



Investor Update
June 2020

Company

Every data point and digital engagement is part of a personal health story...
...our job is joining the dots

Leaders in social media intelligence and digital solutions in healthcare marketing

We help healthcare and lifesciences organisations use social media, digital and data platforms to know their customer better, accelerate sales, influence adoption and accelerate clinical trials

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Highlights

- Turnaround of the business in 12 months
- Sharpened the focus to digital health market
- Headquarters relocated to Melbourne, Australia - closed US Operation
- Secured two scale partners - humun (UK-based with Melbourne office) and Advantage Data (Melbourne-based)
- Growing foothold with global pharma client market and continued new client acquisition
- Data and digital platform developed by Opyl and Advtange Data already generating revenue - deep social media insights
- 3 more digital platforms in in R&D stage with significant global health market potential
- Diversified and linked revenue streams
- Clear decrease in operating costs over 12 months
- Retired all company debt
- Targeting first quarter of neutral cash flow this quarter
- COVID19 has increased sales enquiries by 550% in May
- COVID19 driving increase in use of social media by doctors reinforcing the value of social media to Opyl's target market

The market

USD\$3.62Bn

2019 US pharma and biotech digital spend*

- USD\$35.7Bn - healthcare and pharma 2020 marketing expenditure
- First time digital accounts for more than half of total expenditure
- Healthcare and pharma lag all other industries in digital spend
- 20% increase in digital pharma ad spend in 2020**
- 'Search and social are key channels to watch in 2020'*
- Search advertising set to grow 25%*
- Social media budgets linked to innovation agenda, not just marketing
- AI and machine learning leading the personalisation revolution in marketing
- COVID19 significantly accelerating digital health marketing focus

Sources:

*<https://www.mdgadvertising.com/marketing-insights/5-big-healthcare-digital-advertising-trends/>

**<https://www.fiercepharma.com/marketing/annual-ad-spending-study-predicts-booming-digital-flat-tv-2020-for-pharma-and-healthcare>

What Opyl does

Deep social media insights

- Gather evidence and insight into patient, carer and healthcare provider audiences.
- Enhance and empower sales teams, augmenting their in-market information
- Monitor competitors or key opinion leaders
- Identify populations for clinical trial recruitment
- Usually executed as a consultation project or incorporated in strategy development and retainers
- **Utilises the Opyl developed deep social media insights platform**

Search optimisation and digital advertising

- Google Ad word campaigns
- SEO using AI technologies
- Digital display ads on social media
- Targeted social media advertising
- Compliant with ethics committees and regulators

Digital marketing communication strategy and management

- Health and disease awareness campaigns
- Market launch and digital sales plans
- Social media communication and community engagement strategies

Services



What Opyl does

Clinical trial recruitment and retention campaigns

- Compliant, fast and accurate recruitment to clinical trials via social media
- Content design and community management to attract and retain participants
- 86% of trials fail to meet recruitment targets within specified time periods* - major market failure
- Management of ethics approvals for social and digital advertising

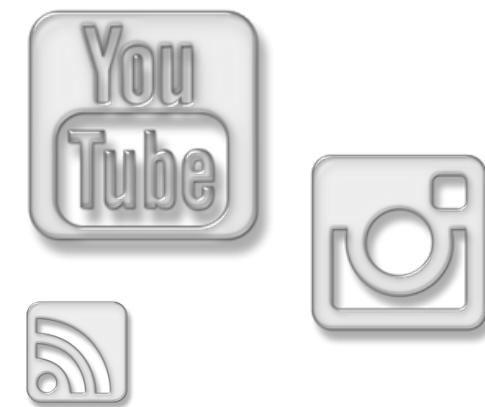
Social media skills training in healthcare

- Customised workshops for doctors (building a practice) or health marketers
- Lead generator for upselling Opyl services
- Lost cost, high margin, simple delivery

Content creation for social media

- Either within a retain or project
- Long form blogs, articles, newsletters, web copy, opinion leadership, reports
- Short form content - tweets, posts
- Graphic design for social - infographics, postcards, banners, display advertising
- Podcasts and video

Services



What Opyl does

R&D Technologies Portfolio



Deep social media insights platform - fully operational and generating early revenue

Using AI and machine learning, the insights platform ingests publicly available social media content (data) creating patterns, analysing sentiment, relationships and anomalies. This tool is used by Opyl's services group to derive unique audience insights and real world evidence giving rise to strategies, tactics and content creation. Developed in collaboration with Advantage Data. Revenue share arrangement.



Clinical Trial Predictor Tool - R&D (priority platform in development)

The goal is to deliver the optimal clinical trial 'protocol', predicted to provide the trial design most likely to deliver a successful completion. The tool uses AI to interrogate previous trial designs, completion and failure characteristics and optimal recruitment/enrollment targets. The tool will significantly disrupt the current trial design market but will save biopharma and medtech considerable funds. The tool is at stage 2 of 4 stages. It has completed proof of concept and progressing to UX/UI design and reliability testing in stage 3. Expected to complete development by end 2020.



Rank'd - R&D (proof-of-concept)

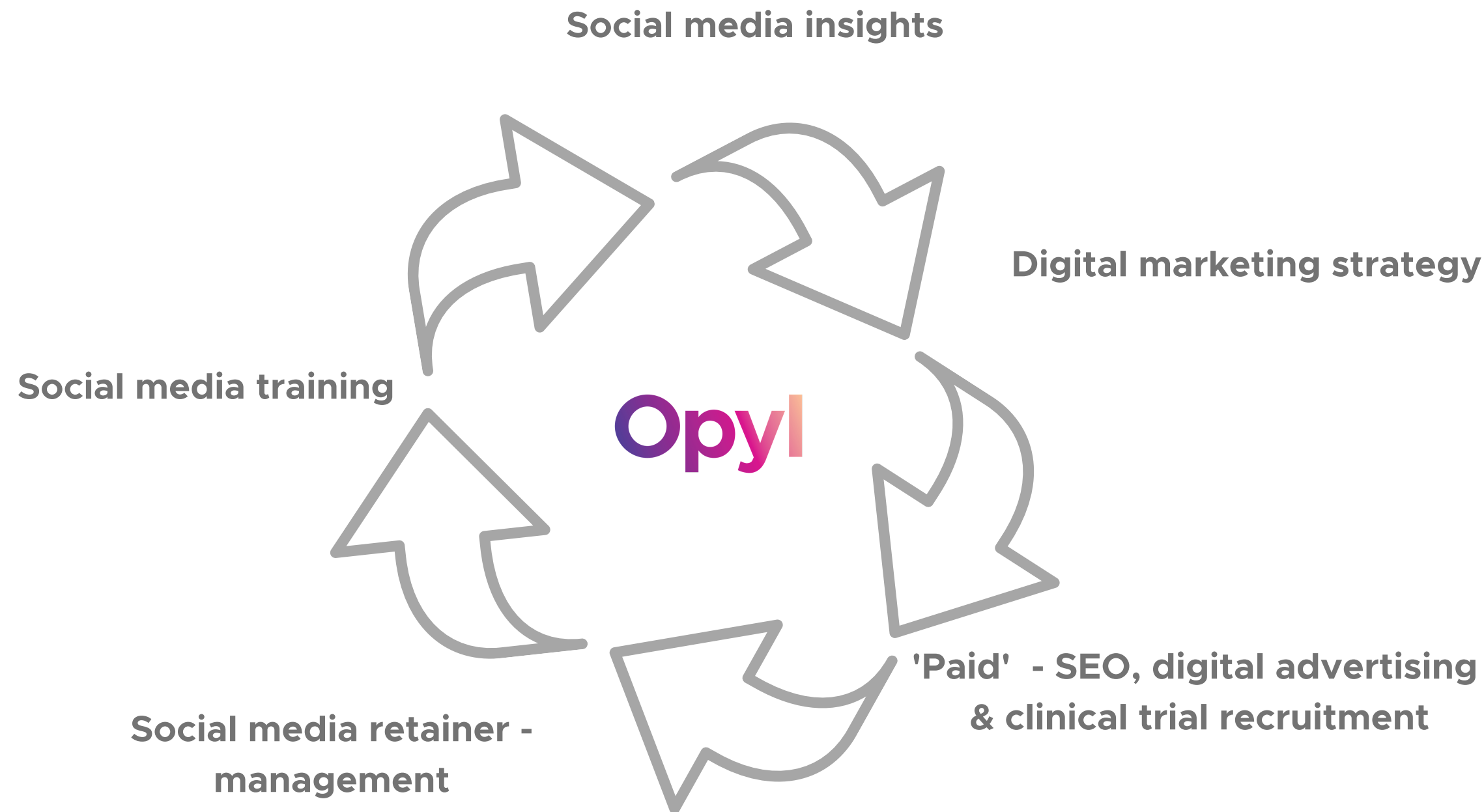
A digital application that uses AI to identify, collect, sort, rank, share, catalogue and manage scientific and clinical information from a vast array of sources. The purpose of the tool is to ensure healthcare providers and scientists stay up to date with emerging clinical and scientific information. The app is at proof-of-concept stage.



MediaConsent Clinical - R&D (proof-of-concept)

A rights management platform that allows users to consent to their social media, wearable and app data being used for research purposes whilst giving researchers piece of mind in using consented data in a GDPR compliant platform.

The Opyl client cycle



Wherever the client enters the Opyl cycle, the goal is to upsell and cross sell services, extending the value as well as revenue opportunity.

Scale is achieved by ensuring some of the services can be automated or delivered in 'low touch', high margin formats.

Partnering with collaborators who can deliver complimentary services on a revenue share basis extends client value and revenue opportunities.

Social media training as a fee-for-service offering, is a key upsell opportunity. Paid business development.

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digital edge • human touch

 **ADVANTAGE DATA**

Opyl at scale

- Scale is critical to value creation
- Growth in revenue (two-way revenue share of profit margin) by partnering
- Extended client offering
- Access to key health client markets in USA, EU and Australia
- Business development support
- Validation and endorsement from the partner
- Platform development partner - sharing risk and investment
- Internal skills development across disciplines and organisations
- Increased exposure to digital marketing and data trends in health
- Non-exclusive collaboration agreement
- Agreement reviewed annually by both parties

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Clients



Case studies

Client project: Monash FODMAP app

Objective: Increase app downloads and sales as well as awareness of IBS/FODMAP management

Designed and implemented a 15 month social media marketing strategic plan

Focus on social media advertising and digital display ads

Retainer agreement that included content creation and community management

Targeted Australian and EU countries - iOS and Android devices

Influencer strategy implemented amongst dietitians and educated wellness 'warriors'

Social media skills training for dietitians

Outcome:

#1 medical app in iTunes store in 96 countries

Downloaded in over 120 countries

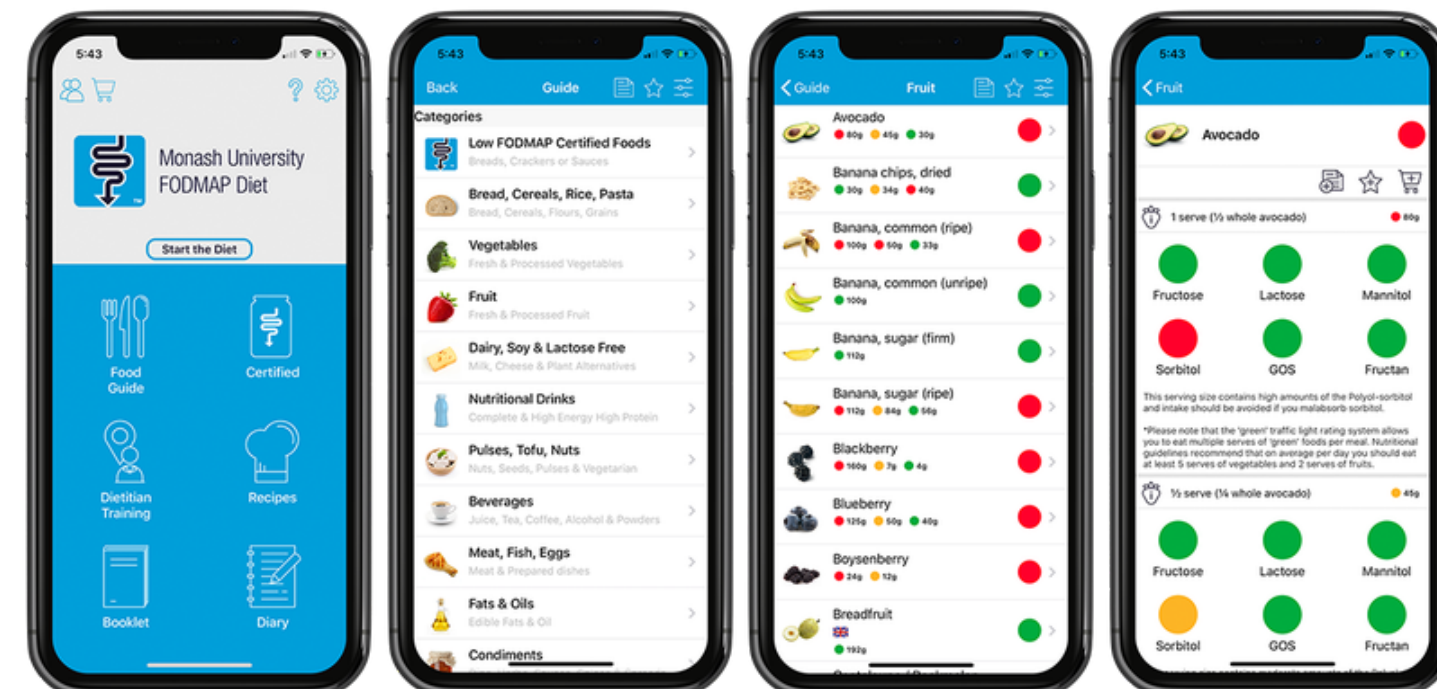
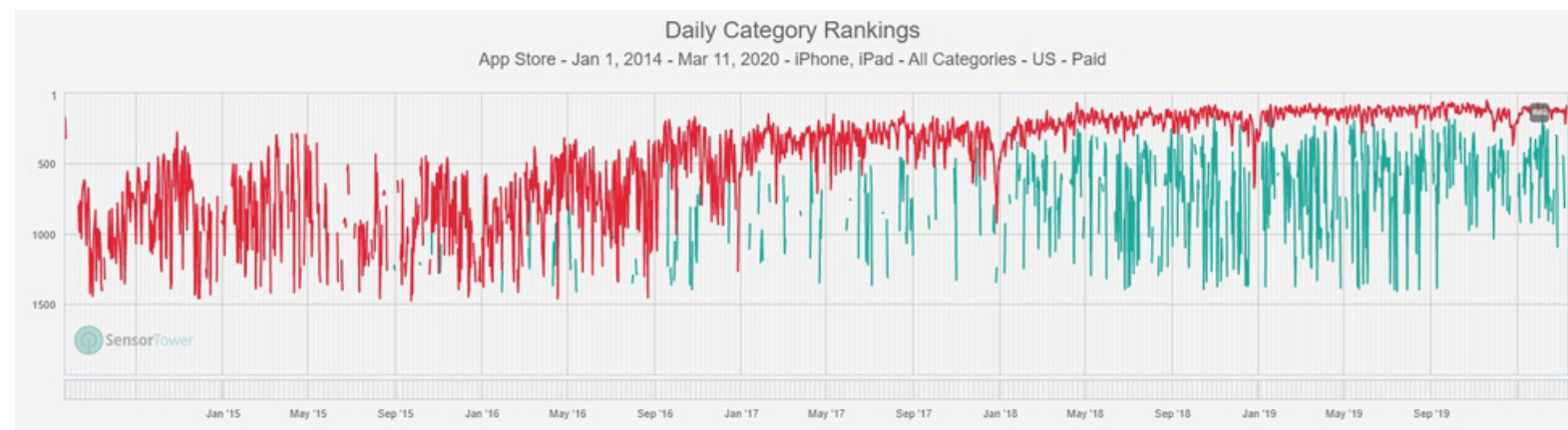
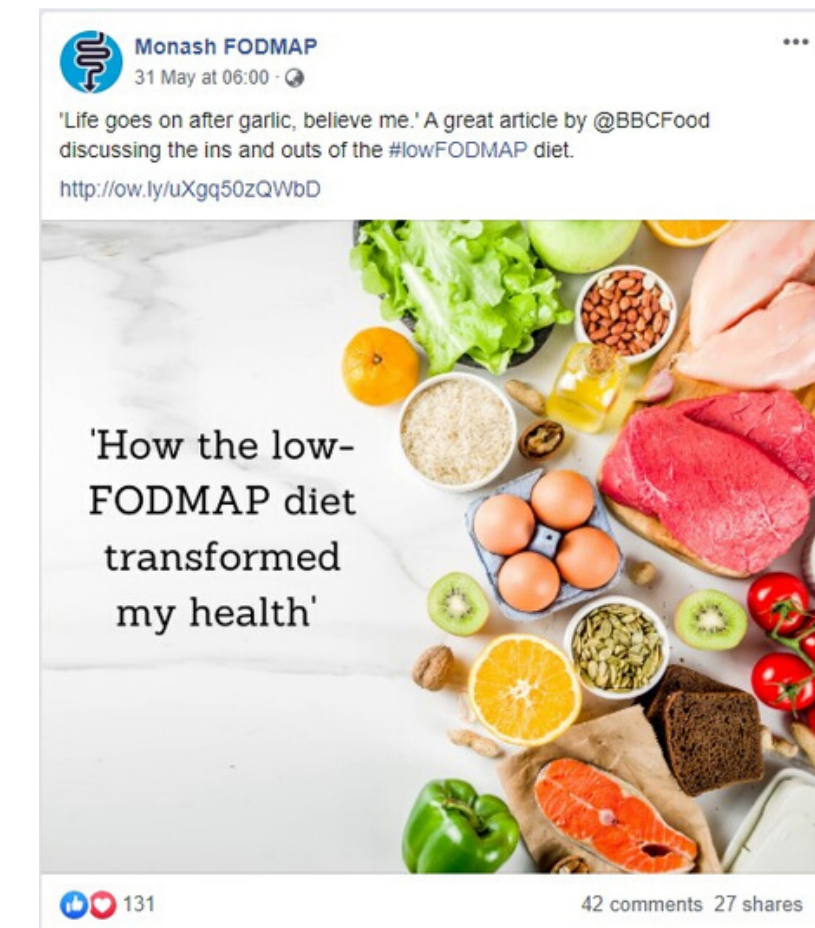
Sales target hit on time and on budget

Built a deeply engaged Facebook community of over 15K followers in 12 weeks (now at 88k)

Majority of downloads (sales) referred from Facebook

Built social media skills amongst linked dietitians

Grew Opyl's skills in nutrition science and medical app sales



Case studies

Client project: Neuroscience Trials Australia (retainer client)

Objective: Full digital marketing communications Strategic Plan

Developed and implemented a digital marketing comms strategic plan - sustained over 3 years

Position Neuroscience Trials Australia as a through leader in Australian clinical trials

Position Neuroscience Trials Australia as a social media leader and influencer in global trials industry

Use social media to attract trials, sponsors and participants

Use social media to leverage scientific and medical conferences to drive sales

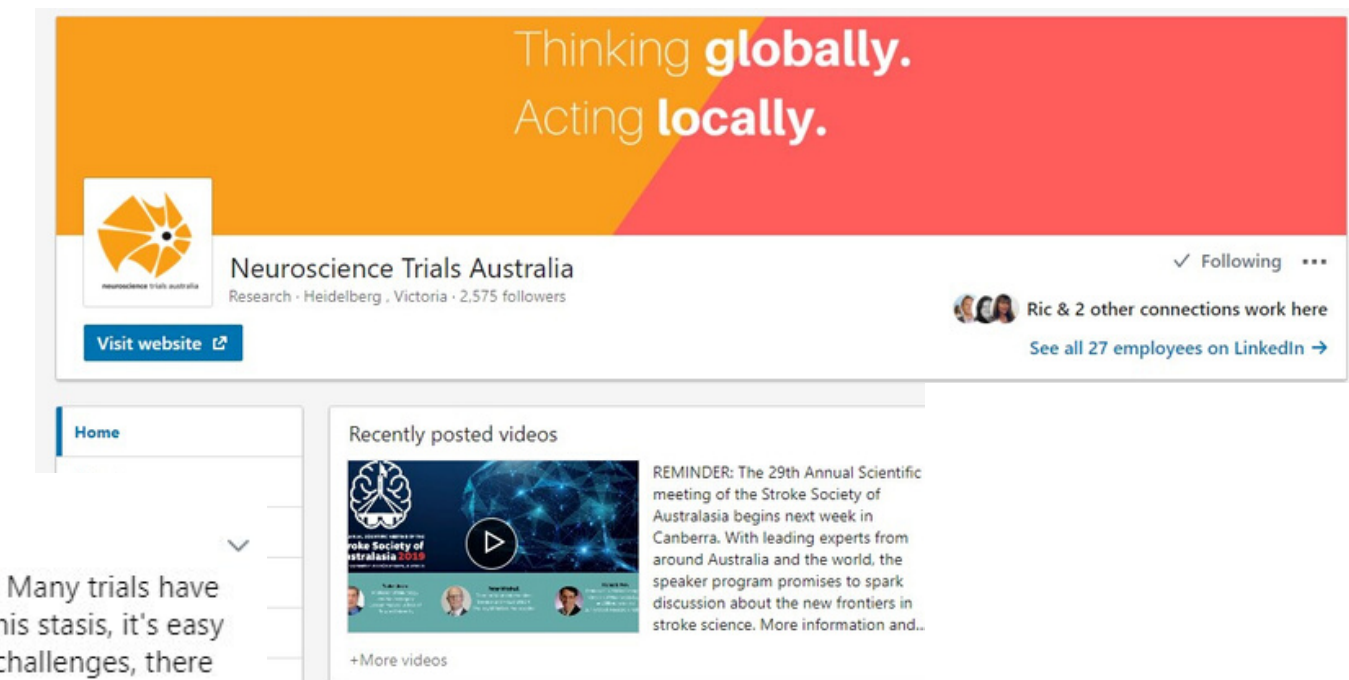
Outcome:

Neuroscience Trials Australia #1 in social media engagement in Australia and NZ in trial sector

Built an engaged community of sponsors, trialists, clinicians and patient advocates

Social media an integral asset in the business model

Social media skills built within the NTA team



Financials

- Overall net profit margin improving by the quarter
- Operational costs reduced due to internal restructures
- Revenue declined in Mar 2020 due to Covid-19 impact - accessed JobKeeper payments
- Sales enquiries increased by 550% in May strong indicator for revenue improvement
- R&D tax incentive payment of \$185,000 received
- FY19 was consolidated with US enterprises and there was fair value adjustment for Ludomade

	Sep-19	Dec-19	Mar-20	YTD - Mar-20	FY 19
Revenue from contracts and other income	146,368	221,756	168,443	536,567	2,128,656
Operational costs	(589,769)	(563,590)	(363,739)	(1,517,098)	(5,233,794)
Net Profit	(443,401)	(341,834)	(195,296)	(980,531)	(3,105,138)
Net profit Margin	-303%	-154%	-116%	-183%	-146%

Leadership



Michelle Gallaher
CEO



Julian Chick
Chairman



Marat Basyrov
NED



Damon Rasheed
NED



David Lilja
Company Sec

Headquartered in Melbourne, Australia

Workforce is Melbourne-based - 5FTE & 4PTE - 80% client services focussed

Network of specialist contractors



Michelle Gallaher
CEO

Michelle has 15 years at an executive level in biotechnology and health sector, most recently as CEO of the peak body for biotech and medtech in Victoria. Bringing clinical allied health training and biopharma sector knowledge into marketing, management and advocacy roles throughout her career, combined with six years of direct experience in startups, Michelle is an award-winning recognised opinion leader and sought after speaker and influencer in digital disruption in health and lifesciences.

Michelle serves as a NED on a number of health and technology boards and is the co-founder of NFP, Women in STEMM Australia. She was Telstra Victorian Business Woman of the Year and Entrepreneur of the year in 2017 and inducted into the Victorian Honor Roll for Women in 2018.

MBA, GradDip (Bus), BAppSci, GradCert (Mktg) GAICD, FAIM

Company summary

- Leaders in social media intelligence and digital solution in healthcare marketing - clear strategic target
- Global biopharma and health clients delivering revenue
- Maturing revenue on a cost effective operation cost base
- Scale strategy in play via alliance agreements with humun and Adavantage Data
- Global pharma and biotech digital marketing sector is favourable (\$USD\$3.62Bn in 2020, increasing at 20%)
- COVID19 reinforced value proposition in digital health marketing
- COVID19 conditions have stimulated 550% increase in services enquiries in May
- Stable specialist workforce delivering services and a new leadership team with 12 months of solid gains
- Goals is to achieve neutral/cash flow positive this quarter

Milestones looking forward:

- New services client acquisition from global pharma market, supported by humun collaboration
- Continued development of clinical trial predictor tool towards consulting/project revenue stage end 2020
- Take up next stage of development for Rank'd
- Build out services team - business development and delivery capacity

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