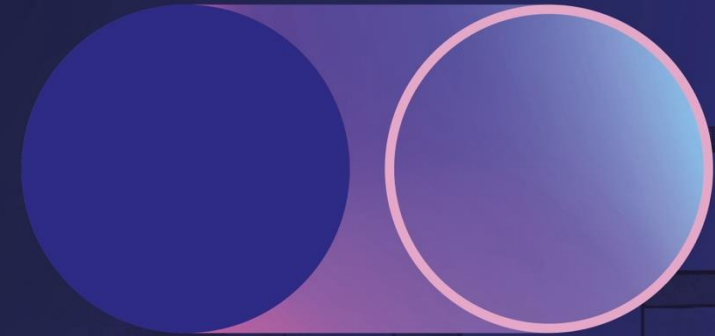


# Helping pharma find patients

Corporate Overview – May 2025

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# 2024 Highlights

- Continued progress across our key value drivers
- Completed our two-year investment cycle - on time and to budget
- Enhanced platform scale and capabilities - including deployment of cutting-edge AI
- Expansion of our team and investing in talent
- DXRX Signal identified more than 600,000 patients in 2024 across the US
- Secured three new multi-year enterprise-wide engagements with a total ARR of £4.3 million
- Seven enterprise-wide engagement customers working with Diaceutics across 32 therapeutic brands
- First PMx commercialization partner engagement signed
- Diaceutics is now working with 18 of the top 20 global pharma companies
- Increasing sales presence in US new US HQ opened in January 2025,

# Operational dashboard – FY 2024



**7** enterprise-wide  
engagements  
ARR of £10.6m

↑ Up from 4 and  
£7.0m in 2023



**199** people inc.  
new VP  
hires/promotions

↑ 184 at Dec-23



**85** customer  
therapeutic  
brands

↑ Up 23% from  
69 in 2023



**52** active  
customers

↑ Up 18% from 44  
in 2023



**18** of top **20**  
global pharma  
as customers



600k+ patients  
identified through  
DXRX Signal in  
2024 across US



Leveraging propriety AI to  
increase data ROI

£3.6m total AI & platform technology  
investment in 2024 (£2.0m in 2023)  
£4.2m of data investment in 2024  
(£3.6m in 2023)

# Financial strength



Ability to deliver **exceptionally high margins** through operational leverage



**Revenue CAGR of 32%** over past 3 years



**Growing ARR revenues** and future revenue visibility



**Seven** enterprise-wide engagements with **blue-chip customers** driving momentum



**Strong balance sheet** – no debt and cash of £12.7m



# Financial dashboard – FY 2024



Revenue

**£32.2m**

Up 36%  
CAGR of 32%  
over 3 yrs

↑ from £23.7m  
in 2023



Annual Recurring Revenue

**£16.8m**

NRR of 109%

↑ 23% from  
£13.6m in 2023



Order book value

**£24.9m**

£17.7m to be  
recognised within  
12 months

↓ from £26.5m  
and £12.3m  
at Dec-23



Gross profit margin

**88%**

Strong  
operational  
leverage

↑ from 83% in  
2023



Cash & equivalents

**£12.7m**

In line with  
investment plans

↓ from £16.7m  
at Dec-23

# We help pharma find patients - 3 unique assets



## 1. Lab network

Global network of labs



## 2. Data

World's largest repository of healthcare data



## 3. DXRX Platform

World's first diagnostic commercialisation platform for precision medicine



### Pharma

- ID patients daily
- ID more patients
- ID 'lost' patients
- ↓ Costs to market
- ↑ Sales & profit
- ↑ ROI



### Labs

- ↑ Diagnostic volumes
- ↑ High value genetics testing
- Improve accuracy
- Access to new & better testing
- Reference lab for PM drives growth
- ↑ Revenues



### Physicians

- Better clinical decision support at crucial point of care
- More accurate diagnosis
- More prompt data
- Improve clinical outcomes



### Patients

- More accurate diagnosis
- Quicker access to appropriate therapy
- Improve clinical outcomes
- Potentially bringing 2x the number of patients into the treatment pool

# What we do - A DXRX Signal case study



## The situation:

A pharma client needed to locate patients with a specific lung cancer mutation so they could smart target physician and sales rep interactions.



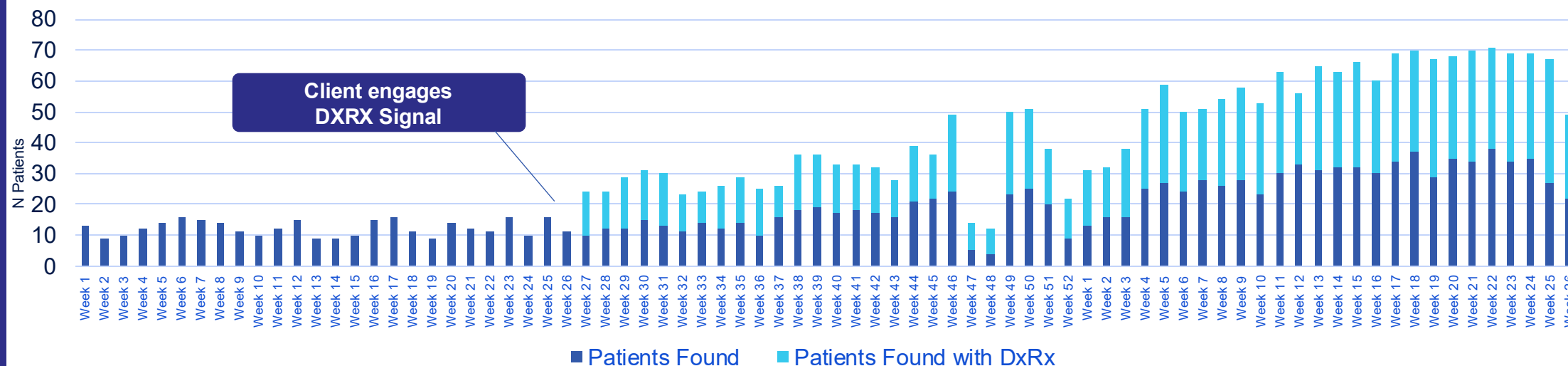
## The result: increase in patients

Upon switching on DXRX Signal in week 27 of year 1 the N of patients initiating therapy immediately doubled, a trend which continued for the following 18 months.



## Client ROI:

Each patient worth an average revenue of \$220k for client. With the additional N of patients the anticipated return on investment for Signal is \$350 for every \$1.



# What is Precision Medicine?



Precision Medicine (PM) is the tailoring of medical treatment to the individual characteristics of each patient – a patient's unique genetic profile makes them susceptible to certain diseases and can influence which treatments will be safe and effective for them



PM is fast growing and reshaping healthcare – FDA approved 48 PM in 2024, a 71% increase on 2023



Pharma companies are developing an increasing number of PMs - Currently 250 PMs in the market, increasing to an estimated 1,000 by 2030<sup>1</sup>



PM market is forecast to grow from \$82bn in 2023 to around \$175bn by 2030, with the technology and companion diagnostic segment growing by a CAGR of 13.2% and the US market share being around 50%<sup>2</sup>



Companies like AstraZeneca leading the field – PM being deployed across 90% of their portfolio



# The Precision Medicine Challenge



PM drugs are inherently dependent on their diagnostic pathway

No, low or sub-optimal testing, means no, low or sub-optimal treatment



With new actionable biomarkers entering the market constantly it's hard for physicians to stay ahead of the latest biomarkers for testing and treatment

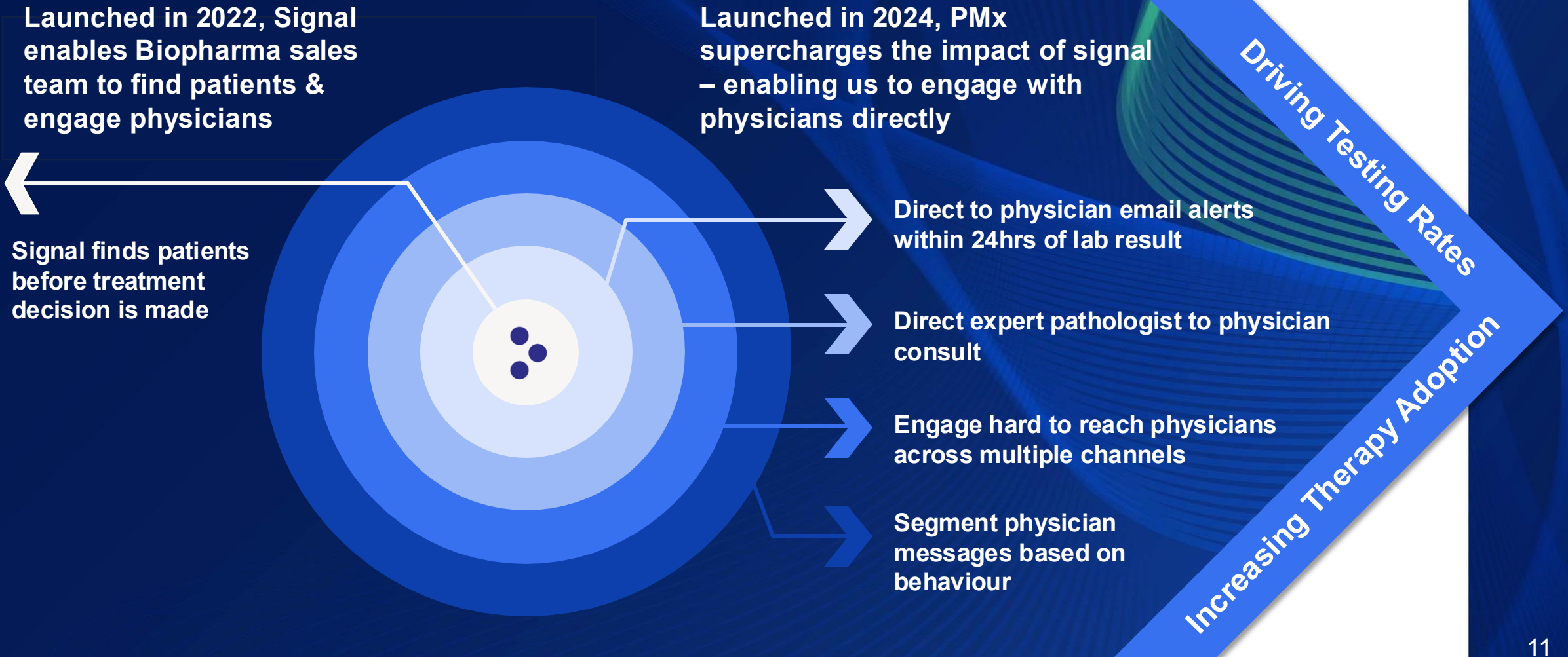


PM drugs typically have a smaller patient population, making patients hard to find



PM drugs are highly efficacious, but it can be challenging to provide physicians the support necessary to prescribe novel treatments

# Powered by our DXRX Platform - PMx Supercharges our Commercialisation Solution for Biopharma



# PMx Enables us to Unlock Greater Value for Biopharma and Take a Larger Share of this Value

PMx can potentially increase annual revenue per therapeutic brand from £0.4m to £3m+

Expanding our share of the commercialisation budget

Average revenue per therapeutic brand today:

£0.4m

Total Commercialisation Budget

Average revenue potential per therapeutic brand with PMx:

£3m+

Total Commercialisation Budget

Evolving our relationships from vendor to partner



From Service Fee  
To Service Fee + Success Fee

Driving Testing Rates

Increasing Therapy Adoption

# PMx Integrates our Full Commercialisation Toolkit



\*Solutions with Annual Recurring Revenue (ARR)

# Moving the Needle for our Customers



Delivering customer-centric excellence is critical to our strategy. This year we have achieved a 3.7/4 satisfaction score, with customers providing the following snippets of feedback:

“One of our **most important business partners**”

“Being a **strategic thought partner** is really appreciated”

“**High quality, actionable deliverable**”

The team went **above and beyond**, we’re **advocating for more work with you**”

“Diaceutics are a **breath of fresh air and finally a supply that we could trust**”

“Diaceutics **find solutions**”

“For every disease going forward **this is foundational ahead of lab strategy**”

“Diaceutics is **front of mind** for future projects”

“Data quality is excellent; **has led to a ~20% increase in therapy prescribing**”

“A feather in the cap of Diaceutics is that **they can identify and prioritise the unknowns**, which is a **key differentiator** from the competition”

“Great **dedication and flexibility**”

“**Clear concise explanations** of data and **highly valuable scientific expertise**”

“Team are **prompt, provide quality conversations** and **unique data**”

“Alert programme is **highly regarded by our field team**”

“Easy to work with Diaceutics; **very experienced team**”

“A team of experts that are **responsive and engaged**”

“Diaceutics own the space of coupling high quality data with scientific expertise, **delivering actionable insights**”

“**Impressive data**”

“**Proactive** approach; always **finding solutions**. **Quality of data** generated was excellent.”

“**Significant expertise** in the DX space”



# Industry Leaders in Diagnostic Commercialisation



**RYAN KEELING**  
Chief Executive Officer &  
Co-Founder



**SARAH BONDI**  
VP Data Partnerships & Strategy



**MARIANNA SCIORTINO**  
VP Sales



**NICK ROBERTS**  
Chief Financial Officer



**KEVIN ENTWISTLE**  
VP Advisory Services



**MADELINE BROWN**  
VP Chief of Staff



**JORDAN CLARK**  
Chief Data Officer



**KELLY WILLIAMS**  
VP Insight Solutions



**NORMA THOMPSON**  
VP Human Resources



**SUSANNE MUNKSTED**  
Chief Precision Medicine Officer



**DONNAMARIE STEVENSON**  
Head of Finance



**GOSIA LEITCH**  
VP Engagement Solutions



**JILLIAN BEGGS**  
Chief Commercial Officer



**KERRI DONALDSON**  
VP Operations



**SCOTT PHILLIPS**  
VP Real World Data



**SANDRA BLAKE**  
Chief People Officer



**AMIE McNEICE**  
VP Marketing



**SCOTT GAMESTER**  
VP Data & Platform



**KENNETH RUPPEL**  
VP Scientific & Medical Services

# Helping Pharma Find Patients

Growth Driven by Customer Success

## Significant & Growing Market Opportunity

Global pharma rapidly shifting to precision medicine to find more patients, capture lost revenue and increase profitability

### Strong Competitive Advantage

#### 3 Unique assets

- Global network of labs
- World's largest repository of healthcare data
- DXRX platform - well invested & scalable

### Compelling Value Proposition

- For pharma, labs, physicians & patients
- Platform can deliver up to \$100 in additional therapy revenue for every \$1 invested via DXRX
- Value throughout the drug life-cycle

### Financial Strength

- High margins
- Recurring revenue driving order book visibility
- Blue-chip customers
- 3-year revenue CAGR of 32%
- Fully self-funded to execute growth plans
- Enterprise-wide deals will drive momentum

### Demonstrable Track Record

- Experts in PM & diagnostic commercialisation
- Proven track record of successful execution, performance & growth
- Embedded & trusted Precision Medicine partner to 18 of top 20 global pharma



# Team & Contacts



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Chief Financial Officer

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