



## ASX Announcement

2 September 2021

### Investor Webinar

MELBOURNE, AUSTRALIA (2 September 2021): Hexima Limited (ASX:HXL), wishes to remind investors of its webinar scheduled for today, 2 September 2021 at 9:00 AM AEST. The webinar follows the filing of a design patent covering important consumer-oriented designs of the proposed commercial packaging for pezadeftide, its proprietary product in development to treat onychomycosis. A copy of the presentation delivered in the webinar is attached.

Hexima will discuss the importance of the design covered in the patent. The commercial package is intended to enhance the experience of patients using pezadeftide to treat their onychomycosis. In the webinar, the Company will also introduce the design of a mobile application Hexima intends to implement as a companion application to facilitate patients connecting with their doctor, monitoring treatment progress, up-loading photographs, and refilling prescriptions.

Hexima CEO Michael Aldridge commented, "This is a very consumer driven market and thus a critical aspect of the success of pezadeftide will be our ability to deliver not only a safe and effective medication, but also a complete product solution which optimises the patient experience.

Two aspects of consumer attractiveness are built in with our product. First, pezadeftide appears to work very rapidly delivering a patient-friendly and convenient short course of therapy. Secondly, it also provides gratifying feed-back to the patient that the medication is working and encourages compliance. Those features are unique to pezadeftide. Hexima also wishes to deliver packaging and a companion mobile application which supports a 'patient-centric' complete product solution."

**Investor Webinar:** 2 September 2021, 9 AM AEST

**Registration link:** [https://us06web.zoom.us/webinar/register/WN\\_AcPrniY2Qlqh90-0HdpFA](https://us06web.zoom.us/webinar/register/WN_AcPrniY2Qlqh90-0HdpFA)

**This announcement is authorised for release to ASX by Michael Aldridge, Chief Executive Officer.**

***Enquiries:***

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Chief Operating Officer

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**About Hexima**

Hexima (ASX:HXL) is a clinical stage, anti-infectives focused biotechnology company engaged in the research and development of defensin peptides for applications as human therapeutics. Our lead product candidate, pezadeftide (HXP124) applied in a topical formulation, is a potential new prescription treatment for toenail fungal infections (or onychomycosis). Hexima is currently conducting an Australian phase IIb clinical trial testing pezadeftide for the treatment of onychomycosis. Hexima holds granted, long-life patents protecting pezadeftide in major markets globally. For additional information please visit [www.hexima.com.au](http://www.hexima.com.au). You can also find us on [Twitter](#) and [LinkedIn](#).

SEPT 2021

# HEXIMA LIMITED (ASX:HXL)

Consumer-centric development



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# AGENDA

## Consumer-centric development

- CompliancePak
- Mobile Application
- Market Opportunity



# EXPERIENCED MANAGEMENT TEAM

PROVEN TRACK RECORD OF DELIVERING VALUE



MICHAEL ALDRIDGE

Chief Executive Officer

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CEO Peplin, sold to Leo Pharma in 2009 for \$300M

SVP Corporate Strategy Questcor, sold to Mallinckrodt in 2014 for \$5.6B

SVP Corporate & Strategic Development Codexis, \$357M partnership with Nestle in PKU in 2017



PHILLIP ROSE

US Commercial Operations

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VP General Manager North America, ICN (now Bausch Health)

President and CEO Obagi Medical Products

US Commercial Consultant to Peplin

Licensed and Practicing Retail Pharmacist



DR. PETER WELBURN

Chief Development Officer

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CSO and VP R&D at Peplin, NDA for Picato (PEP005 Gel) approved 2012

General Manager Leo Pharma (Australia)

Consultant to Codexis on CDX6114 for PKU



# HEXIMA LIMITED (ASX:HXL)

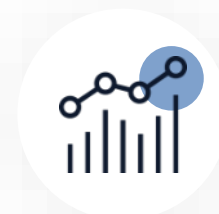
DEVELOPING A NOVEL TOPICAL PRODUCT ADDRESSING A CLEAR UNMET NEED IN A LARGE AND GROWING MARKET



## CLINICAL-STAGE, INFECTIOUS DISEASE-FOCUSED BIOTECHNOLOGY COMPANY

Lead program is pezadeftide (HXP124), a **potential new topical treatment** for onychomycosis (fungal nail infections)

Exploring other applications for its anti-fungal peptide platform



## LARGE AND GROWING MARKET WITH **SUBSTANTIAL UNMET NEED**

Onychomycosis **affects ~14% of the US population**. Global market for treatments for onychomycosis **US\$3.7 bn**

Current treatments do not meet patient needs

- Topical drugs - long course of treatment, limited efficacy
- Oral drugs - more effective but risk of toxic side effects

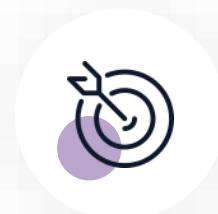
Patients and clinicians have a **clear preference for a safe topical product** with a more convenient **shorter course of therapy and better efficacy**



## NOVEL, PROPRIETARY MOLECULE WITH UNIQUE MOA

Pezadeftide is a patented biologic with a **novel fungicidal mode of action**

**Rapidly penetrates the human nail** to target the site of infection



## PEZADEFTIDE ADDRESSES AN UNMET NEED. GOAL TO BE THE **TREATMENT OF CHOICE**

Demonstrated in a phase I/IIa clinical trial to have a favourable safety profile and deliver effective and rapid anti-fungal treatment

**Safe and well tolerated**

**High efficacy** via consumer-friendly topical application

**Short, convenient course of therapy**, delivers rapid resolution of disease



## WELL-DEFINED DEVELOPMENT PATH

Currently in Australian phase IIb clinical trial – results Q2 2022  
File IND with FDA in Q4 2021  
Phase III 2022





# Pezadeftide

Click image to  
play animation



Pezadeftide is not an approved treatment.



# CONSUMER CENTRIC APPROACH TO COMMERCIALIZATION

**Hexima positions itself as a team member with the Physician and 3<sup>rd</sup> Party Payers to maximize onychomycosis therapy outcomes**

- Pezadeftide treats the infection, Hexima treats the patient

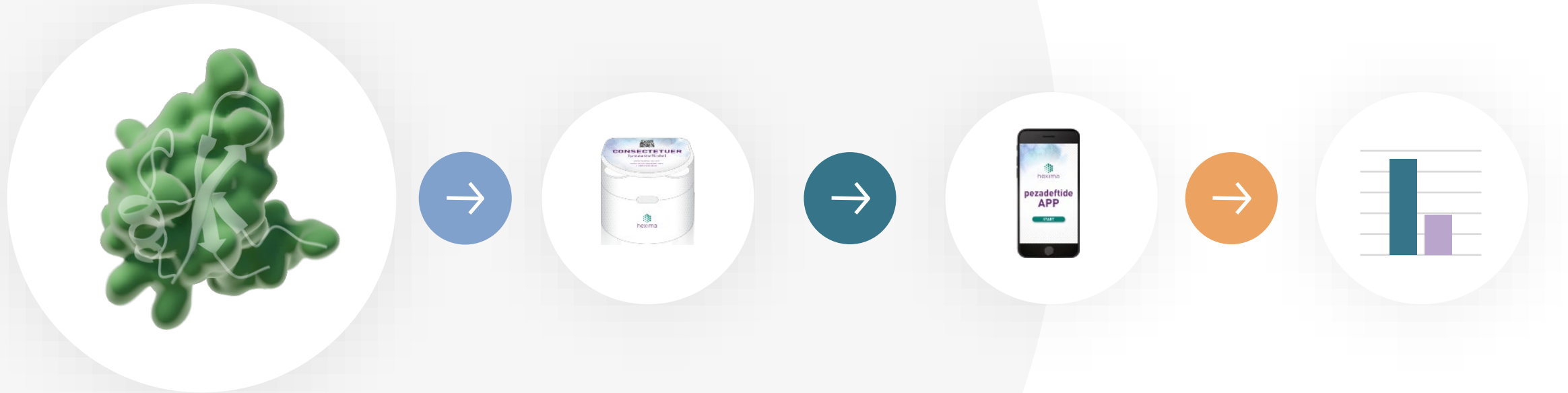
**Provide innovative Patient support tools to achieve:**

- Maximum patient adherence to treatment protocol
- Support and Motivate the patient throughout the course of therapy
- Patient Education on the correct preparation and application technique
- Finding a Physician and Patient preferred source of product
- Minimize treatment interruptions and abandonment





# RESOURCES TO INFLUENCE POSITIVE THERAPY OUTCOMES



# RAPID AND DRAMATIC IMPROVEMENT IN APPEARANCE OF NAILS

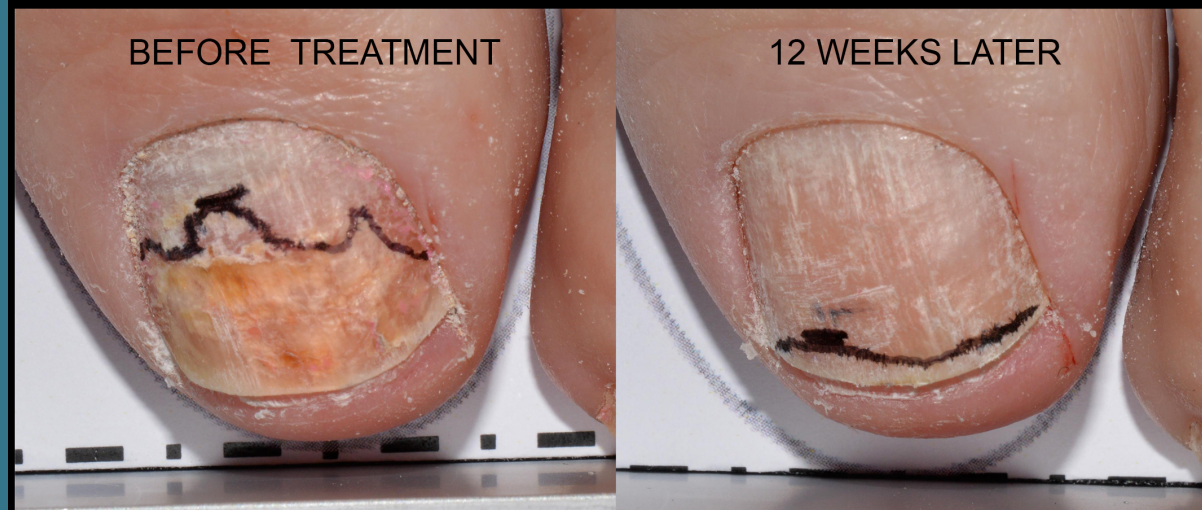
NOTICEABLE IMPROVEMENT IN JUST 2,  
WEEKS, ALMOST CLEAR IN 12 WEEKS



**Pezadeftide penetrates  
the nail to kill the  
fungus, allowing  
healthy, uninfected  
nail to grow out**

- Clear nail growth continues  
after dosing has finished

Click image to play animation



Data from clinical study HXP124-ONY-001  
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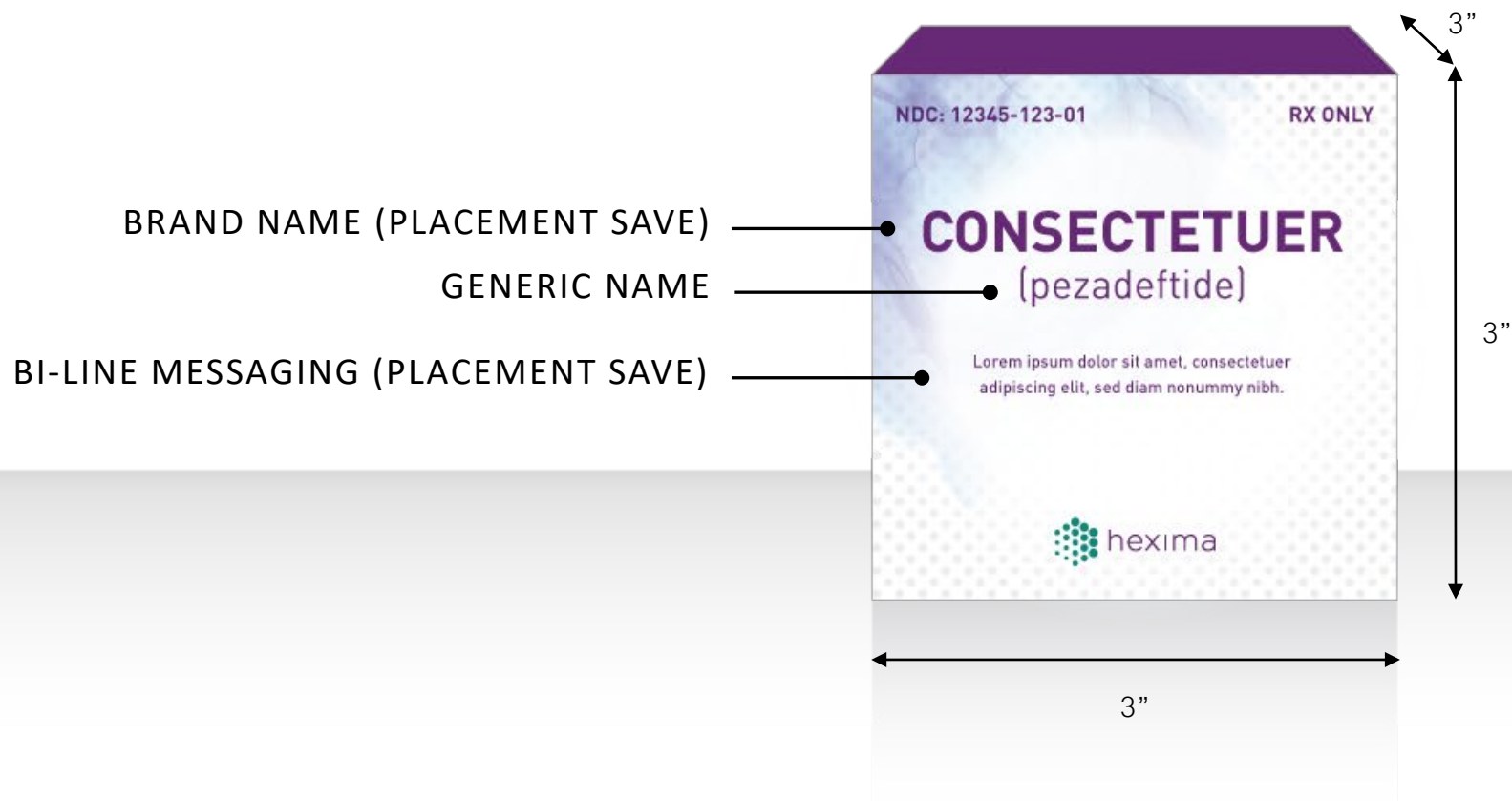


# RESOURCES TO INFLUENCE POSITIVE THERAPY OUTCOMES



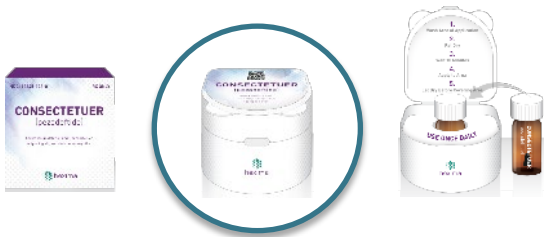
# PEZADEFTIDE COMPLIANCEPAK

## OUTER CARTON - FRONT



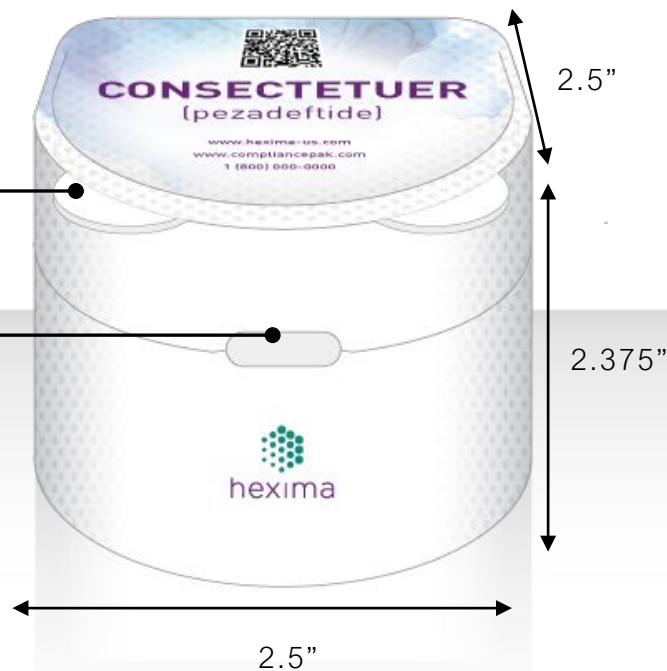
# PEZADEFTIDE COMPLIANCEPAK

PRODUCT CASE - FRONT



WING FOR EASY OPENING

CHILD-RESISTANT CLOSURE





# PEZADEFTIDE COMPLIANCEPAK

## PRODUCT CASE - OPEN



REINFORCE DAILY APPLICATION



1.  
Wash Area of Application

2.  
Pat Dry

3.  
Wait 10 Minutes

4.  
Apply to Area

5.  
Let Dry Before Covering Area

USE ONCE DAILY

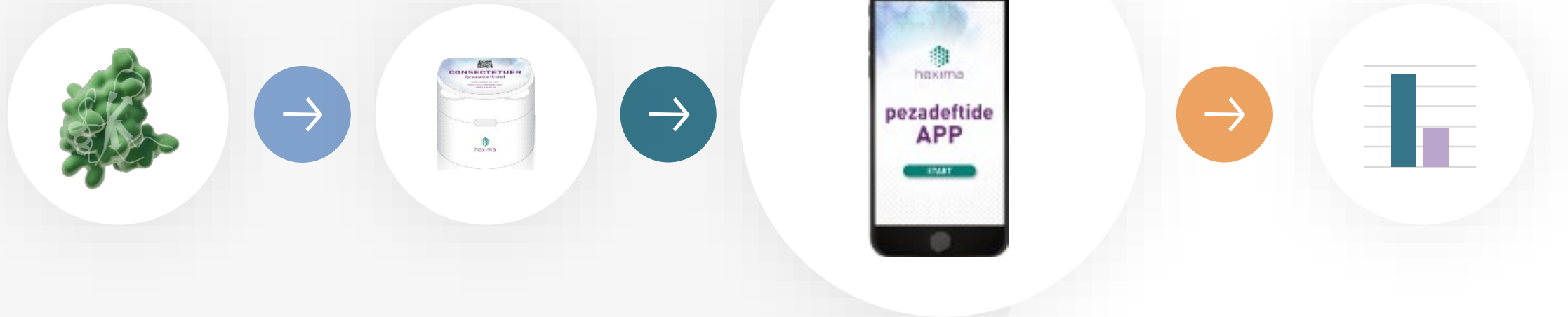


REINFORCE FDA-APPROVED  
DIRECTIONS FOR APPLICATION

PRIMARY UNIT PERMANENTLY  
SECURED IN COMPLIANCEPAK  
UNIT



# RESOURCES TO INFLUENCE POSITIVE THERAPY OUTCOMES



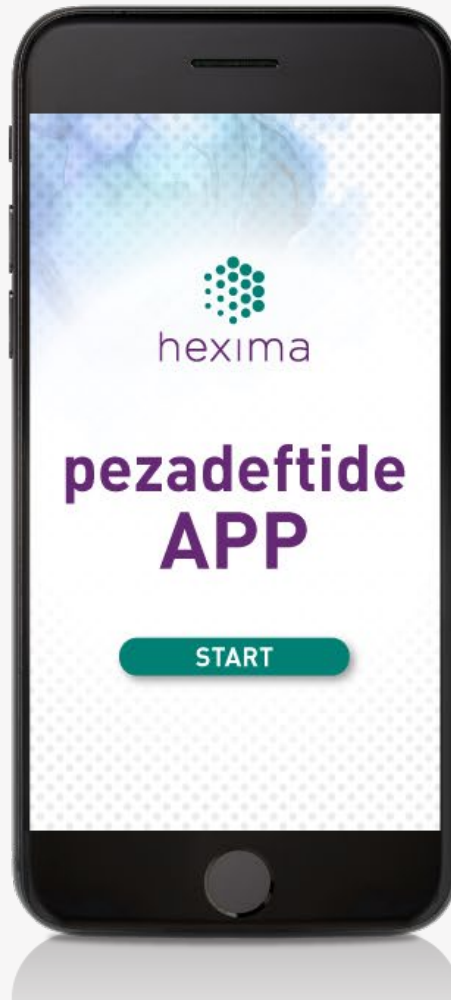
# Pezadeftide Mobile App



# PEZADEFTIDE – MOBILE APP



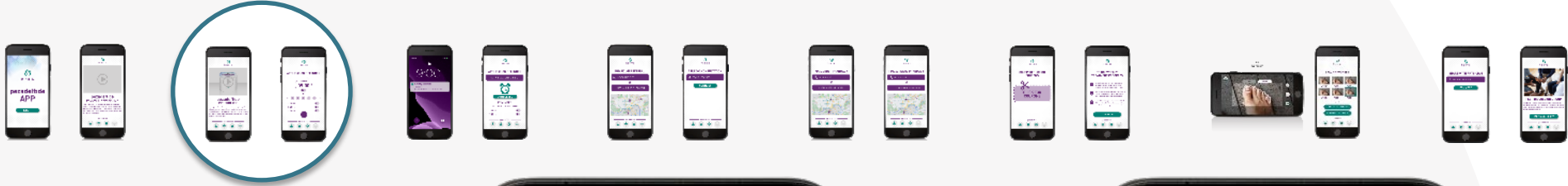
1  
INTRO



2  
PRODUCT  
INFORMATION



# PEZADEFTIDE – MOBILE APP



3  
PRODUCT USE  
VIDEO

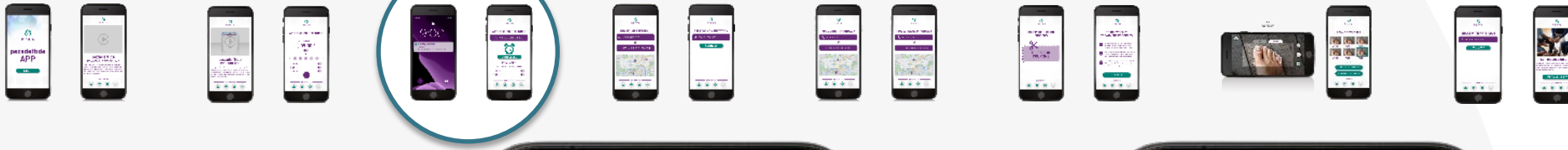


4  
APPLICATION REMINDER  
PORTAL





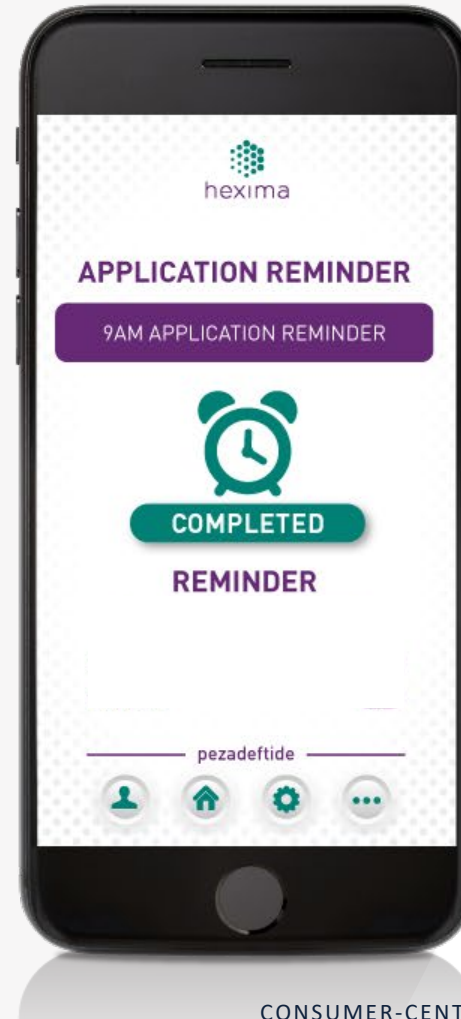
# PEZADEFTIDE – MOBILE APP



5  
REMINDER NOTIFICATION  
SCREEN



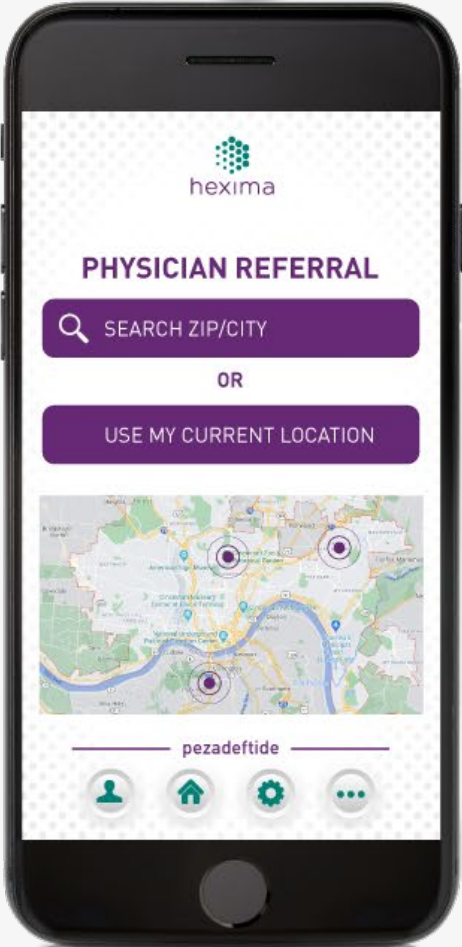
6  
ONCE DAILY  
APPLICATION REMINDER  
ALARM



# PEZADEFTIDE – MOBILE APP



7  
PHYSICIAN REFERRAL  
PAGE



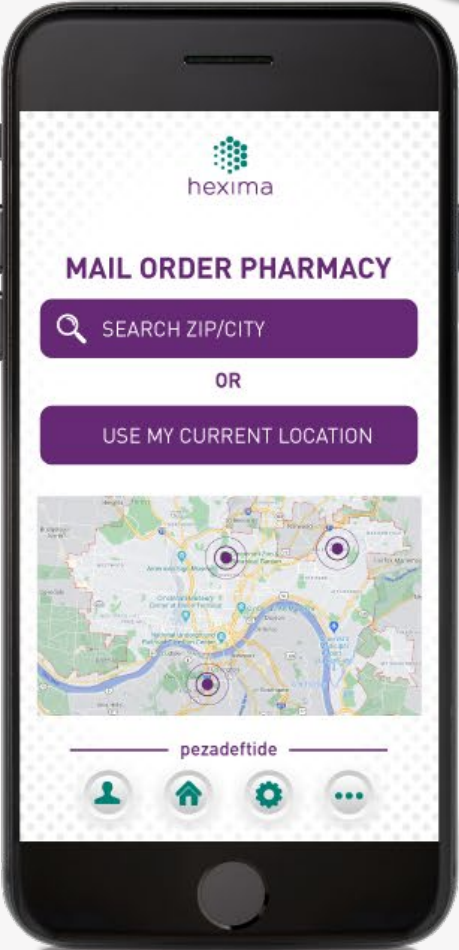
8  
TELEDOC CONSULTATION  
PORTAL



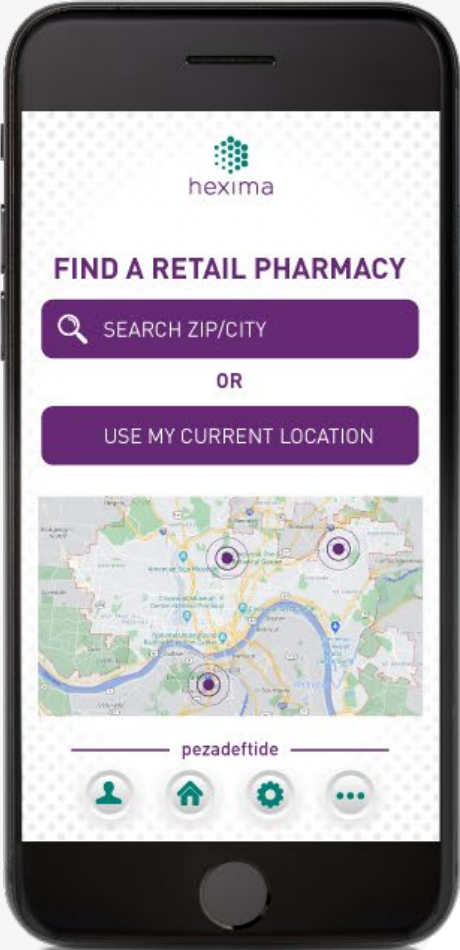
# PEZADEFTIDE – MOBILE APP



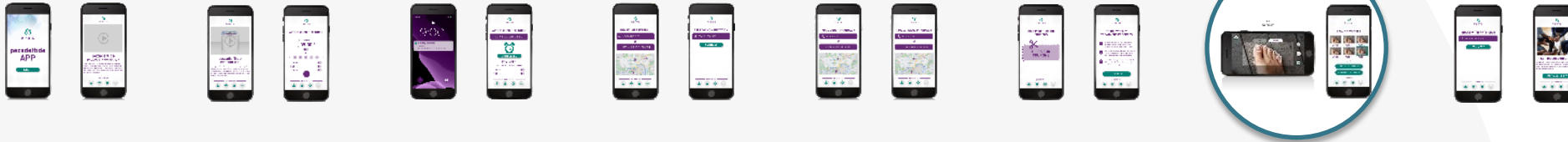
9  
MAIL ORDER PHARMACY  
FULFILLMENT PORTAL



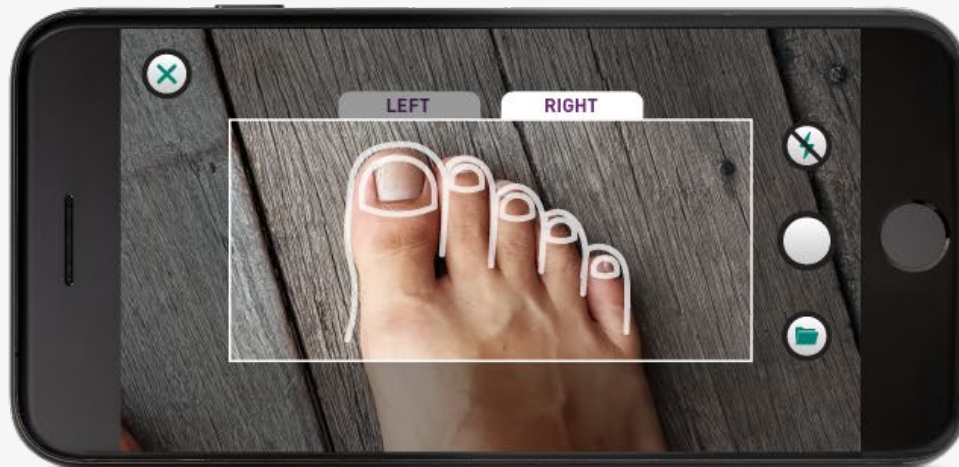
10  
FIND A RETAIL PHARMACY  
PORTAL



# PEZADEFTIDE – MOBILE APP



13  
TAKE PHOTO

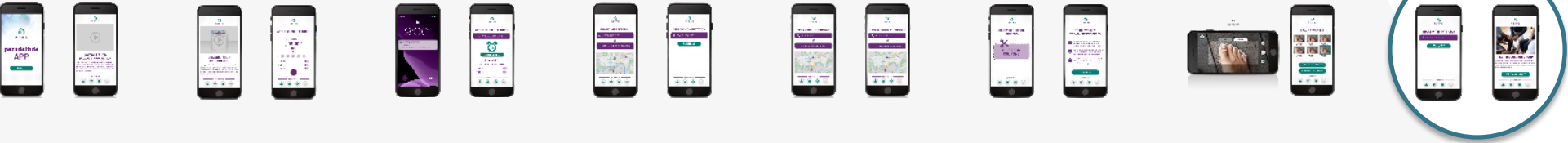


14  
PROGRESS PHOTO  
GALLERY

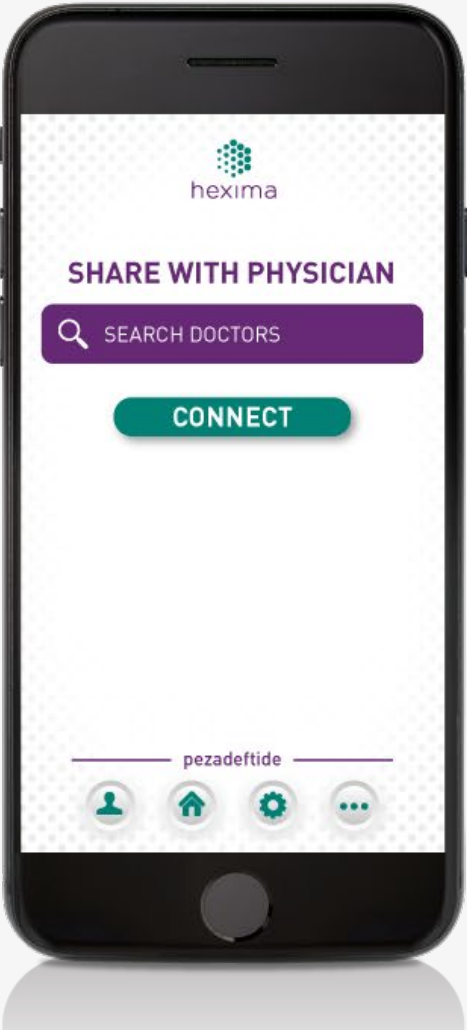




# PEZADEFTIDE – MOBILE APP



15  
SHARE WITH  
PHYSICIAN



16  
PEER DISCUSSION  
ROUP



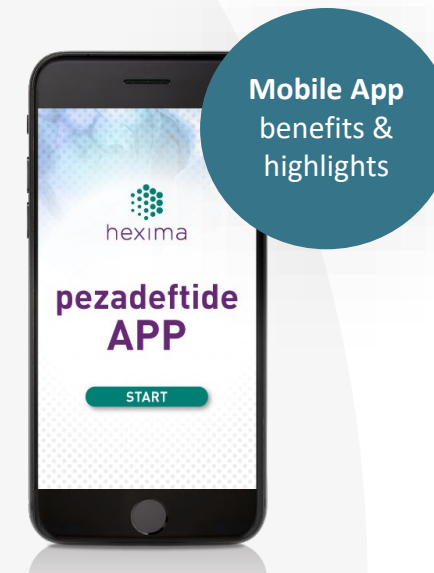


# BENEFITS & HIGHLIGHTS



## CompliancePak

- No spill / difficult to misplace
- Easy to open / child resistant
- Reinforces FDA use directions
- Connects by QR code to mobile app

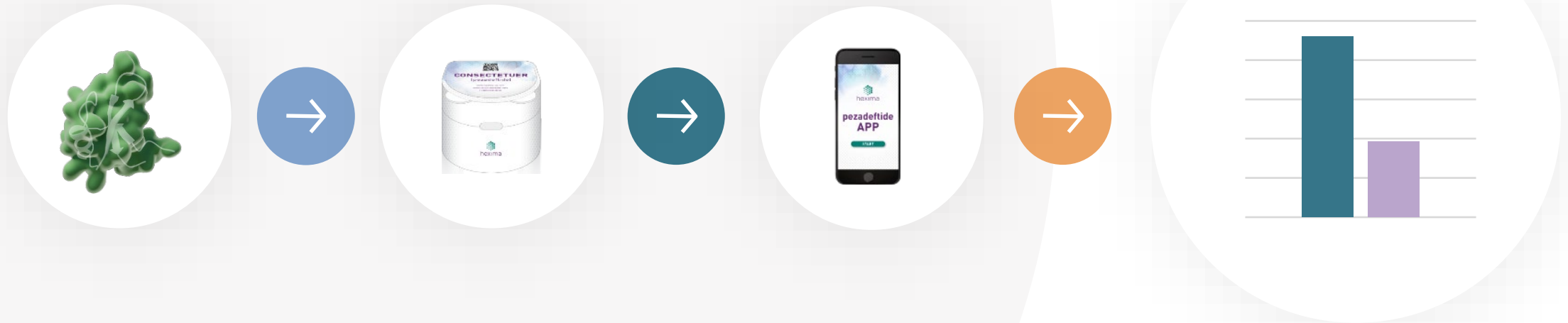


## Mobile app

- Reinforces FDA use directions (with video)
- Compliance reminders / confirmation of treatment
- Visual tracking of treatment progress
- Teledoc: diagnosis, prescription and refills



# RESOURCES TO INFLUENCE POSITIVE THERAPY OUTCOMES



# CONSUMER CENTRIC COMMUNICATIONS

DIGITAL MARKETING TOOLS TO CONNECT PRIMARILY  
WITH PATIENTS AND DOCTORS

## Patient

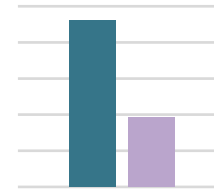
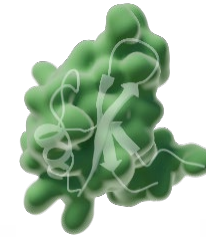
### DIRECT TO CONSUMER (DTC)

- Serious nature of infection and Hexima's serious commitment to effectively treat
- Safety, efficacy, short course of therapy

## Prescriber

### DIRECT AND IN-DIRECT PROMOTION EFFORTS

- 18,000 podiatrists/8,000 dermatologist
- Safety + efficacy + duration of therapy = an emerging new standard of care



# POTENTIAL TO DELIVER THE PREFERRED SOLUTION IN A CONSUMER-DRIVEN MARKET

**Safe, topical medication**



**Convenient, short course of therapy**



**Effective, best-in-class mycological cure**



## FOR PATIENTS WHO WANT

- An easy-to-apply topical solution
- Rapid improvement in the appearance of the nail offering motivation that the therapy is working
- A short course of effective treatment

## FOR PHYSICIANS WHO WANT

- An effective product that will cure the infection
- A safe product
- To quickly know a patient is responding to therapy

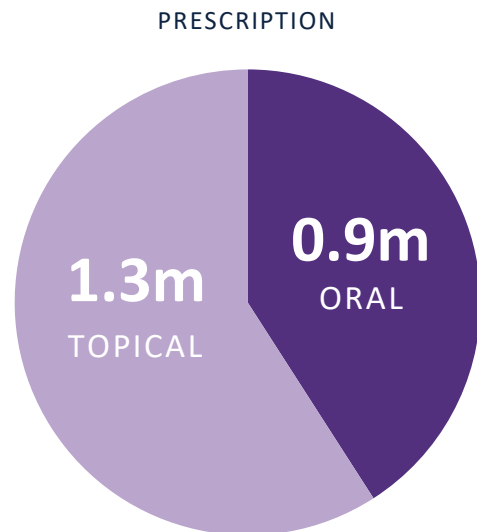
## FOR PAYERS WHO WANT

- An effective product with minimal potential for therapy interruption or abandonment
- Data supported, outcomes based pricing



# ~23M PATIENTS WITH ONYCHOMYCOSIS IN THE US

~3.2M PATIENTS ARE TREATED WITH OTC OR RX PRODUCTS



## TOPICAL RX MARKET

Better efficacy and a shorter, more convenient treatment, **pezadeftide expects to be the leader in this market.**

## ORAL RX MARKET

Better safety profile, similar efficacy and course of therapy, **pezadeftide competitive with oral Rx products.**



## OTC MARKET

The availability of a **safe, effective and convenient Rx-strength therapy will appeal to patients who want to get serious about treating their fungal infection**

# 20+m

UNTREATED

Onychomycosis is an infectious disease which needs to be treated with a clinically-proven, safe and effective product

