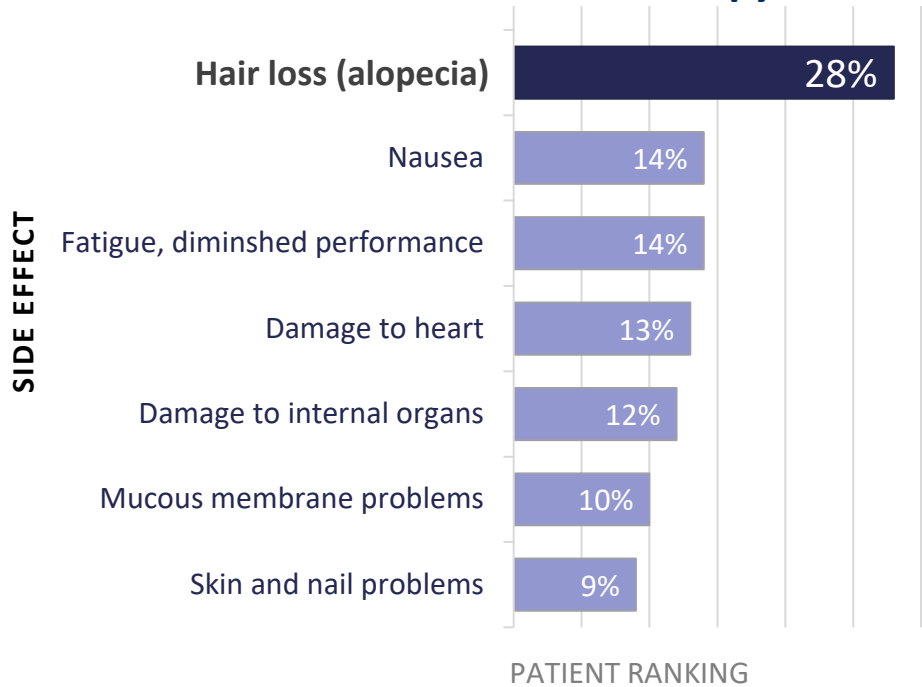
SC Patient after 6 rounds of chemo (TCH)

Scalp cooling improves overall **well-being** and enhances the patient's **quality of life**.



# Strong Consumer Interest

**Hair loss** is the most troublesome side effect of chemotherapy

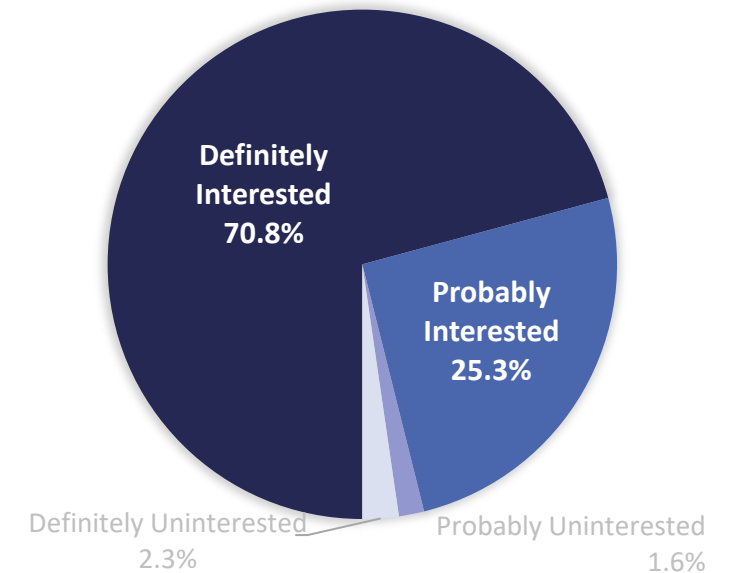


**8-10%** of female patients refuse chemotherapy due to concern over hair loss\*

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

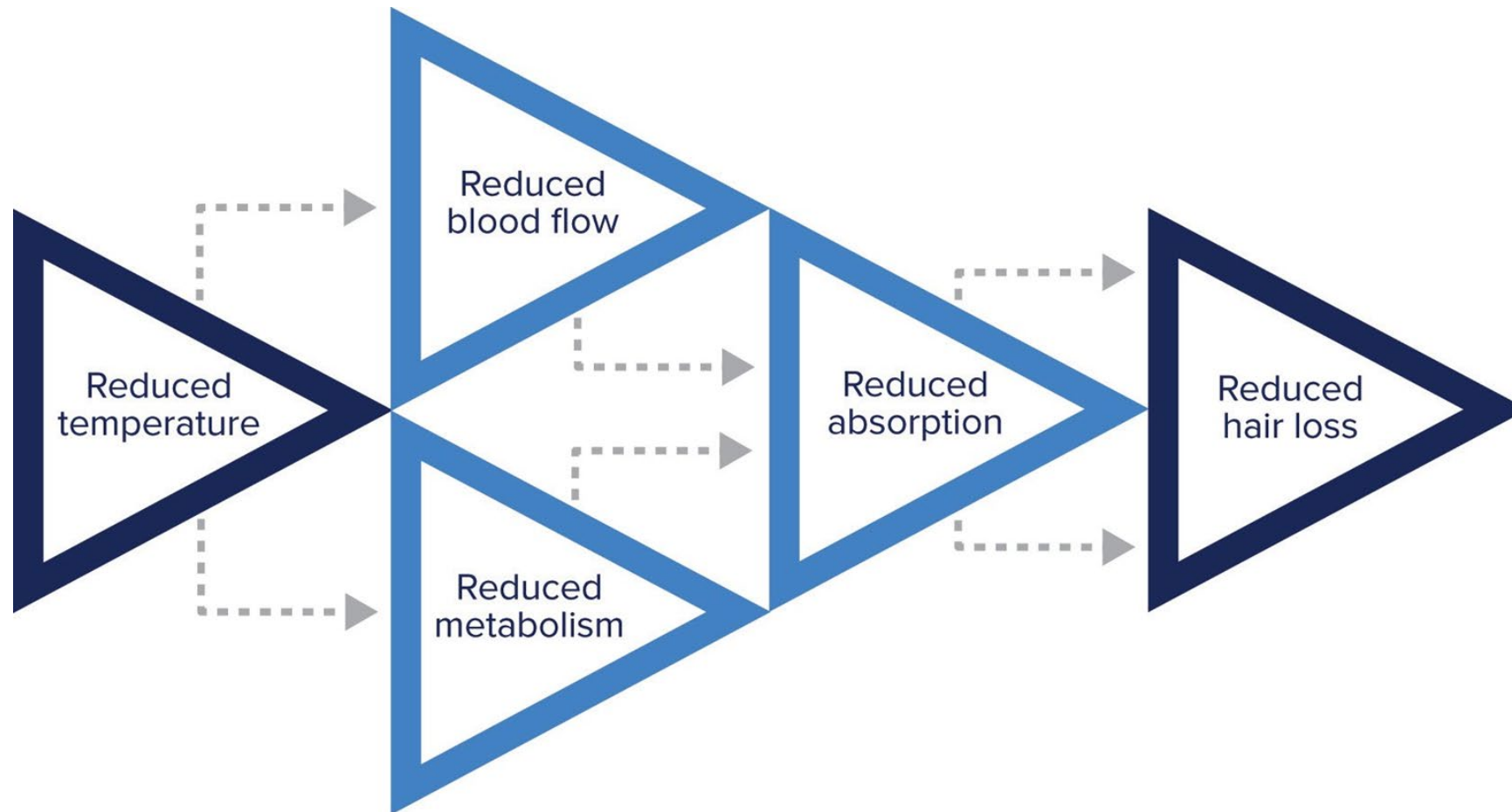
*After a short introduction to scalp cooling*

**96%** showed interest in scalp cooling to minimize hair loss from chemotherapy



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





# Leading the way in scalp cooling innovation



**1996**

**2001**

**2009**

**2019**

DigniCap patented by  
Yvonne Olofsson

DigniCap C2

DigniCap C3

DigniCap Delta

# DigniCap Delta is designed for optimal results

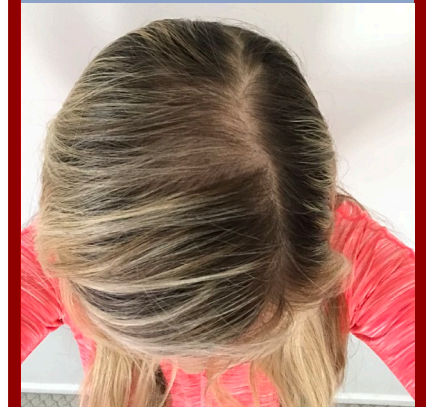
- Next gen device - FDA Cleared June 2019
- Single patient cooling unit
- Highly reliable ultra-consistent thermoelectric cooling engine.
- 54% smaller than previous device
- Up to 80% reduction in nursing time
- 2 hours of battery life to enable patient mobility
- Intuitive user interface
- Single patient caps provide infection control benefits



*DigniCap patient  
during chemo*

MONIKA

Chemo: AC-T x 16



# New cancer cases annually around the world

## Large addressable market

### Global

Cancer Incidences  
17,036,901

Solid Tumors  
12,800,902

Breast, Ovarian, &  
Uterine Cancer  
3,300,000

Compatible Chemo Regimens  
7,68,541

\$1.3 Billion USD  
Revenue potential

### U.S.

Cancer Incidences  
1,898,160

Solid Tumors  
1,299,250

Breast Cancer 284,200  
Ovarian & Uterine Cancer 102,460  
Prostate Cancer 248,530

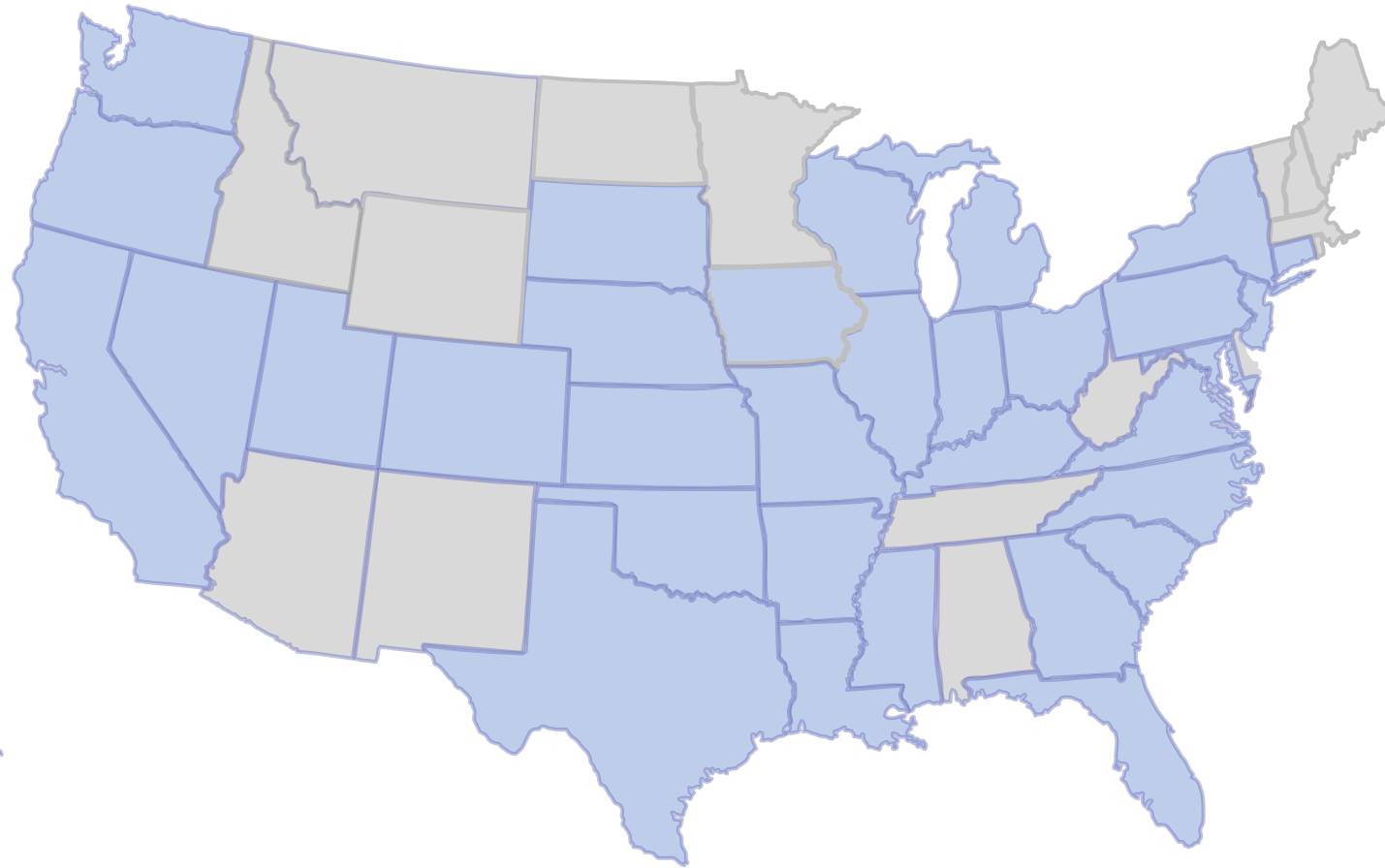
Compatible Chemo Regimens  
779,550

\$600 Million USD  
Revenue potential

# U.S. market presence

## DigniCap today:

- in 34 states
- 348 units
- at 223 locations




# U.S. market presence Group Purchasing Organizations and Community Cancer Center Networks

 **ION Solutions**  
AmerisourceBergen  
GPO for 1,100 practices

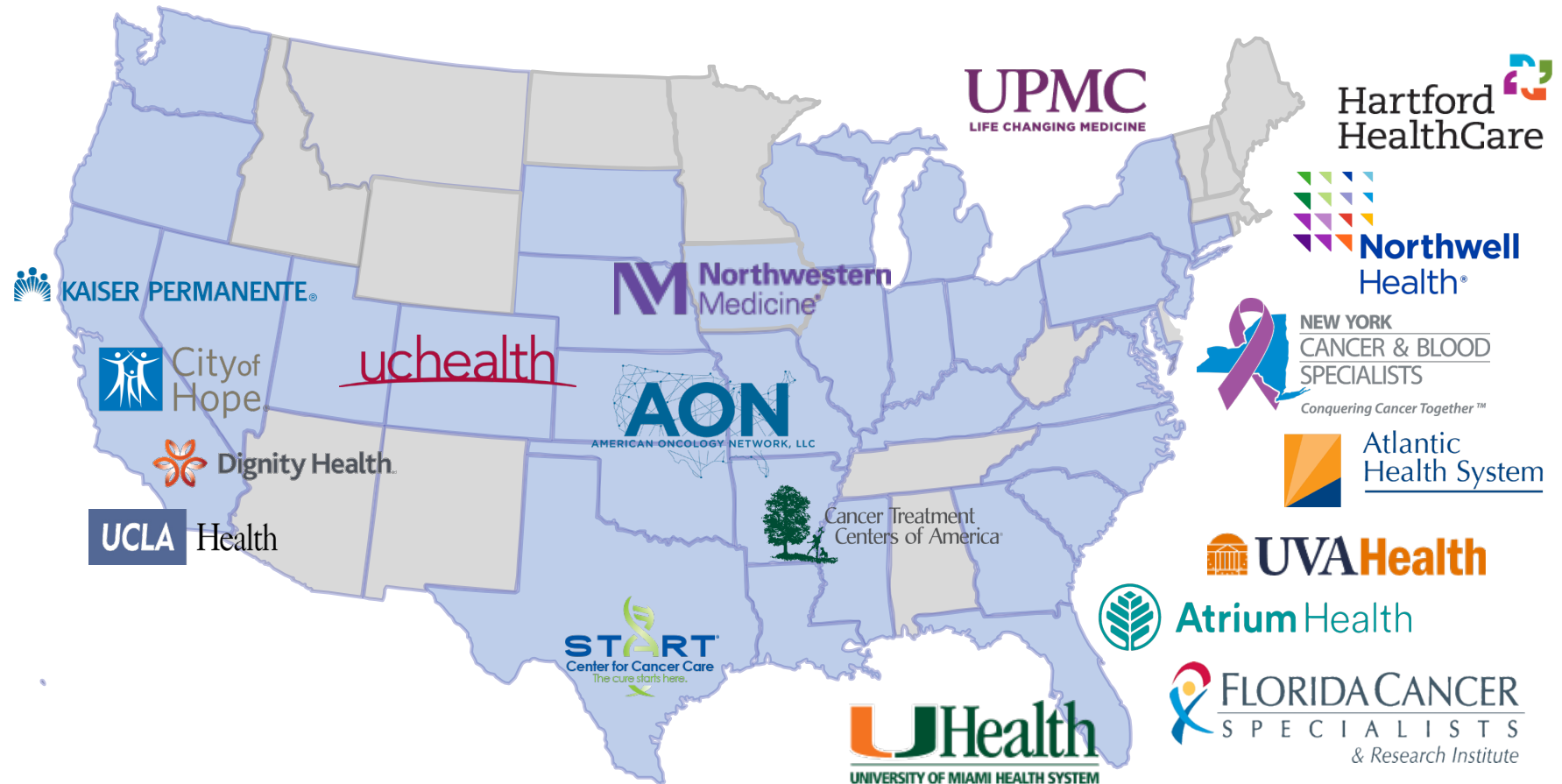
 **Cancer Treatment  
Centers of America®**  
Locations in 5 states

 **KAISER PERMANENTE®**  
Locations in 8 states and  
District of Columbia

 **Dignity Health.**  
Locations in 3 states

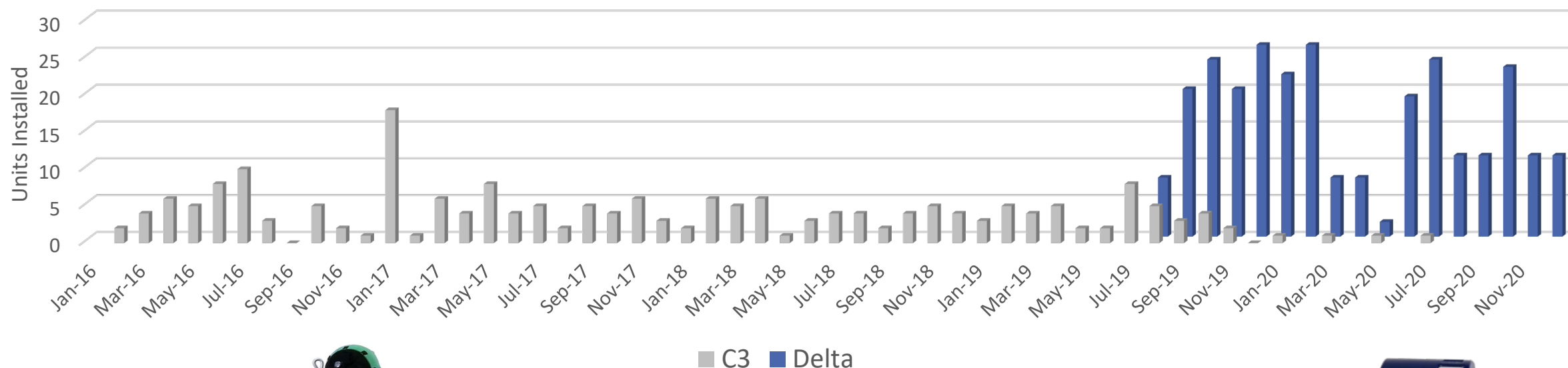
 **AON**  
AMERICAN ONCOLOGY NETWORK, LLC  
Locations in 10 states

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

# U.S. installations – C3 vs. Delta



DigniCap C3

C3: 205 in 3.5 years  
Delta: 300+ in 1.7 years



DigniCap Delta

# U.S. revenue drivers

1

Number of Installed units  
Lease revenue



**FACILITY**

LEASING FEE

MONTHLY  
\$300

Higher utilization  
increases revenue  
per device

Typical chemo  
regimens are  
4 to 16 cycles

On average  
DigniCap patients  
have 6 treatments

2

Number of treatments  
per device / per month



**PATIENTS**

CONSUMABLE

DELTA KIT  
\$250

PAY-PER-TREATMENT

CHEMO 1  
\$300

CHEMO 2  
\$300

CHEMO 3  
\$300

CHEMO 4  
\$300

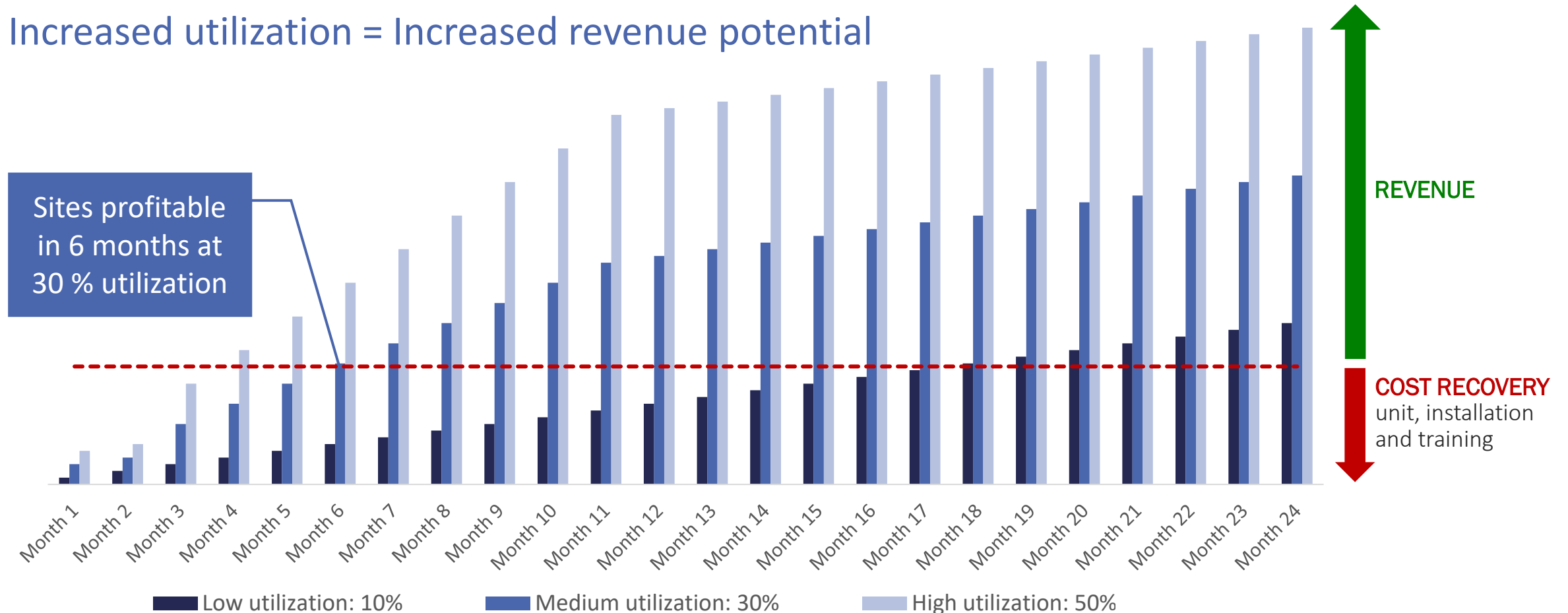
CHEMO 5  
\$300

CHEMO 6  
\$300



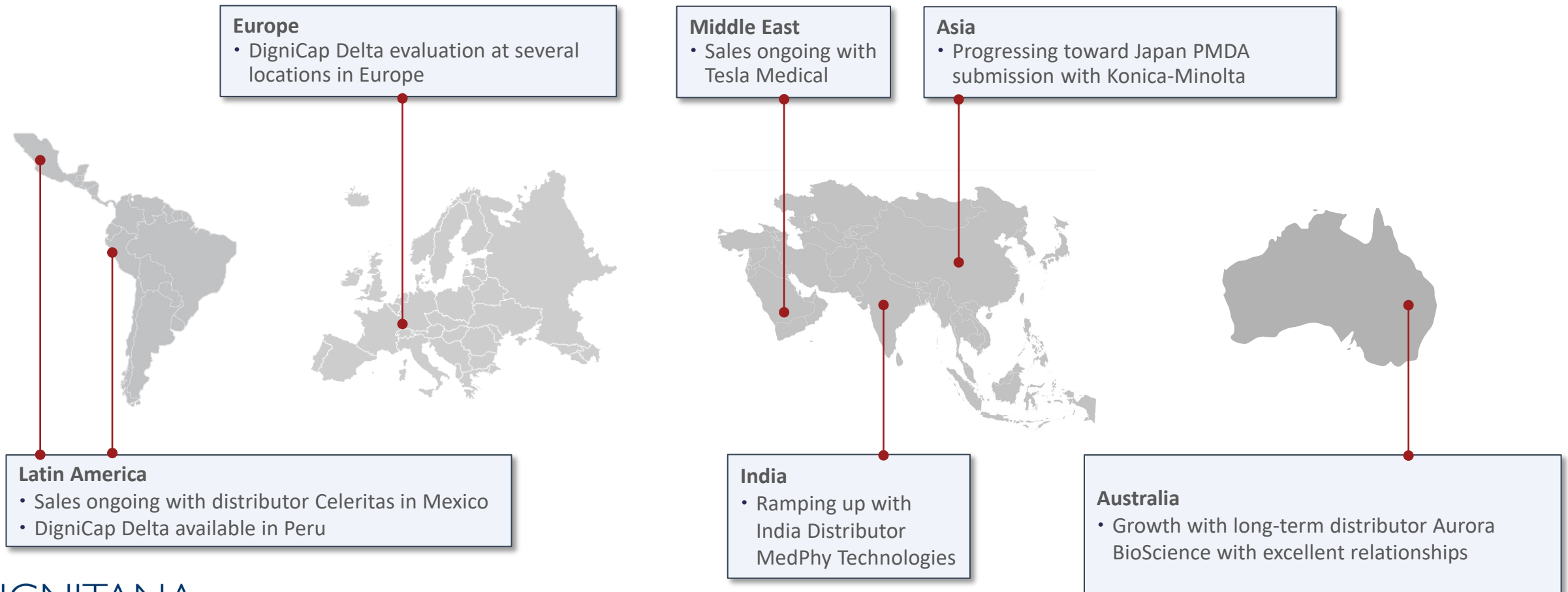
# Pay-per-treatment model

Increased utilization = Increased revenue potential





# Expanding global presence



# Scalp cooling as standard of care



## European Society for Medical Oncology (ESMO)

Scalp cooling is a Category IIB treatment  
recommendation in November 2020 practice guidelines



## Cancer Australia

Recommendation to “consider scalp cooling to  
reduce the risk of hair loss for patients receiving  
chemotherapy” in Fall 2020 Guidance

*Where cost is not a barrier, scalp cooling devices have 100% utilization*

Moving  
toward  
U.S.  
standard  
of care

## National Comprehensive Cancer Network® (NCCN)



Scalp cooling is a **Category 2A recommendation** to reduce the incidence of chemotherapy-induced alopecia for patients receiving chemo treatments.



NCCN Clinical Practice Guidelines in oncology for:

- Breast cancer (Version 1.2019)
- Ovarian cancer (Version 1.2020)



National Comprehensive  
Cancer Network®

*NCCN is a not-for-profit alliance of 31 leading cancer centers devoted to patient care, research, and education.*

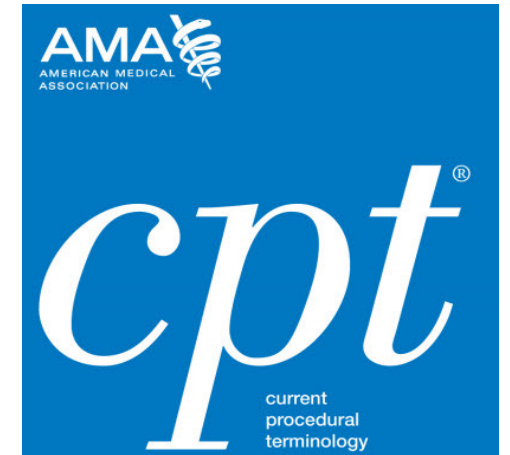
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# CPT<sup>®</sup> code and reimbursement

## Category III CPT Codes for scalp cooling

**Effective July 1, 2021**

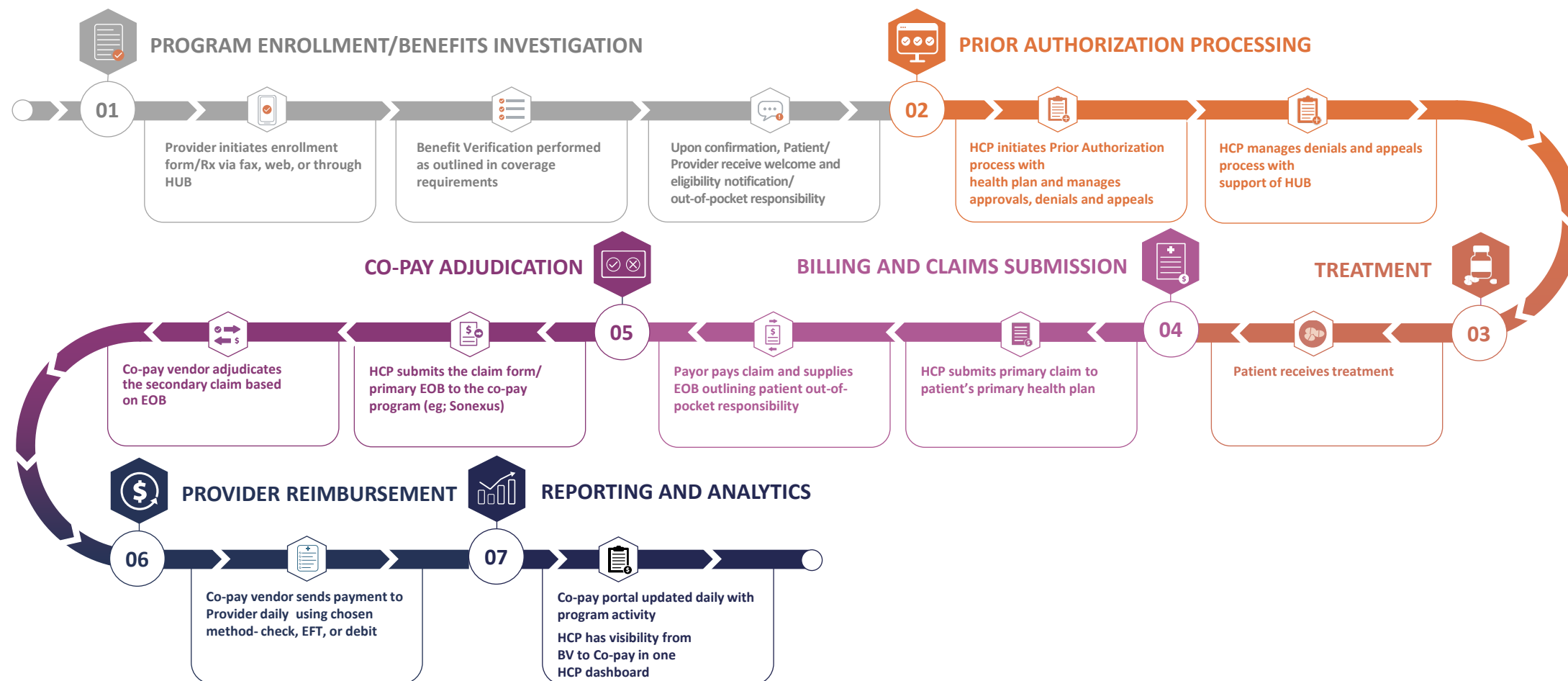
- Most substantial development to advance scalp cooling since DigniCap FDA clearance in 2015
- Provides a pathway to accelerate the potential for reimbursement
- Easier for clinics to get prior authorizations and settle claims
- Reimbursement provides attractive revenue opportunity for community oncology practices.



*current procedural  
terminology code*

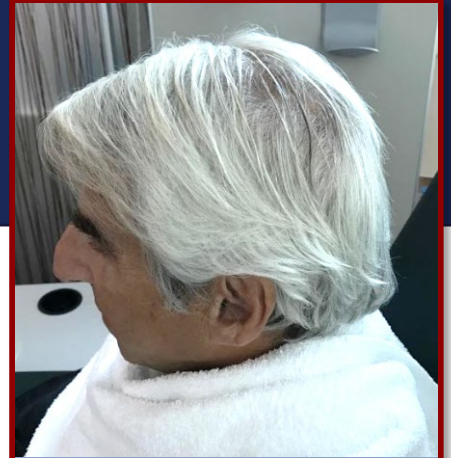
# Patient reimbursement journey

## Commercially insurer patients in the U.S.



# Summary

- Tremendous opportunity to grow with existing customer base
  - Higher machine utilization increases revenue per device
  - Pay-per-treatment (U.S.) and consumables
  - Consumables RoW
- Significant new business pipeline
  - Increase U.S. locations
  - Selectively expand distributor network
  - Greater usage with other malignancies
- Expanding US market with pathway for reimbursement
- Business building as COVID-19 situation improves
- Profitability to come based on scheduled install ramp



*DigniCap patient  
during chemo*

ALLEN

Chemo: T Carbo x 6





## Headquarters

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## Investor Relations

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# DIGNITANA