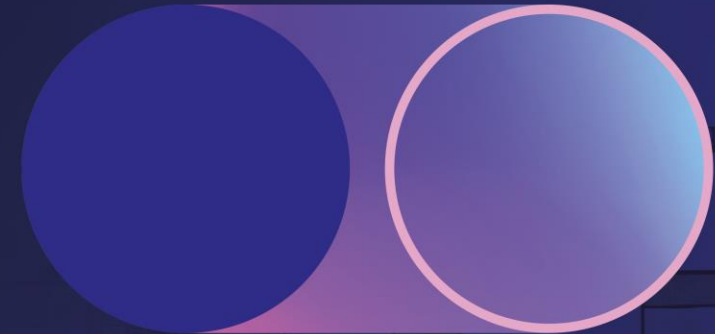
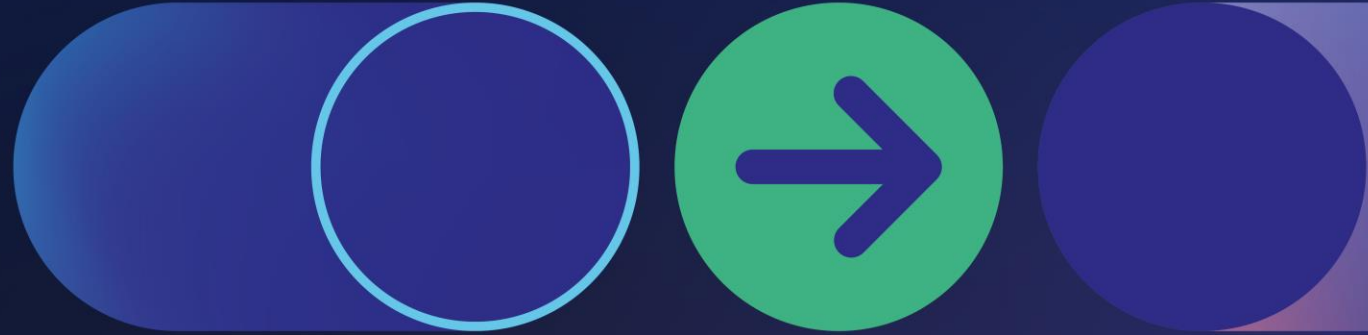


# Helping pharma find patients

Corporate Overview – May / June 2024

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# We help pharma find patients: 3 unique assets



## 1. Lab network

Global network of 900 + labs



## 2. Data

World's largest repository of healthcare data



## 3. DXRX Platform

World's first diagnostic commercialisation platform for precision medicine



### Pharma

- ID patients daily
- ID more patients
- ID 'lost' patients
- ↓ Costs to market
- ↑ Sales & profit
- ↑ ROI



### Labs

- ↑ Diagnostic volumes
- ↑ High value genetics testing
- Improve accuracy
- Access to new & better testing
- Reference lab for PM drives growth
- ↑ Revenues



### Physicians

- Better clinical decision support at crucial point of care
- More accurate diagnosis
- More prompt data
- Improve clinical outcomes



### Patients

- More accurate diagnosis
- Quicker access to appropriate therapy
- Improve clinical outcomes
- Potentially bringing 2x the number of patients into the treatment pool

# What is precision medicine?



Precision Medicine (PM) is the tailoring of medical treatment to the individual characteristics of each patient – a patient's unique genetic profile makes them susceptible to certain diseases and can influence which treatments will be safe and effective for them



PM is reshaping healthcare and the fastest growing segment today – transformational shift



Pharma companies are developing an increasing number of PMs - Currently 250 PMs in the market, increasing to an estimated 1,000 by 2030<sup>1</sup>



PM market is forecast to grow from \$65bn in 2021 to \$175bn by 2030<sup>2</sup>



Companies like AstraZeneca leading the field – PM being deployed across 90% of their portfolio



# The diagnostic challenge: Precision medicine practice gaps



The healthcare eco-system hasn't caught up with precision medicine



Physicians can't link patients to the right drug. Over 50% of patients are missing out on receiving the right drug



'Practice Gaps' are materially impacting patient quality of life. 64% of lung cancer patients in the US didn't receive the most appropriate therapy available



Pharma are losing out on potential lifetime drug revenues of up to \$5bn\*



Our diagnostic commercialization platform – DXRX – enables pharma to better commercialise therapies

Practice gaps are a **significant opportunity** for Diaceutics

# 19 Years of performance & growth



## 2005-2010

- Co-founded by Peter & Ryan Keeling
- Diagnostics method
- Integrated PM planning



## 2011-2015

- 1st implementation service
- Lab service network
- Launched PM Expert



## 2016-2019

- Exporter of the Year
- Introduced AI
- IPO on AIM



## 2020-2023

- Launch DXRX - The Diagnostic Network®
- New Diagnostics HQ
- 'Practise Gaps' study
- 'Innovation of the Year' at Analytics & AI Institute
- Best of Use of Tech in the digital economy – UK Tech Awards 2023
- Advancement of ESG to silver status
- Daily Signal



# Diaceutics - Today and the future



**184**  
people



**69**  
therapeutic  
brands



**13**  
countries



**6**  
enterprise-wide  
engagements



**17**  
of top 20  
global  
pharma



**900+**  
labs



## 2024 +

- Capture significant & growing market opportunity
- Continue to scale rapidly & profitably
- Enterprise-wide engagements to drive momentum
- Focus on recurring revenue
- Deploy enhanced technologies across DXRX platform
- Grow beyond pharma – biotech, life science & payers

# Helping pharma find patients

Growth driven by customer success

## Significant & growing market opportunity

Global pharma rapidly shifting to precision medicine to find more patients, capture lost revenue and increase profitability

### Strong competitive advantage

#### 3 Unique assets

- Global network of labs
- World's largest repository of healthcare data
- DXRX platform - well invested & scalable

### Compelling value proposition

- For pharma, labs, physicians & patients
- Platform can deliver up to \$100 in additional therapy revenue for every \$1 invested via DXRX
- Value throughout the drug life-cycle

### Financial strength

- High margins
- Recurring revenue driving order book visibility
- Blue-chip customers
- 3-year revenue CAGR of 23%
- Fully self-funded to execute growth plans
- Enterprise-wide deals will drive momentum

### Demonstrable track record

- Experts in PM & diagnostic commercialisation
- Proven track record of successful execution, performance & growth
- Embedded & trusted PM partner to 17 of top 20 global pharma





# The DXRX solution

## Insights & Engagement Solutions

Real-world patient data products & digital engagement solutions:

- Signal
- Lab & Physician Segmentation
- Lab Engage
- Physician Engage
- Testing Rate Tracker

Revenue\* 72%

Recurring\* 72%

## Scientific & Advisory Services

Scientific solutions & consulting services:

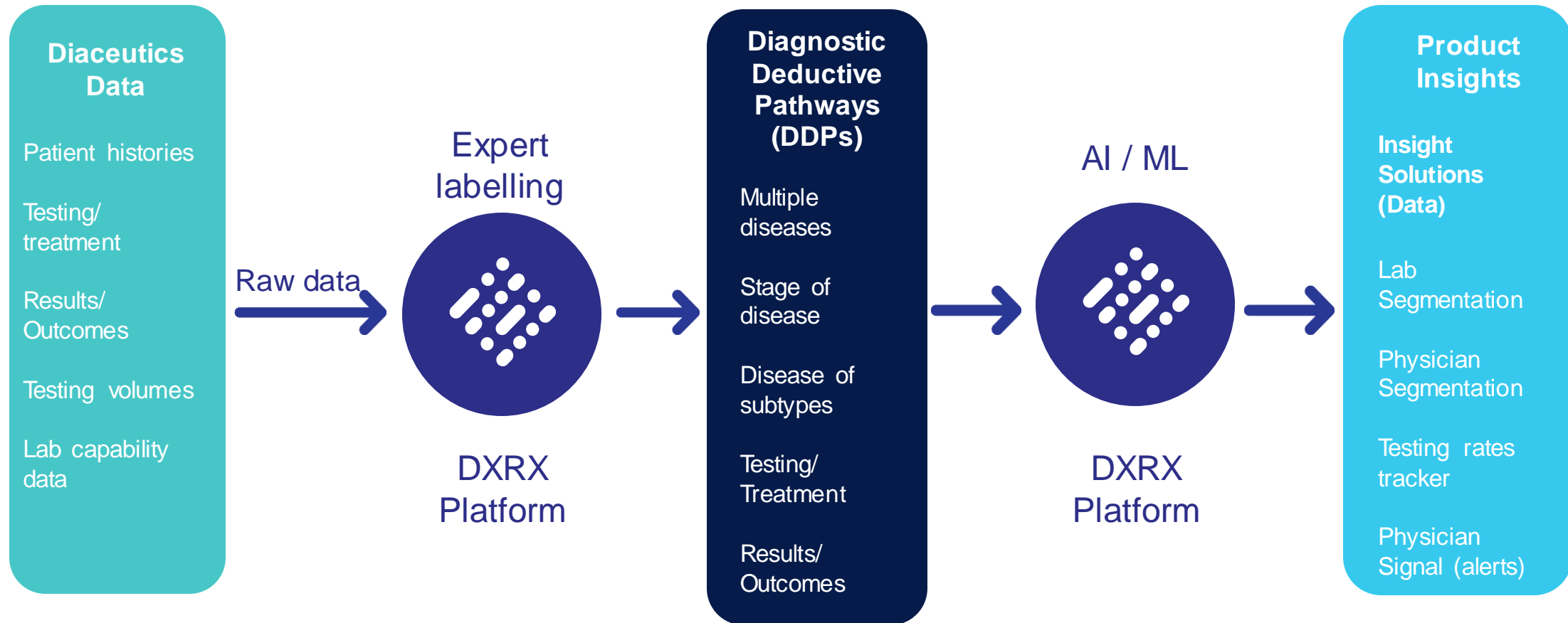
- Strategy & Planning
- Education & Content
- Impact Assessments
- Market Access
- Scientific Engagements

Revenue\* 28%





# Our IP - DXRX transforming data into insights



# What we do - A DXRX Signal case study



## The challenge



Due to the rarity of certain biomarkers, the identification of eligible patients is challenging. It was critical for the client to maximize the impact of its therapy within the US and accelerate trajectory to peak therapy sales.

500+ US labs supplying weekly data



Supporting the earliest identification of potentially eligible patients

## The situation

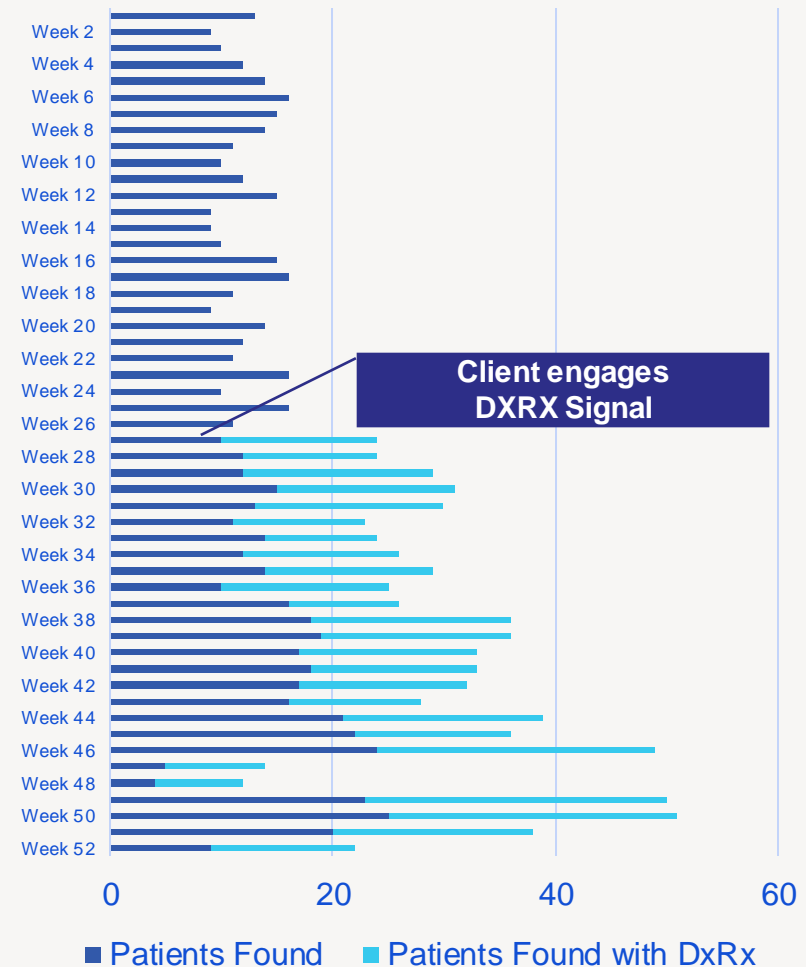
A pharma client needed to locate patients with a specific lung cancer mutation so they could smart target physician and sales rep interactions.

## The result: pharma ROI

The average sales revenue generated by the client's therapy in the US was ~\$220k per patient.

The anticipated return on investment for DXRX Signal was \$350 for every \$1.

## Patient lead generation 2023



Signal:  
Patient  
intervention  
points

# DXRX Signal - Patient intervention points



18

Daily signal patients

18

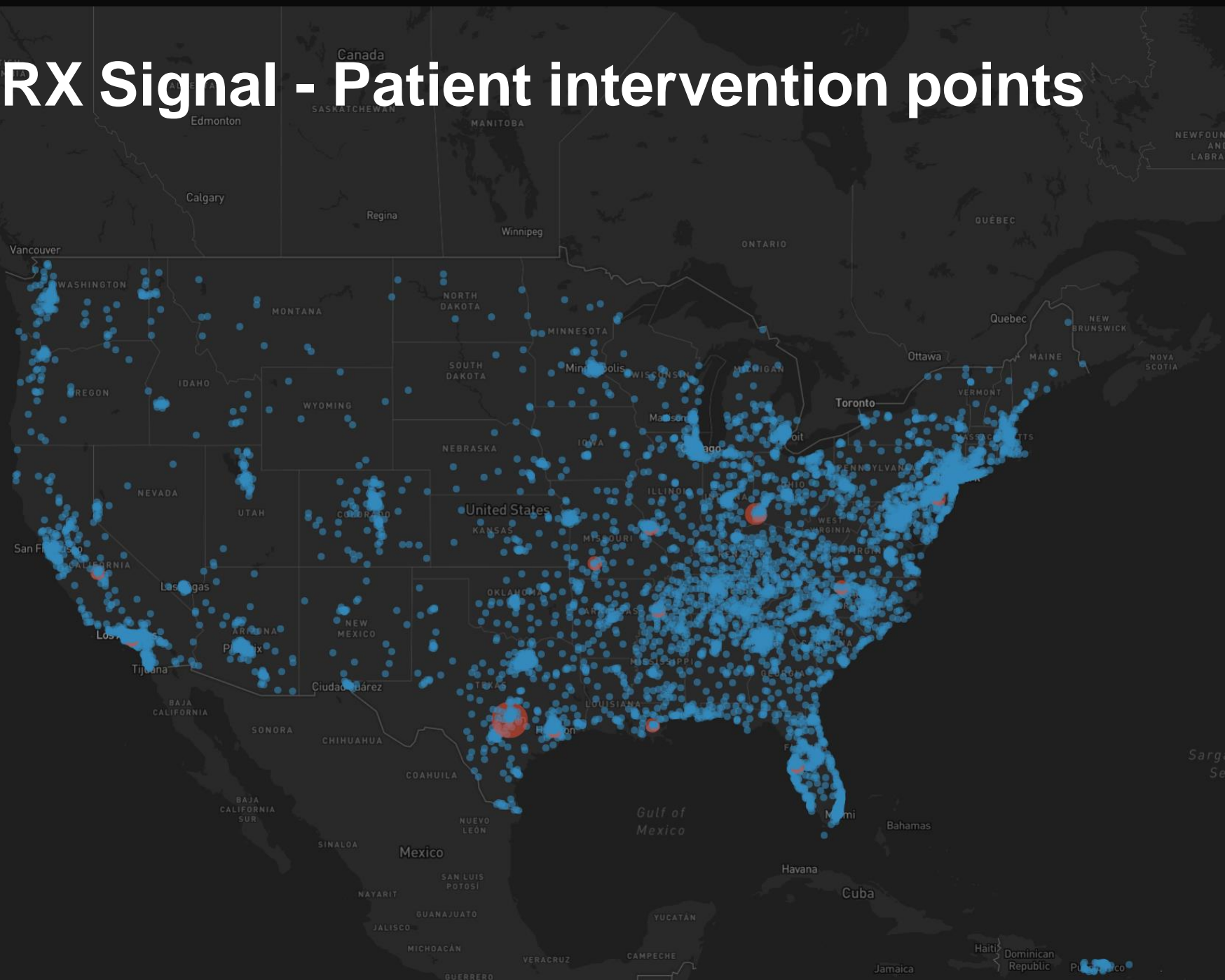
Interventions this week

33,756

Interventions this month

461,638

Interventions this year



# Industry leaders in diagnostic commercialisation



**PETER KEELING**  
Co-Founder



**DAVID BROWN**  
VP Operations



**AMIE McNIECE**  
VP Marketing



**RYAN KEELING**  
Chief Executive Officer &  
Co-Founder



**SARAH BONDI**  
VP Data Partnerships & Strategy



**KENNETH RUPPEL**  
VP Scientific & Medical Services



**NICK ROBERTS**  
Chief Financial Officer



**SCOTT GAMESTER**  
VP Data & Platform



**MARIANNA SCIORTINA**  
Interim VP Sales



**JULIE BROWNE**  
Chief Operating Officer



**GILLIAN SHAW**  
General Counsel



**SHILPA HARIDAS**  
DXRX Global Lab Operations



**JORDAN CLARK**  
Chief Data Officer



**KEVIN ENTWISTLE**  
VP Advisory Services



**MARIEKE HOEFSMIT**  
Head of Data Delivery



**SUSANNE MUNKSTED**  
Chief Precision Medicine Officer



**KELLY WILLIAMS**  
VP Insight Solutions



**BETHANY SLIFKO**  
Head of Knowledge & Insight Team



**JILLIAN BEGGS**  
Chief Commercial Officer



**ARRAN RUTLEDGE**  
VP Finance



**CATARINA VEIGA**  
Commercial Director DXRX Services

# Strategy update



## Enrich data & platform products

- Daily Signal launched
- Tokenisation of data
- European Signal development progressing

## Accelerate growth & engagement of lab network

- Laboratory network and platform-based community
- US and European lab conference events

## Invest in platform scale & capability

- Investment in innovation team to accelerate platform capability
- Functionality at scale (automation and AI)
- Strengthened data supply chain

## Transform our customer experience & service

- Listening to our customers
- Dedicated customer account teams
- Enterprise-wide engagements

**Become primary commercialisation partner for pharma or biotech launching a precision medicine**



# Financial strength



Ability to deliver **exceptionally high margins** through operational leverage



**Revenue CAGR of 23%** over past 3 years



**52% of revenues are now recurring** in nature and growing – good order book visibility



Enterprise-wide engagements with **blue-chip customers** will drive momentum



**Strong balance sheet** – no debt and cash of £16.7m



# Financial dashboard



Revenue

**£23.7m**

Up 22%

19% constant currency growth



from £19.5m  
in FY 2022



Recurring revenue

**52%**

ARR of £13.7m of  
which £9.0m relates  
to enterprise  
engagements



from 35%  
in FY 2022



Order book value

**£26.5m**

57% growth  
YoY



from £16.9m  
in FY 2022



Cash & equivalents

**£16.7m**

In line with  
investment plans



from £19.8m  
at Dec-22

# Operational dashboard



**6** enterprise-wide engagements  
ARR of £9.0m

↑ Up from four in FY 2023



**7** dedicated customer account teams

↑ 184 employees  
151 - FY 2022



**69** customer therapeutic brands

↑ Up 23% from 56 in FY 2022



**37** therapies with lifetime revenues over \$1 million

↑ Up from 26

AI upgrades to the DXRX platform driving improved data insights



500k+ patients identified through DXRX Signal in 2023

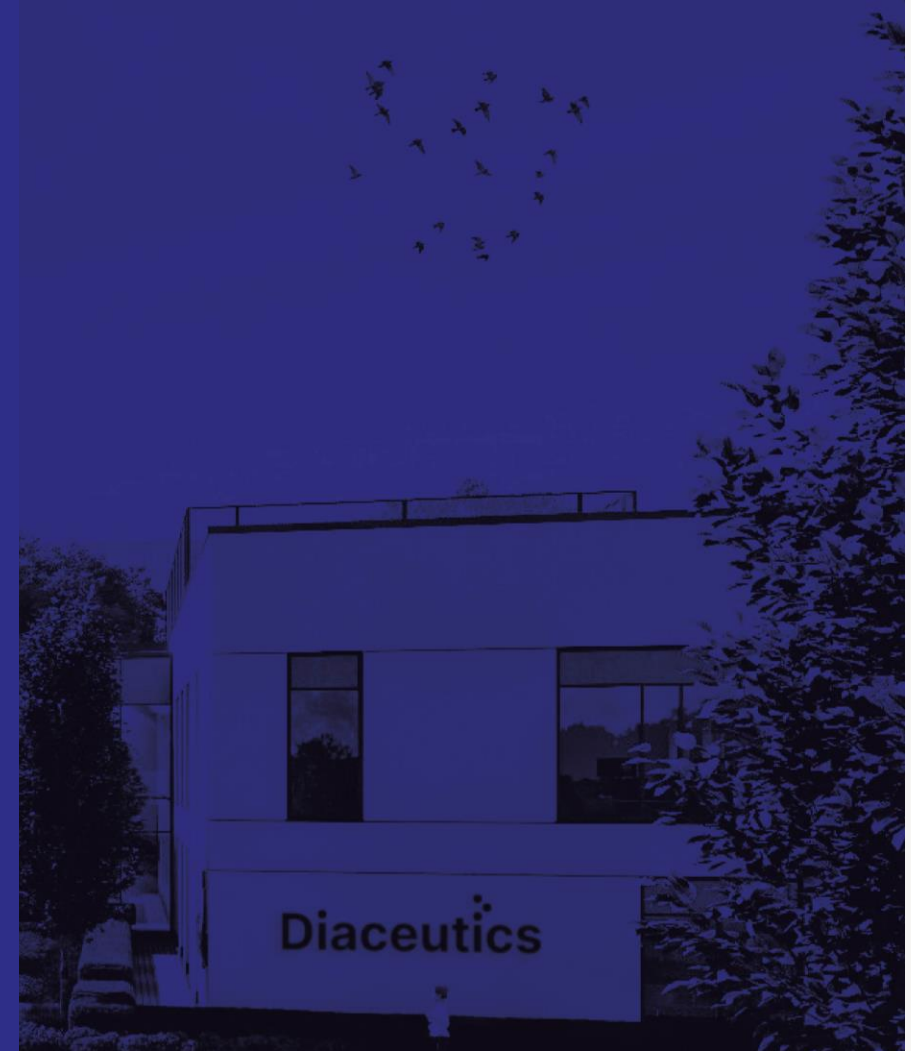


**941** labs on network across 55 countries

**1<sup>st</sup>** US virtual lab conference with >1,000 attendees

# Outlook & future growth

- Capture significant & growing market opportunity
- Continue to scale rapidly & profitably
- Enterprise-wide engagements to drive momentum
- Focus on recurring revenue
- Deploy enhanced technologies across DXRX platform
- Grow beyond pharma - biotech, life science & payers



A highly scalable platform which can deliver up to **\$100 in additional therapy revenue** for every **\$1 invested via DXRX**

**Helping our customers identify & recruit patients**

# Team & contacts



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Chief Executive Officer



**Nick Roberts**  
Chief Financial Officer

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**DXRX LN / DXRX.L**

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