



GO WITH THE FLOW.

# OVENTUS INVESTOR PRESENTATION

Executing on the Vision:

O2Vent as First Line Therapy for Sleep  
Apnea

O2Vent<sup>®</sup>

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Oventus and O2Vent:

# A Unique Company with a Disruptive Market Model

O2Vent®

## What is Oventus?

A dental services organization and a medical technology company

## What is our unfair advantage?

We can “own” and manage a clinician-driven patient journey

## How will we disrupt the OSA market?

By bringing together a technology and market model so effective that it can unseat CPAP as first-line therapy

## How will we create shareholder value?

In demonstrating how this combination leads to market capture, revenue growth and outstanding EBITDA

## OUR VISION

To be the **first choice globally** for the management of sleep-disordered breathing, improving our patients' quality of life through a **better night's sleep, each and every night.**

# Sleep Apnea Therapy: A Market Ready for Disruption

O2Vent®



OBSTRUCTIVE SLEEP APNEA AFFECTS

**12% of adults**<sup>\*1</sup>



TOTAL ADDRESSABLE MARKET

**\$31.2B**<sup>2</sup>



NON-CPAP ANNUAL GROWTH RATE (CAGR)

**16%**<sup>1</sup>

*\*Refer Appendix for references*

## CURRENT OPTIONS FAIL

CPAP: POOR  
COMPLIANCE

**50-60%**

quit 1<sup>st</sup> Year<sup>3</sup>

PATIENTS DESPERATE  
FOR CARE:

**>75%**

untreated or refusing  
current options<sup>1</sup>

ORAL APPLIANCES:  
INCONSISTENT &  
INEFFECTIVE

**56%**

success rate<sup>4</sup>

*In our served  
markets:  
**900,000 new  
potential  
patients every  
month**<sup>2</sup>*

# Problem: Long, Exhausting, Patient Journey .... and “Prescription Friction”

## Sleep Facility



Patient referred to a sleep physician



Sleep test performed at home or in the lab



Follow up consultation



CPAP Prescribed

3 Visits, 2-4 Weeks

## Failure and Friction



CPAP Trial with Durable Medical Equipment (DME) Distributor or CPAP Reseller



50% of Patients will find CPAP intolerable and quit<sup>3</sup>



**Return to Sleep Physician for change of prescription**

2-3 Visits, 4-26 Weeks

## Dental Clinic



Referred to a dentist or seeks one out independently



Competitive device delivered (3-6 weeks)



Dental follow up



Refer back to sleep facility

5-7 Visits, 4-12 Weeks





# Company Update

## H1 FY 22 Results and Progress

O2Vent<sup>®</sup>

# Digital DTC Marketing: the Growth Engine

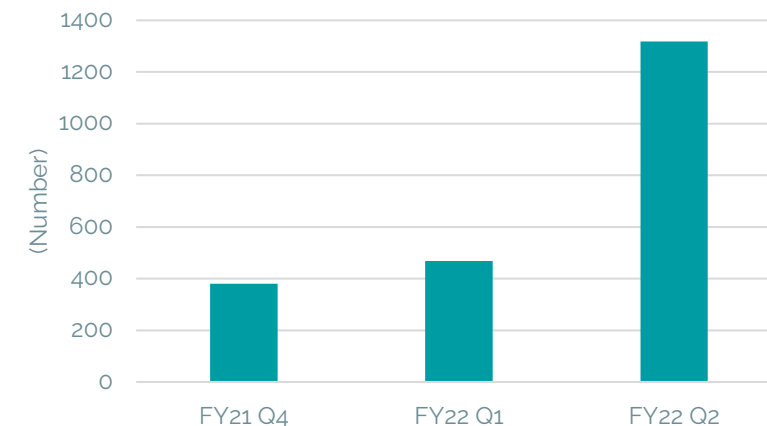
O2Vent®

	FY21 Q4 June '21	FY22 Q1 Sept '21	FY22 Q2 Dec '21	%Growth June-Dec
Visits to O2Vent websites	118,000	247,000	379,000	+221%
Active leads	1,355	1,986	3,734	+175%
Telehealth consults scheduled	507	735	2,413	+376%
Telehealth consults completed	381	469	1,318	+181%
Revenue	\$223,000	\$221,000	\$331,000	+48%

## OPTIMIZATION INCREASES EFFICIENCY

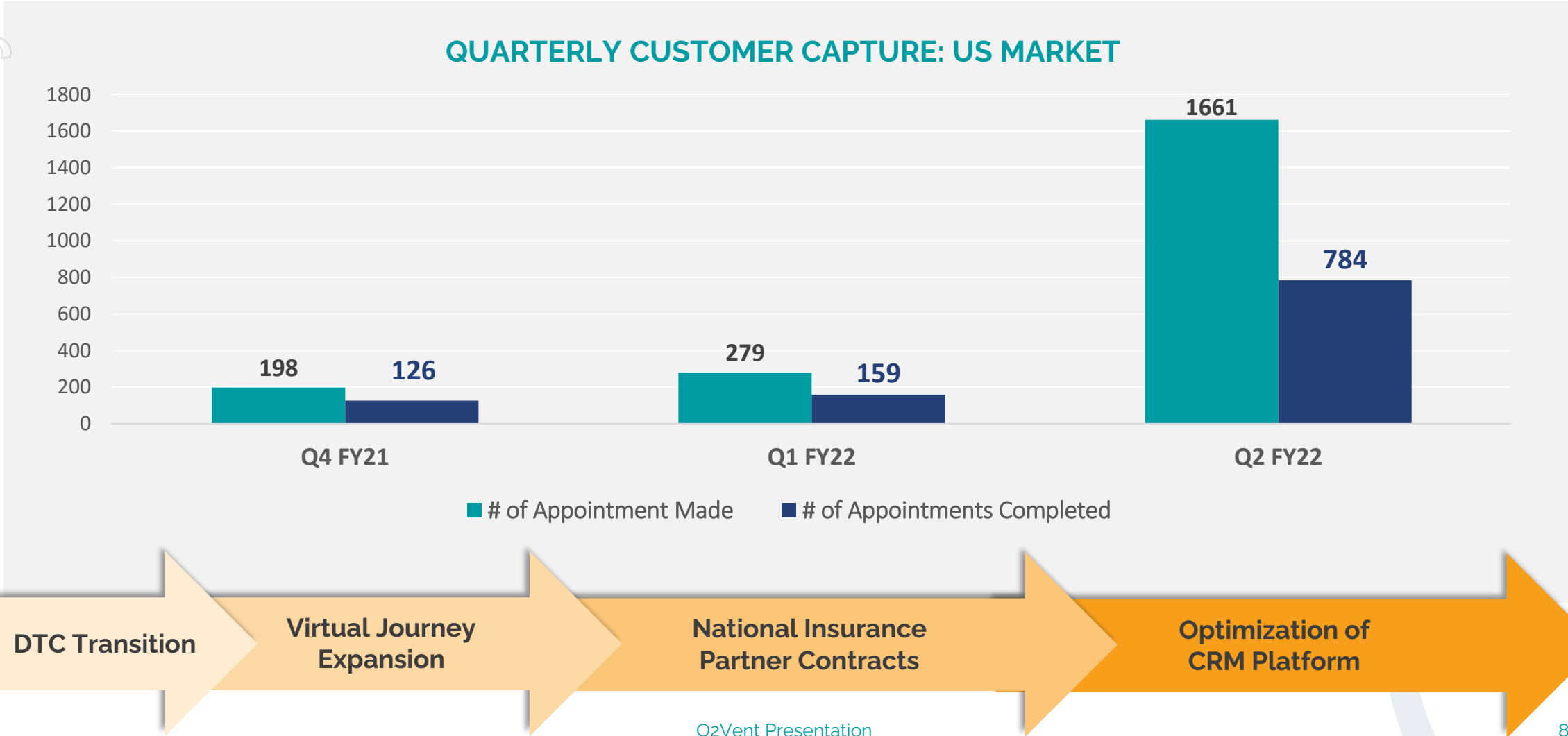
- Revenue per unit increased by 42% over period
- Reduced cost per completed telehealth consultation by 39%
- Increased # patients moving forward into care by 130% (from 170 to 391)

Telehealth Consultations Completed



# US Market Driving Pipeline Growth

Focus on the world's largest market





## SHORT-TERM

Further development and commercial testing of Predictive Algorithm with CRC-P partners and Flinders University

US FDA ExVent Study will provide supporting data for the platform's differentiating patient outcomes

US patient health insurance benefits "reset" deductibles as of January 1<sup>st</sup> - may dampen active consults and O2Vent deliveries in March quarter

COVID-19 continues to inhibit Lab-in-Lab activity and non-DTC patient referrals, particularly in Canada



## LONG-TERM

DTC model generating increased customer engagement and providing greater control over customer journey

Building and harvesting a highly qualified database and pipeline of potential customers

Model optimisation will over time lead to:

- Higher lead generation
- Higher conversion rates
- Lower customer acquisition costs
- Ultimately – greater shareholder value creation

**Our Vision: O2Vent Accepted as First-Line Therapy by Clinicians and Patients Alike**



# Key Initiatives

Our Commitment to Performance

O2Vent<sup>®</sup>

# Barriers to Disruption

Why Oral Appliances are Currently Stuck in Second Place

O2Vent®

Clinical Position:  
Backup Therapy



## POOR PATIENT OUTCOMES

- Low quality competitive devices
- High % of non-responders<sup>4</sup>
- Unacceptable risk of injury<sup>5</sup>

Inefficient  
Processes



## SLOW AND EXPENSIVE

- 10-48 weeks, multiple clinical visits
- 3-6 week wait time for oral appliance manufacturing
- \$2,400-\$4,800 cash price<sup>6</sup>

Unacceptable  
Patient Journey



## INCONVENIENT AND EXHAUSTING

- Poor coordination between clinical specialists (MD/DDS)
- Unsuccessful CPAP patient requires change of prescription and often a repeat of sleep test
- Few telehealth/virtual options

# Pillars of Execution and Growth

The O2Vent Platform is the Solution

O2Vent®



## SUPERIOR TECHNOLOGY

- Superior control of OSA
- More comfortable, more wearable than CPAP
- "SleepNavigator.ai": a breakthrough in predictable, precision therapy

**First Line  
Therapy**



## EFFICIENT OPERATIONS

- Integration of critical operations and technology
- Automation in manufacturing
- Cost-down projects

**5-day Delivery  
70% COGS Reduction\***



## DISRUPTIVE GO TO MARKET

- DTC brand leadership
- Automation and partner integration
- Seamless journey to treatment
- Target >30% conversion - consult to customer

**Efficient Customer  
Capture Model**

*\*Current management projections are subject to change*

# Technology Leadership

## Key Initiatives

### **SUPERIOR TECHNOLOGY**

- Superior control of OSA
- More comfortable, more wearable than CPAP
- "SleepNavigator.ai": a breakthrough in predictable, precision therapy

### **First-Line Therapy**

# O2Vent: Superior Control of OSA

How it works

O2Vent®



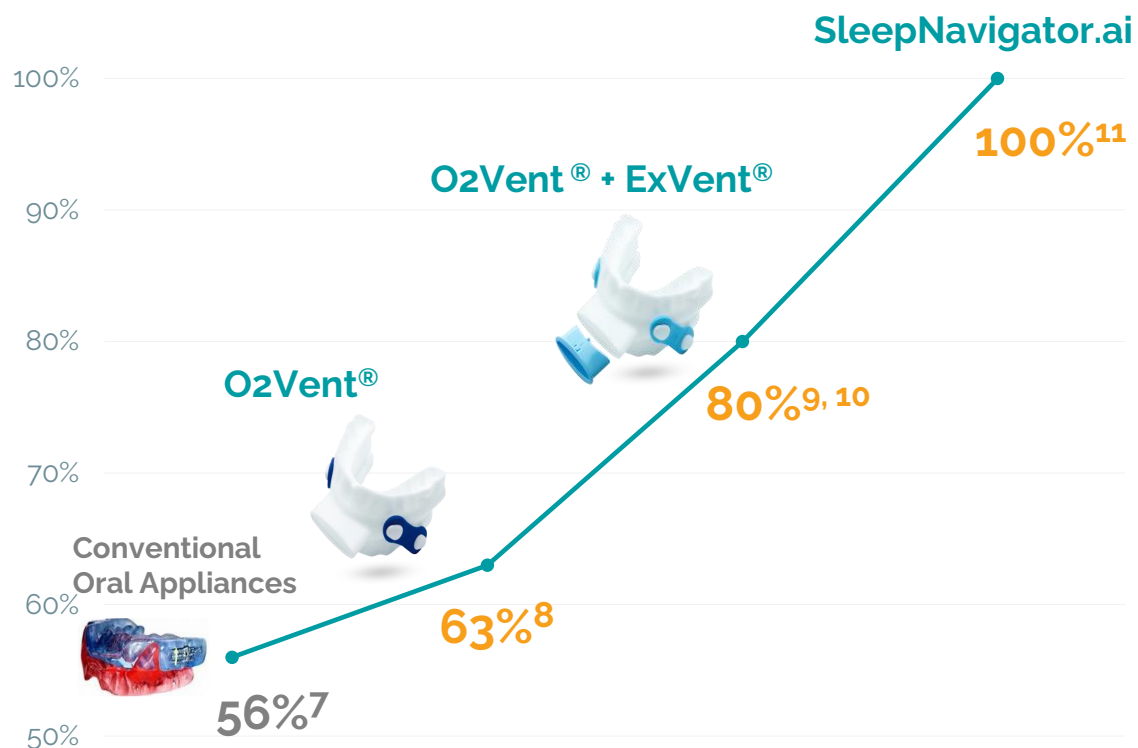
**COMFORTABLE, DURABLE, DISCREET**



# Superior Control of OSA Through Constant Innovation

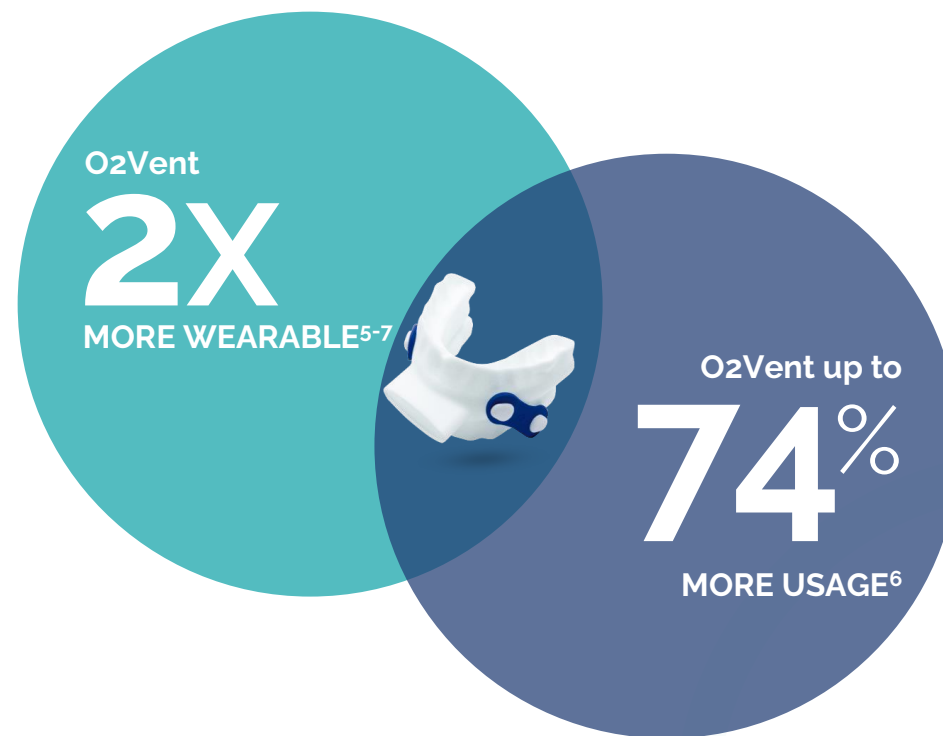
O2Vent®

Proven results across 11 studies & 254 patients



Superior Control of OSA

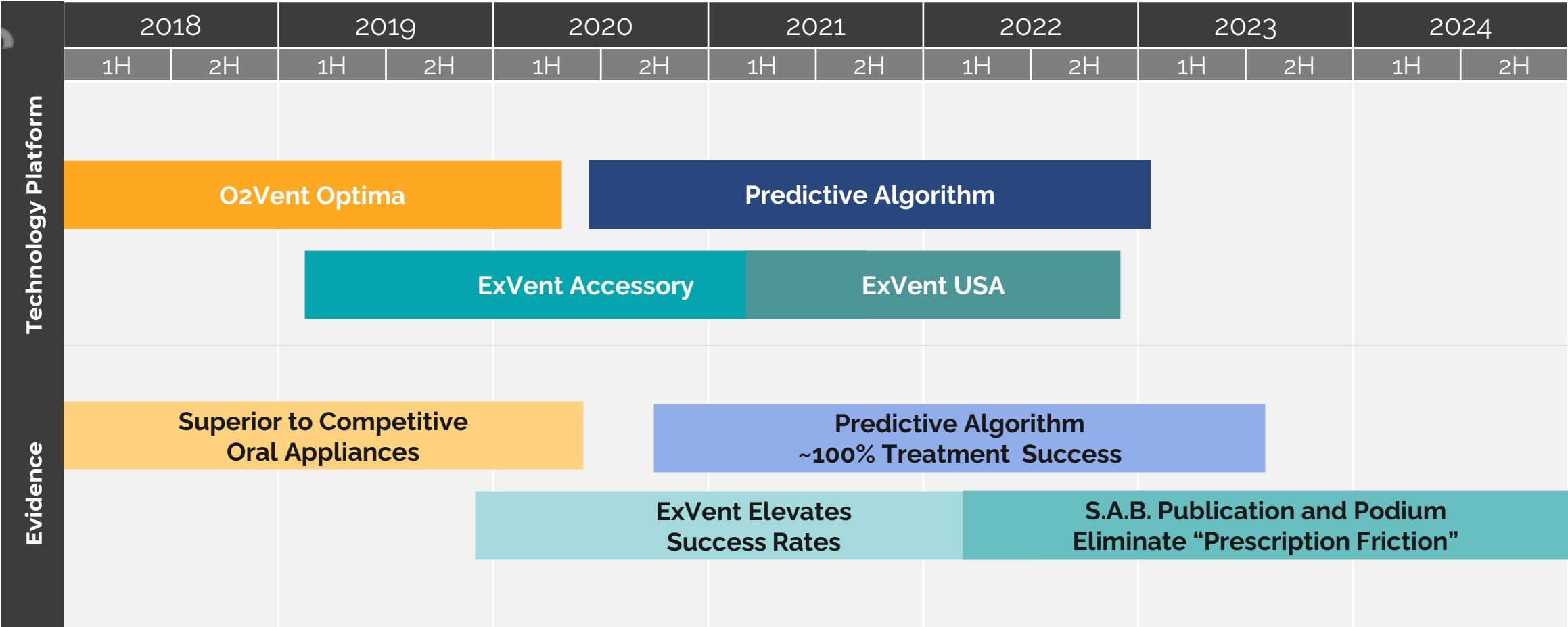
COMPARED TO CPAP



More Patient Use

# Combining Technology and Clinical Evidence

Meeting requirements to assume “first line position”



DEMONSTRATING SUPERIOR CONTROL OF SLEEP APNEA

# A growing crowd “Going with the Flow”

O2Vent®

“

I noticed the difference pretty much on the very first morning after use.

I felt fresh, well rested, alert and active, no sleepiness or drowsiness during the day, and improved productivity.

Wonderful product, easily portable, strongly recommend for people with sleep issues. ”

*Srinath P.*

“

This device allows me to breathe through my nose very easily which stops dry mouth and the need to drink water in the night! ”

Randy M.

“

I have now tried 3 oral devices and the O2Vent Optima is by far the best and most comfortable. Definitely worth the money. ”

Linda B.

“

I've noticed my daytime alertness and energy have increased.

Ervin M. ”

# Technology Leadership

Our Scientific Solution to Prescription Friction and Patient Engagement

O2Vent®

## DRIVERS OF TECHNOLOGY LEADERSHIP

- Scientific Advisory Board
- ExVent Study US (FDA)
- Publications, presentations and peer-to-peer education
- SleepNavigator.ai: the first technology to predict successful outcomes before treatment

## BENEFITS OF TECHNOLOGY LEADERSHIP

- Patients don't have to try and fail CPAP first
- Eliminates a second sleep test
- First prescription will be for O2Vent for the right candidates

**MILESTONE**  
**2022**  
ExVent  
Launch USA

### Further Development:

- SleepNavigator.ai
- Predictive Algorithm



# Operational Efficiency

## Key Initiatives

### EFFICIENT OPERATIONS

- Integration of critical operations and technology
- Automation in manufacturing
- Cost-down projects

**5-day Delivery**  
**70% COGS Reduction**

# Transforming Oral Appliance Manufacturing\*

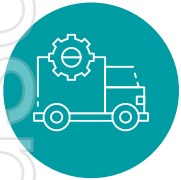
O2Vent®

## Oventus Manufacturing Operations



### KEY PROJECTS: O2VENT

- Eliminate manual finishing processes
- “Design for printing” enhancements
- Automation of design steps



### KEY PROJECTS: ACCESSORIES

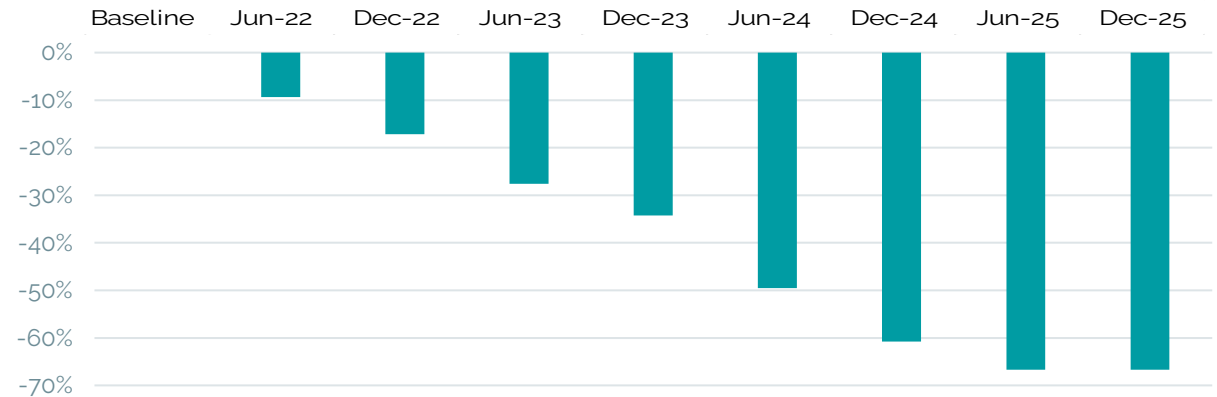
- Cost-down supply chain
- Consolidation of storage and shipping locations



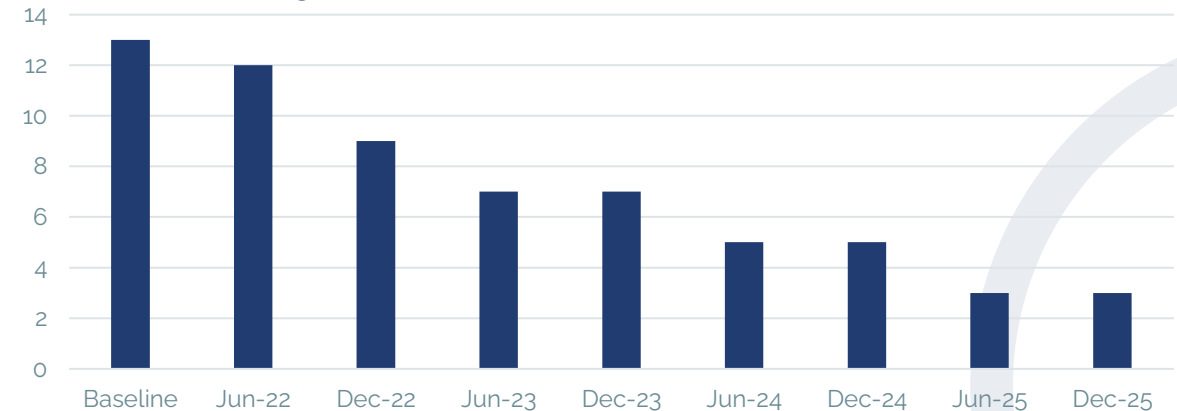
### DRAMATIC IMPROVEMENTS IN SERVICE AND GROSS MARGIN

- 70% reduction in per-patient COGS
- Decrease average delivery time by 8 days
- Improved quality and process control

### O2VENT: 67% REDUCTION IN COGS



### 75% REDUCTION IN PRODUCTION DAYS



\*Current management projections are subject to change



# Go To Market Plan



## Key Initiatives

### DISRUPTIVE GO TO MARKET

- Direct to consumer brand leadership
- Automation and partner integration
- Friction-free journey to treatment
- >30% conversion - consult to customer

### Efficient Customer Capture Model

# Competitive Landscape

O2Vent®

OVN high ground: patient-focused, differentiated technology marketing

## ORAL APPLIANCE MARKET<sup>12</sup>

- Primarily marketed to dentists, not patients
- “Find a dentist” portals create friction and force patients to do the work
- Practice-by-practice variability and “chair side” adjustments
- Little differentiation or segmentation by manufacturers
- Expensive and time-consuming for patient



# Transforming the Patient Journey

## Patient Journey Operations

O2Vent®

### KEY PROJECTS

- Transition patients to 95% virtual journey
- Clinical partner systems integration and automation
  - Live dynamic scheduling
- Sleep test and impression/scan improvements
- Focus on telehealth consultation conversion rates
  - Benefits of brand leadership
  - Monitor, train, optimize, repeat
  - Automated, engaging follow up

### CONTRIBUTIONS TO OUR VISION

- Prospective patients more motivated, pre-qualified
- Improvement in conversion rate (lead to patient)
- Significant reduction in Customer Acquisition Cost (CAC) over time

Virtual Journey  
and Partner  
Integration

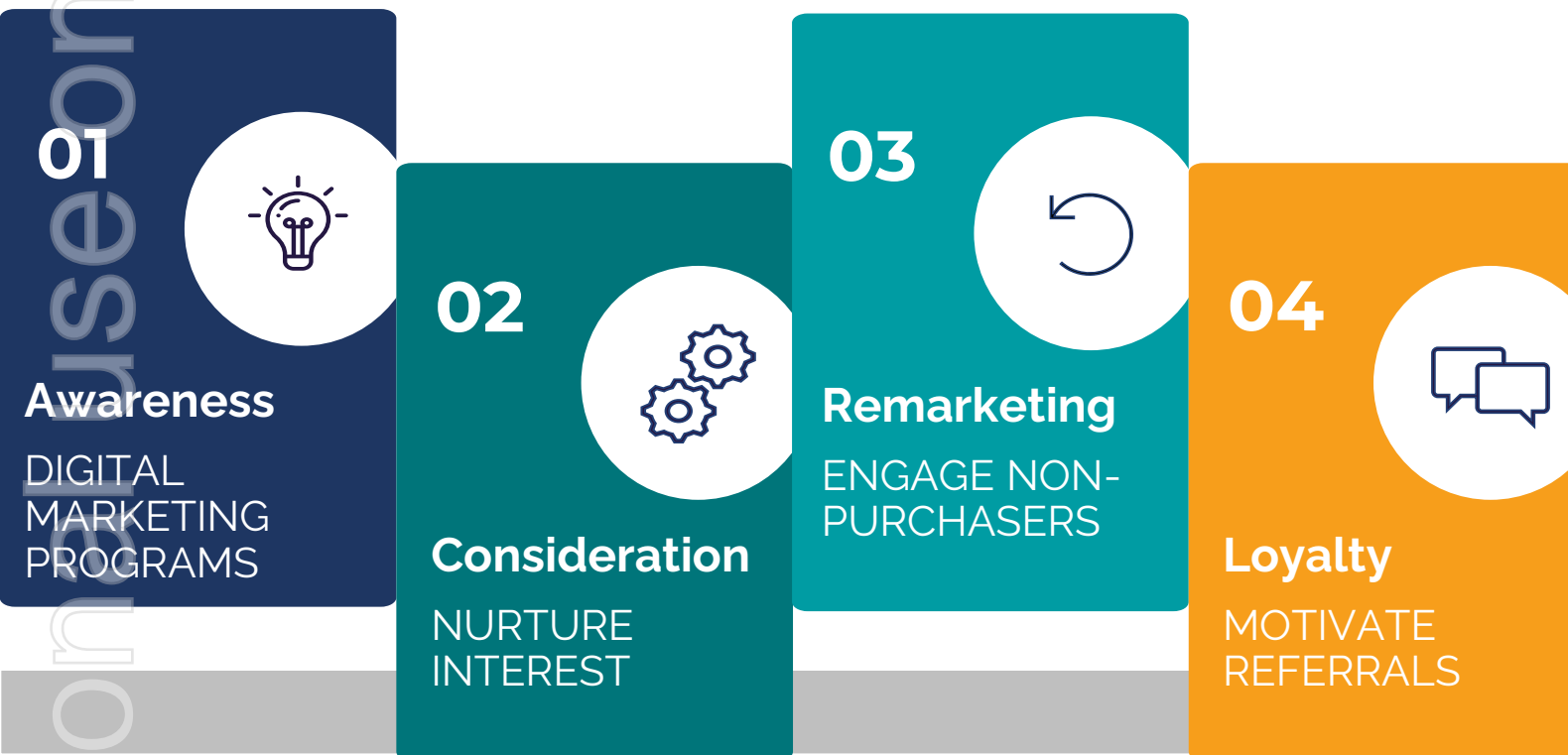
Reduces cost,  
and time-  
consuming steps

# Pillars of our Direct to Customer Capture Model

O2Vent®

Demand Generation

ONE DIGITAL CRM, ONE BRANDED JOURNEY



## DIGITAL CAMPAIGN WORKFLOW

- Concept, setup and test
- Measure responses
- "Follow" and re-display if lead abandons funnel
- Re-engage and re-target once lead is captured

ersonal use only



GO WITH THE FLOW.

# Milestones and Pathway to Profit

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## Company Milestones:

# Purpose built to win

O2Vent®

- ✓ Patents issued and in prosecution  
(2 Utility Patents + 21 applications US, EU, Asia)
- ✓ Regulatory approvals (US, CAN, AUS)
- ✓ Reimbursement (US, Canada)  
and cash-pay (US, Australia)
- ✓ Effective manufacturing and operations
- ✓ Efficient customer capture model
- ✓ Experienced management and advisors

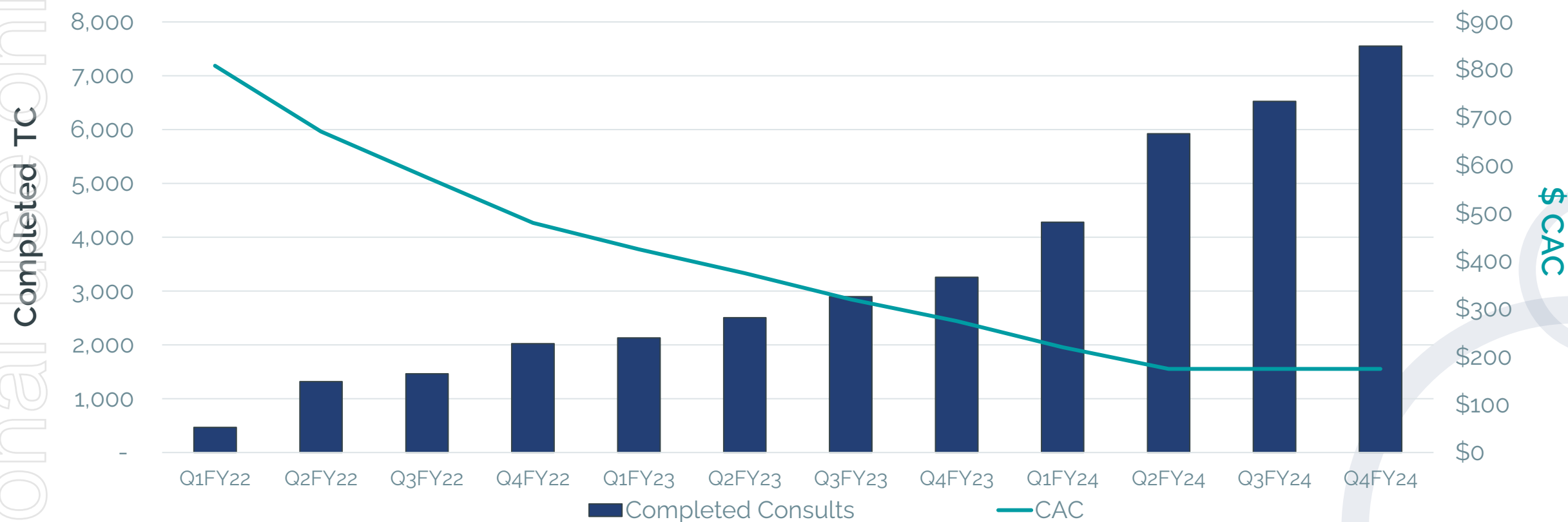




# Evolution of Customer Capture Model (CCM)\*

Targeting Significant reduction in customer acquisition cost

CAC vs. Completed TC Consults Through 2024



\*Current management projections are subject to change

# Pathway to Profitability\*

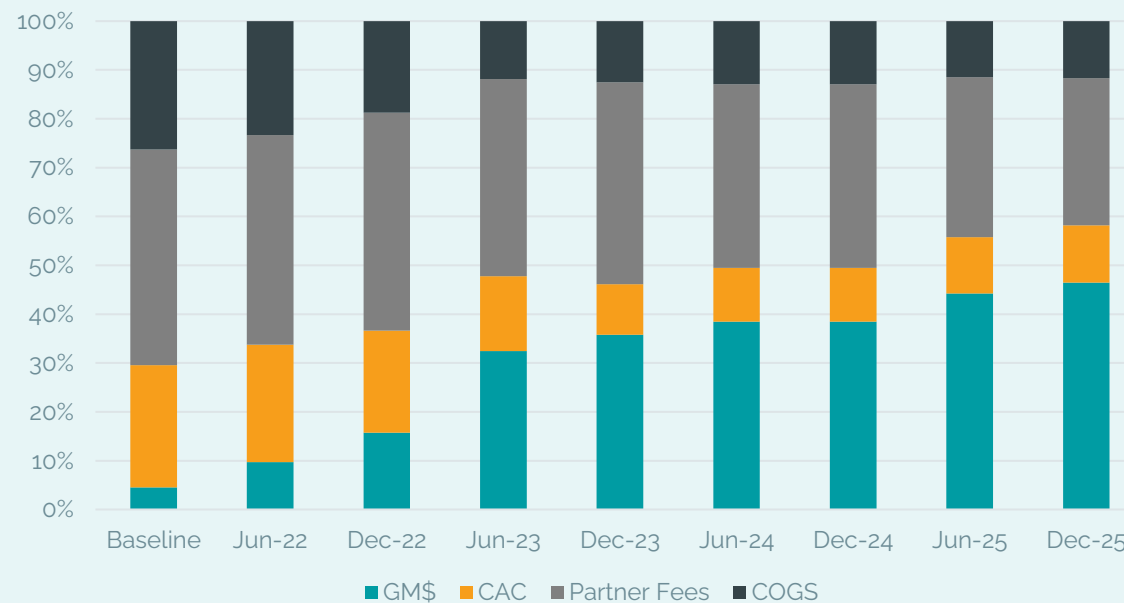
The benefits of our key initiatives

O2Vent®



Milestone 2022: positive contribution margin  
Final target: \$4 variable margin for every \$1 in marketing

Components of Patient Cost



\*Current management projections are subject to change

# The Oventus Opportunity

O2Vent®

## CATEGORY-CHANGING TECHNOLOGY

The first and only category-changing technology platform for Sleep Apnea



## COMPETITIVE ADVANTAGE

A sustainable competitive advantage: DSO + Medtech structure

- Virtual, seamless patient journey
- Direct to Consumer demand generation



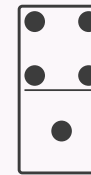
## CUSTOMER LIFETIME VALUE

Over \$1,000 customer lifetime value for each new patient



## HIGH GROSS MARGIN CATEGORY

Contribution margin, CAC Ratio of up to 4:1 at scale



## EXCEPTIONAL MARKET OPPORTUNITY

\$90m top-line revenue opportunity for each 1% market share captured



# Management & Advisors: Experienced Leaders with a History of Success



**DR CHRIS HART**

Founder

- Inventor of the O2Vent technology,
- Over 20 years in dentistry
- Overseeing the launch of the 'Lab in Lab' model



**JOHN COX**

President and CEO

- 30 years experience in the MedTech sector
- direct experience in sleep and related technology marketing & operations
- Lead the virtual & direct-to-consumer models



**JAKE NUNN**

Non-Executive Director

- +25 years' experience in the life science industry as an investor, independent director, research analyst and investment banker
- Currently a venture advisor at New Enterprise Associates (NEA)



**PAUL MOLLOY**

Non-Executive Director

- 25 years' experience leading a range of public, private and venture capital funded healthcare companies
- Currently President and CEO of ClearFlow Inc., a US-based medical device company.



**SUE MACLEMAN**

Chair and Non-Executive Director

- +30 years' experience as a pharmaceutical, biotechnology and medical technology executive



**STEVE DENARO**

Company Secretary

- Experienced Company Secretary and Chief Financial Officer
- Associated with major chartered accountancy firms in Australia and the UK

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Thank you

O2Vent<sup>®</sup>

# Appendix: References

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8. Based on success rates of O2Vent + ExVent. Refer clinical resources on O2Vent.com.
9. Lai, V, Tong, B, Tran, C, Ricciardiello, A, Donegan, M, Murray, N, Carberry, J, Eckert, D. 'Combination therapy with mandibular advancement and expiratory positive airway pressure valves reduces obstructive sleep apnea severity', *Sleep*, vol 42, no. 8, August 2019, zsz 119.



# Appendix: References Continued

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11. Targeted non-CPAP combination therapy resolves obstructive sleep apnoea. Atqiya Aishah, BSc (Hons)<sup>1,2,3</sup>, Benjamin K.Y. Tong, PhD<sup>1,2</sup>, Amal M. Osman, PhD<sup>3</sup>, Michelle Donegan<sup>1</sup>, Geoff Pitcher<sup>3</sup>, Benjamin Kwan<sup>1</sup>, Liz Brown<sup>1</sup>, Robert Adams<sup>3</sup>, Sutapa Mukherjee<sup>3</sup> and Danny J. Eckert, PhD<sup>1,2,3</sup>\*Neuroscience Research Australia (NeuRA), Sydney, NSW, Australia, <sup>2</sup>School of Medical Sciences, University of New South Wales, Sydney, NSW, Australia, <sup>3</sup>\* Adelaide Institute for Sleep Health and Flinders Health and Medical Research Institute, Flinders University, Bedford Park, SA, Australia, SLEEP 2021
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