

## **Adherium to present at J.P. Morgan Healthcare Conference**

**Melbourne, Australia – 10 January 2023:** Adherium Limited ("Adherium"; ASX: ADR), a leader in respiratory eHealth, remote monitoring and data management solutions, advises it is presenting at the 41<sup>st</sup> Annual J.P. Morgan Healthcare Conference running 9-12 January 2023 in San Francisco.

The presentation (attached) will take place at the Medtech Showcase on Tuesday 10 January 2023 at 4:30pm PST (Wednesday 11 January 11:30 am AEDT).

**- ENDS -**

### **About Adherium (ASX: ADR)**

Adherium is a provider of integrated digital health solutions and a worldwide leader in connected respiratory medical devices, with more than 180,000 sold globally. Adherium's Hailie® platform solution provides clinicians, healthcare providers and patients access to remotely monitor medication usage parameters and adherence, supporting reimbursement for qualifying patient management.

The Hailie® solution includes a suite of integration tools to enable the capture and sharing of health data via mobile and desktop apps, Software Development Kit (SDK) and Application Programming Interface (API) integration tools, and Adherium's own broad range of sensors connected to respiratory medications. Adherium's Hailie® solution is designed to provide visibility to healthcare providers of medication use history to better understand patterns in patient respiratory disease.

Learn more at [www.adherium.com](http://www.adherium.com)

This ASX announcement was approved and authorised for release by the Board of Adherium.

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adherium 

# Leading respiratory eHealth

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January 2023

# DISCLAIMER AND FORWARD-LOOKING STATEMENT

The material contained herein is of a general nature & has only been prepared as a presentation aid. This presentation does NOT contain all of the information that may be required for evaluating Adherium Limited ACN 605 352 510 (Adherium or the Company), its assets, prospects or potential opportunities.

This presentation may contain budget information, forecasts & forward-looking statements in respect of which there is NO guarantee of future performance & which of themselves involve significant risks (both known & unknown). Actual results & future outcomes will in all likelihood differ from those outlined herein.

Forward-looking statements are statements that are not historical facts. Words such as "expect(s)", "feel(s)", "believe(s)", "will", "may", "anticipate(s)" & similar expressions are intended to identify forward-looking statements. These statements include, but are not limited to, statements regarding market size, future results, regulatory approvals, production targets, sales, staffing levels etc. All of such statements are subject to risks & uncertainties, many of which are difficult to predict & generally beyond the control of the Company, that could cause actual results to differ materially from those expressed in, or implied or projected by, the forward-looking information & statements.

These risks & uncertainties include, but are not limited to:

- i. the possible delays in & the outcome of product development
- ii. risks relating to possible partnering or other like arrangements
- iii. the potential for delays in regulatory approvals
- iv. the unknown uptake & market penetration of any potential commercial products &
- v. other risks & uncertainties related to the Company's prospects, assets / products & business strategy. This is particularly the case with companies such as Adherium which operate in the field of developing & commercializing medical devices & related services. You are cautioned not to place undue reliance on these forward- looking statements that speak only as of the date hereof, & we do not undertake any obligation to revise & disseminate forward-looking statements to reflect events or circumstances after the date hereof, or to reflect the occurrence of or non-occurrence of any events.

Additionally, there are a number of factors, both specific to Adherium & of a general nature, which may affect the future performance of Adherium. There is no guarantee that Adherium will achieve its stated objectives/milestones, that any of its forecasts will be met or that forward-looking statements will be realised.





*Adherium is improving  
health outcomes in  
chronic respiratory  
disease through world-  
leading remote  
patient monitoring  
technology and data*

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# EXECUTIVE SUMMARY

## UNMET NEED

- **COPD and Asthma large global market** (25M Asthmatics & 26M COPD patients in the US alone); ongoing cost burden.
- Compromised patient quality of life and safety with **~92% poor inhaler technique** and low adherence.
- Current medical focus on **reactive treatment vs. prevention**.

## TIME IS NOW FOR REMOTE PATIENT MONITORING

- **USA payors new reimbursement for remote patient monitoring (RPM)**; enabling acceptance and scale for the **first time**.
- Doctors accessing reimbursement to review and act on data **generated by Adherium's Hailie sensors**.
- **Data is money** and Adherium gets **paid for generating and transmitting patient data and insights**.

## UNIQUELY POSITIONED TO CAPITALISE

- Underlying tech is **assured**.
- **First to market with 510(k) cleared** respiratory flow rate sensors.
- **91% coverage of 20** top US branded inhaler medications by sales volume **up from 71% in 2021**.
- Benefit of patient adherence **clinically validated** and **predicting** exacerbations **transforms respiratory care**.

## SUCCESS INSIGHTS

- Adherium's Hailie **drug agnostic** platform; using our technology doctors always own the **medication decision**.
- **Positive doctor and patient experience drives retention**.
- Clinical evidence for improved patient quality of life; lower cost on health systems.

## MULTIPLE REVENUE STREAMS

- Path to **positive cash flow** with **recurring revenue stream** targeting US\$15-30/mo/patient SaaS and data fees.
- **Multiple B2B2C customer channels and revenue models** create significant, diversified sales opportunities.
- Sell to influential hospital systems, medical groups, payors and leverage RPM companies to generate scale.

## CLEAR PATH TO SCALABLE REVENUE

- **Customer acquisitions and first remote patient monitoring revenues in FY23**.
- **New multi-channel strategy to cash flow positive 80,000 patient objective in FY24**, 1% of 8.5M serviceable market.
- **High gross margin business model** targeting low variable costs (20-25%) to scale profitability.

# HIGHLY EXPERIENCED LEADERSHIP TEAM



**Rick Legleiter**  
Chief Executive Officer

- >20 years of experience in global healthcare and medical technology across the US, Australia, Europe, and Asia
- Executive position at Universal Biosensors in Australia and Senior Vice President, Corporate Account Management positions at Siemens Healthcare in USA and Germany



**Francis White**  
Vice President, Global Business Development

- >30 years experience in Digital Health & Medical Device commercialisation. Creating and building successful teams
- Executive positions in Medtronic, Olympus Medical and Vice President, AliveCor Ltd, EMEA and OUS globally



**Keven Gessner**  
Executive VP – Advisor

- 25 years of experience in Pharmaceutical Industry
- Led Digital Health for Teva and AstraZeneca US commercial
- Most recent role was VP of US Digital Health, Marketing, and Market Access for Teva
- Prior experience include 17 years at GSK and 5 years as CPA



**Geoff Feakes**  
Chief Technology Officer

- >25 years of information technology governance & leadership, solution innovation & realisation across Australia & Internationally including Europe, USA & Asia
- Executive positions in acute healthcare sector and 10 years with Tunstall Healthcare, both globally and Australasia



**Tara Creaven-Capasso**  
Vice President, Quality, Regulatory & Clinical Affairs

- Certified regulatory and quality professional with >20 years of health technology product development and commercial experience across the US, Europe, Asia, Australia and New Zealand
- Leadership and advisor positions with private and publicly traded health technology companies



**Daniel Kaplon**  
Chief Financial Officer

- Chartered Accountant with 25 years experience working in ASX-listed and private entities in healthcare, health technology, manufacturing and co-founded two medical device companies
- Honours degree in Commerce, business degree in Transport and Logistics Management, and a Master of Entrepreneurship and Innovation (MEI)



# OUR SOLUTION – THE HAILIE PLATFORM

**SETS A NEW STANDARD FOR PREVENTATIVE TREATMENT WITH INTEGRATED DATA INSIGHTS ENABLING DOCTOR REIMBURSEMENT AND BETTER QUALITY OF LIFE AT ZERO TO LITTLE PATIENT EXPENSE**

Hailie is a clinically-proven chronic respiratory management solution and is the only FDA 510(k) cleared digital sensor available today to offer physiological data insights for inhaler technique

Improved adherence to preventative medication by 180% in children

Reduced severe exacerbations by 61% in adults

Hailie sensor referenced in more than 100 independent peer-reviewed publications involving over 13,000 patients

**ADHERIUM TARGET REVENUE MODEL SaaS AND DATA FEES  
US\$15-30/MO/PATIENT FOR GENERATING AND TRANSMITTING  
PATIENT DATA AND INSIGHTS**

## HAILIE SENSOR

Compatible today with 91% of the US top 20 inhaler medication brands up from 71% in 2021. Only 510(k) cleared sensor on the market to offer respiratory flow rate data and track adherence.

## HAILIE PORTAL & SDK/API

Captures data for patient management, digital health records, clinical reference and enables reimbursement for doctors and partners.

## HAILIE APP

Tracks medication usage and allows patients to enable audio and visual reminders to take medication.



# GO-TO-MARKET: BUILDING REPEATABLE AND SCALABLE BUSINESS ACROSS MULTIPLE CUSTOMER CHANNELS AND REVENUE MODELS

	FY23	FY24	FY25	FY26
OBJECTIVE:	<p>Gather real-world outcome data with leading partners</p>	<p>Market validation with 80,000 patient objective to cash flow positive milestone and scaling</p>	<p>Major multiple partners on recurring revenue streams with low variable costs</p>	<p>Establish Software as a Medical Device (SaMD)</p>
	<p>RPM revenue established</p> <ul style="list-style-type: none"><li>Multi-year deals with initial hospital system (e.g. ~40k serviceable patients of ~250k addressable); medical group partner (e.g. ~30k serviceable patients of 200k addressable); RPM company partners (e.g. ~10k to 20k patients)</li><li>First year patient ramp-up, data collection and establishing market-based per member per month fees</li></ul>	<p>Scaling to 3 hospital systems, 3 medical groups and sign initial self-insured payor</p> <ul style="list-style-type: none"><li>75% private sector employers with &gt;500 employees self-insure at least one plan</li></ul> <p>Multiple revenue models:</p> <ol style="list-style-type: none"><li>SaaS and data fees</li><li>Per member/month (PMPM) fees</li><li>Increase serviceable patient penetration</li><li>Value-based incremental pricing</li></ol>	<p>Patients from multiple partners and payors. Contracted into multi-year agreements</p> <ul style="list-style-type: none"><li>Scale to 10+ hospital systems and medical group partners</li><li>Proven value proposition scaling possible in Australia, UK and Europe</li><li>Targeting 20-25% low variable costs to scale profitability</li></ul>	<p>Enable major operational scale</p> <p>Explore predictive datasets for significant clinical and commercial benefits</p>



# CATALYSTS FOR SUCCESS



## CORE PILLARS

Superb end-to-end value proposition and experience for patients and their doctors managing Asthma and COPD

Current industry partners in North America and the UK

Generate real world clinical evidence of improved outcomes to establish Adherium's platform value with hospital systems

Initiate partnership to develop and scale with medical groups, remote patient monitoring companies and self-insured payor segments in the US, UK, Australia and Europe



## MILESTONES

- Continue to map out and execute on patient and doctor experience
- Cash flow positive objective targeting 80,000 patients on platform in FY24 ~1% of serviceable market

- Trudell Medical
- Perigon Health 360
- Helicon Health
- Avillion LLP
- AstraZeneca
- CareCentra
- Dulcian Health



TRUDELL MEDICAL  
INTERNATIONAL



AstraZeneca

Perigon  
HEALTH THREE SIXTY

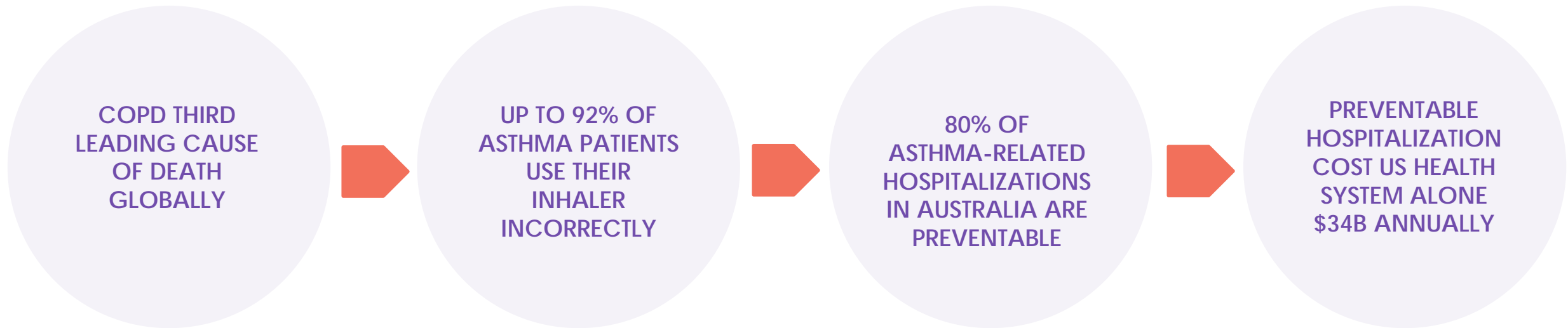
AVILLION



- 1 major US hospital system in FY23
- 3+ major US hospital systems in FY24
- 10+ major US hospital systems in FY25

- 2+ remote patient monitoring companies in FY23
- 1 large medical group in FY23
- 3+ large medical groups in FY24
- 1 self-insured payor in FY24
- 10+ large medical groups FY25

# UNMET NEED: SIGNIFICANT BURDEN TO HEALTH SYSTEMS AND RESPIRATORY PATIENTS FROM PREVENTABLE GAPS IN INHALER TECHNIQUE AND ADHERENCE



Adherium is uniquely poised to successfully overcome the challenges where others have failed including past Adherium strategy:

- **Without reimbursement** doctors and hospital systems not financially incentivized to review inhaler data.
- Lack of objective data on inhaler compliance and technique made **assessment difficult**.
- Respiratory treatment paradigm is **reactive**; predictive models would enable shift toward preventative care as in cardiovascular and diabetes.
- Patient and doctor **usage not ensured** without compelling end-to-end experience.

# TIME IS NOW FOR REMOTE PATIENT MONITORING: ADHERIUM PERFECTLY PLACED

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## Financial incentives for doctors, hospital systems, medical groups

- Private insurers and public payors realize savings with remote patient monitoring
- Two new US reimbursement codes for doctors to get paid:
  - Remote Physiological Monitoring (for respiratory flow rate) published 2019
  - Remote Therapeutic Monitoring (for inhaler usage) published 2022
- US\$1,270 - US\$1,760/year doctor reimbursement per patient
  - \$55.72/patient/mo for generating and transmitting data)
  - Leverage staff for US\$50.18 for first 20 minutes and US\$40.84 for second 20 minutes per patient per month
- Adherium sensors engineered for reimbursement requirements

## Patient and doctor usage of monitoring device and software

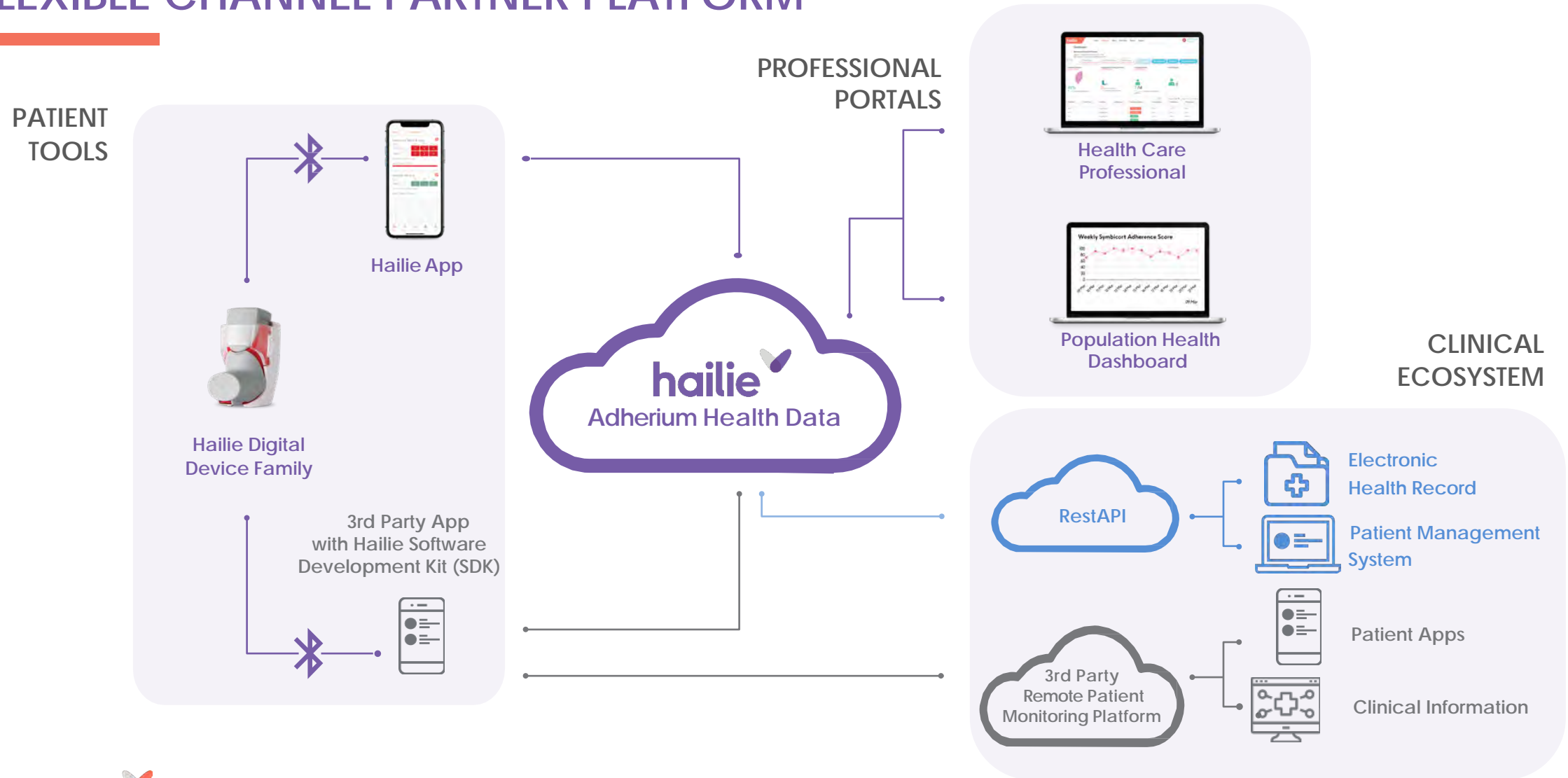
- Remote patient monitoring drives telehealth adopted by the pandemic
- Investment into patient-centric care model platform enhanced with our partners, supporting high end-to-end experience

## Objective real-world clinical data on inhaler compliance and technique

- Patient data is generated by Adherium's drug agnostic portfolio regardless of prescribed medication
- Predictive model will shift respiratory disease management to prevention
- Clinical studies demonstrate digital physiological sensors can predict impending exacerbation over 5 days before an Asthma exacerbation

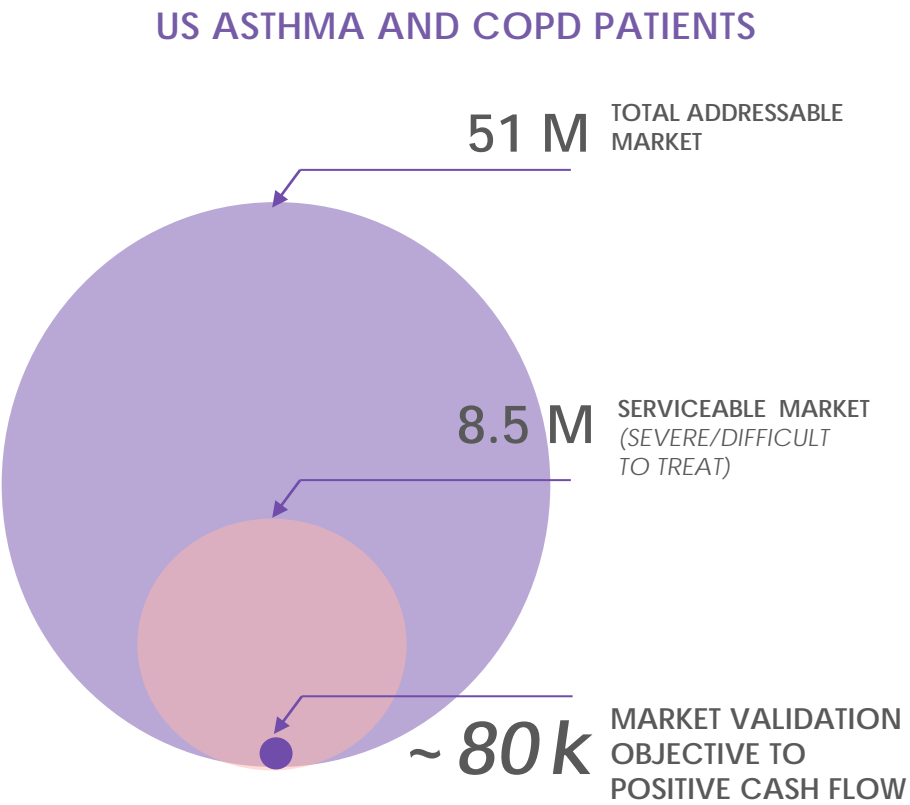


# A FLEXIBLE CHANNEL PARTNER PLATFORM



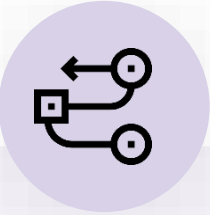
# REVENUE BY GENERATING AND TRANSMITTING PATIENT DATA AND INSIGHTS

DATA SET	WHAT WE PROVIDE	REVENUE TYPES
1 Medication adherence data sets = Remote inhaler use monitoring		1. SaaS and data fees 2. Per member/month (PMPM) fees 3. Increase serviceable patient penetration 4. Value-based incremental pricing
2 Respiratory flow rate parameter data sets = Remote inhaler technique monitoring		
3 External data sets = Software as a Medical Device (SaMD) AI Decision Making Support		Emerging data science revenue



TARGETING  
US\$15-30/MO/PATIENT  
SaaS AND DATA FEES

# PARTNER OF CHOICE: AN ACCELERATED GROWTH STRATEGY

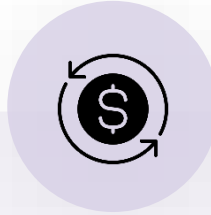


## NOW: DELIVERING ON PRODUCT DEVELOPMENT MILESTONES

Expand platform with new, next-generation sensors:

- CY22: FDA 510(k) **GSK Ellipta cleared, GSK pMDIs cleared, and TEVA PROAIR submitted**
- Quality system validation and verification
- Begin manufacturing for market release

Progressed drug agnostic 91% coverage by sales volume of the US branded inhaler **market covering** top 20 medications



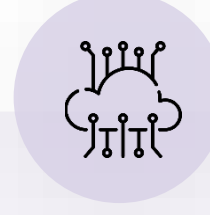
## NEXT: FOCUS ON RECURRING REMOTE PATIENT MONITORING REVENUE

Establish new **commercial partnerships**

Engage with well-respected **US hospital system** to prove and then expand to scale up and cash flow positive

AU and UK expansion

Data sets mined for clinical insights



## FUTURE: DEVELOP DATA INSIGHTS AND DATA SCIENCE PORTFOLIO

Acquire **“real-world”** clinical outcome data

Create respiratory predictive analytics functionality

Develop pathway for **Software as a Medical Device (SaMD)** and predictive algorithms





# Appendices

References and data links  
available upon request

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# BOARD: PROVEN COMMERCIAL, CLINICAL AND TECHNICAL LEADERSHIP



**Lou Panaccio**  
Independent  
Non-Executive Chair

- Mr. Panaccio has extensive experience in the life sciences sector at the executive and board level
- He is currently a director at Avita Therapeutics, Sonic Healthcare, VGI Health Technology, NeuralDX and Haemokinesis.



**Jeremy Curnock Cook**  
Independent  
Non-Executive Director

- Over his 40-year career, Mr. Curnock Cook has specialised in creating value in emerging biotech enterprises
- He is currently Managing Director of BioScience Managers and sits on the board of Avita Medical, Rex Bionics Pty, Summatix Pty Ltd, and SeaDragon Ltd.



**George Baran**  
Non-Executive Director

- 35 years in the medical device industry and serves as Executive Chair of the Trudell Medical Limited Board of Directors as well as being a significant shareholder
- Mr. Baran is a Director of Sensory Technologies, Mozzaz Corporation, and Sky Medical Technology Inc.



**Bruce McHarrie**  
Independent  
Non-Executive Director

- Mr. McHarrie is currently an independent director and consultant with over 25 years' experience in the health and life sciences sectors
- Mr. McHarrie is currently an advisor to BioScience Managers, a director at Pharmamark Nutrition and an independent consultant.



**William Hunter**  
Independent  
Non-Executive Director

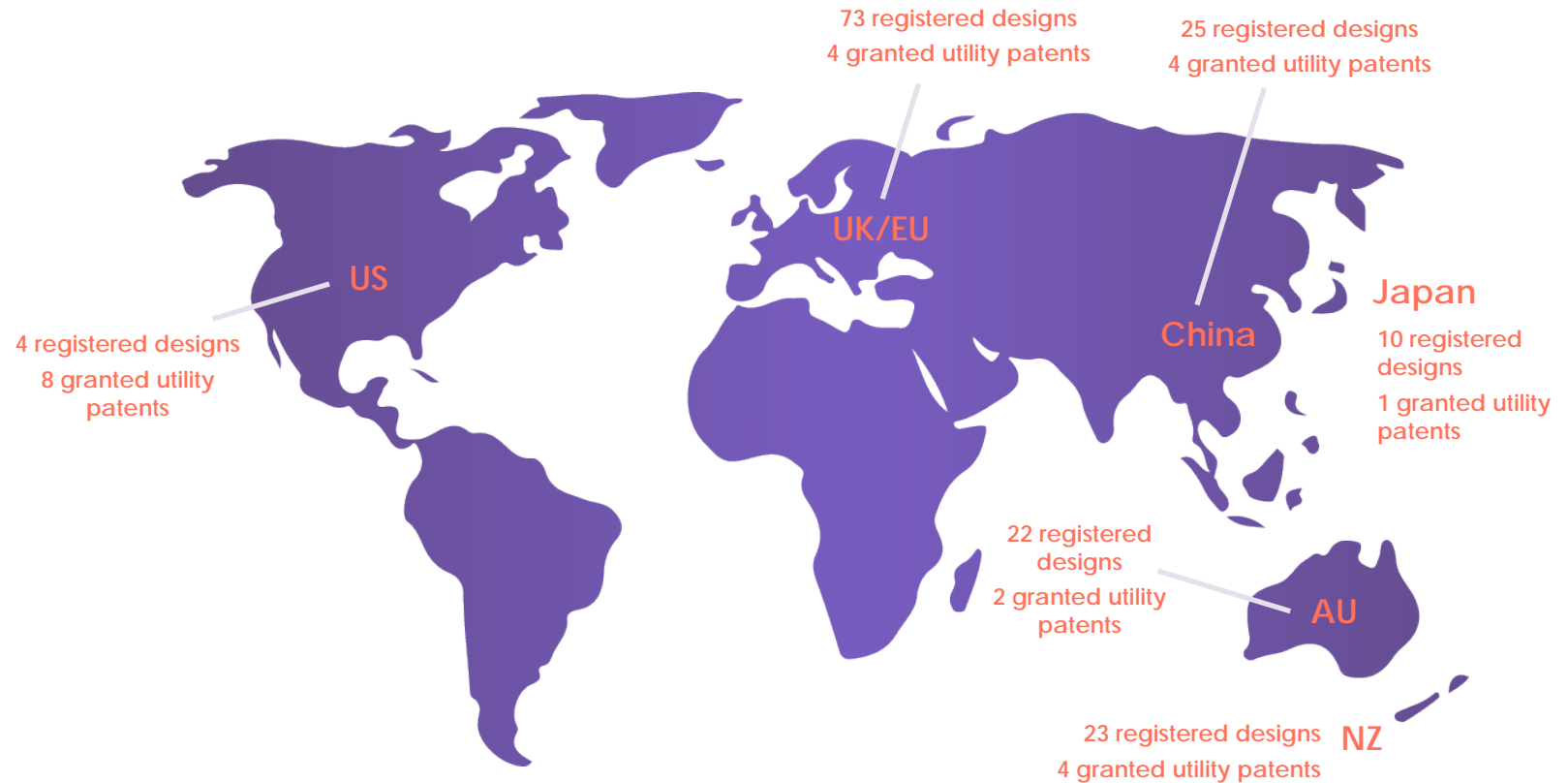
- Dr Hunter has extensive experience in commercializing medical device technologies
- He is currently President and CEO of Canary Medical Inc, Director of Rex Bionics and Industry Expert Advisor for BioScience Managers.

# INTELLECTUAL PROPERTY AND GLOBAL PATENT PROTECTION

Adherium's Hailie technology has registered designs and patents worldwide.

180

Patents & designs globally\*





# EXTENSIVE HAILIE TECHNOLOGY CLINICAL VALIDATION

Hailie technology has been referenced in more than 100 independent peer-reviewed publications involving over 13,000 patients. These publications include validation studies, clinical trials in which the Hailie sensor was used as the gold standard method for adherence measurement, clinical trials which assessed the efficacy of Hailie technology interventions and review articles.



**>97%**  
Accuracy

Across six independent validation studies, each designed to assess the accuracy of Hailie sensors in capturing medication usage

**180%**  
Increase

Adherence to preventative medication in study of children with Asthma aged 6-15 years

**61%**  
Decrease

Severe exacerbation in adults

# HAILIE SENSOR PORTFOLIO WITH US FDA 510(k) CLEARANCES

New, next generation sensors with physiological data capability



**hailie**  
for Symbicort® HFA  
(Next Gen RPM)



**hailie**  
for Anoro® Ellipta® /  
Arnuity® Ellipta® /  
Breo® Ellipta® /  
Incruse® Ellipta® /  
Trelegy® Ellipta®  
(Next Gen RPM)



**hailie**  
for Ventolin® HFA



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Flovent® HFA



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