



**PACIFIC EDGE**  
Cancer Diagnostic Company

2018 Annual Shareholders' Meeting  
16 August 2018

# BOARD OF DIRECTORS

Chris Gallaher	Independent Director, Chairman
David Band	Independent Director (retiring at ASM)
Bryan Williams	Independent Director
David Levison	Independent Director (US-based)
Anatole Masfen	Independent Director
David Darling	Executive Director and Chief Executive Officer

## GOVERNANCE

### **Board of Directors**

Experience in governance, finance, sales management cancer research, biotechnology and life sciences, investment and business advisory.

### **Subsidiary Board Directors**

In-country commercial experience and scientific and/or clinical expertise.

### **Scientific and Clinical Advisory Boards**

Expert advice on global clinical needs and product applications; and scientific progress and clinical opportunities.



# MEETING AGENDA

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- Presentations:
  - Address from the Chair, Chris Gallaher
  - Address from the Chief Executive Officer, David Darling
- Shareholder Discussion
- Resolutions as per Notice of Meeting:
  - Re-election of Anatole Masfen as a Director
  - Authorise the Directors to fix the auditor's remuneration
  - Increase in Directors' remuneration by 9.8% to \$302,000
- General Business
- Close of Annual Meeting



# CHAIRMAN'S PRESENTATION

## Chris Gallaher



**PACIFIC EDGE** LTD  
CANCER DIAGNOSTICS COMPANY

# MANAGEMENT PRESENTATION

## David Darling, CEO

# CXBLADDER: BETTER SOLUTIONS, BETTER CARE

Our goals are to enable better patient care, better clinical decision making and better use of healthcare resources by providing faster, more accurate and less invasive diagnosis and management of bladder cancer



# FY18 MILESTONES

We are changing long standing clinical practices with adoption of Cxbladder into clinical guidelines

## External Growth Accolades:

- TIN100 Top Ten Hot Emerging Companies
- 20th in Deloitte Fast50
- 5<sup>th</sup> in FT 1000 High Growth Companies Asia
- Inclusion in Deloitte Asia Pacific Technology Fast 500

Received approval for CPT Codes from American Medical Association

Signed first commercial agreement in Singapore, with Raffles Group



Suite of Cxbladder tests adopted by MidCentral DHB

Completion of successful \$21.3m capital raising

Signed contract with MediNcrease Health Plans in USA

# FY18 RESULTS AT A GLANCE

Commercial tests processed up 29%	<b>14,440</b>
Test sales up 6%	<b>\$3.4m</b>
Total revenue up 6%	<b>\$5.0m</b>
Operating expenses reduced by 10%	<b>\$24.6m</b>
Revenue outgrowing expenses (FY18 on FY17)	<b>13%</b>
Operating cashflow in line with expectations and the previous year	<b>\$(18.1)m</b>
Net Loss improved 13% on FY17	<b>\$(19.7)m</b>
Cash and cash equivalents as at 31 Mar 18	<b>\$16.2m</b>

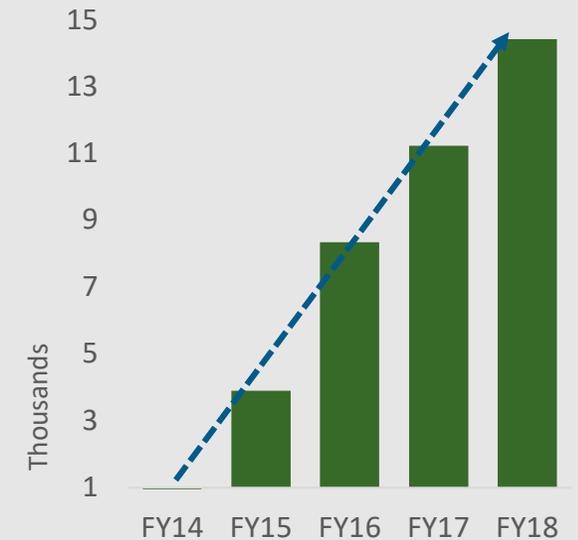
6% increase in cash revenue

29% increase in lab throughput  
82% billable

FY17: FY18 Revenue Increase



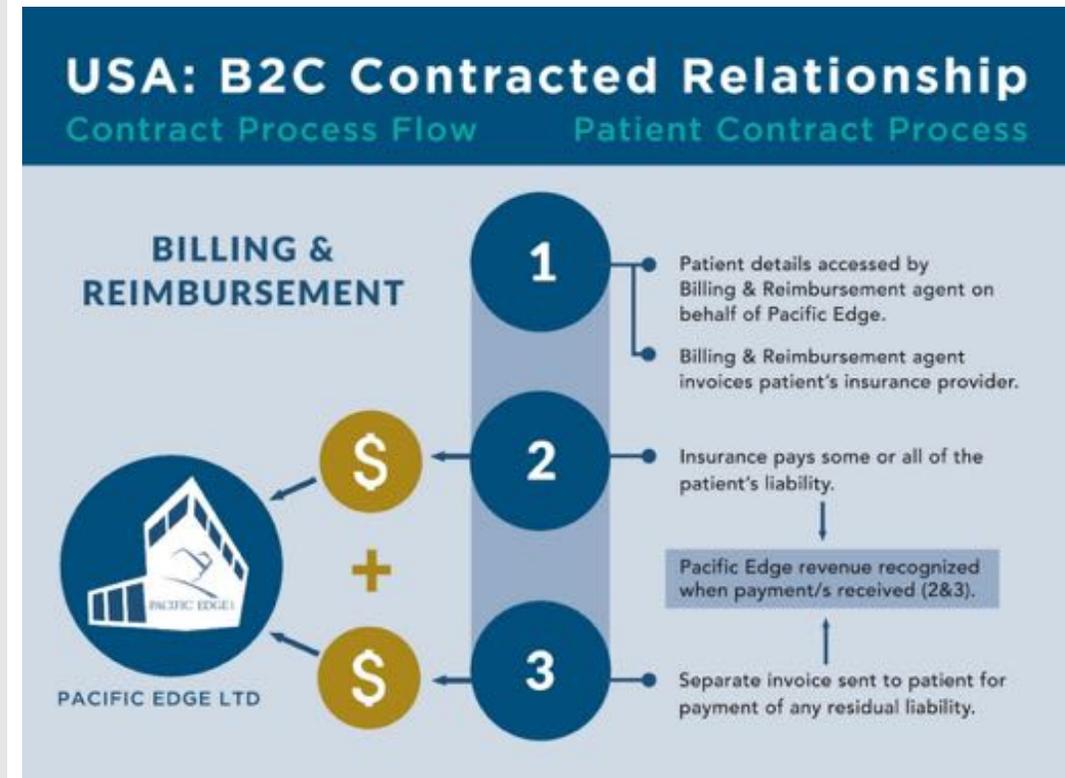
Laboratory Throughput  
(Includes commercial tests and User Programmes)



# NEW REVENUE REPORTING MODEL

## FY18 Adoption of IFRS 15: US cash based revenue recognition

- Currently, approx. 60% of Pacific Edge US sales are directly to the patient (B2C relationship) – patient has liability
- Majority of B2C payments are from private or public insurance.
- Payment can take anywhere from 1 to 24 months to be received, with the bulk of cash receipts coming within 7 to 12 month period
- **Pacific Edge now only recognises the revenue for its US customers when the cash payment is received**
- US revenue that was previously reported as accrued revenue is now not recognised until the cash for those sales is received
- All tests sold and billed will continue on in the Pacific Edge billing and reimbursement process and actively chased for collection and only booked as the cash is received
- The Board believes this new reporting model provides a more representative view of Pacific Edge's cash revenues, particularly from the US.



Commercial agreements with large institutions and private insurance companies will increase collectability of revenue

# HAEMATURIA AND BLADDER CANCER

The US opportunity dominates our commercial focus

Approx. 7 million people present with haematuria annually in the US

70% recurrence rate leads to many clinical procedures

16 years of R&D and validation

79,000+ new bladder cancer cases in USA every year

Highest medical cost of any cancer up to US\$240k per patient

Primary focus is the USA, the world's largest healthcare market

9<sup>th</sup> most common cancer in the world  
4<sup>th</sup> most common in men

Pacific Edge:  
Suite of four Cxbladder tests

Commercial partnerships in USA, NZ, Australia and Singapore

Pacific Edge's addressable market in the USA alone:

5 million tests per year worth up to US\$1.2 billion

Validated by EY-Parthenon review\*

\*EY Parthenon, a leading international consulting firm, has endorsed Pacific Edge's USA market strategy and confirmed the addressable market for Cxbladder in the USA to be more than US\$1.2 billion

# CXBLADDER

Validated by world leading physicians

The first new diagnostic test for bladder cancer to be made commercially available in the US market in 16 years.

Four high performance Cxbladder products in use by clinicians and now being integrated into standards of care and guidelines.

- Non-invasive
- Simple to use
- Ability to transport samples across international borders
- Fast laboratory turnaround
- Increase in clinical resolution
- Can reduce healthcare spend

Ongoing clinical validation continues to demonstrate the outperformance of Cxbladder compared to other commonly used diagnostics. Third party clinical outcomes now being published support the transition into commercial reality.



## PATIENTS SEEKING BETTER OPTIONS

The use of Cxbladder can replace or reduce the use of cystoscopies – an invasive, painful and costly procedure

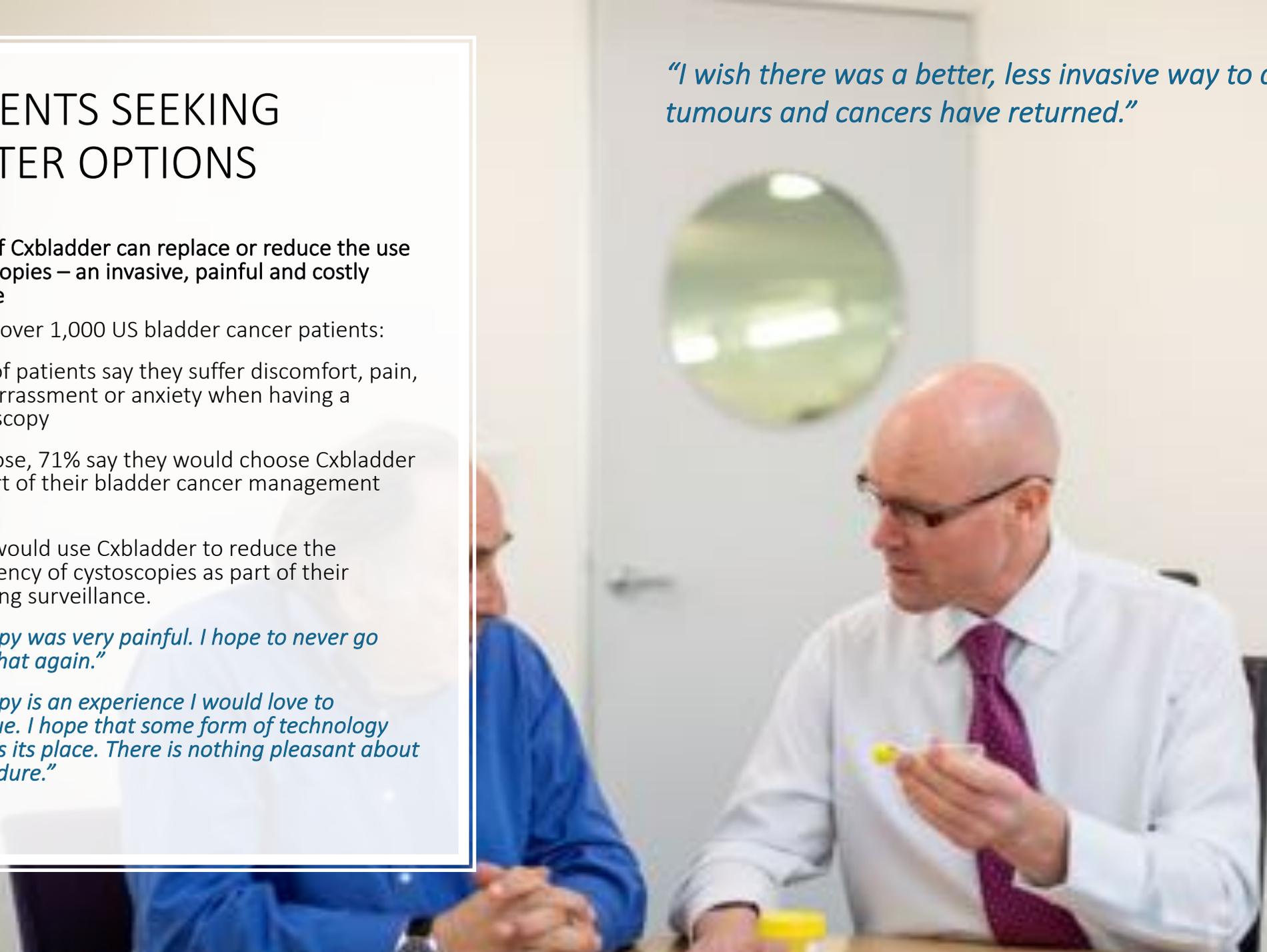
Survey of over 1,000 US bladder cancer patients:

- 66% of patients say they suffer discomfort, pain, embarrassment or anxiety when having a cystoscopy
- Of those, 71% say they would choose Cxbladder as part of their bladder cancer management plan
- 68% would use Cxbladder to reduce the frequency of cystoscopies as part of their ongoing surveillance.

*“Cystoscopy was very painful. I hope to never go through that again.”*

*“Cystoscopy is an experience I would love to discontinue. I hope that some form of technology soon takes its place. There is nothing pleasant about the procedure.”*

*“I wish there was a better, less invasive way to determine if tumours and cancers have returned.”*



# WORLD FIRST: CANTERBURY DHB 'COMMERCIAL LOOKBACK' ON SUCCESSFUL COMMERCIAL USE

- The use of Cxbladder delivers greater accuracy and significant patient and cost advantages than the existing pathway guidelines
- The risk of missing a significant bladder cancer is negligible when Cxbladder Triage is added into the algorithm for the assessment of haematuria
- 32% of patients were able to avoid secondary care, and to have their assessment in the community through their primary care GPs
- Canterbury DHB has extended its inclusion of Cxbladder in its HealthPathway to include the use of Cxbladder Triage as the primary tool for the evaluation of haematuria, replacing cytology and up to a third of all of the cystoscopies
- The commercial lookback provides strong clinical and econometric evidence to support positive adoption by other large healthcare providers and acceptance
- Abstract published in BJU International – a leading urology journal - and full paper in review for publication into their Standard of Care



# NEW ZEALAND LEADING THE WAY WITH ADOPTION AND USE OF CXBLADDER

- Mid Central District Health Board (DHB) led the world with commercial use of all four Cxbladder tests
- Bay Of Plenty and Lakes DHBs continue to grow their use of Cxbladder
- Canterbury led the world with the signing of Cxbladder Triage and the integration into the electronic guidelines for Cxbladder Triage; and their comprehensive commercial look-back over 12 months of use that is currently in peer review for publication
- Waitemata DHB has added Cxbladder Monitor to standard of care
- Recently started service provision of Cxbladder to Counties Manukau



# SALES CHANNELS

Shifted focus to large healthcare institutions

- Sales focus on targeted large healthcare institutions has increased in all target markets following the success achieved in NZ
- Dedicated US sales team - additional resource focused on institutions
- User Programmes remain the primary driver for encouraging trial and adoption
- Focus on digital marketing with specific campaigns around key period – Bladder Cancer Awareness Month, Men’s Health
- Working with academic centres and hospitals to gain acceptance of Cxbladder into their care pathways
- Recognition in a number of high profile business reports – TIN Top Ten Hot Emerging Companies, Deloitte Fast50 New Zealand, Deloitte Asia Pacific Technology Fast500, FT 1000 High Growth Companies Asia Pacific



# MARKETS

USA remains the primary focus

- Growing number of urologists transitioning from User Programmes to commercial customers
- Leverage CPT Codes and pricing set by American Medical Association to negotiate commercial agreements with insurers and funders
- Continuing to seek the regulatory and commercial agreements required to operate effectively in the USA and ensure timely reimbursement, particularly from the Centers for Medicare & Medicaid Services and other large insurance providers such as Kaiser Permanente.

## VETERANS ADMINISTRATION AND TRICARE

Currently targeting 14 larger VA centres, early sales from two of the initial five centres targeted. Gaining traction at a slower pace than anticipated. User Programmes will be necessary to grow adoption.

## KAISER PERMANENTE

Continuing commercial discussions. Working with Kaiser's staff on necessary business elements to ensure that the start-up of commercial tests can occur shortly after an agreement is reached.

## CENTERS FOR MEDICARE AND MEDICAID (CMS)

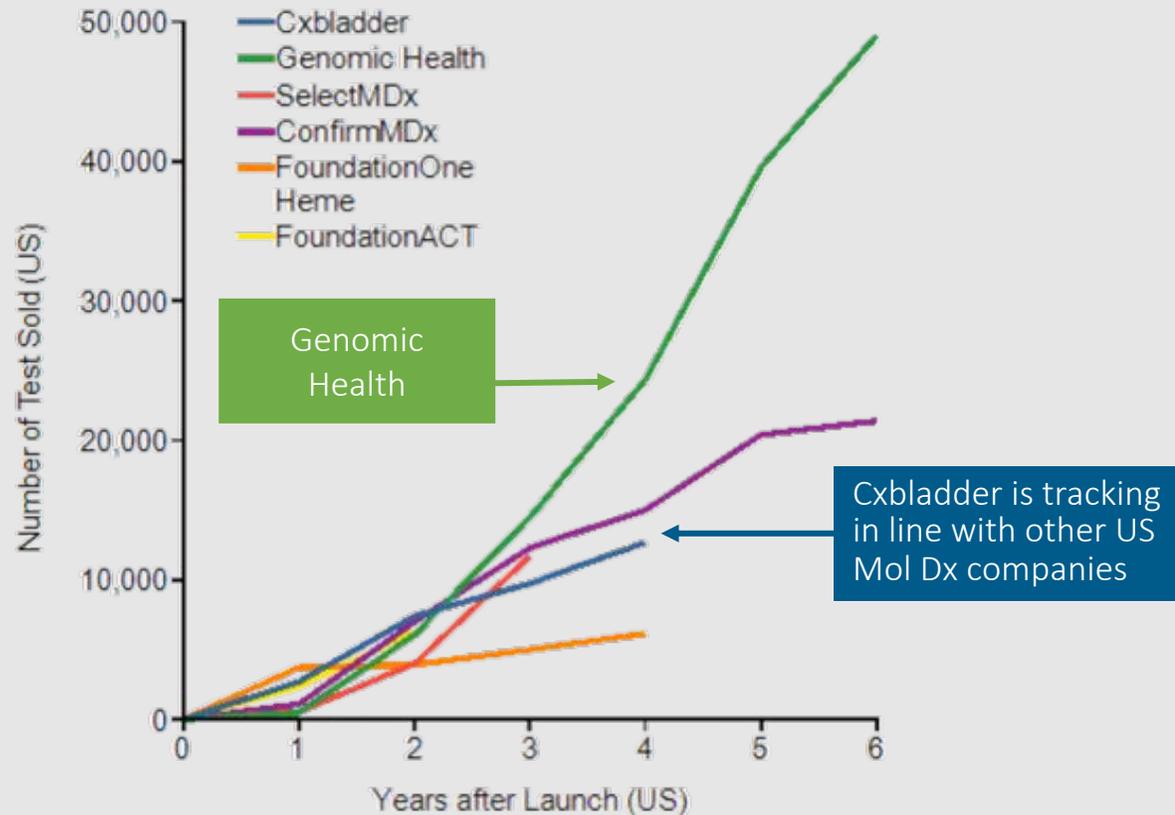
Continuing to work through the process required to gain the LCD, which will enable timely and consistent payments patients covered by Medicare.



# PERFORMANCE IN LINE WITH PEERS

Cxbladder sales tracking well; in line with other leading molecular diagnostic companies in the US

Test Volume of Molecular Diagnostics Companies post launch



\*Cxbladder Pacific Edge Year 3 estimate from October 2017 Forecast

## Gaining coverage and reimbursement decisions will be key to driving volume

- Sales of Cxbladder are currently in line with those of Genomic Health's Oncotype Dx and MDx Health's ConfirmMDx at the time of their launch
- Continuing to gain coverage and positive reimbursement decisions will be crucial to help accelerate test volume
- Guideline inclusion has also served as a key catalyst for sales volume and physician adoption for other diagnostic peers

# OTHER MARKETS

## NEW ZEALAND

- Majority of NZ's large DHBs now actively using Cxbladder
- Complete New Zealand rollout with aim to have all DHBs using Cxbladder

## AUSTRALIA

- Disappointing uptake to date. Working with distribution partner to drive trial and adoption

## SINGAPORE

- Four key hospitals underway with User Programmes - complete User Programmes and transition to commercial customers
- Work with Raffles Medical Group Singapore to encourage use and build sales



# OUTLOOK

## FY19 Revenue Uplift Expected In Line With Annual Trends

- Commercial growth in USA remains paramount
- Focus on growing the number of large institutional healthcare accounts including Kaiser Permanente
- Attain inclusion in LCD for CMS patients, which make up 60% of current commercial sales. This will ensure cash uplift and timely reimbursement from CMS
- Continuing uplift in commercial sales expected from existing and new customers
- Build on initial sales from targeted VA centres and expand number of centres being targeted
- Continue to build on the library of papers in peer reviewed clinical journals, that demonstrate the clinical utility and validity of our products
- Given the adoption of the new reporting standard and the longer time than anticipated to finalise commercial agreements with Kaiser and attain inclusion in the LCD for CMS patients, the company expects to provide updated guidance for FY19 later in the calendar year.





# SHAREHOLDER DISCUSSION



# BUSINESS OF THE MEETING

# RESOLUTIONS

RESOLUTION 1: That Anatole Masfen, who retires by rotation and is eligible for re-election, be re-elected as a Director of the Company

RESOLUTION 2: To record the re-appointment of PricewaterhouseCoopers as auditor of the Company and to authorise the Directors to fix the auditors' remuneration for the ensuing year

RESOLUTION 3: That pursuant to clause 25 of the Company's Constitution and NZX Main Board Listing Rule 3.5.1, the maximum aggregate amount payable to non-executive Directors be increased to \$302,000 per annum (9.8% increase).

# PROXIES AND VOTING

We have received the following valid votes and proxies:

## PROXIES AND POSTAL VOTES

		FOR	AGAINST	DISCRETIONARY	VALID VOTES/PROXIES RECEIVED	% OF TOTAL ISSUED CAPITAL
1	Re-election of Anatole Masfen	96.85%	1.93%	1.22%	202,181,227	42.61%
2	Authorisation to fix the auditors' remuneration	98.64%	0.16%	1.20%	202,299,555	42.63%
3	Increase in aggregate directors' fees to \$302,000 per annum (9.8% increase)	89.60%	9.44%	0.96%	191,060,713	40.26%

Voting instructions for those voting online are available at:

<http://www.linkissuers.co.nz/VirtualAnnualMeeting/OnlinePortalGuide.pdf>



OTHER BUSINESS

# CLOSE OF THE MEETING

Presentations are available at [www.pacifiedgedx.com](http://www.pacifiedgedx.com)

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