

# RESPIRI



## RESPIRI:

A Respiratory eHealth  
MedTech Company

Extending Care Beyond the Clinic



23<sup>rd</sup> March 2021

Marjan Mikel (RESPIRI CEO)

# RESPIRI



## OUR MISSION

To improve asthma management by  
extending care beyond the clinic



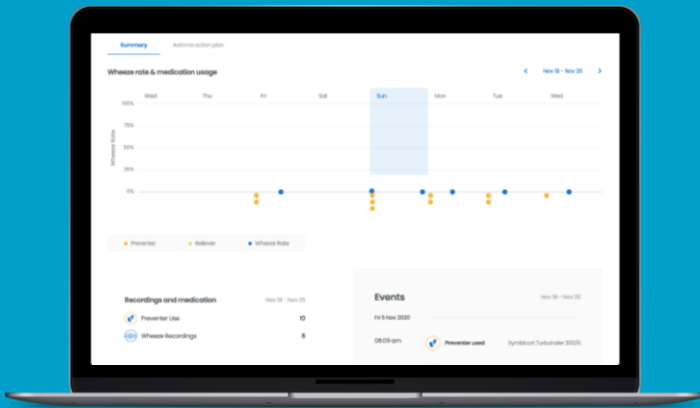
## OUR VISION

A world without the challenges of asthma



## meet wheezo

wheezo is an eHealth SaaS platform that uses a device and app to measure, record and monitor asthma



### Wheeze Detection

The device records breath sounds over 30 seconds to be analysed in the app for the presence of wheeze

### Continuous Monitoring

App allows users to also log symptoms, triggers, medication and local environmental factors

### Asthma Action Plan

Wheezo allows for the digitisation of a patient's asthma action plan

### Patient Portal

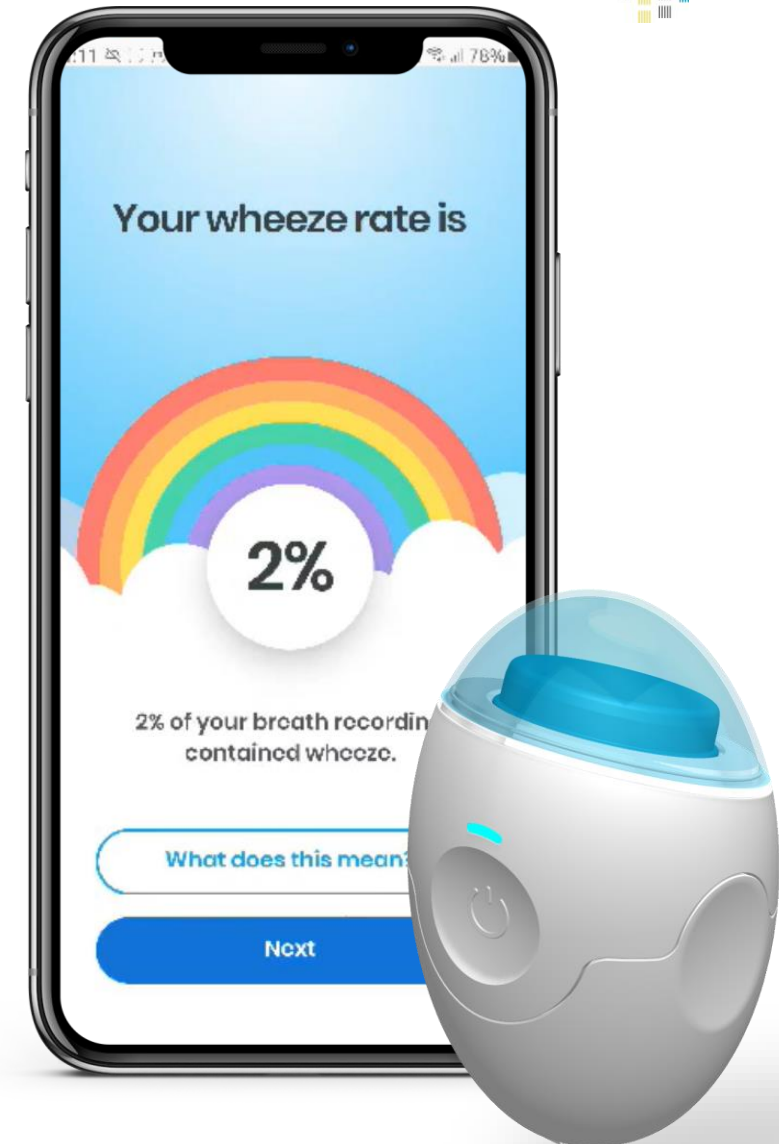
Data collected is used to build a personalised asthma profile and displays graphic analytics

### Data Sharing

Patients can easily share their data with healthcare professionals on demand

### Indicated Patient Population

For children older than 2 years and all other adult populations





# OTC CLASS II FDA APPROVAL FOR wheezo

This allows Respiri to target more channels in the USA including

- Class II Medical Device opening up reimbursement possibilities
- CPT Reimbursement Codes for Remote Patient Monitoring (RPM) physician prescription
- Pharmacy/Retail channels without prescription
- Online/Amazon without prescription
- Indication agnostic but focus remains asthma
- For children older than 2 years and all other adult populations

**Example wheezo US sales channels:**

HMOs via Physician prescription



KAISER  
PERMANENTE®

Online retail without prescription



Pharmacy without prescription

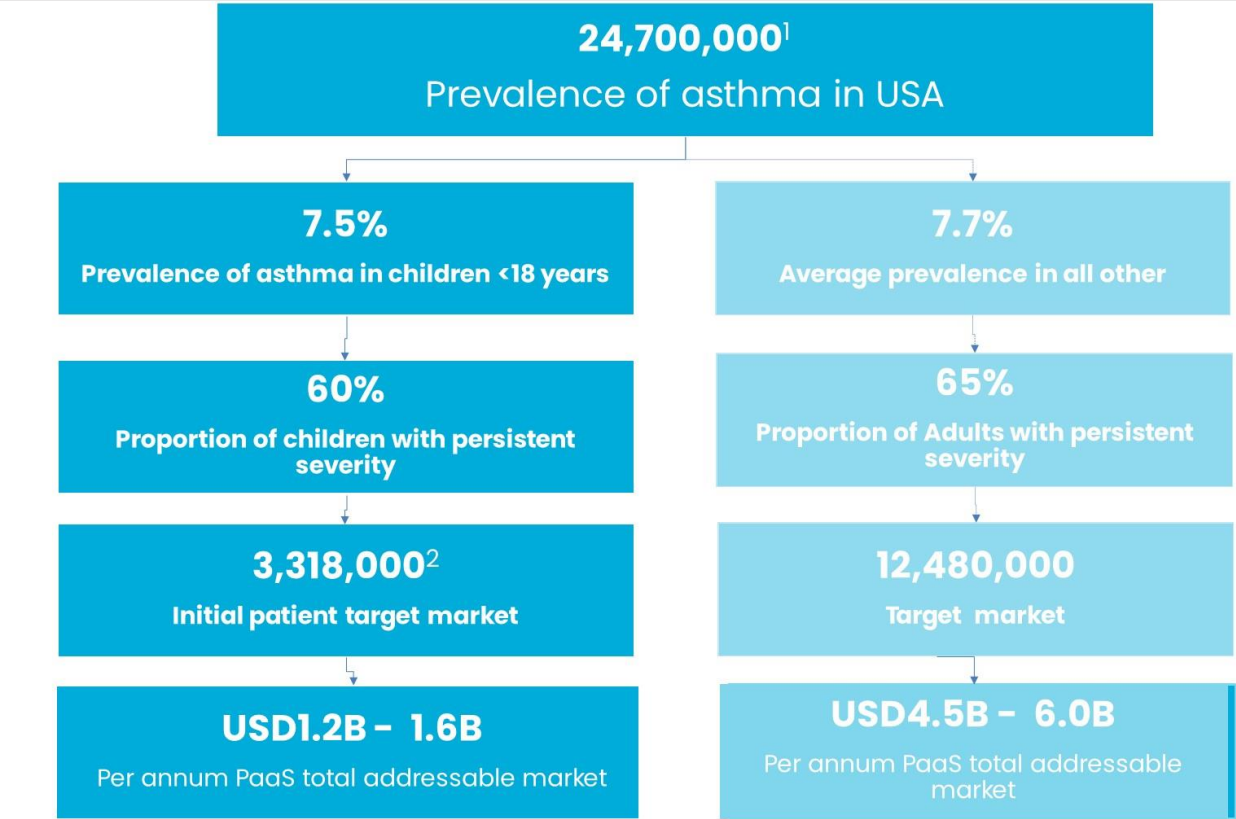




# USA MARKET OPPORTUNITY

3.3 million children with persistent and severe asthma and total  
12.5 million target patient population

9.8 million Physician visits p.a.
1.6 million emergency department visits p.a.
3.3 million children with persistent and severe asthma
12.5 million total patient population
Wheezo PaaS monthly fees from physicians USD30-USD40/mth.



1. All data sourced from [CDC – National Center for Health Statistics. Asthma.](#)  
2. Stratification based on asthma prevalence of 5.53M Children less than 18 years old.



# PHARMACY OPPORTUNITY

- 88,000+ pharmacies in the USA
  - ~22,000 are independent
  - ~66,000 are large chains
- Worth USD319B pa and growing at 3.3%
- ~30% through online sales
- Major players Walmart, Walgreens, Costco

Cipla current partner in Australia and have 1<sup>st</sup> right of refusal for other markets.  
Alternatives include other pharma and medical device companies  
<https://www.ciplausa.com>



## 2021 Payment Rates

CPT Code	Descriptor	Value US\$ (non-facility)
99453	Patient set up (once per episode of care)	\$18.77
99454	Device delivery/supply (every 30 days, min.16 days of data collection)	\$62.44
99457	Patient Monitoring & interactive communication First 20 mins (every 30 days)	\$51.61
99458	Patient Monitoring & Communication. Each additional 20 mins (every 30 days)	\$42.22
99091	Collection & Review of Physiological Data (every 30 days)	\$59.19

# REIMBURSEMENT OPPORTUNITY

A US patient generates up to 5 x the annual revenue of an Australian patient.  
Little or no out of pocket expense to patient unlike Australia

1

Provider sets patient up on a remote monitoring platform/system



Provider bills  
once

2

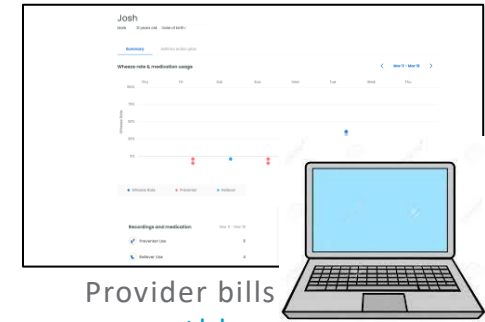
Physiological data is captured/recorded over at least 16 days



Provider bills  
monthly

3

Data sent in real time & clinical staff review RPM data & interact with the patient



Provider bills  
monthly

- Physician's billable amount per patient per year **USD1,350+**
- Respiro Product as a Service (PaaS)billed to physician  
**USD360 -USD480**





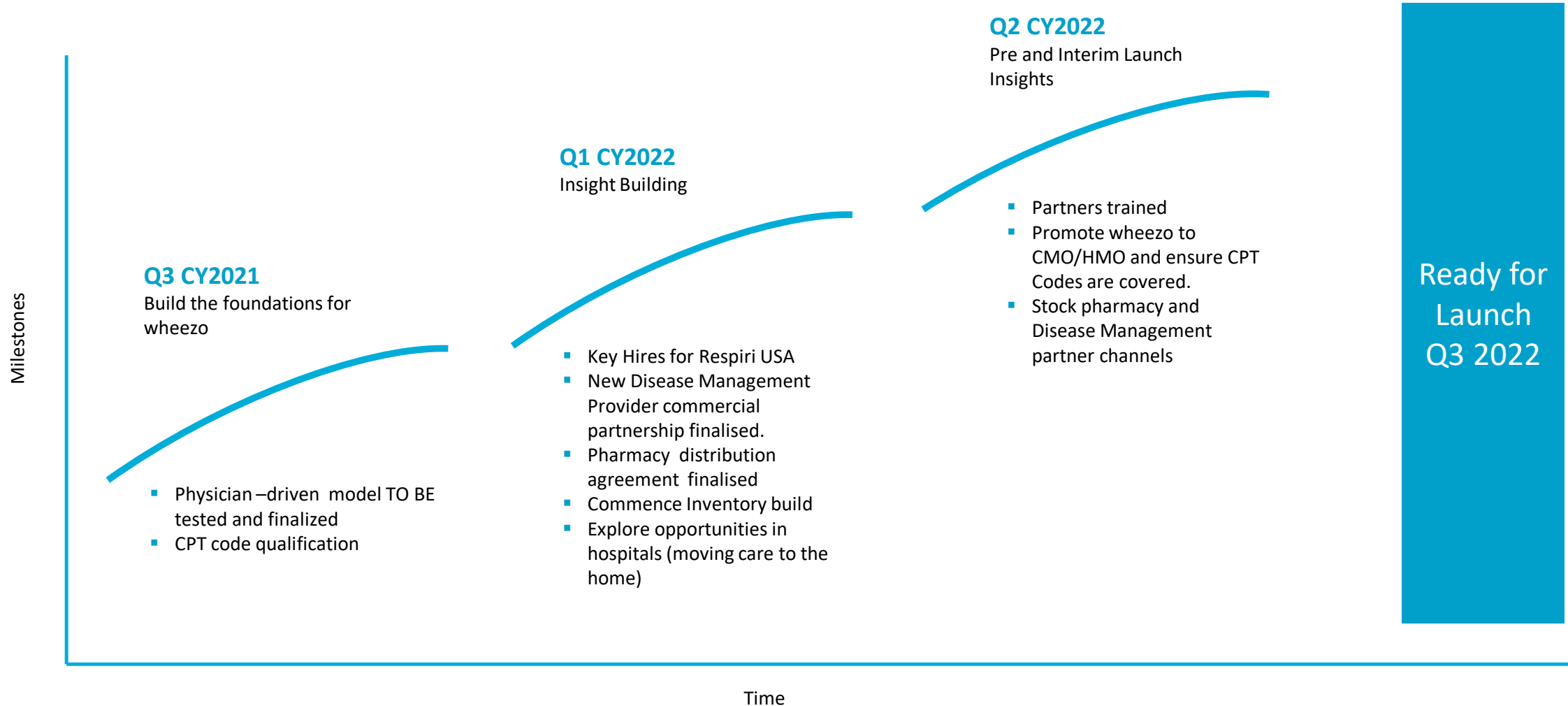
# STRATEGY

Current discussions will open up the professional disease management market via immediate distribution capabilities into specialist clinics & disease management providers, whilst Cipla provide a distribution option in pharmacy

	Right time	Channel Partner		Planned Revenue Model
New Channel	Disease Management Providers	Under-negotiation	Monthly recurring revenue is 4 - 5 times Aust SaaS. Patient value AUD480-640 vs AUD120	Per patient per device per month fee (USD30-40 vs Aust \$9.99) Share of remote patient monitoring service fee to providers Share of incremental savings from Risk Share contracts
Existing Channels	Direct Sales	amazon		Online sales and SaaS
	Direct Sales	Cipla		Pharmacy sales and SaaS



# COMMERCIALISATION TIMELINES



# RESPIRI



THANK YOU  
QUESTIONS?



MARJAN MIKEL, CEO  
MARJAN@RESPIRI.CO  
+61 408 462 873

# FORWARD LOOKING STATEMENTS



Certain statements made in this announcement are forward-looking statements. These forward-looking statements are not historical facts but rather are based on Respiro's current expectations, estimates and projections about the industry in which Respiro operates, and its beliefs and assumptions. Words such as "anticipates," "expects," "intends," "plans," "believes," "seeks," "estimates," "guidance" and similar expressions are intended to identify forward-looking statements and should be considered an at-risk statement. Such statements are subject to certain risks and uncertainties, particularly those risks or uncertainties inherent in the process of developing technology and in the endeavour of building a business around such products and services.

These statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and other factors, some of which are beyond the control of Respiro, are difficult to predict and could cause actual results to differ materially from those expressed or forecasted in the forward-looking statements. Respiro cautions shareholders and prospective shareholders not to place undue reliance on these forward-looking statements, which reflect the view of Respiro only as of the date of this release.

The forward-looking statements made in this announcement relate only to events as of the date on which the statements are made. Respiro will not undertake any obligation to release publicly any revisions or updates to these forward-looking statements to reflect events, circumstances or unanticipated events occurring after the date of this announcement except as required by law or by any appropriate regulatory authority.