



# IMAGION<sup>®</sup>

B I O S Y S T E M S

## MagSense™ Technology

A New Functional Imaging Technology for Targeted Early Detection of Cancer

AusBiotech Invest & Partnering Conference 2018 | ASX:IBX

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# UNMET MEDICAL NEED



*Current technologies have significant drawbacks*

No new medical imaging technology  
in last 50 years

Current methods identify a “region of interest” but  
cannot differentiate benign from malignant tumors

X-rays & PET scans expose patient to ionizing  
radiation

Requires an invasive & risky biopsy procedures to  
confirm diagnosis



## MagSense Technology

### SAFE

Non-invasive method able  
to minimize need for  
surgical or biopsy  
procedures

No radio-isotopes are  
used. Particles are  
metabolized & excreted by  
normal processes

### EFFECTIVE

Sensitivity down to tens of  
thousands of cells

Functional imaging  
method able to identify  
specific tumors

# REVOLUTIONARY DETECTION TECHNOLOGY



## A new way to detect cancer

### MORE SENSITIVE AND SPECIFIC

MagSense is up to 1,000 times more sensitive than other imaging methods, allowing earlier detection and treatment

MagSense can determine if it is cancer cells are present or not

### COSTS LESS TO MAKE & INSTALL

MagSense instrument will cost less than MRI or CT

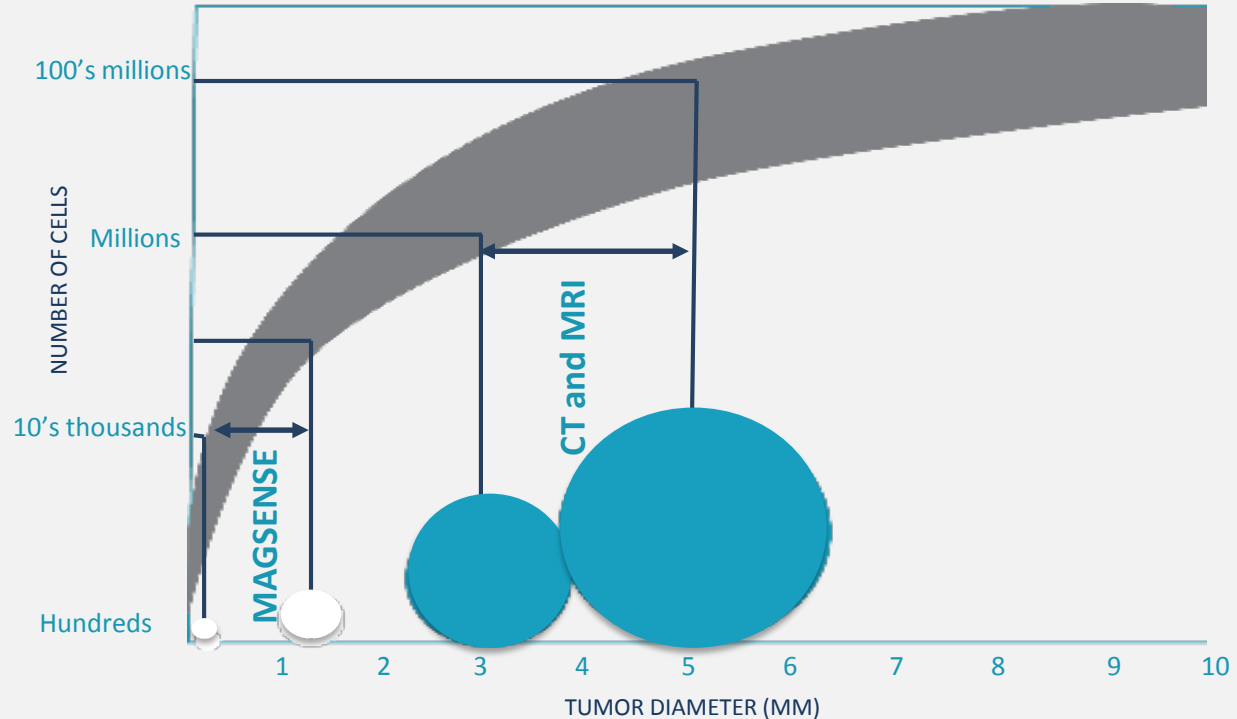
Does not require expensive shielded environment (eliminates \$1M in installation costs)

### REDUCES RISKS TO PATIENTS

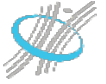
MagSense uses a very low magnetic field compared to MRI

Unlike PET or X-ray which use harmful radioactivity, MagSense is biologically safe & applied at low dose

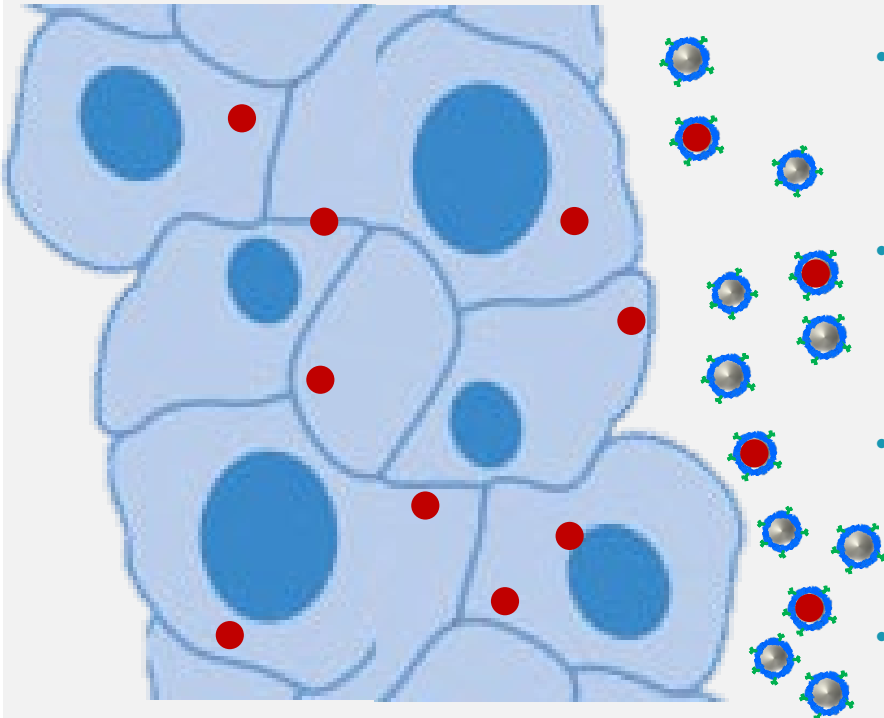
## Better sensitivity leads to earlier detection & more treatment options



# HOW MAGSENSE TECHNOLOGY WORKS



*High sensitivity cancer specific detection*



- The cancer specific antibodies on the nanoparticles cause the particles to stick to the tumour cells
- All nanoparticles lose their magnetization (“relax”) after a low magnetic field is applied
- A nanoparticle attached to a bio-marked cancer cell will relax more slowly than particles in circulation
- Imagination’s ultra-sensitive detectors are able to identify the presence of attached nanoparticles

# LOW TECHNICAL RISK

*MagSense uses already proven components & principles*

## NANOPARTICLE FORMULA USES **KNOWN MATERIALS**

Iron oxide is already in use as contrast agents

Antibodies are the standard for therapeutics & *in vitro* diagnostics in pathology

Safety profile of nanoparticles is low risk as confirmed by regulators (FDA)

## INSTRUMENT USES **PROVEN TECHNOLOGIES**

SQUID detectors are used in MEG/MCG systems

Coils are used in MRI with much higher magnetic fields

## MAGSENSE WILL **NOT BE REGULATED AS A DRUG**

Clinical studies requiring fewer patients, saving cost

Patients will not require long-term monitoring



## FIRST-IN-HUMAN STUDY



- Conducted at the MD Anderson Cancer Center
- 20-30 patients over 4-8 week period
- Will demonstrate safety in human patients
- Will show MagSense can detect metastatic cells in lymph nodes
- Will provide valuable data to design the pivotal clinical study

**Expected Q1 2019**

# BUSINESS MODEL



*Small capital investment for customers & proprietary consumable drive growth & profitability*

## PRINTER / INK

- MagSense includes the measuring instrument & consumable formulation **unique in the medical imaging market**
- Revenue & profits driven by high gross margin consumable use on growing installed instrument base

## GROWTH THROUGH APPLICATIONS

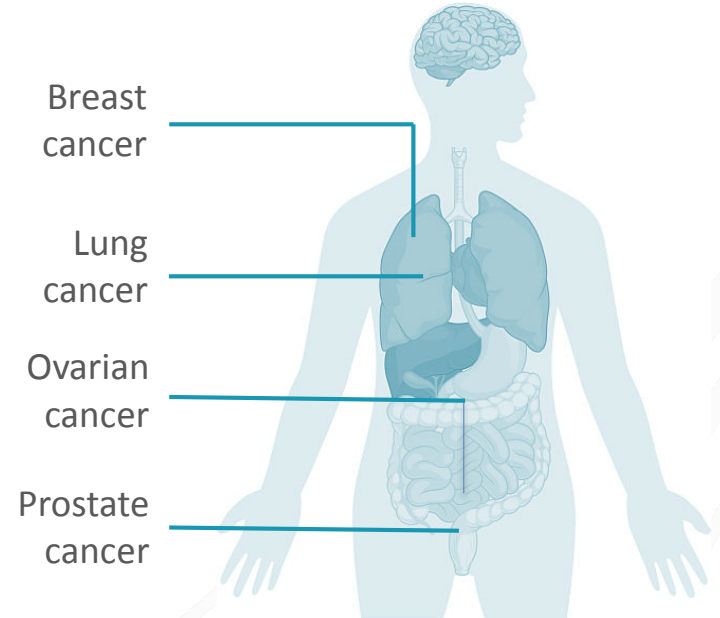
- MagSense can be applied to a wide variety of diseases, increasing revenue on the installed instruments
- Can be used at multiple points in the diagnosis & treatment of patients

## MONETIZING THE TECHNOLOGY

Printer/ink revenue model will be attractive to existing imaging companies

- Imagination will receive milestone fees & royalties or revenue share

## Multiple Clinical Targets



# OPPORTUNITY & SHAREHOLDER VALUE

*Achieving First-in-Human testing de-risks technology and opens path to future products & value*



## STAGING BREAST CANCER

Shortest path to clinical proof

\$500M

## PRIMARY TUMOR DETECTION

Breast, prostate, lung  
& ovarian

\$5B

## DOCTORS OFFICE

Ubiquitous like  
ultrasound

>\$10B

## DETECTION & THERAPY

Nanoparticle provides  
both detection &  
delivery of therapy

>\$100B

Addressable Markets



# INVESTMENT HIGHLIGHTS



## LARGE OPPORTUNITY

\$100B cancer diagnostic market

Growing 7% annually

Medical imaging commands largest share

Under-addressed need for early diagnosis



## UNIQUE TECHNOLOGY

New form of medical imaging

Molecularly specific & non-invasive

More sensitive than current methods

Protected by eight patents



## COMMERCIAL STRATEGY

\$2B initial market focus

Applies to many types of cancer

Printer-ink revenue model

Potential for therapeutics & research markets



## HIGHLY DE-RISKED

Technical feasibility demonstrated

Safety profile of technology vetted with FDA

Management & Board with track record bringing products to market



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