

DIGNITANA

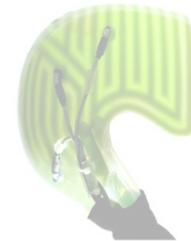
Management Presentation

August 28, 2017



Agenda

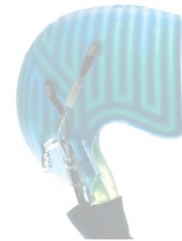
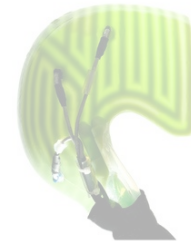
- The Company
- The Product
- The Market
- Investment Case



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DIGNITANA

Dignitana AB

Lund

Sweden

www.dignitana.se

info@dignitana.se

Dignitana, Inc.

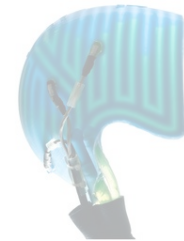
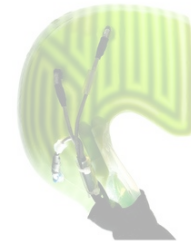
Dallas

Texas

877-344-6468

www.dignicap.com

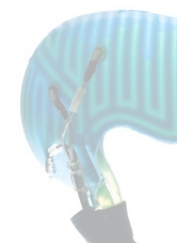
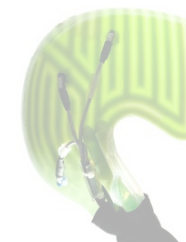
info@dignitana.com



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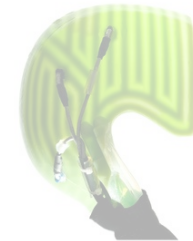
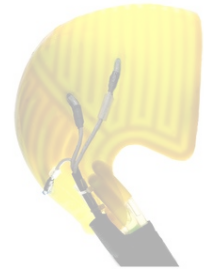
Shareholders 2017

Shareholders on 31 December 2016	Number of Shares	Percentage of capital and votes
Eurosund	3 750 122	18
Avanza Pension	2 112 906	10
C3 Device Partners LP	1 653 551	8
Hodges Capital	1 627 500	8
Nordnet Pension	641 756	3
Green Park & Golf Ventures	629 397	3
ML, Pierce, Fenner & Smith Inc.	371 064	2
Semmy Ruif	335 079	2
Citibank, CBNY- Charles Schwab, New York	254 233	1
Citibank, CBLDN-UBS, London	152 000	1
William Cronin	147 021	1
Others	8 599 535	43
SUM	20 274 164	100



DIGN Performance 2016-2017

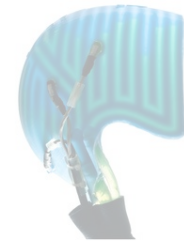
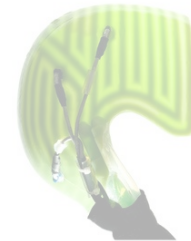
Dignitana Group	Q2 2017	Q2 2016	H1 2017	H1 2016
Net revenues, TSEK	5 758	957	11 886	2 108
Total revenues, TESK	5 852	966	12 029	2 173
Net profit after financial items, TSEK	-10 813	-7 672	-18 922	-13 575
Cash and bank balances, TSEK	10 121	51 541	10 121	51 541
Earnings per share before and after dilution, SEK	-0,53	-0,43	-0,93	-0,78



DIGNITANA

The Company

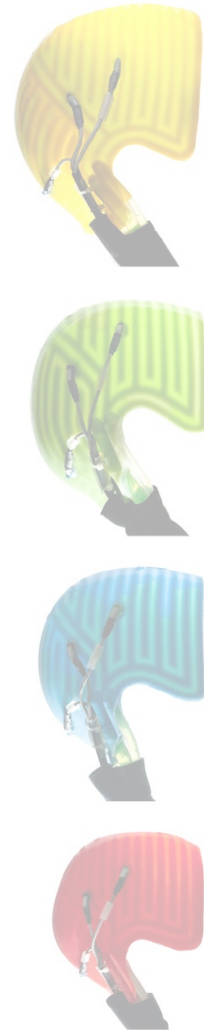
- Founded 2007
- Dallas-based Dignitana, Inc. is a wholly owned subsidiary of Dignitana AB
- The DigniCap® Scalp Cooling System - reduces chemotherapy-induced hair loss
- First FDA cleared scalp cooling system
- July - FDA clearance for expanded clinical indications



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Leadership

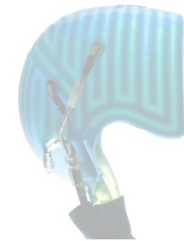
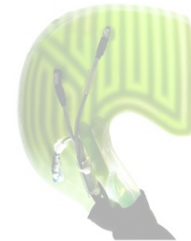
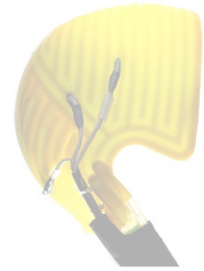
- Chairman of the Board - Semmy Rölf
- CEO of Dignitana AB - Johan Ericsson
- CEO of Dignitana, Inc. - William Cronin



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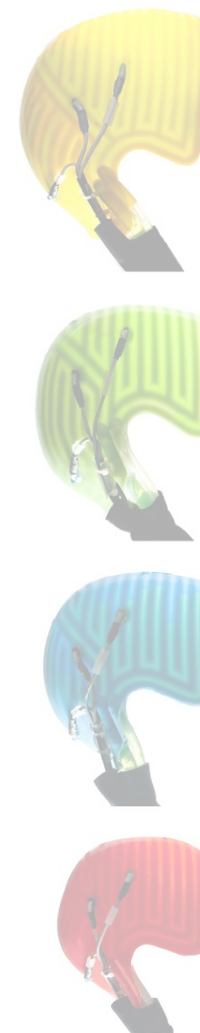
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The DigniCap® Scalp Cooling System



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The DigniCap® Scalp Cooling System

Three main parts:



1. Cooling and control system (DigniC3)

- Independently controlled dual system can treat 2 patients simultaneously



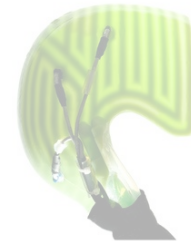
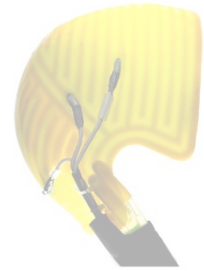
2. Form-fitting silicone cap (DigniCap®)

- Connected through a coupling system and hoses to the cooling unit



3. Outer neoprene cap (DigniTherm)

- Placed over the silicone cap

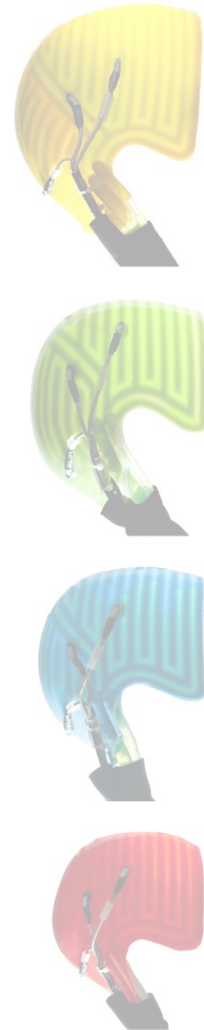
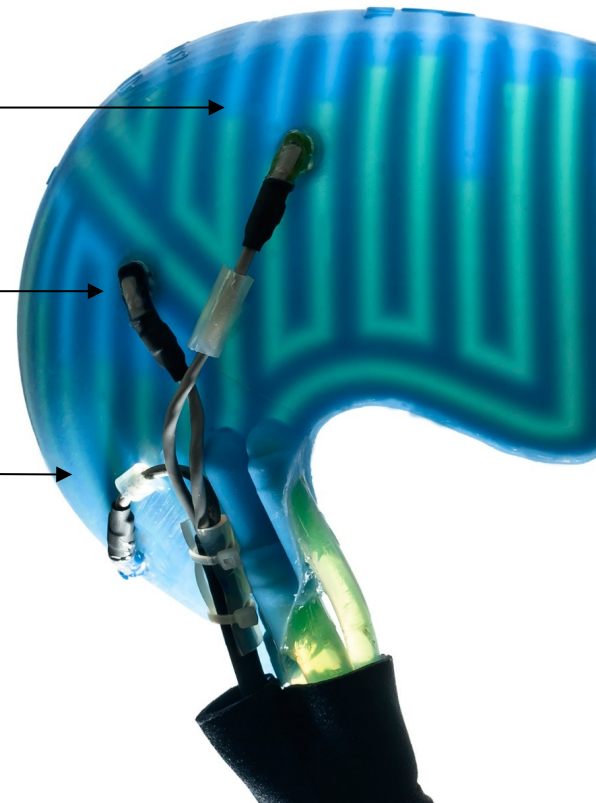


The Intelligent Scalp Cooling System

Front sensor (green)
measures the temperature
on the front of the scalp.

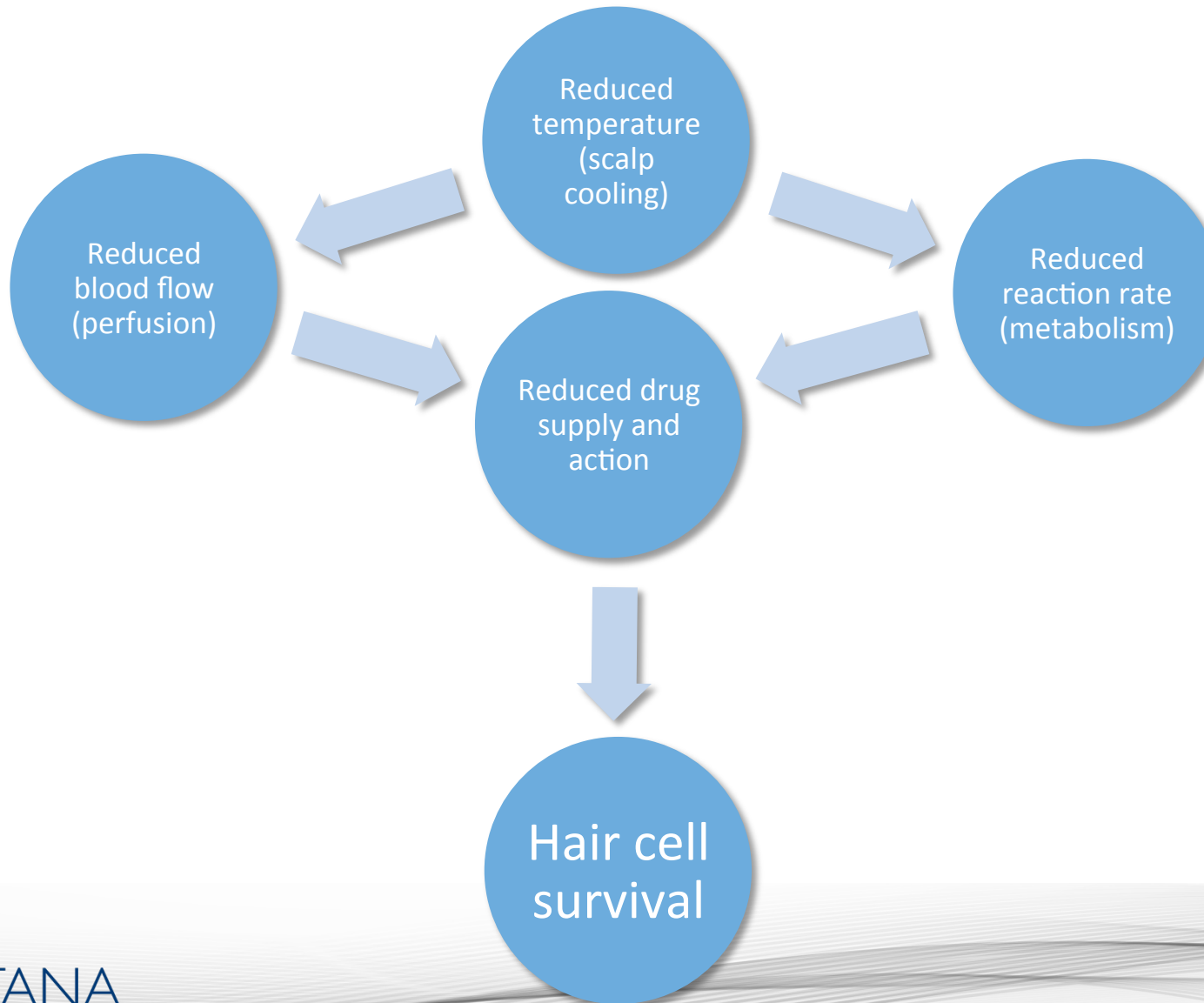
Safety sensor (black)
prevents sub-zero
temperatures.

Rear sensor (blue)
measures the temperature
on the rear part of the scalp.



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Scalp Cooling Overview



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Published Clinical Research

JAMA[®]

The Journal of the American Medical Association

Breast Cancer

Research and Treatment

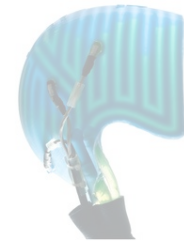
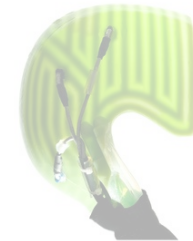
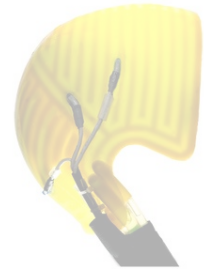
Clinical Journal of Oncology Nursing

Supportive Care in Cancer

Molecular and Clinical Oncology



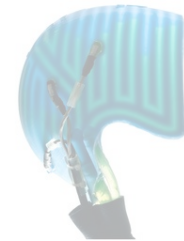
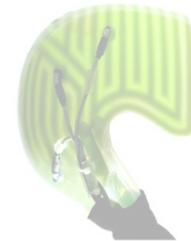
Oncology Research and Treatment



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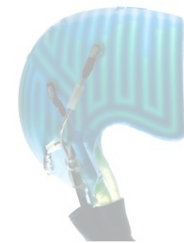
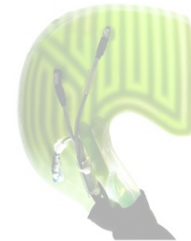
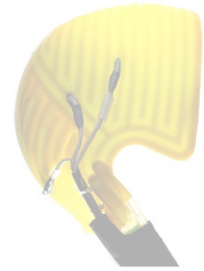
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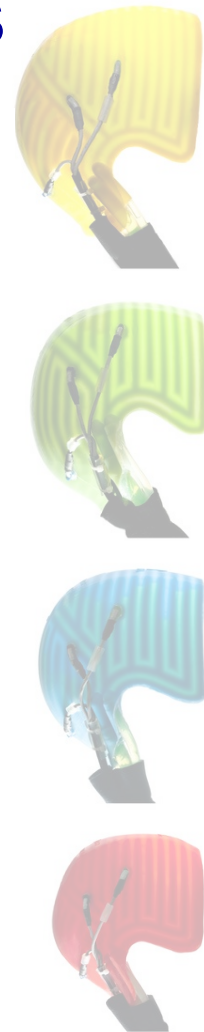
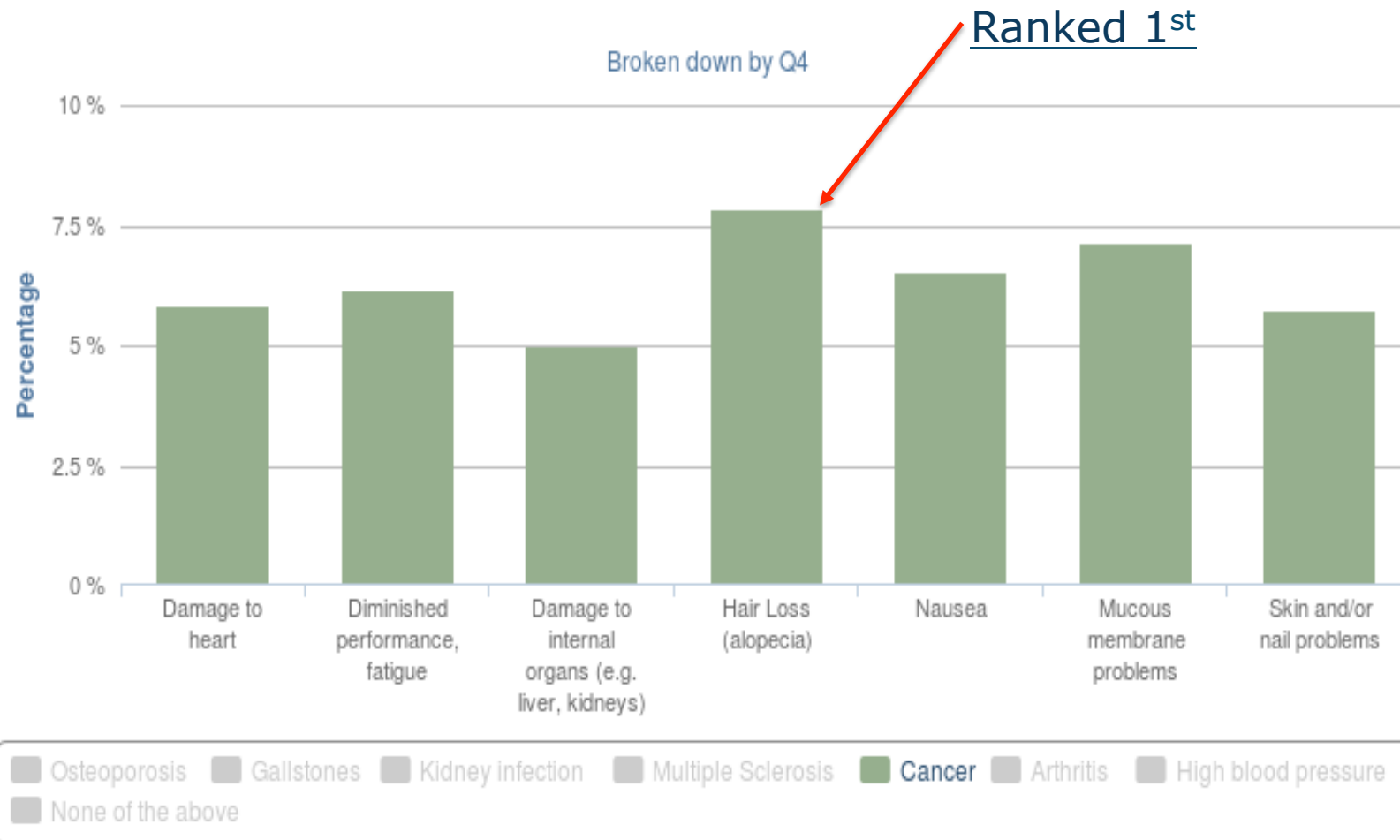
The Market

- Breast Cancer - most common malignancy among women
- Over 800,000 total incidences of solid tumor cancers each year in the United States
- 60% are on regimens that would be compatible with DigniCap
- US market for scalp cooling worth
 - \$275 million/year for breast cancer
 - \$435 million for other solid tumors
- Over 2,000 US cancer treatment facilities



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Ranking of Chemotherapy Side-Effects

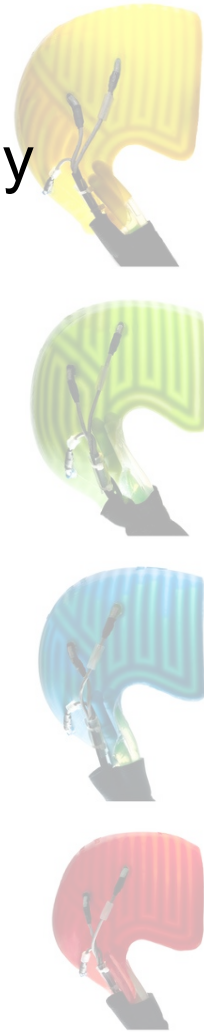


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Source: Consumer online survey of 400 females ages 40-75 from all ethnicities, all states and a wide range of household income without pre-knowledge of previous diagnoses diseases.

High Demand for Scalp Cooling

- Most patients will lose their hair during chemotherapy
- Increased well-being and quality of life for patients
- Approximately 3 out of 4 patients who use Dignitana's system can keep their hair
- 400 systems have been delivered worldwide and more than 15,000 patients have been treated



Without DigniCap



With DigniCap

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Business Model Worldwide

Dignitana AB

United States

Dignitana, Inc.
wholly-owned
subsidiary with sales
organization.

Lease & pay per treatment

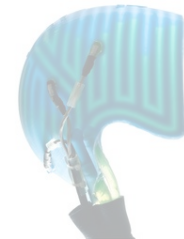
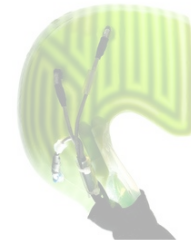
Europe

Sysmex Europe GmbH

Sold as stand-alone
systems

Asia

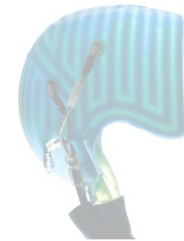
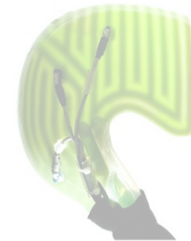
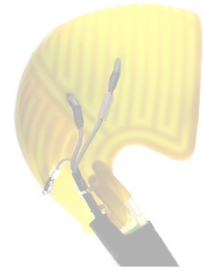
Konica Minolta Medical
& Graphic Inc



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United States Business Model

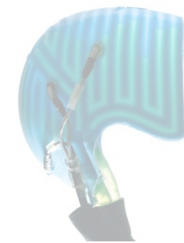
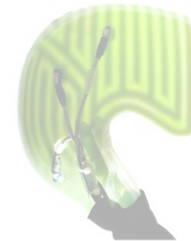
- US is the primary market for the Company
- US headquarters established in Dallas in December 2015
 - Highly skilled and knowledgeable sales and support staff
- Standard contract:
two year lease at
\$1,000/month
\$275-350/treatment



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High Demand for Scalp Cooling

- Targeting Comprehensive Cancer Centers (90 to date)
- 2017 projection > 75 sites contracted
- Reimbursement ready by 2018
- DigniCap pivotal trial published in JAMA February 2017
- FDA expanded clinical indications in July 2017 generate wider clinician and patient interest



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Excellence in Cancer Care with DigniCap®

**UCSF Helen Diller Family
Comprehensive Cancer Center**
San Francisco, California

**University of Colorado Cancer
Center**
Aurora, Colorado

**City of Hope Comprehensive
Cancer Center**
Duarte, California

**Memorial Sloan Kettering
Cancer Center**
New York, New York

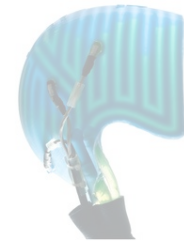
**Laura and Isaac Perlmutter
Cancer Center at NYU Langone**
New York, New York

**The Tisch Cancer Center
at Mount Sinai**
New York, New York

**Herbert Irving Comprehensive Cancer
Center at Columbia University**
New York, New York

**The Comprehensive Cancer Center
of Wake Forest University**
Winston-Salem, North Carolina

Moffitt Cancer Center
Tampa, Florida



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Targeted Marketing and Media



The
New York
Times

CBS
NEWS

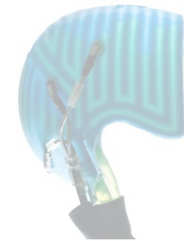
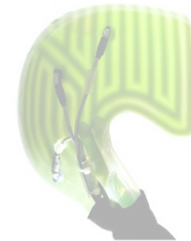
The
Washington
Post

Mashable
marie claire

THE
ASCO POST™



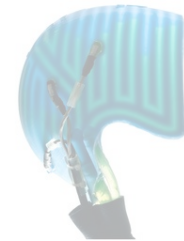
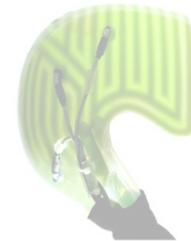
Popular
Mechanics



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Experiences

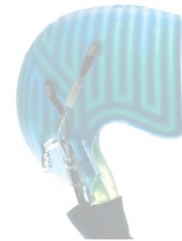
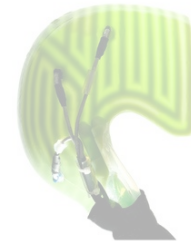
- Focus on opinion leaders contracts
- Educating the market
- Scientific attention -> reimbursement
- Awareness




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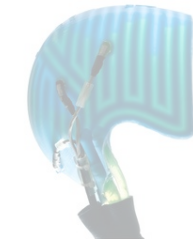
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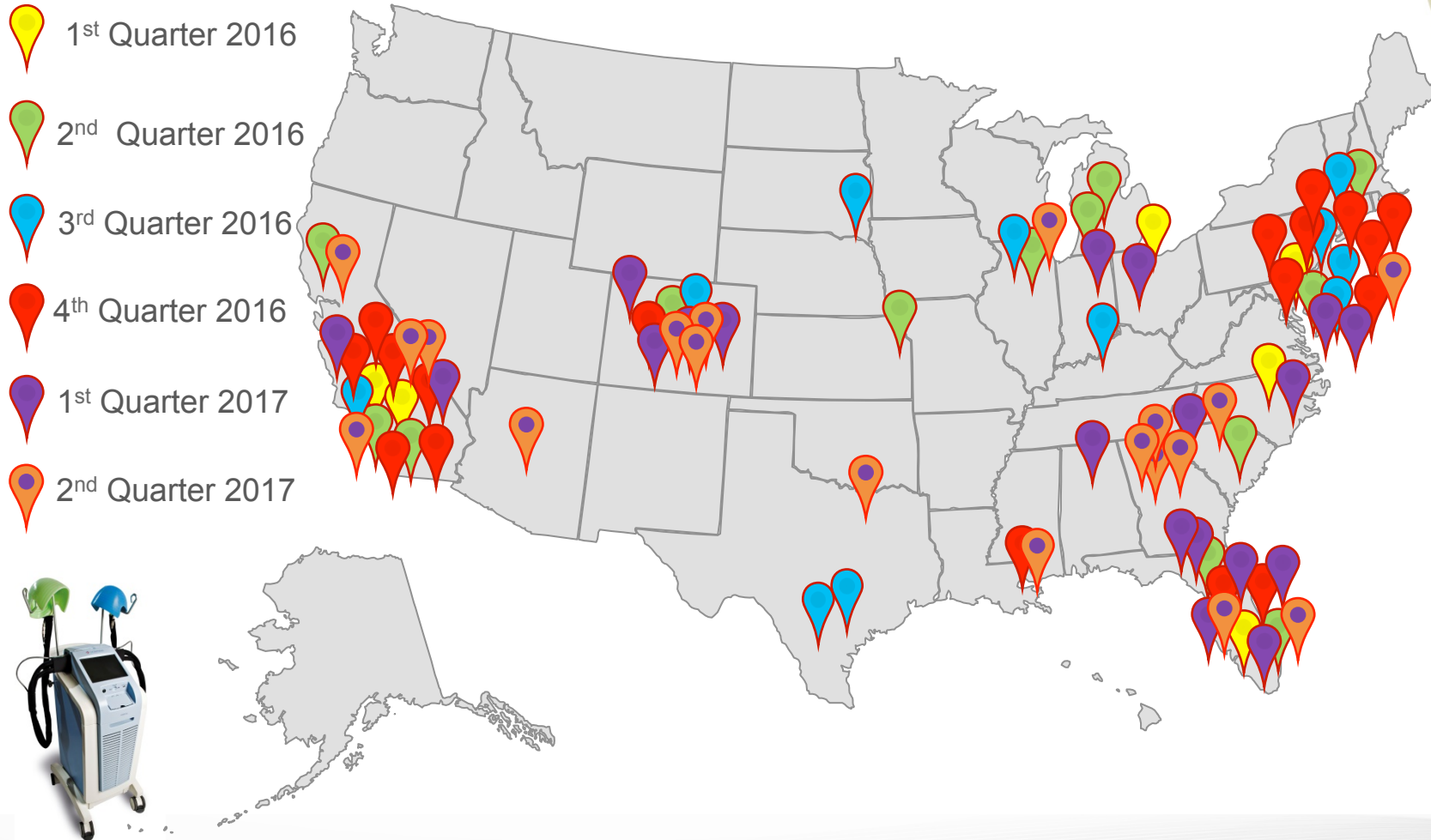
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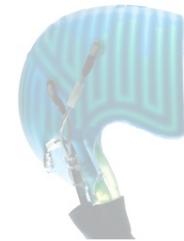
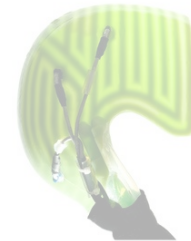
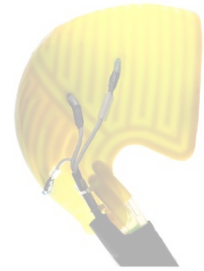
DigniCap® Expansion Across U.S. By Quarter



Investment Case

Large market potential in the U.S.

- Breakthrough in December 2015 with FDA clearance
- First mover advantage - solid tumors
- DigniCap clear leader in clinical trials
- Own organization now well-established in the US

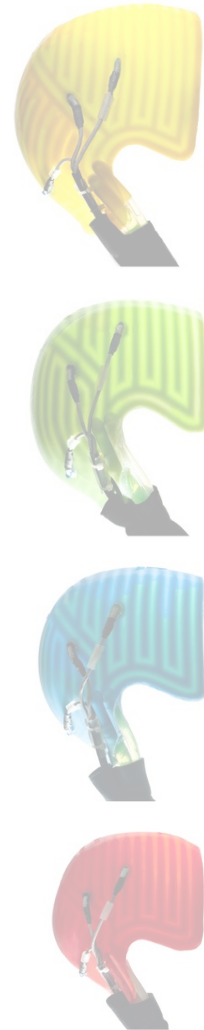


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Investment Case

Large market potential in the U.S.

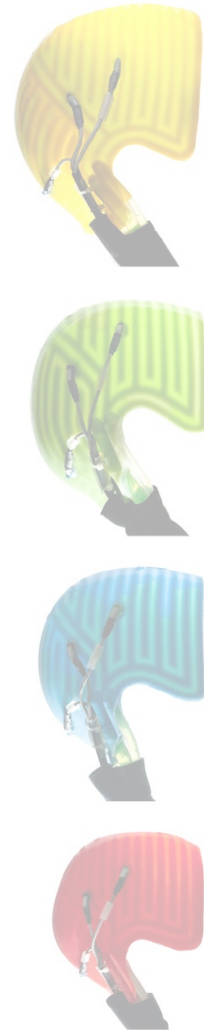
- Improved U.S. business model with pay-per-treatment + machine lease
- High margins
- 33 U.S. contracts already signed in 2017 as of June 30
- US market is valued to approx. \$700 million yearly whereof Dignitana aims at 25%-30%



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2017 Dignitana Initiatives

- Have at least 75 contracts landed by year end
- Increase unit effective utilization rates per site
- Build on growing momentum and demand
- Increase US sales & account teams in Northeast and Pacific Northwest
- Continue pursuing and closing multi-site deals
- Reevaluate global distributor program
- Working with Konica Minolta to commence the PMDA approval process clearance in Japan



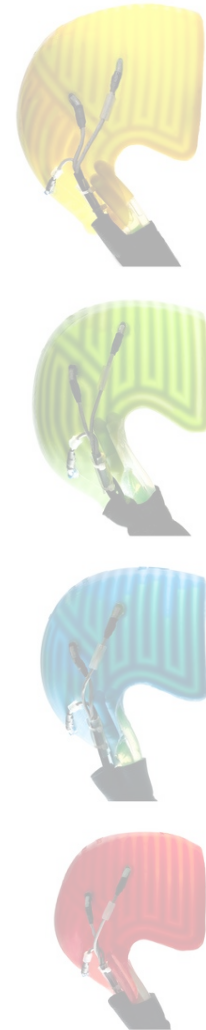
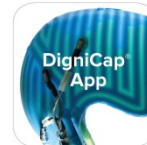
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DIGNICAP®
Proven innovation in scalp cooling



www.dignicap.com



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