

PolyNovo Successful with eyes on bigger future

Bell Potter Healthcare November 2020

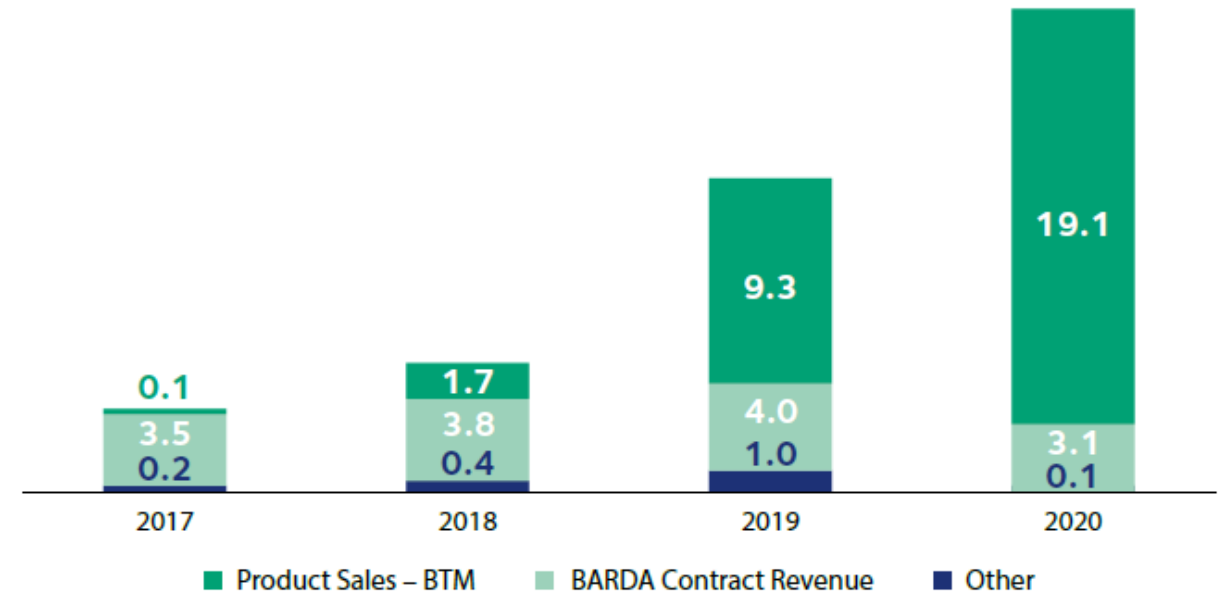


First Product and revenue



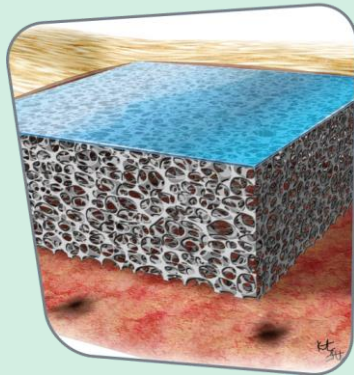
- NovoSorb BTM – First commercial product
 - Biodegradable temporising matrix for regeneration of lost dermis
 - Surgical application
 - Manufactured in Port Melbourne
 - PNV own 100% of IP
- Developing further medical devices
 - Hernia
 - Breast
 - Diabetes
 - Sports medicine
 - Drug elution

Total Revenue (\$m)



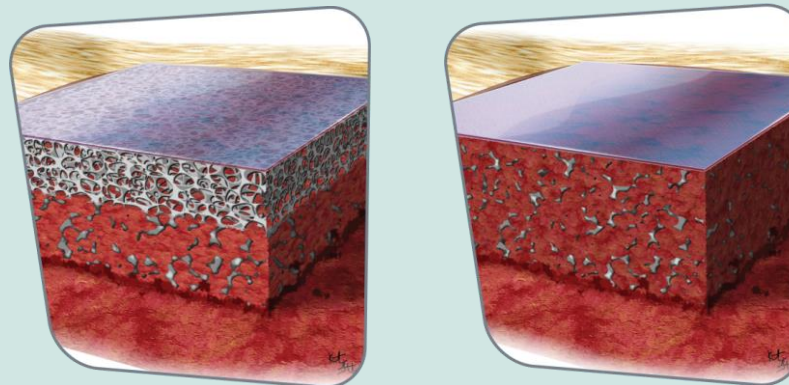
Application to Delamination

Generation of a robust vascularised neodermis ready for definitive closure.



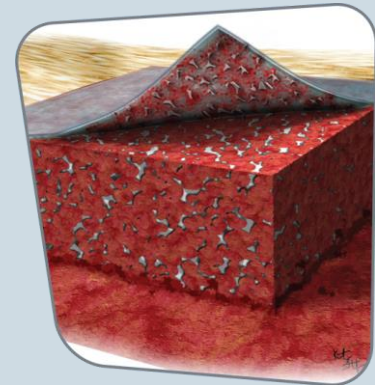
BTM Application

Cut BTM to shape and affix with sutures/staples to a clean and debrided wound bed. Quilting staples may be used to affix BTM to larger wounds.



Integration phase

BTM adheres to the wound during the first week. Cellular migration enables new blood vessel formation and collagen production throughout the matrix. Integration time varies depending on patient and wound factors.



Delamination

Peel back the sealing membrane to reveal the underlying vascularised neodermis, ready for definitive closure.

Application to Delamination



Application

BTM is implanted into a surgically debrided wound bed.



Integration

The neodermis is well vascularised when rapid capillary refill is present upon blanching.



Delamination

At full integration the sealing membrane is removed, revealing the vascularised neodermis.



Long term outcome



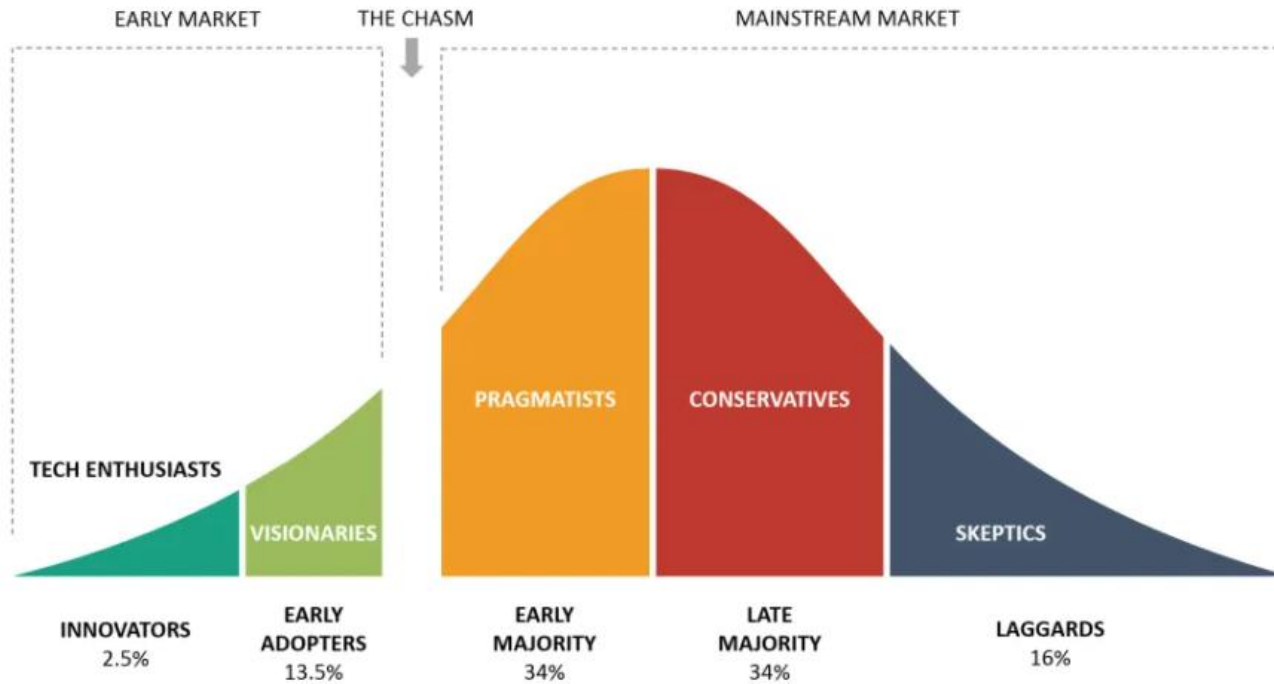
Forearm burn at day 369

Smooth and “full” nature
of the healed forearm

Smooth and normal
cosmetic appearance



Market entry



Source: <https://www.business-to-you.com/crossing-the-chasm-technology-adoption-life-cycle/>

- Utilise your KOLs/Early adopters
 - Focus, energy, reward
- Branch out once you have proven your worth
- Under-promise/ over-deliver
- Manage your inventory, forecast, buffer, responsive
- Scale to customer demand/engagement
- Post-market surveillance
- Clinical data building
- Reimbursement
- Promotion opportunities, which ones, why, how many, scale....
- Credibility

Current

- Australia (direct)
- New Zealand (direct)
- USA (direct)
- Singapore/Malaysia (direct)
- UK/ Ireland (direct)
- Germany, Austria, Switzerland (DACH)
- Benelux, Sweden
- Finland
- Taiwan
- Saudi Arabia
- Israel
- South Africa
- India



FY'21

- South Korea
- Norway
- France
- Kuwait
- Italy
- Others possible

CoVid what's changed?

- Just about everything
- Digital adoption pushed ahead ~5yrs!
- Customers have experienced the release of time and where value is in face to face
- Targeted messaging
- Restricted travel
- How do you establish new relationships?
- How do you maintain or grow existing ones?
- Is your IT platform up to it

Webinars

- Great “door opener” for sales team
- Need 3 structured follow through sales calls
 - Marketing materials
 - Notes
 - Measurements
 - Relevant and targeted to the audience



Use of NovoSorb BTM for Complex Reconstruction of the Hand and Extremities

Dr. Shaun D. Mendenhall, Plastic Surgeon
University of Utah Medical Centre, UT, USA



Discover how a level 1 trauma centre successfully implemented NovoSorb BTM for their complex reconstructions.

[Read More](#)



Early Experience with NovoSorb® BTM in Reconstructive Surgical Cases

Dr Carsten Krohn, Pediatric Burn and Trauma Surgeon
Munich Pediatric Surgery Clinic in Schwabing, Germany



As the first user to adopt NovoSorb® BTM into his clinical practice, Dr Krohn has quickly gained experience and success with his pediatric reconstructive and revision cases.



BTM Use in a Paediatric Population

Professor Roy Kimble, Paediatric Surgeon
Queensland Children's Hospital, Brisbane Australia



Paediatric surgeons manage additional complexities when treating acute injuries and complex wounds for small and growing patients. Professor Kimble will share his vast experience, observations and 10 Tips to improve outcomes using NovoSorb BTM.

[Read More](#)



BTM in Surgical Wounds. Cases from 5 years of experience

Dr Marcus Wagstaff, Plastic Surgeon
Royal Adelaide Hospital, SA, Australia



We are delighted that Dr Wagstaff will share insights, case experience and lessons learned over 5+ years using NovoSorb BTM; from the first necrotising fasciitis cases, to trauma, complex ulcers and cancer patients.

[Read More](#)



CRM, what is its purpose?

- It is NOT a sales rep tracking tool
- Integration of customers into your value chain/ business infrastructure
- Central business communication tool
- Multi-lateral communication vehicle
- Rapid data analysis tool- set up the dashboards
- Tailor dashboards to each department
- Establish one set of numbers for analysis, celebration and reward
- remove redundant reporting/admin
- Free people to do the high value activity of selling and customer engagement

New Products – near term



- Addition of smaller sizes for chronic wounds
 - 2x2 cm
 - 5x5cm
- Additional sizes for reimbursement in some countries e.g.: 20x20cm



US Alternate Care/ Community Market

- Unique sizes and shapes of NovoSorb BTM for the US Alternate care \$400+m market (community/ non-hospital)
- Initiating reimbursement study for diabetic foot ulcers and venous leg ulcers in the US. 2 year program to achieve unique reimbursement code and pricing.
- US hospital penetration and revenues will fund alternate care market entry with dedicated salesforce



Hernia Devices

- Enter US market in FY22
- Stage 1 of cleanroom facility complete, stage 2 underway
- Film extrusion unique NovoSorb polymer film that is 100% resorbable
- Validation and certification the focus for FY21 with FDA 510(K) filing anticipated June/July 2021
- Two devices in development one for inter-peritoneal applications the other for retro-rectus muscular space application

NovoSorb®

Breast

- Development will progress in parallel with hernia devices now that the cleanroom production facility is built. Market entry date still to be determined with Establishment Labs

Sports Medicine

- We have been doing early design and animal studies on new applications of a NovoSorb naked foam enabling tendon and meniscus repair. Further work is required and we will have further data generated in the year ahead.

Betacell Diabetes Treatment

- The Adelaide group have completed further studies on stemcell derived islet cells for use in a NovoSorb BTM implant. Strong positive data.
- Refinement of cell implant procedure required before human trials can commence

Drug Elution

- Patents awarded
- Initial work looks promising
- Recruiting further scientists to accelerate program
- Anticipate generating pharmacokinetic data to support licencing options in the future

New production facility- Hernia/Breast/Films



- Run Video of Factory



Thank You

