



Investor Update
August 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

We help healthcare and lifesciences organisations to know their customers better
and to deliver more opportunities to improve lifesciences

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Highlights - August update

Services update

- Client acquisition continues (3 new insights projects)
- Cash receipts on track to deliver cash-neutral position next Q
- Progressing a sales pipeline of \$1.5m - \$2m in est. value
- Client enquiries up, but slowed - approx 110% above monthly average
- Clinical trial predictor tool used with first (paying) client in late July - project ongoing
- Second AI platform now generating early revenue
- Opyl registered as a market research/intelligence supplier with Bristol-Myers Squibb

R&D update

- Development commenced on a a third platform - clinical trial recruitment and retention - PoC stage
- Clinical trial prediction/optimisation platform - MVP stage
- Over \$2m in current opportunities in market

Operations update

- Targeting first quarter of neutral cash flow this quarter (new sales of approx \$100k) - aged receivables up due to slower than normal client receipts

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 equal more than half of total expenditure
- 20% increase in digital pharma ad spend in 2020**
- 'Search and social are key channels to watch in 2020,'* driving the market
- Social media budgets linked to innovation agenda and 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 - services

1. Deep social media insights - we listen

- Gather evidence and insight into patient, carer and healthcare provider audiences.
- Enhance and empower sales teams, augmenting their in-market information
- Monitor competitors and 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**

2. Digital marketing communication strategy and management - we influence

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

3. Search optimisation and digital advertising - we deliver more opportunities

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

Services



What Opyl does - services

4. Clinical trial recruitment and retention campaigns - we support research

- 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

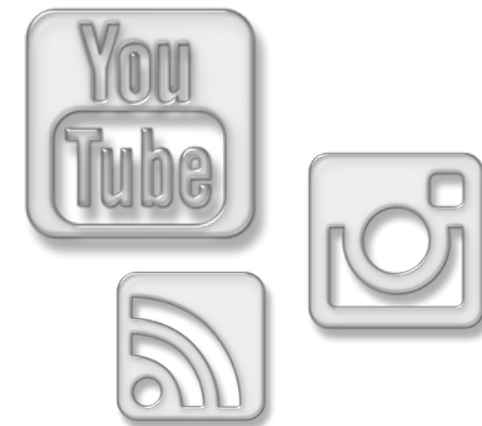
5. Content creation for social media - we communicate for impact

- 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

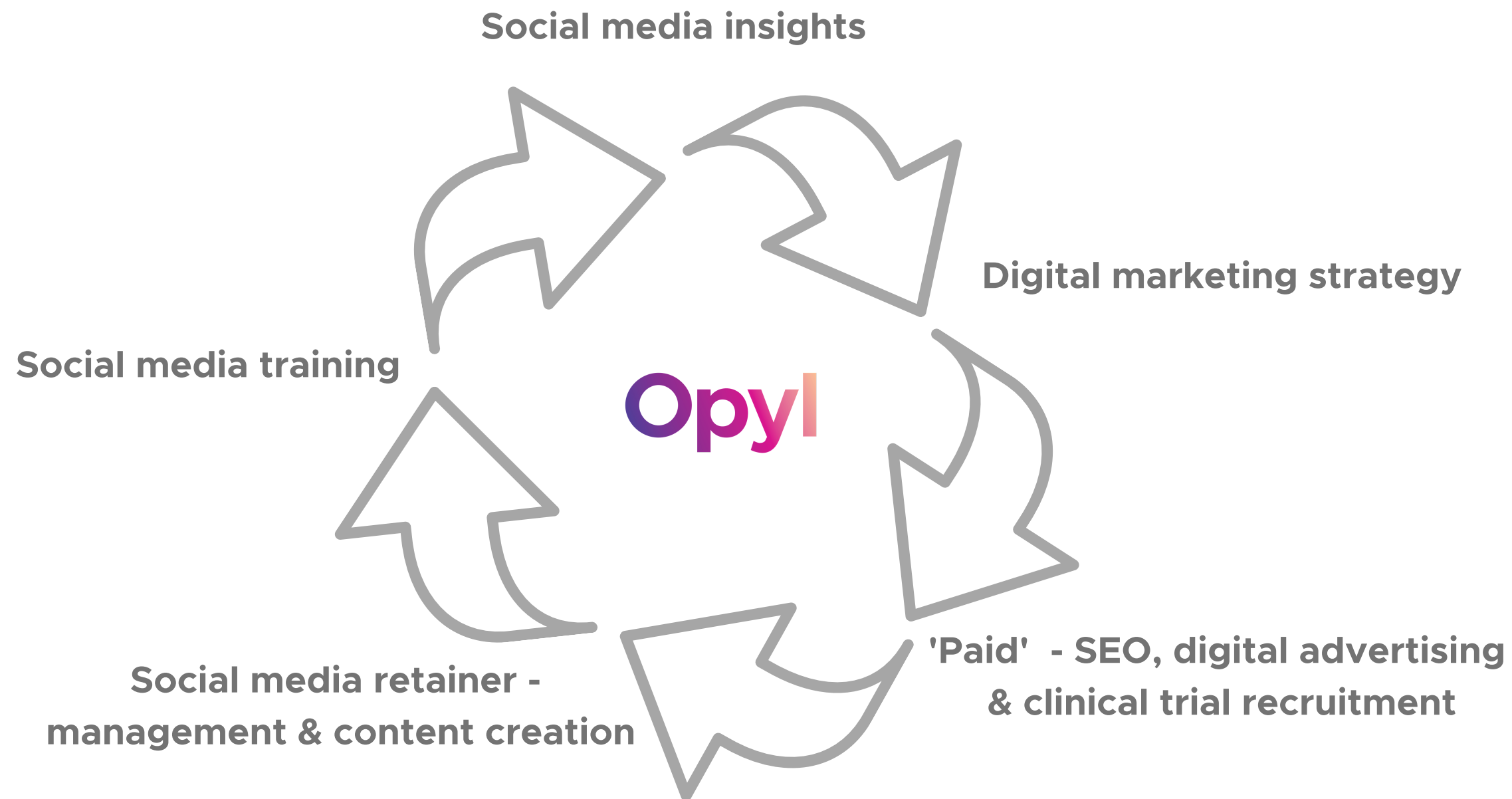
6. Social media skills training in healthcare - we build capacity

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

Services



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.



digital edge • human touch

What Opyl does - research pipeline

R&D Portfolio

PRIORITY



Deep social media insights platform - fully operational and generating revenue

Using AI and machine learning, the insights platform ingests publicly available social media content (data) creating patterns, analysing sentiment, relationships and anomalies. Used by Opyl's services group to derive unique audience insights and real world evidence giving rise to strategies, tactics and content creation.

PRIORITY



Clinical Trial Predictor Tool - R&D (priority platform in development - generating revenue from beta client)

The goal is to deliver the optimal clinical trial 'protocol'. The tool uses AI to interrogate previous trial designs, completion and failure characteristics and optimal recruitment/enrollment targets. 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.

PRIORITY



Clinical Trial Recruitment Platform - R&D (proof-of-concept)

Empowering patients to self-select for clinical trials and that supports retention. The Opyl Clinical Trial recruitment platform is a solution to the problem of inefficient, insufficient or failure to recruit patients to studies on time and on budget. The platform captures data on interested patients and uses AI to link them to relevant trials. The tool commenced development in May and is approaching MVP. The platform is coupled with Opyl's current service offering in recruiting patients to trials via social media.

What Opyl does - research pipeline

Op social media insights platform - fully operational and generating revenue

R&D Portfolio



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. In Aug/Sept Rank'd will undergo an independent evaluation process to determine if it should remain in the R&D portfolio.



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 peace of mind in using consented data in a GDPR compliant platform.

Opyl working in partnership

- Scale is critical to value creation
- Growth in revenue (two-way revenue share of profit margin) by partnering
- Extended client offering - nothing left on the table
- Target global markets
- Platform development partner - sharing risk and investment
- Internal skills development across disciplines and organisations
- Increased exposure to digital marketing and data trends in health
- Agreement reviewed annually by both parties

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ADVANTAGE DATA

Clients



the actuator
Australia's National
Medtech Accelerator



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

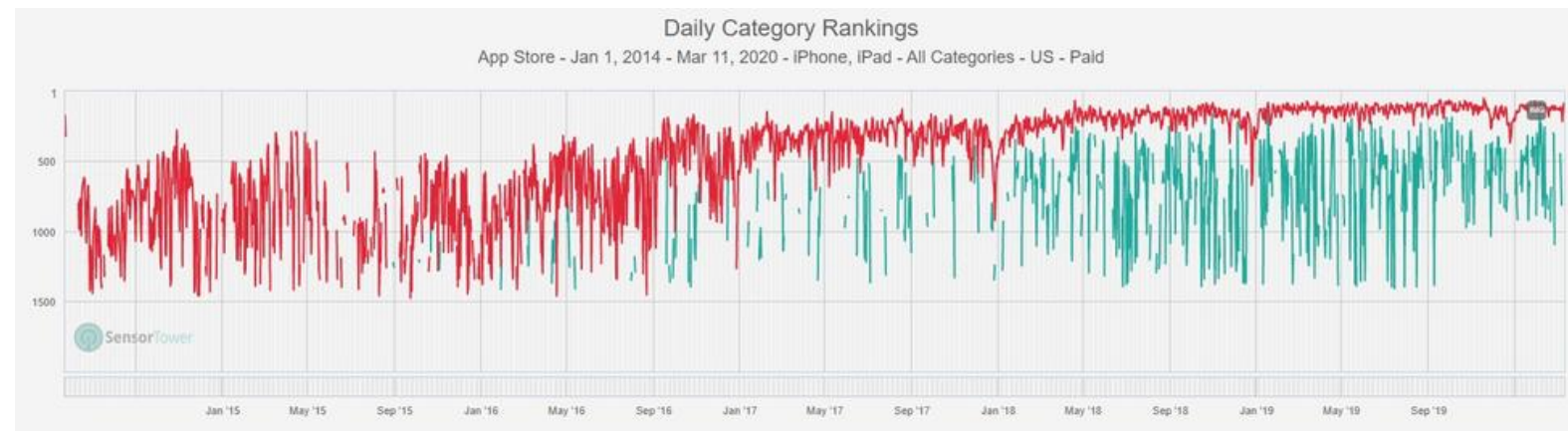
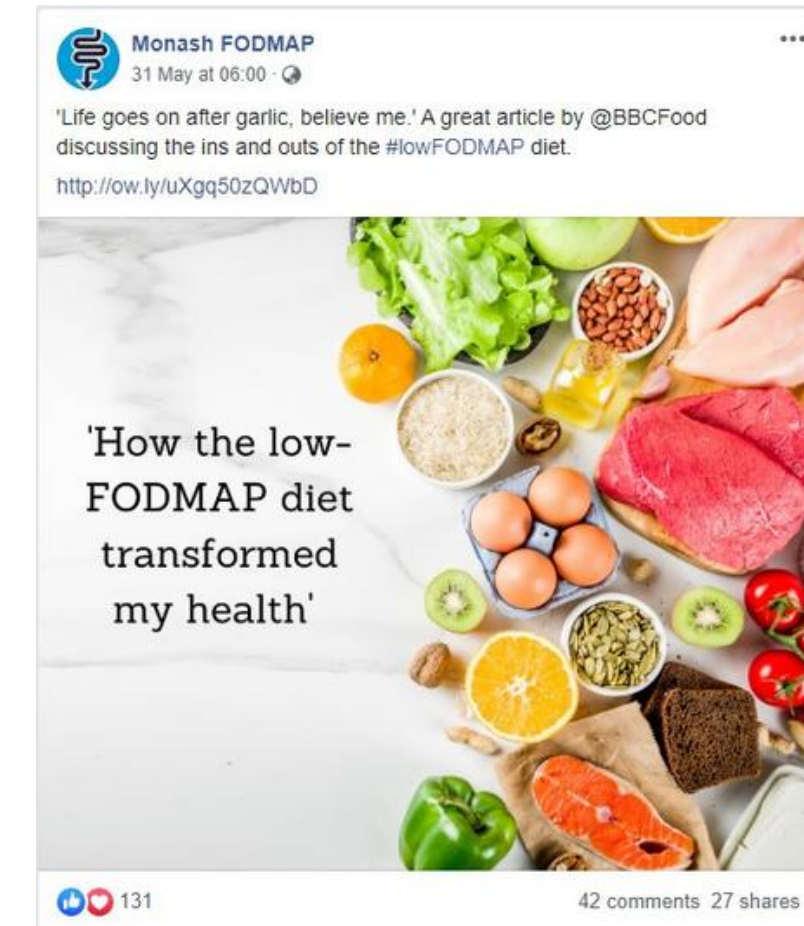
Sales target hit on time and on budget

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

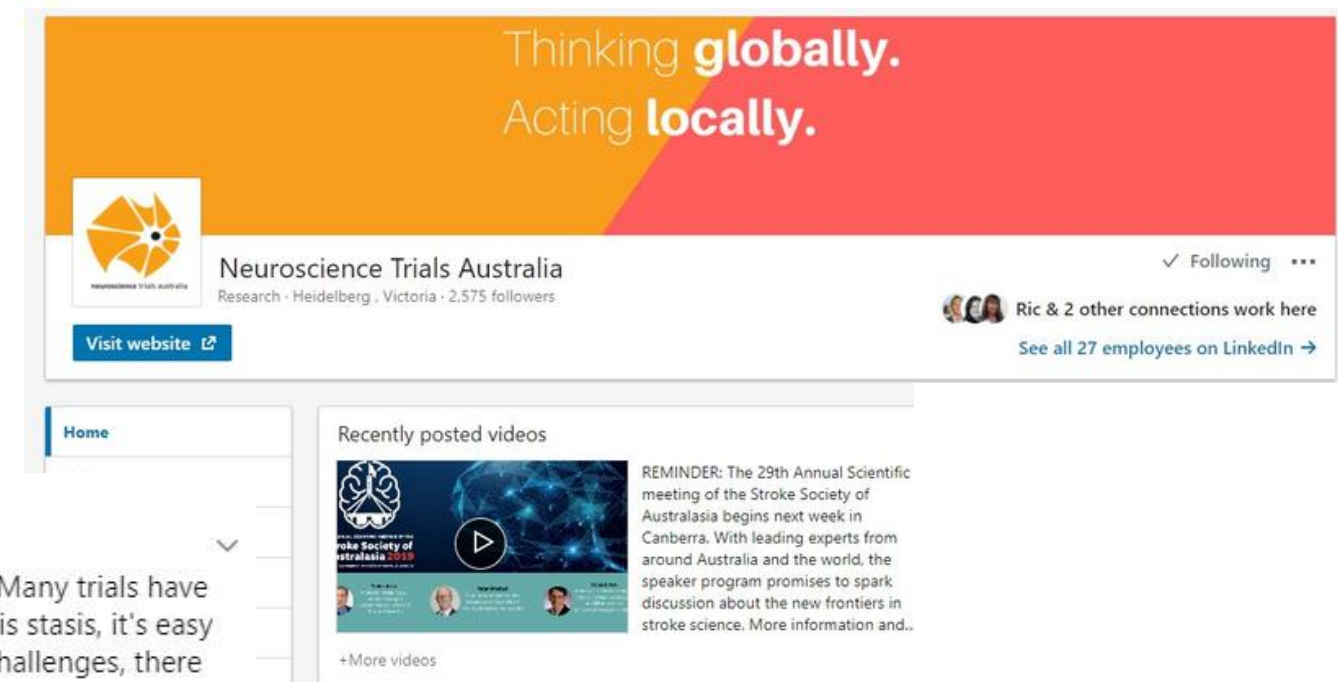
Client project: Neuroscience Trials Australia (retainer client)

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



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 - 3 new client projects in last 8 weeks.
- 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 surge in new services enquiries - pipeline of active sales leads \$1.5m-\$2m
- Stable specialist workforce delivering services and a new leadership team with 12 months of solid gains
- Goals is to achieve neutral/cash flow positive Q1
- Pipeline of 3 priority platforms in development - 2 generating early revenue

Milestones looking forward:

- Continued new services client acquisition, supported by humun collaboration and increased BD resources
- Continued development of clinical trial predictor tool towards consulting/project revenue stage end 2020
- Advancement of clinical trial recruitment platform to augment current recruitment services offering
- Appoitnment of clinical/commercial advisory board Q1/Q2
- Evaluation of Rank'd for further development
- Build out services team - sales and oprational/commercial capacity Q1/Q2

www.opyl.a

The logo for Opyl, featuring the word "Opyl" in a stylized font. The "O" is purple, "p" is pink, "y" is magenta, and "l" is orange. A vertical purple line is positioned to the left of the logo.

Opyl

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