

Investor Update
Full Year - August 2021

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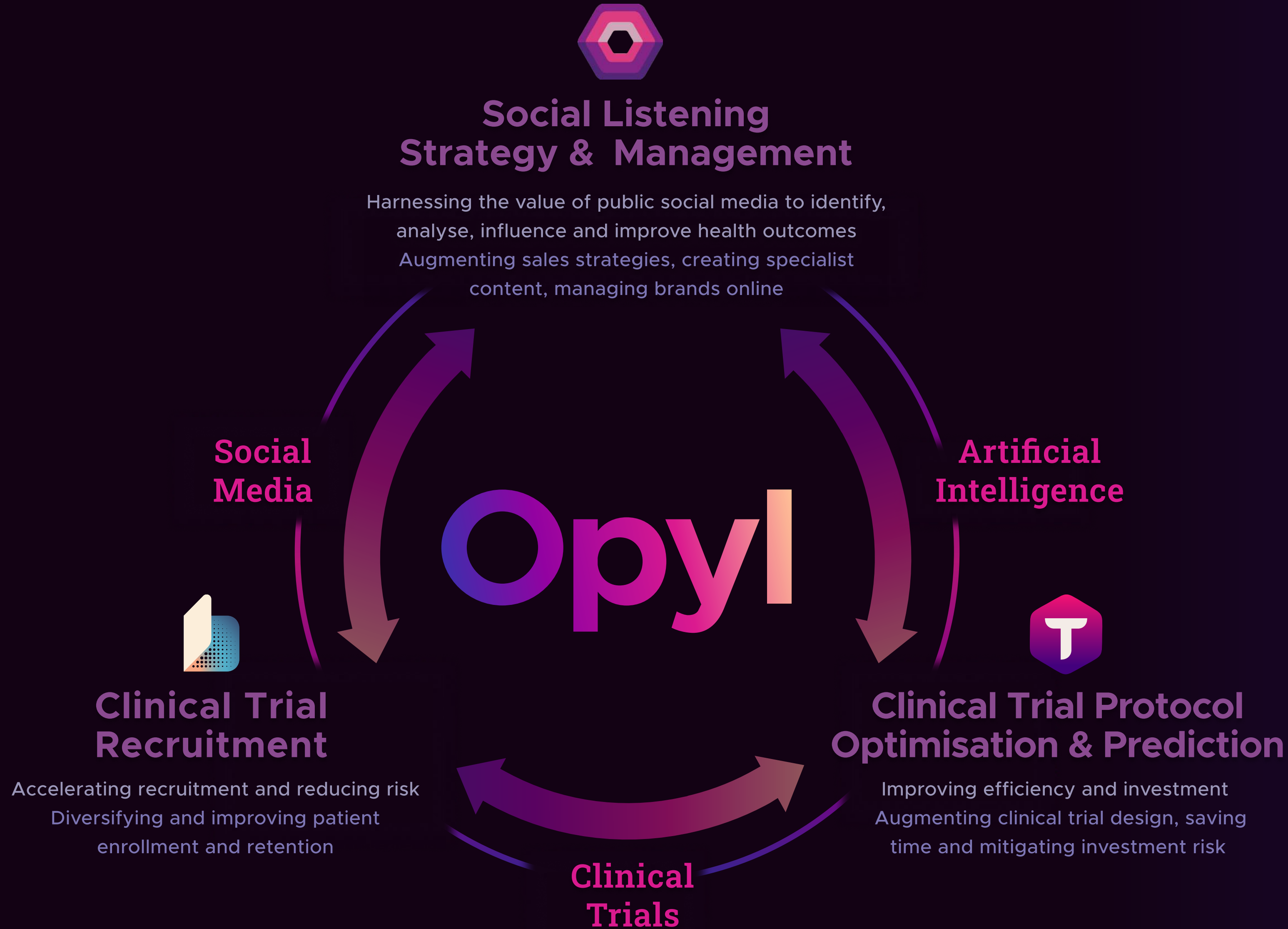
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Company

Leaders in market intelligence and digital solutions in healthcare

Taking the guesswork out of lifesciences

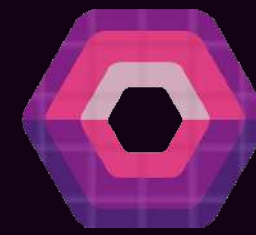
Overview



Overview

- Addressing two significant points of failure in AUD\$60.5bn global clinical trials services market - poor patient recruitment and poor trial design
- Application of artificial intelligence (AI), specifically natural language processing (NLP) and machine learning (ML) across all 3 divisions
- Two solutions are on market, generating revenue, with global scale potential
- Current customer base of biopharma and medtech, relevant to all solutions
- Board and leadership team with expertise in data analysis, artificial intelligence, precision digital marketing and health
- Expanding internal team of data scientists, software developers, digital marketing and data analysts

Clinical Trials Market Size, Share & Trends Analysis Report By Phase (Phase I, Phase II, Phase III, Phase IV), By Study Design (Interventional, Observational, Expanded Access), By Indication, By Region, And Segment Forecasts, 2021 -2028. Grand View Research, published June 2021.



Social listening, strategy & management

2 revenue streams - insights and retainers

Represents majority of current OPL revenue

Customer base of biopharma, medtech, Govt. and universities

Proprietary AI/NLP tools to capture and analyse social media content

Utilises in-house digital marketing, SEO, and data analytics team



Clinical trial patient recruitment

Patient led web-based clinical trial recruitment platform

AI matches patients to trials

NLP: translating trial plans into digital triage

Scalable, global data asset

Social media marketing expertise

Escalating revenue with high growth forecast

Launched MVP May 2021 with new functionality roll out over next 12 months



Clinical trial protocol design and prediction

ML/NLP model predicting success of clinical trials in reaching endpoints and regulatory approval

Model trial protocols and adjust variables to improve probability of success

Reduces risk of trial failure

Two sided market -biopharma / fund managers

Disruptive -few competitors

Report and SaaS model planned

FY 21 Highlights

Financial - Full Year Results

- ▶ Opyl delivered a strong, sustainable financial result, completing the year of realignment in the global digital health market
- ▶ Services revenue was maintained, concurrent with the accelerated development of two novel AI platforms to MVP stage

Strengthened revenue

Total revenue
\$1.24m
↑ 35%

Profit / Loss

Operating loss
\$1.14m
↑ 23.5%

Improved cash balance

Closing cash balance
\$2.32m

FY 21 Highlights

Performance - Full Year Results

- ▶ Opyl's two AI platforms address the AUD\$60.5bn global clinical trial services market, with solutions aimed at improving clinical trial recruitment and trial design
- ▶ The launch of Opin.ai (May 2021) unlocks a new revenue stream, and is expected to: become the driver of financial performance and long-term value creation

Platforms & services

- Opin.ai launched, generating revenue and unlocking new features
- Clinical trial prediction tool completed COVID19 vaccine data trial
- Social media insights consulting services secures new global biopharma and medtech clients

People

- Expanded Opyl team by 18% to meet business transformation requirements
- Board strengthened
- Damon Rasheed moved to the position of Executive Director
- WFH implemented smoothly

Customers & markets

- BD focus expanding sales funnel
- Strategic alliances a key scale & growth strategy
- Focus on Australian and APAC clinical trials services market
- Focus on generating depth in patient data with focus on oncology, cardiac, gut, CNS and ophthalmology

Clinical Trials Market Size, Share & Trends Analysis Report By Phase (Phase I, Phase II, Phase III, Phase IV), By Study Design (Interventional, Observational, Expanded Access), By Indication, By Region, And Segment Forecasts, 2021 -2028. Grand View Research, published June 2021.

HY2021 results



Finance & Governance

- ▶ Revenue \$1.24m up 35% (\$917: 2020)
 - Receipts from customers down 4%, good result given 45% of resources now deployed to Opin development
 - Investment in R&D up 24% and delivering to plan
 - R&D tax incentive of \$249,000 & \$19,000 Export Development Marketing Grant
 - Government grants -\$185,718 related to COVID support in Job Keeper Q2 and PAYWG cash booster
- Operating loss up 23.5% in line with increased R&D intensity to launch Opin on market
- Cash position \$2.31m up 189% on previous year
- Successful capital raise Q3 2021 -\$2.68m (before costs)
- 373,355 shares acquired via off-market share buy-back at a cost of \$66k
- Strengthened the board with the addition Mark Ziirsen and Dr Megan Robertson

HY2021 results

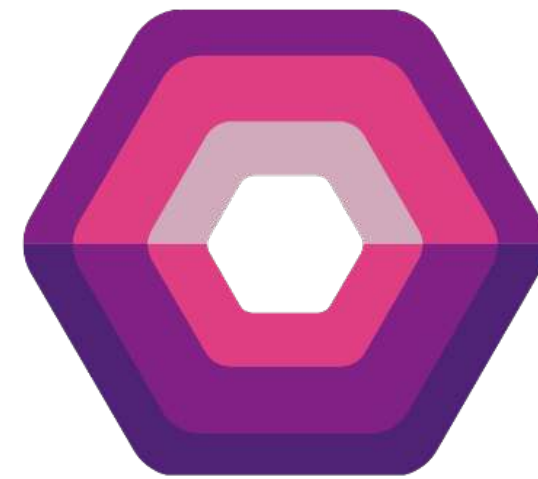


Operations

- ▶ Internal Opin team are specialists in healthcare digital marketing, SEO and permission marketing
- Transition of 55% of internal workforce from social media retainer/ strategy services into Opin digital marketing and clinical trial recruitment services
- Expansion of Opyl sales, data insights and SEO team (Nov-Dec 2020)
- Upsell of existing customers across the services offering
- Opyl CRM and Opin CRM critical infrastructure supporting sales and reporting
- COVID19 working from home condition no barrier to business
- Strategic review of services capacity and performance is underway -entering a 'transition bridge', shifting focus to Opin scale and Trial Key development
- Investment in planning and building Opyl team skills, capacity and culture for transition and scale
- ESOP established with employees participating

FY 21 Highlights

Social listening, strategy and management Full Year Results



- ▶ Opyl's first commercial application of AI in 2019 was in developing novel social media listening tools, to capture data and deliver unique market insights
- ▶ Social listening, strategy and management represents 89% of Opyl's current revenue
- ▶ Recognised as a market leader in health related social media strategy, precision digital marketing and management

Project customers - social media listening, market intelligence, analytics and insights services

Retainer customers - social media strategy, content and management services

- Client list of global and local biopharma and medtech, universities, research institutes and government
- Identifying healthcare provider digital opinion leaders
- Analysing content impact and influence on social media
- Competitor analysis and share of voice on social media
- Search engine optimisation strategies
- Create engaging digital advertising campaigns
- Implement social media strategies
- Create and curate long/short form digital content

Some of our clients

Opyl Platforms Update

Opin clinical trial recruitment Full Year Results



- ▶ Patient-led clinical trial recruitment platform, launched May 2021 as an MVP
- ▶ Planned rollout of new external and internal AI features over next 9-12 months
- ▶ Multiple revenue opportunities within the platform that will unlock with feature roll out

86% of registered clinical trials do not meet their intended planned enrolment deadlines

- Opin has 2 key phases of development
- Phase I complete on Sept 1 -MVP with revenue operating features and data capture systems in place
- Phase II will commence 1 Oct -unlocking new revenue features and accelerating BD
- Early Opin customers are predominantly existing customers of Opyl's
- First alliance secured with Centre for the Commercialisation of Regenerative Medicine

Clinical Trials Global Market Report: Patient Recruitment and Retention Services Market 2021 - 2030. Published June 2021. Roots Analysis



**Matching patients
to clinical trials
& research studies,
anywhere in the world**

opin.ai





Poor patient recruitment is the leading cause of clinical trial delays and a key influence on clinical trials successfully meeting endpoints

- ▶ Patient-led clinical trial recruitment
- ▶ Access and visibility of every registered clinical trial in the world
- ▶ Leveraging social media advertising and SEO

- ▶ Digital triage to identify qualified patients and enrich data
- ▶ Data lake of patient profiles
- ▶ AI matches qualified patients to trials
- ▶ Predictive analytics to determine price and recruitment success

M. Desai. Recruitment and retention of participants in clinical studies: Critical issues and challenges. Perspectives in Clinical Research. Apr-Jun 2020. 11(2): 51-53

Clinical Trial Recruitment

The Problem

86%

of registered clinical trials fail to meet planned enrolment deadlines

\$600k

per day estimated loss due to recruitment delays

32%

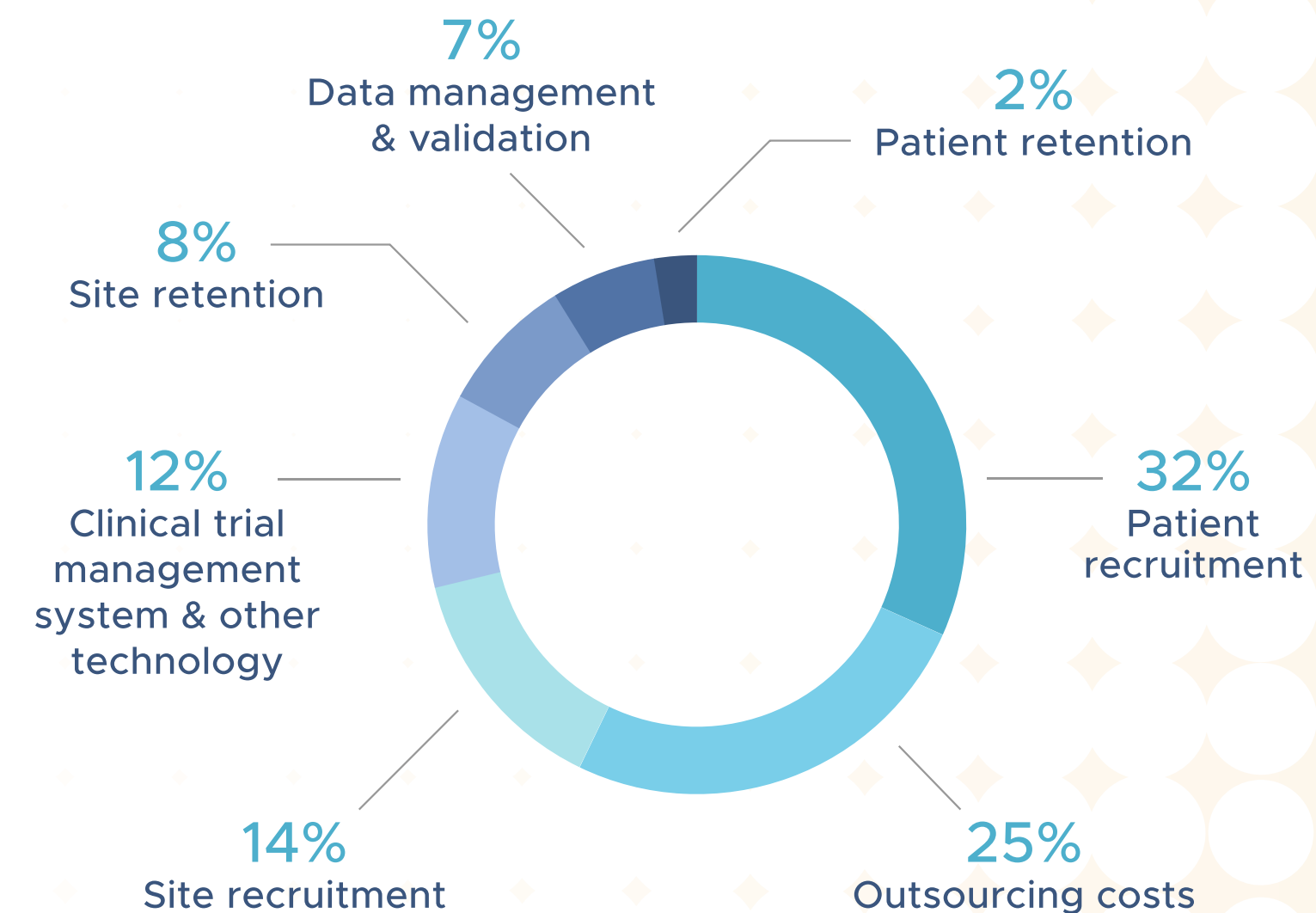
of average clinical trial budget spent on recruitment (AUD\$25.9m)

15m

current global demand for patients to participate in clinical trials each year

Source: Clinical Trials Global Market Report. Patient Recruitment and Retention Services Market 2021-2030 (Jun 2021). Roots Analysis

Cost drivers in clinical trials



Source: Deloitte analysis





How we are different to competitors

In a competitive market, winning is about data capture, matching, marketing and efficiency value-adds

- ▶ Multiple revenue and value opportunities within the Opin platform
- ▶ Trusted service provider with 4+ year trial recruitment track record
- ▶ Deep professional clinical trials networks across leadership team
- ▶ Current Opyl customers converted from consulting projects to Opin recruitment offering
- ▶ Global view - every trial registered in the world automatically uploaded (weekly)
- ▶ Social media firepower - inhouse team of clinical content creators and marketers
- ▶ Search firepower - AI-enabled search optimisation and social listening tools
- ▶ Opin incorporates additional AI and predictive analytics capabilities

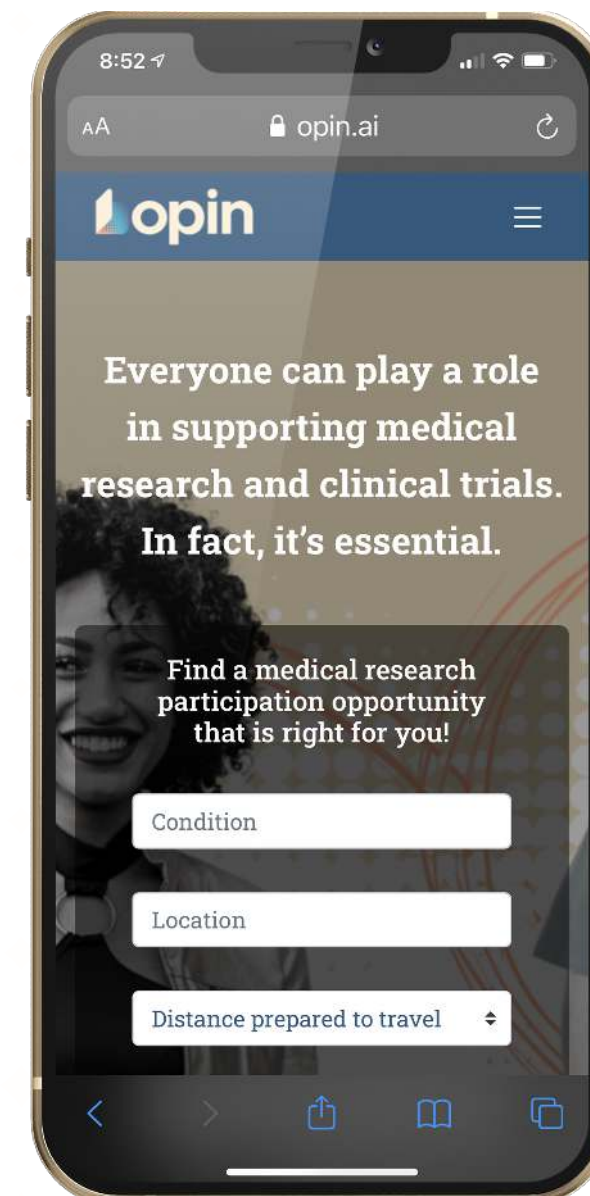
...and this is the first of Opyl's 3 platforms to achieve full market launch



New features

Expanding beyond MVP

- ▶ Trial feature pages for paying customers
- ▶ Digital triage
- ▶ Disease and condition landing pages
- ▶ Patient Experience Surveys
- ▶ Patient Expression of Interest (EOI) functionality
- ▶ Real time quotes
- ▶ Predictive patient recruitment estimates



Opyl platforms update

Protocol design & prediction platform Full Year Results



- ▶ Predicting COVID19 therapeutics and vaccines was the second successful data trial undertaken
- ▶ A focus on rare diseases and regenerative medicine clinical trials to refine the prediction model
- ▶ Increasing focus on bringing this platform to MVP in 2021/22 and testing value with collaborators and customers

COVID19 vaccine trial data trial (July '20) accurately predicted 8 out of 10 candidates that reached market

- Further development on expanding the protocol variables in the model and impact on the outcome
- Improvement in accuracy (AUC 84%) higher than published competitor models
- Focus on expanding training data sets to support supervised and unsupervised machine learning in key therapeutic classes
- NLP applied to translating trial protocols to evaluate 'difficulty' in recruiting patients
- Accessed additional trial outcome and progress data sources to improve the training data set and predictive model



**Improving clinical trial design,
reducing risk of failure,
& delivering a better ROI**

- ▶ 'Explainable' AI determines the probability of success (PoS) of a clinical trial meeting endpoints and achieving market approval
- Algorithms trained on a multi-layered historical and live data stack that includes reported trial outcomes
- Model identifies key variables in trial protocols to identify and rank key success or risk factors
- A trial is given a probability of success score for a trial phase or overall, measured against peers in class
- Validate with consulting model and scale with SaaS model

Trial Key use cases

- ▶ Model a proposed trial protocol and adjust variables to improve PoS reducing risk of failure

Biopharma, Medtech, medical research institutes

- ▶ Augment early drug/device procurement decisions - identifying candidates most likely to reach market

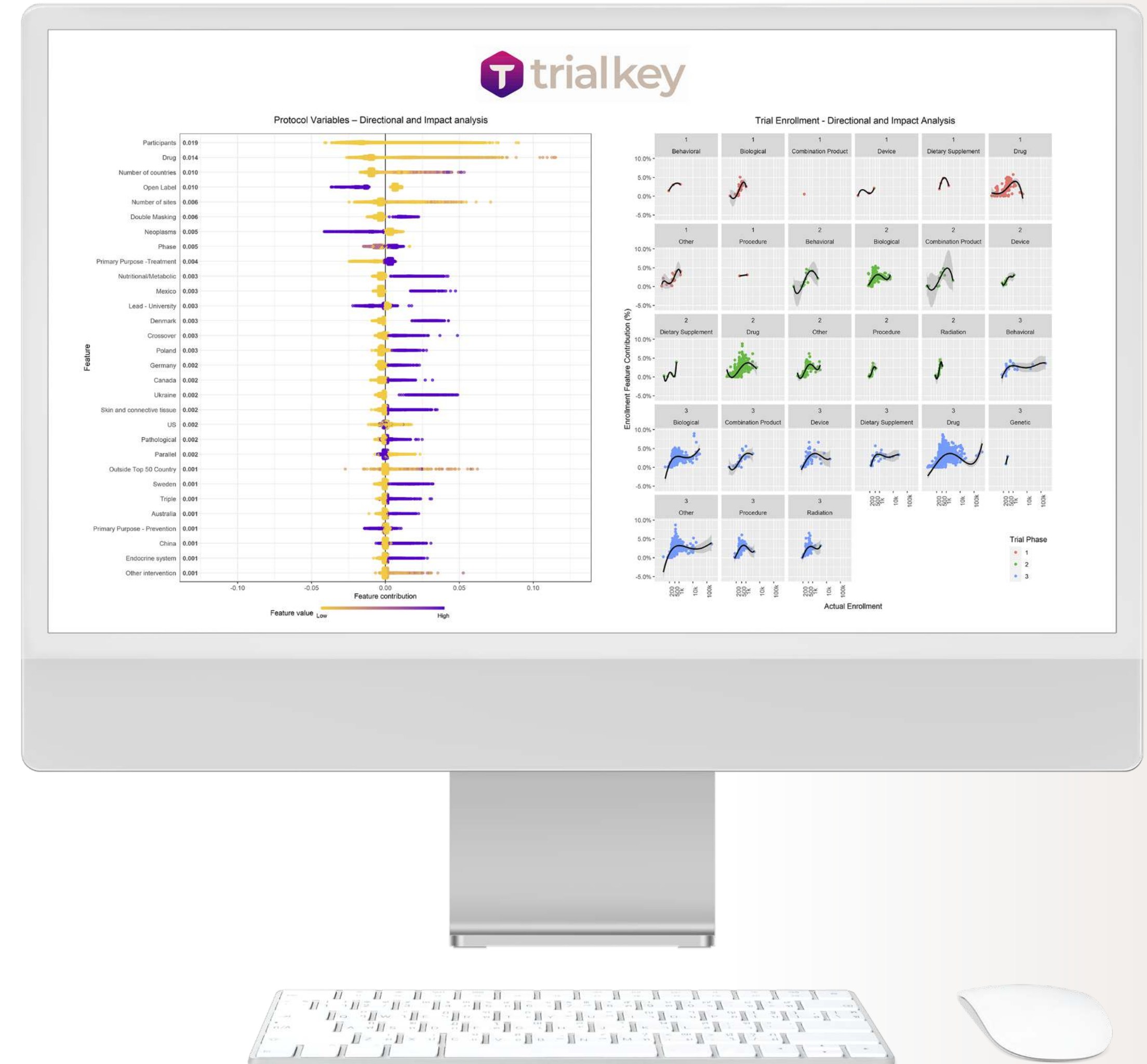
Government, health insurance

- ▶ Inform investment decisions by comparing candidates within a class or whole of class - improving ROI

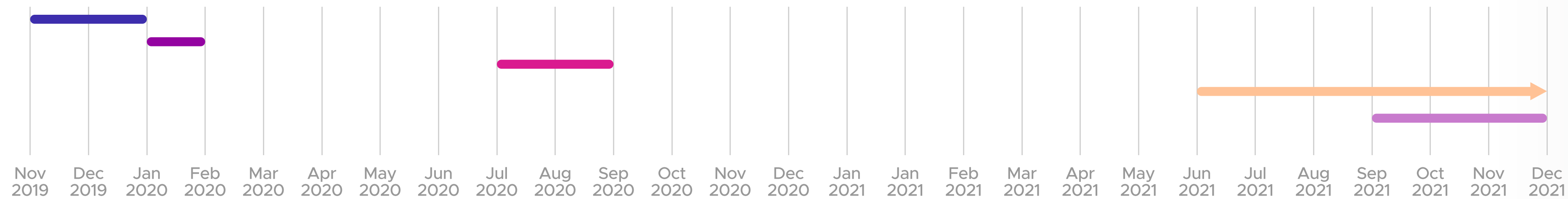
Investors, funding agencies, internal biopharma venture funds

- ▶ Identify optimum recruitment target and predicted drop out rate by trial or therapeutic class improved efficiency and reduced risk

Contract research organisations, sites, sponsors, Opin.ai



Trial Key development timeline



● **Model build**

Replication objective
AUC 0.74 (area under the curve accuracy measure)

Nov 2019 - Jan 2020

● **Data trial 1**

2016 NYSE Pharma index outcomes
AUC 0.77

Jan 2020 - Feb 2020

● **Data trial 2**

475 COVID19 vaccines and therapeutics in Ph I,II and III
AUC 0.84

July 2020 - Sept 2020

● **Data trial 3 (IN PROGRESS)**

Rare and Inherited Congenital Diseases class
AUC 0.84

Jun 2021 - ongoing

Develop consulting model offering and validate with collaborator/customers

● **Data trial 4 (PLANNED)**

Regenerative Medicine class - oncology and orthopaedics
Progress consulting model offering/design and validate with collaborator/customers
Additional data science resources applied to expand team capacity and intensity of R&D progress



Leadership



Michelle Gallaher
Chief Executive Officer

Michelle has over 25 years of experience in the pharmaceutical and life sciences sector in startups, public and private companies as well as major research initiatives



Dr Julian Chick
Chairman

Julian brings expertise in leading public life sciences companies as well as capital markets and LSHC, on both investor and operational sides of technology businesses



Marat Basyrov
Non Executive Officer

Marat is a technology investor and entrepreneur, developing and applying creative data and digital solutions across many industries



Mark Ziirsen
Non Executive Officer

Mark is an experienced non-executive director and chief financial officer with a strong track record in delivering scale and growth outcomes within a number of public companies, across life sciences and manufacturing



David Lilja
Company Secretary

David is a recognised leader, entrepreneur and experienced financial strategy and scale development advisor, particularly in small high growth technology companies



Damon Rasheed
Executive Director

Damon leads data science teams across a number of high growth companies advising and applying 20+ years of experience in predictive analytics and data science creating commercial solutions for a wide range of industry applications



Dr Megan Robertson
Non Executive Director

Megan is the Group Research Officer of St Vincent's Health Australia and Director of Research at St Vincent's Hospital Melbourne. Serving on a number of boards and advisory bodies, Megan is recognised for her clinical leadership in public health, and clinical trials governance and implementation

The year ahead

A new year -Focus on OpIn scale and revenue growth

- ▶ Forecast significant revenue growth as OpIn gains market traction and unlocks new functionality leading to greater revenue opportunity
- Recruitment to trials in Australia recommencing and increasing pace as the economy opens up and lockdowns eased
- Capture global recruitment customers via network relationships in North America and APAC
- Heavy marketing of OpIn -digital and conferences

UPSIDE WITH
OPIN REVENUE
GROWTH

EXPANSION
OF ENGINEERING
& SERVICES TEAM

INCREASED
R&D INTENSITY &
EXPENDITURE

- Further strategic alliances to accelerate customer acquisition, access to subject matter experts and patient populations
- Increased R&D intensity and expenditure on OpIn and Trial Key
- Expansion of OpIn team in engineering, sales and customer services

Summary

Two novel clinical trial efficiency platforms in concurrent accelerated development

Opin (clinical trial patient recruitment solution) launched on time and on budget, generating early revenue

Successfully maintained Opyl services revenue whilst transitioning the team into Opin development and market entry

Strengthened cash balance to support increased R&D intensity and market acceleration of Opin, which will continue to expand in 2021/22

Trial Key development on track delivering high value intelligence for multi-layered market

Focus on securing strategic alliances with trial aggregators and patient groups in US and APAC

Scaling capacity and expertise within the business to meet Opin and R&D milestones and forecast customer revenue growth in 2021/22

Forecasting strong revenue growth via Opin, completing 2 year pivot into digital health to become a provider of data-rich digital efficiency solutions for the global clinical trials market

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