

**ASX ANNOUNCEMENT**

**CELLMID CEO PRESENTS AT 'NSW BROKER MEETS BIOTECH'**

**SYDNEY, Wednesday, 4 March 2015: Cellmid Limited (ASX: CDY)** advises that CEO and Managing Director, Maria Halasz, will be presenting the attached information at the 'NSW Broker Meets Biotech' meeting today. The meeting is organised by Ausbiotech, the peak biotechnology industry body.

End

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**Cellmid Limited (ASX: CDY)**

Cellmid is a revenue stage Australian biotechnology company with product pipeline in oncology and inflammation. The Company generates revenue through its consumer health business and is also developing innovative novel therapies and diagnostic tests for a number of cancer indications, in particular solid tumours. Cellmid holds the largest and most comprehensive portfolio of intellectual property related to the novel target midkine and midkine antagonists globally. The Company's most advanced development programmes involve using its anti-midkine antibodies in addition to commercialising midkine as a biomarker for the early diagnosis and prognosis of cancer. For further information please see [www.cellmid.com.au](http://www.cellmid.com.au).

**Midkine (MK)**

Midkine is a growth factor that is highly expressed during embryonic development. Midkine modulates many important biological interactions such as cell growth, cell migration and cellular adherence. These functions are relevant to cancer, inflammation, autoimmunity, ischemia, nerve growth/repair and wound healing. Midkine is barely detectable in healthy adults and only occurs as a consequence of the pathogenesis of a number of different disorders. Midkine expression is often evident very early in disease onset, even before any apparent physical symptoms. Accordingly, midkine is an important early marker for diagnosing cancers and autoimmune diseases. Finally, midkine is only present in a disease context, and targeting midkine is not expected to harm normal healthy tissues.



# CELLMID LIMITED

4 March 2014

**Revenue stage company with high value drug pipeline**

Presentation to “Broker Meets Biotech”

**Maria Halasz**

CEO & Managing Director

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# IMPORTANT NOTICE

## Summary information

This presentation contains summary information about Cellmid Limited (Cellmid) and its activities as at 4 March 2015. The information in this presentation is of a general nature and does not purport to be complete or contain all information that a prospective investor should consider when evaluating an investment decision in Cellmid or that would be required in a prospectus or product disclosure statement prepared in accordance with the requirements of the Corporations Act 2001 (Cth) (Corporations Act). This Presentation should be read in conjunction with Cellmid's other periodic news releases or ASX disclosure documents as available from time to time.

## Forward looking statements

This Presentation contains forward-looking statements that are subject to risks and uncertainties. Such statements involve known and unknown risks that may cause the actual results, performance or achievements of Cellmid to be materially different from the statements in this presentation. Actual results could differ materially depending on factors such as the availability of resources, regulatory environment, the results of advertising and sales activities and competition.

## Not an offer of securities

This presentation is not a prospectus, product disclosure statement or other offering document under Australian law (and will not be lodged with ASIC) or any other law. This presentation does not constitute an offer, invitation, solicitation or recommendation with respect to the purchase or sale of any CDIs nor does it constitute financial product or investment advice nor take into account your investment objectives, taxation situation, financial situation or needs. An investor must not act on the basis of any matter contained in this presentation but must make its own assessment of Cellmid and conduct its own investigations and analysis. Before making an investment in Cellmid, a prospective investor should consider whether such an investment is appropriate to their particular investment objectives and financial situation and seek appropriate advice, including legal, taxation and financial advice appropriate to their jurisdiction and circumstances.

# COMPANY OVERVIEW



## Dr David King | Chairman

An experienced independent chairman with expertise in high growth companies, Dr King has a track record in building business ventures and developing them into attractive take-over targets.



## Maria Halasz | CEO and Managing Director

With over 22 years in the life sciences sector Maria started in corporate finance before joining Cellmid seven years ago as CEO. She led the acquisition of the company's current portfolio of midkine and FGF5 inhibitor assets.



## Graeme Kaufman | Non-Executive Director

Graeme has over 46 years experience in biotechnology spanning technical, commercial and financial areas. Graeme previously held senior positions at CSL, and became independent director of a number of companies.



## Martin Rogers | Non-Executive Director

A successful start-up investor and company director, Mr Rogers has a depth of experience in incubating companies and publicly listed organisations.



## Darren Jones | Head of Product Development

Darren brings more than 10 years of technical product development expertise in all aspects of drug development, intellectual property management and strategic business planning.



## Koichiro Koike | Managing Director, Advangen Inc

With over 27 years of experience working in cross border business development roles for a number of Australian and Japanese healthcare companies Ko brings strong strategic and corporate development skills to Cellmid.



## Emma Chen | General Manager, Advangen International

A seasoned executive qualified in business management with more than 20 years of hands on experience. Emma previously served as Ashley & Martin's CEO for over a decade.



## Evan Rees | VP, Consumer Health Division

Over 15 years healthcare industry experience across retail pharmacies, multinational pharmaceutical companies and contract manufacturing. Evan brings key business development skills to Advangen.

## COMPANY HIGHLIGHTS

### Consumer health business (Advangen)

- " 2012: Licensed FGF5 technology for hair loss from Advangen Inc (Japan)
- " 2012: Successfully launched products in Australian pharmacies
- " 2013: Acquired Advangen Inc. with global rights to the FGF5 assets
- " 2014: \$1.2 million sales in first full year of operations

### Midkine business

- " 2008: Acquired midkine asset portfolio
- " 2010: Completed technology transfer of more than 70 patents
- " 2012: Completed pre-clinical validation of CAB102 cancer antibody
- " 2013: Commenced IND-enabling studies of anti-cancer antibody
- " 2014: Completed cell line development and toxicology material production

# CELLMID'S ASSET PORTFOLIO

## Midkine business

### Oncology antibody therapeutics

Antibody drug in multiple solid tumours

Novel target with strong validation from 690+ publications

Comprehensive intellectual property with 50 patents in cancer

Companion biomarker patented, validated with assay

### Oncology diagnostics

Cxbladder for monitoring bladder cancer patients

Quest LungDx for differentiating indeterminate lung nodules

Fujikura Kasei for Japanese latex diagnostics and supply

Diagnostic collaborations in liver, colorectal cancer and glioma



Completing toxicology studies in preparation for a pre-IND meeting in mid 2015

## Consumer health business

### Novel FGF5 inhibitors

Anti aging hair care including hair loss, hair thinning and hair quality

Products sold in pharmacies and hair salons in Australia

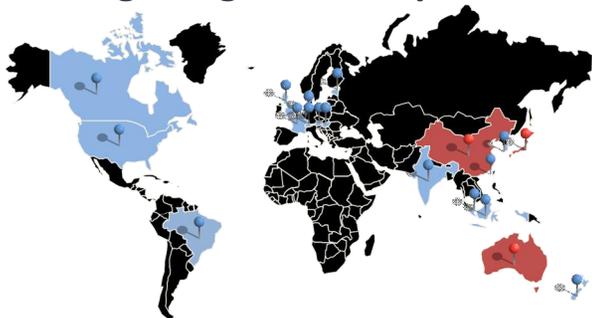
Products sold via direct marketing in Japan and China

**\$1.2 million total revenue in first full year of operation**

# CONSUMER HEALTH BUSINESS - ADVANGEN

- “ Global hair care market - **\$90 billion** in 2013
- “ Anti-aging hair care - the fastest growing segment in hair products
- “ Market growth - forecasted at over 20% between 2014 and 2018

## Advangen's global footprint 2015



The only clinically validated topical anti-aging hair product with clear mechanism of action

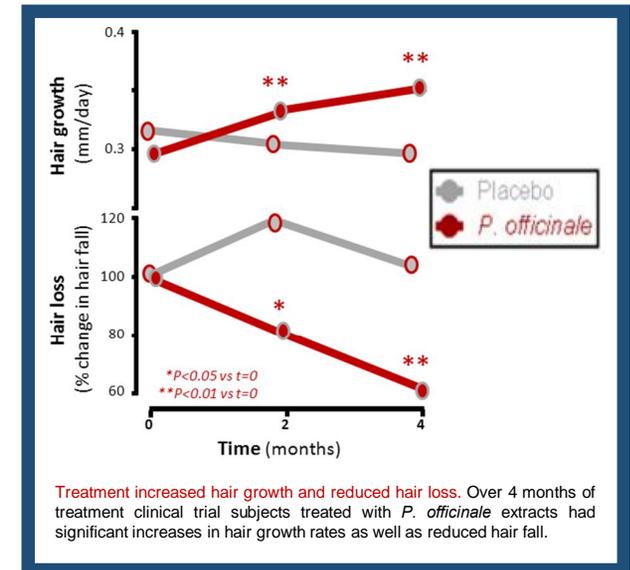
Pipeline of patent protected products to build global lead in anti-aging hair care

# CLINICAL STUDY RESULTS

**FGF5 Inhibition** = Novel mechanism to increase hair growth and length, reduce hair fall, and slow greying for better quality hair

- “ **21% increase in hair growth rate\***
- “ **35% reduction in hair loss\***
- “ **Significant increase in growing follicles\***
- “ **74% found the treatment beneficial for hair growth\***

FGF5's **only known function** is to regulate the hair growth cycle by causing hair loss



\* Double blinded placebo controlled clinical study

# 2015 . FOCUS ON AUSTRALIA

2014

Pharmacy → 230 active doors

Product offering → 2 SKU\*

1. évolis tonic for women
2. évolis tonic for men



7cm shelf space

Pharmacy → 2020 doors from April 2015

Product offering → Increased to 6 SKU\*

1. évolis tonic for women
2. évolis tonic for men
3. évolis shampoo for women
4. évolis shampoo for men
5. évolis active pack for women
6. évolis active pack for men



48cm shelf space

2015

\*SKU: Stock Keeping Unit

# AUSTRALIAN MARKET PENETRATION

- “ National consumer advertising campaign including printed and digital media created by leading Australian advertising agency
- “ Over 50,000 personal sales visits to GP’s, pharmacies and salons over the first 12 months:
  - “ 18 sales representatives to GP’s (contract)
  - “ 6 sales representatives to pharmacies (contract)
  - “ 12 sales representatives to salons (from November 2015)
- “ Seasonal promotional campaigns through retailers coordinated with advertising campaigns

# FINANCIALS

12 MONTHS SHARE PRICE PERFORMANCE



## KEY STATISTICS

“	Share price	2.5 cents
“	Market cap	\$20M
“	Shares on issue	781M
“	Options	290M
“	Cash (31 Dec 2014)	\$2.68M
“	Top 20:	35%
“	6 month turnover	675M shares (\$23.6M)
“	Base cash burn	\$0.3M/m (before revenue)