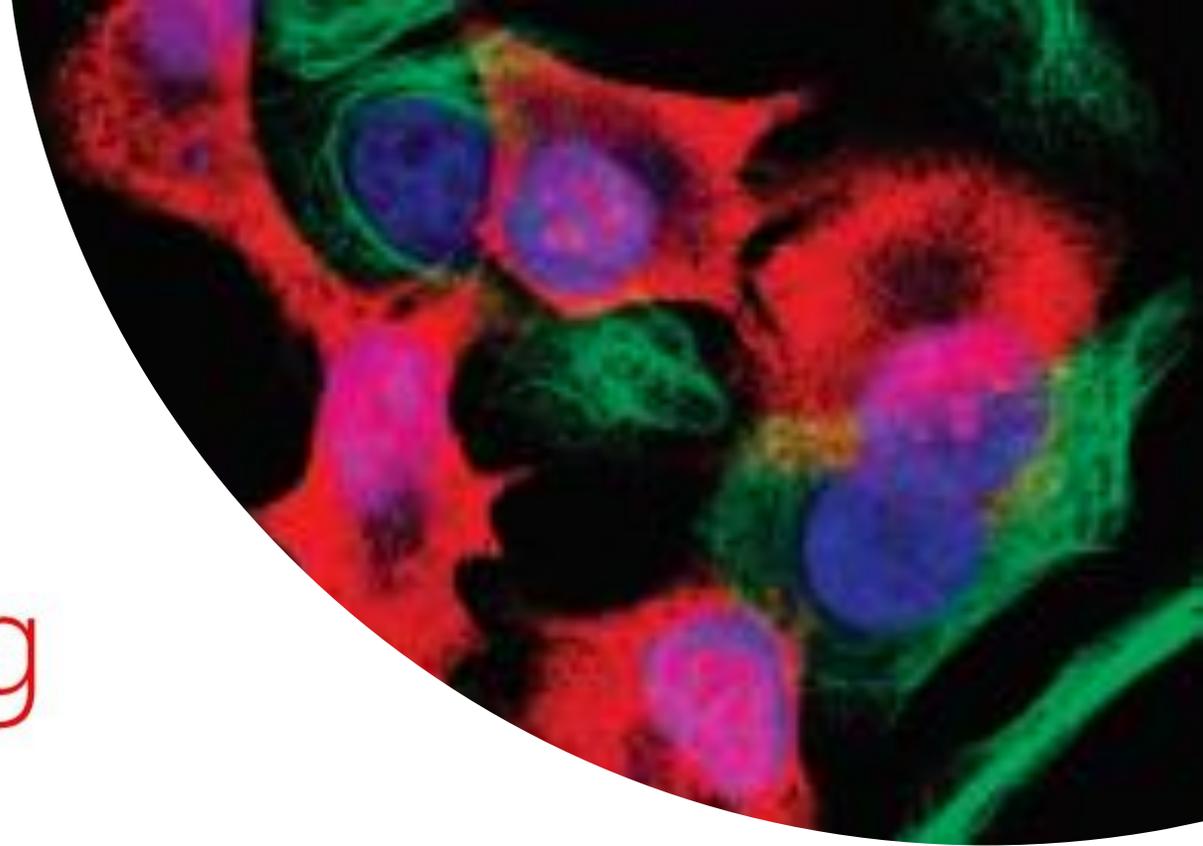




# Apop Imaging

Imaging not only apoptosis ....



30 October 2018

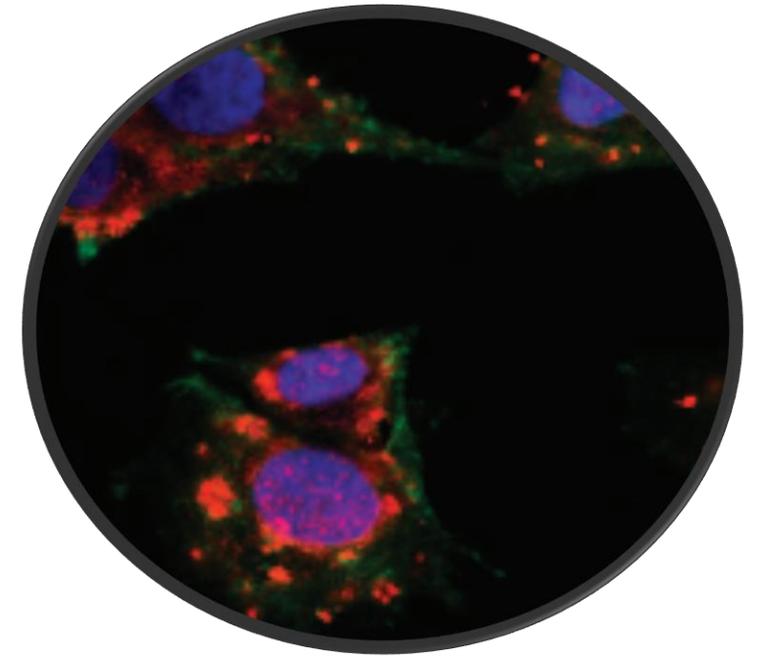
AusBiotech

Australia Biotech Invest & Partnering 2018

Dr Barbara Meurer – Chief Executive Officer

# The company and a strong IP position

- Melbourne based biotech start-up founded in 2016
- Commercialising 12 years of research by founder
- IP fully owned, 2 patents
- Seed funding round completed, 17 shareholders
- Operations started in 2018
- Increasing company value by meeting milestones



■

# Vision – Mission – Purpose

## Vision

Our vision is to become a **global leader in the field of personalized medicines** utilizing theranostics (therapeutics with companion diagnostics) for the benefit of patients.

## Mission

Our mission is to develop and deliver a range of **novel imaging, diagnostic and therapeutic tools** based on our proprietary calcitonin receptor (CTR) antibody technology to global research and medical communities.

## Company Purpose

Apop Imaging will develop and **commercialise CalRexin products globally** for research, diagnostic and therapeutic applications to improve patient outcomes and maximize stakeholder value.



# Market Strategy

1. Access a readily available market with a product for biomedical research with the CalRexin imaging products
2. Use revenues from 1) for the development of a clinical product to treat the brain cancer *glioblastoma*
3. Seek extensive partnership opportunities to develop other applications of our proprietary CTR antibodies

We named our company after the major form of  
Programmed Cell Death: Apoptosis



Apop Imaging

# Our first product – CalRexin

## For

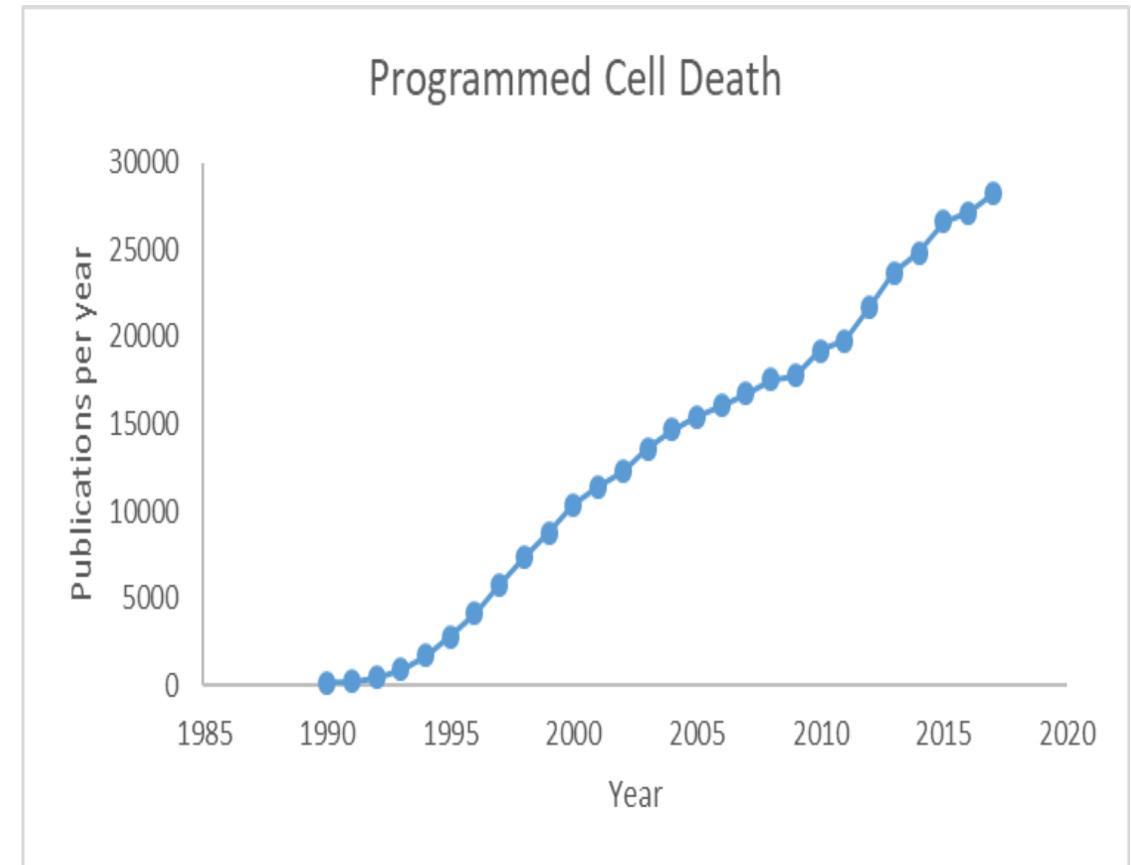
Biomedical research: Imaging Programmed Cell Death (PCD)

Programmed Cell Death is an exponentially growing research sector. PCD is important for

- normal human development
- diseased human tissues: heart disease, inflammation, neurodegenerative disease
- cancer therapy, where we want to induce cell death

## What is it?

- Our proprietary antibody conjugated to a fluorescent dye
- For use with imaging technologies
- Technical performance & manufacture demonstrated
- Detects both major forms of PCD: autophagy & apoptosis



# Markets for CalRexin



## Apop Imaging

### ➤ Apoptosis detection (live cell assays)

- **Market size: AU\$72-108 million/year**
- Target 10% market penetration in 3 – 4 years
- Only one competitor: Annexin V
- CalRexin is superior

### ➤ Autophagy detection (live cell assays)

- Nobel prize in medicine for discovery of autophagy: 2016
- **Market size: AU\$22-33 million/year**
- 50% market penetration for autophagy
- no competitor – current assays are indirect

### ➤ Clear market access strategy

- Product and process optimisation – started, kick-start grant with CSIRO
- Reagent supply – 75% discount on dyes
- Distribution of product: Global distributor to quickly access global markets – negotiations progressing well
- Contract manufacture at large scale will be outsourced: negotiations started
- Leverage grant funding: ARC linkage grant application in preparation

# Apop Pipeline

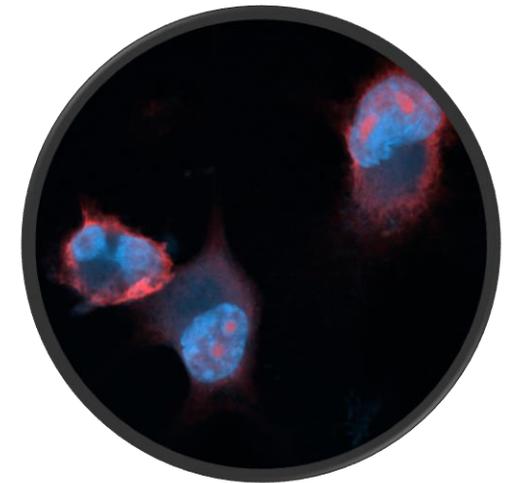
Companion  
diagnostic

*Glioblastoma*  
therapy

- *Glioblastoma* is a brain cancer with a fatal outcome for 99% of all patients

## Market size

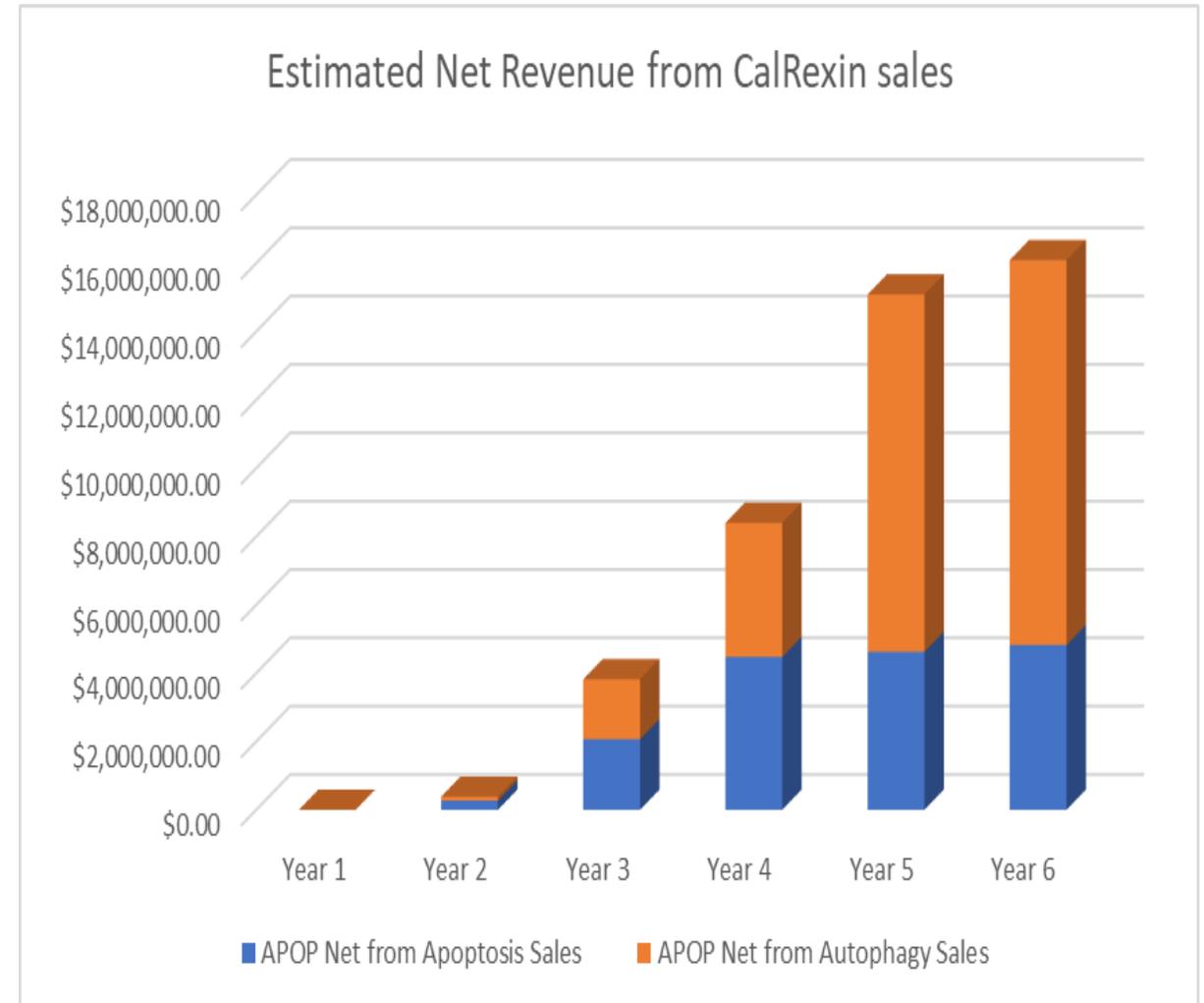
- **25,000 cases per year (est.), treatment per patient of \$50,000 => US\$ 1 billion**
- The up-regulated calcitonin receptor is found in 78 – 88% of patient biopsies and a target for our anti-CTR
  - Precision delivery of a cancer drug to the site of the brain tumor
  - Companion diagnostic to monitor drug delivery
  - Same clinical path for both products
  - Animal studies under way at the University of Melbourne, Austin Health



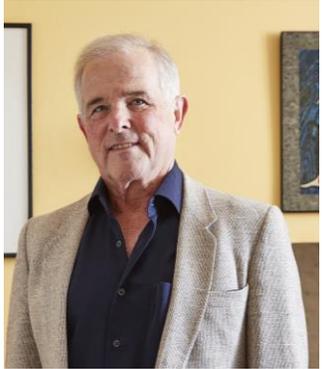
Apoptotic cells dying

# Investment Proposal

- Investment
  - Seeking > \$2.5 million
  - By mid 2019
  - Capital requirement for the next 2 years
- Purpose
  1. Market launch of CalRexin imaging reagents
  2. Animal studies for Apop *Glioblastoma* pipeline
- Company value
  - Independent valuation
  - Based on NPV for 1 – CalRexin commercialisation
  - Contact us for a full investment proposal
- Revenue assumptions
  - First sales early in Year 2 (end 2019)
  - Profitability achieved in Year 3



# The Apop Imaging team



**Dr Peter  
Wookey**  
Founder  
Executive  
Director  
Chief Scientific  
Officer



**Zoe Attwood**  
Independent Board  
Chair



**Trevor  
Tappenden**  
Independent Non-  
executive Director



**Dr Barbara  
Meurer**  
Chief Executive  
Officer



**Roger McPherson**  
Chief Financial Officer and  
Company Secretary

## Scientific Advisors

To be appointed in  
2019

Contact us

Dr Barbara Meurer, CEO

[barbaram@apopimaging.com.au](mailto:barbaram@apopimaging.com.au)

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