



# Diaceutics

Better Testing, Better Treatment®

## FY2022 Results and Outlook

April 2023



# Meet our team



**Peter Keeling**

Chief Executive  
Officer



**Nick Roberts**

Chief Financial  
Officer



**Ryan Keeling**

Chief Innovation  
Officer

# 2022 Overview

1. Strong financial progress with revenue growth ahead of initial market expectations
2. Ongoing shift to subscription model delivering significantly enhanced revenue visibility through order book
3. Enhanced DXRX utility for pharma customers and lab partners, integrating with their commercial models
4. Accelerating investment to meet the growing demand from our pharma customers



# Operational dashboard



**2** multi-brand  
enterprise  
engagements

↑ Up from nil



**76%** revenue  
from platform-  
based solutions

↑ Up from 60%



**56** pharma  
brands across  
43 customers

↑ Up from 56  
across 39



**26** brands with  
lifetime revenues  
over \$1 million

↑ Up from 19

Launch of enriched platform  
functionality with integration  
capabilities in pharma  
systems



**151** employees

↑ Up 22 from 129



# 2022 Key Financials



Revenue

**£19.5m**

Up 40%  
26% constant  
currency growth

↑ from £13.9m  
in 2021



Subscription  
Contracts

**35%**

of revenue now  
subscription  
based

↑ from 3%  
in 2021



Order book  
value

**£16.9m**

£10.9m to be  
recognised in  
2023

↑ from £1.7m  
in 2021



EBITDA

**£3.6m**

↑ from £2.3m  
in 2021



Cash & equivalents

**£19.8m**

↑ from £19.7m  
in 2021



# Enterprise Engagements



Multi-disease data subscription engagements with 2 of the top 10 global pharma companies



Cumulative value of \$7m over 2 years



Subscription data services delivered via Diaceutics' DXRX platform include

**Signal** which uses real-world data through DXRX'S network of labs to identify patients who have tested positively for a particular biomarker and are therefore suitable for certain precision medicines

**Lap Mapping** which provides an in-depth analysis of the lab environment to determine key factors in commercialising precision medicine

**Physician Mapping** which examines physician testing behavior to determine testing rates – a leading indicator for prescription – and the critical physician-to lab relationship

**Disease Testing Rate Tracker** which delivers an accurate view of testing rates, adoption and trends over time



# Strategy Acceleration – we have listened to our customers



## Enrich data and platform products

Investment in enhanced patient healthcare journey data, further embedding our offering in customers' commercialisation activities



## Invest in platform scale and capability

Investment in the innovation team to accelerate development of the platform capability and functionality at scale (automation and AI)



## Accelerate growth and engagement of the laboratory network and platform-based community

Investment in our laboratory network team to drive laboratory network growth and engagement



## Transform our customer experience and service

Investment in Diaceutics' customer success programme, aimed at transformation of sales and marketing and customer service and support teams across all customer accounts.

# Strategy Acceleration Objectives



Increase mid-term rate of revenue growth and high quality of revenues



Margin expansion



Greater scalability



Drive increased shareholder value





# Why now?



Rapid shift  
towards digital  
channels across  
all sectors during  
and post  
pandemic



Growing  
customer  
demand now  
for more data  
insight  
solutions



Capitalise on  
first mover  
advantage  
and increase  
competitive  
strengths



Financial  
momentum in  
2022 and  
strength of  
balance sheet



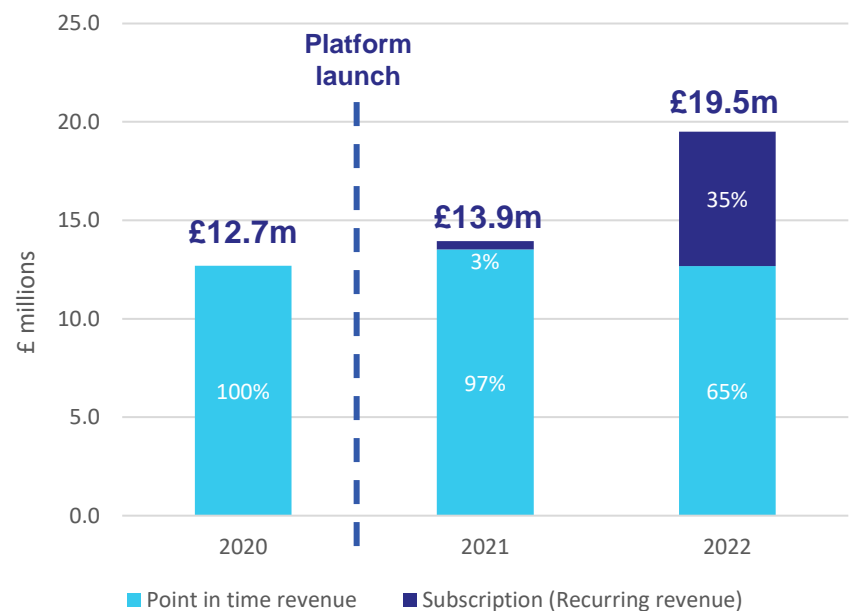
# Financial review

# Revenue growth momentum and future visibility



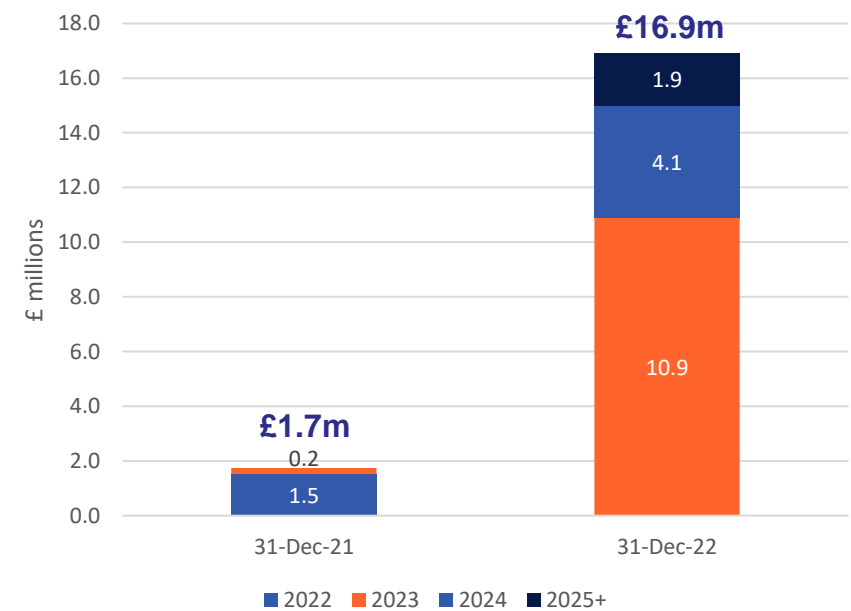
## Strong revenue growth

**2022:** 40% growth, 26% ccy  
(2021: 10%, 18% ccy)



## Future multi-year order book

**Dec 2022:** £16.9m, a 9 fold increase  
(Dec 2021: £1.7m)



# Realising platform scale

## Platform growth and scalability

£ million	2020	2021	2022
Revenue	12.7	13.9	19.5
Gross profit <i>Gross margin</i>	10.2 81%	12.2 88%	16.7 86%
EBITDA <i>EBITDA margin</i>	0.2 1%	2.3 17%	3.6 18%
PBT	(0.7)	0.5	0.6
Cash generated from operations	0.7	0.9	3.7
Free cash flow	(6.0)	(5.1)	0.1
Cash	25.3	19.7	19.8

## Unlocking accelerated investment strategy



### Scalable platform margins

- High and scalable gross profit margins
- Accelerated investment strategy to transition to high margin and multi-year subscription revenues



### Profitable growth

- Enhanced EBITDA achieved whilst transitioning to subscription and investing in business
- EBITDA profitability to be maintain through accelerated investment period

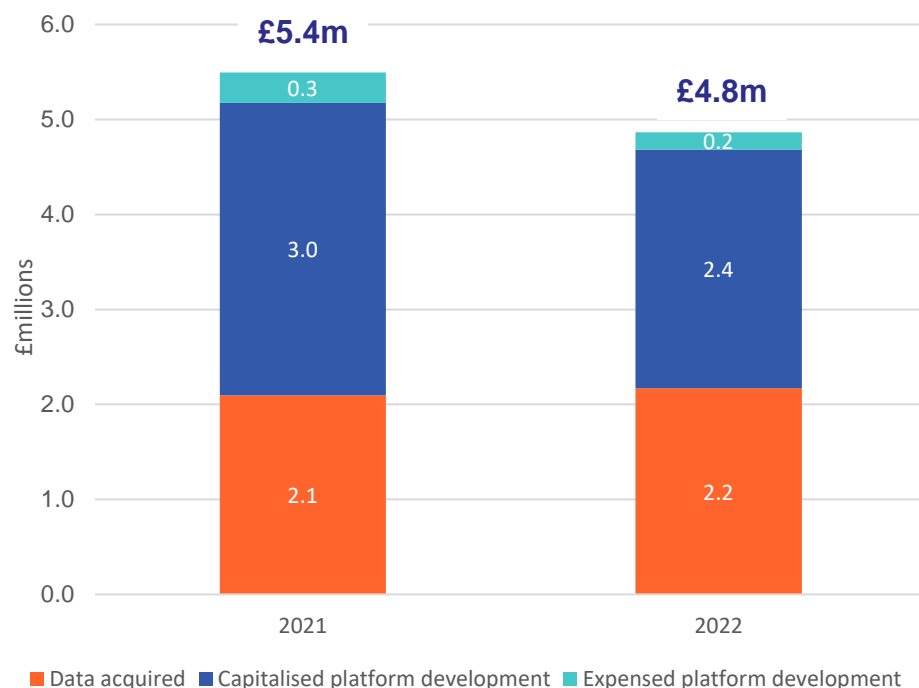


### Cash strength

- Cash flow generative in 2022
- Strong cash reserves distributed across 3 institutions will facilitate accelerated investment strategy

# Investing for growth and scale

## Platform and data investment



## Unlocking accelerated investment strategy



### Platform capability and scale

- Total platform investment in capability and scale continuing and accelerating into 2023 and 2024
- An increasing proportion of investment to be expensed via the P&L in future years



### Data breadth and depth

- 2022: £2.2 million data investment (2021: £2.1m)
- Accelerated investment strategy will target data acquired at double current rate



### People

- Headcount up to 151 at Dec-22 (Dec-21: 129)
- Increase in headcount across sales and marketing, customer service and delivery and technology teams





# DXRX platform



# 2022 DXRX Solutions Roadmap

Solutions  
Products

## Platform Solutions – Recurring Revenue

### Insights Solutions

- Lab Segmentation (Q2 2022)
- Physician Segmentation (Q2 2022)
- Testing Rates Tracker (Q1 2022)
- Physician Signal (Q4 2021)

### Engagement Solutions

- Lab Engage (Q4 2022)
- Physician Engage **2023**
- Lab Alerts **2023**
- Lab Training **2023**

### Advisory Services

- Precision Medicine Pharma Consulting
- Commercial Strategy & Planning
- Insight, Education & Impact
- Market Access

Subscription or Pay for Access Model

Consulting & Licence Model

# Summary of platform activity



**30+**

Signal

New Signal  
subscriptions  
added in 2022

↑ from 2 in  
2021

**5**

Solutions

Solutions  
available now on  
platform

↑ from 4 in  
2021

**17**

Customer  
Integration

Automated CRM  
integration into 17  
different pharma

↑ from 3 in  
2021

**£14.9**

Revenue generated by  
platform products

76% of 2022  
Revenue

↑ from £8.3m  
(60%) in  
2021

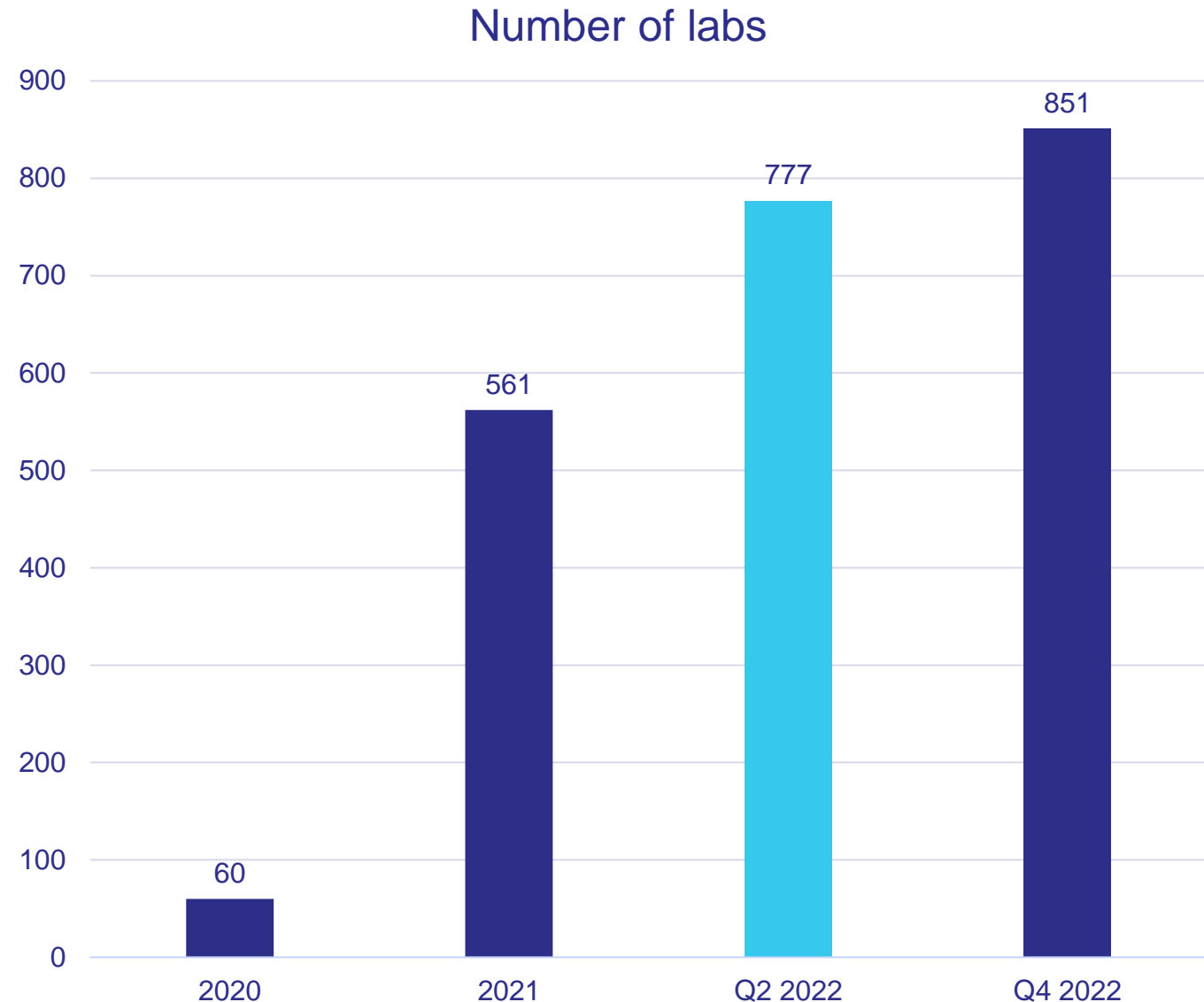


## Lead Product: DXRX Signal

30+ DXRX Signals now operational with 17 different pharma clients

## Summary of platform activity: Lab Engagement

We expanded our network to include 851 laboratories across 38 countries globally  
*(2021: 561 across 33 countries)*

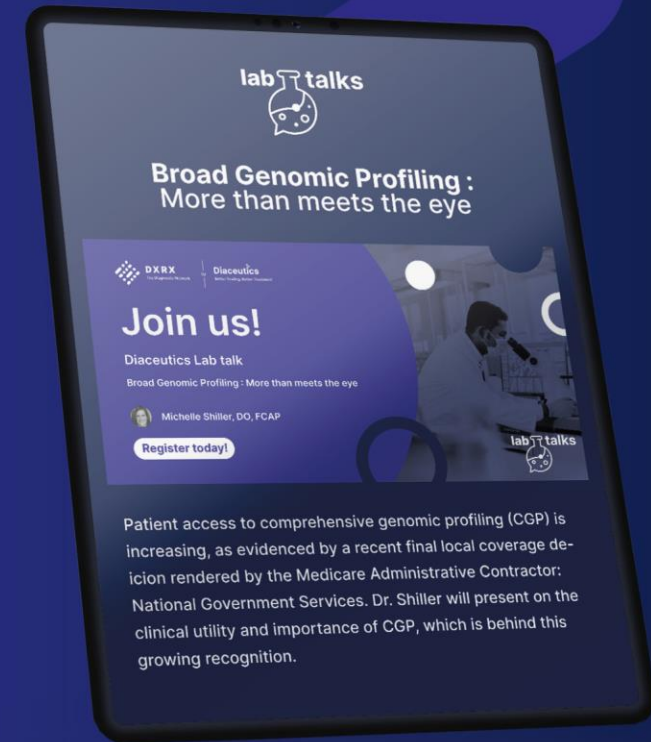
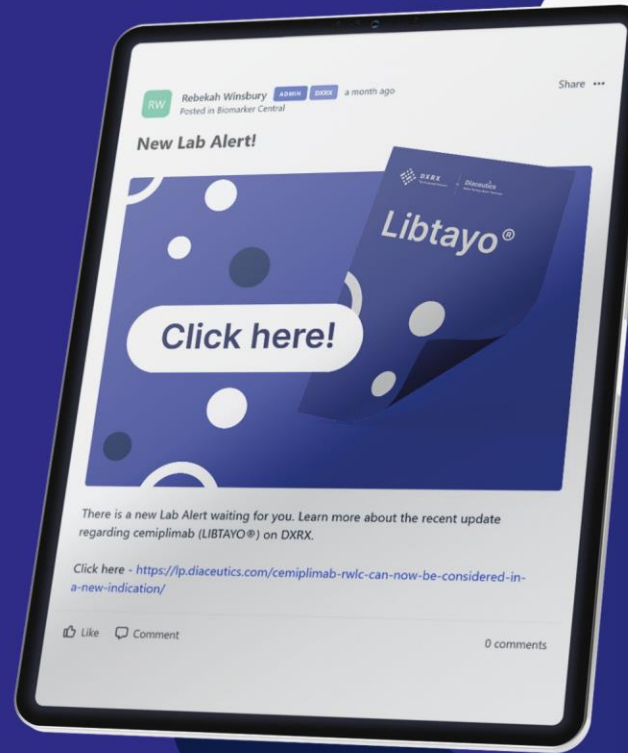




# Lab network: Extracting value beyond original intended use

To date Lab Network focus has been on provision of data to service **DXRX Insight Solutions**

From 2022 onward Lab network also being leveraged as a marketing channel for pharma through **DXRX Engagement Solutions**



# Outlook

- Accelerating investment in our strategy in order to expedite our growth and seize the market opportunity
- Pursue shift to multi-year enterprise engagements and subscription solutions
- Continue move beyond oncology into orphan and large diseases
- Position ourselves as the primary commercialisation partner for pharma or biotech launching a precision medicine





# Appendix



# Our Purpose

At Diaceutics we believe that every patient should get the opportunity to receive the right test and the right therapy to positively impact their disease outcome. We provide the world's leading pharmaceutical and life science companies with solutions and technology for the commercialisation of their precision medicines, enabled by our proprietary DXRX platform.

**DXRX is the world's first diagnostic commercialisation platform for precision medicine, utilising a global network of affiliate laboratories to deliver multiple pipelines of real-world healthcare data insights, advisory services and innovative platform enabled solutions.**



# Our Services



## Insight Solutions (Data)

DXRX provides access to the world's largest diagnostic testing data repository, combining multiple sources of information to build a complete picture of a patient's diagnostic journey. This service includes:

- Lab Segmentation
- Physician Segmentation
- Testing Rates Tracker
- Physician Signal (Alerts)

Customer solutions



## Engagement Solutions (TES)

We partner with leaders in business and society to solve challenges affecting therapy success at a regional and global level to provide:

- Lab Alerts
- Lab Training
- Lab Engage
- Physician Engage

Customer solutions



## Advisory Services (Professional Services)

A range of services developed to help improve patient care by accelerating the development, delivery and uptake of precision medicine:

- Precision Medicine Consulting
- Strategy & Planning
- Insight
- Education & Content
- Impact Assessment
- Market Access

Customer solutions

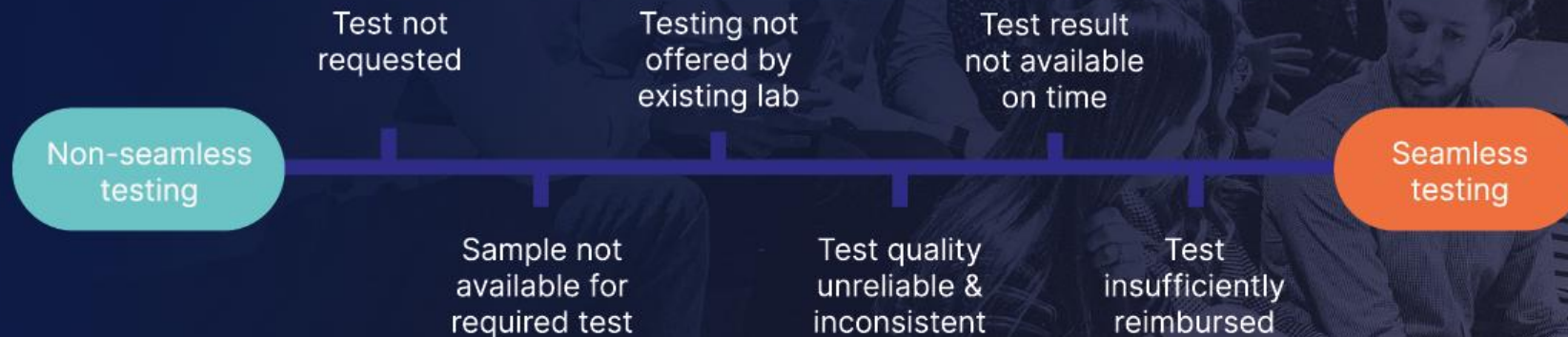




# Better Testing, Better Treatment<sup>®</sup>

At Diaceutics, we champion 'better patient testing' and recognize its potential to accelerate advancements in the precision medicine field. Put simply, better testing alone has the potential to deliver equal or improved patient outcomes; when better testing leads to better treatment, the two are transformative.

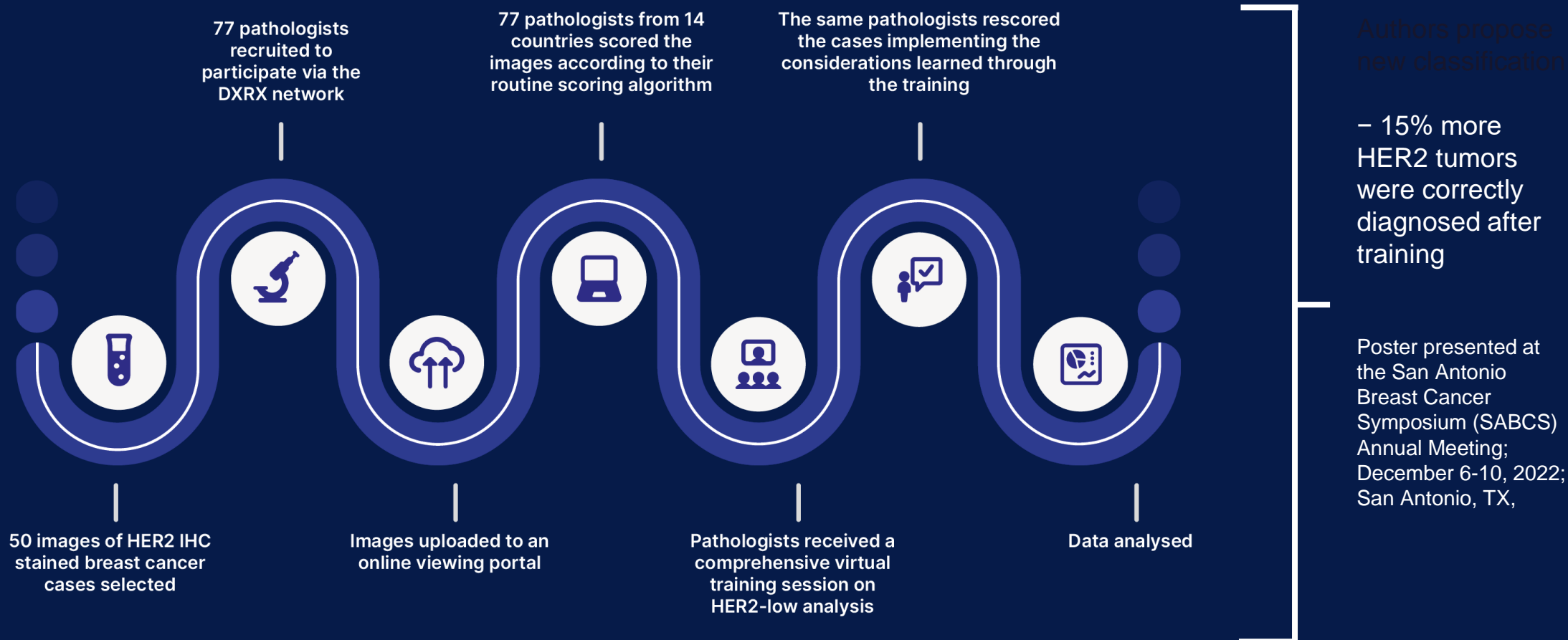
**We address 6 common barriers to seamless diagnostic testing for precision medicines**



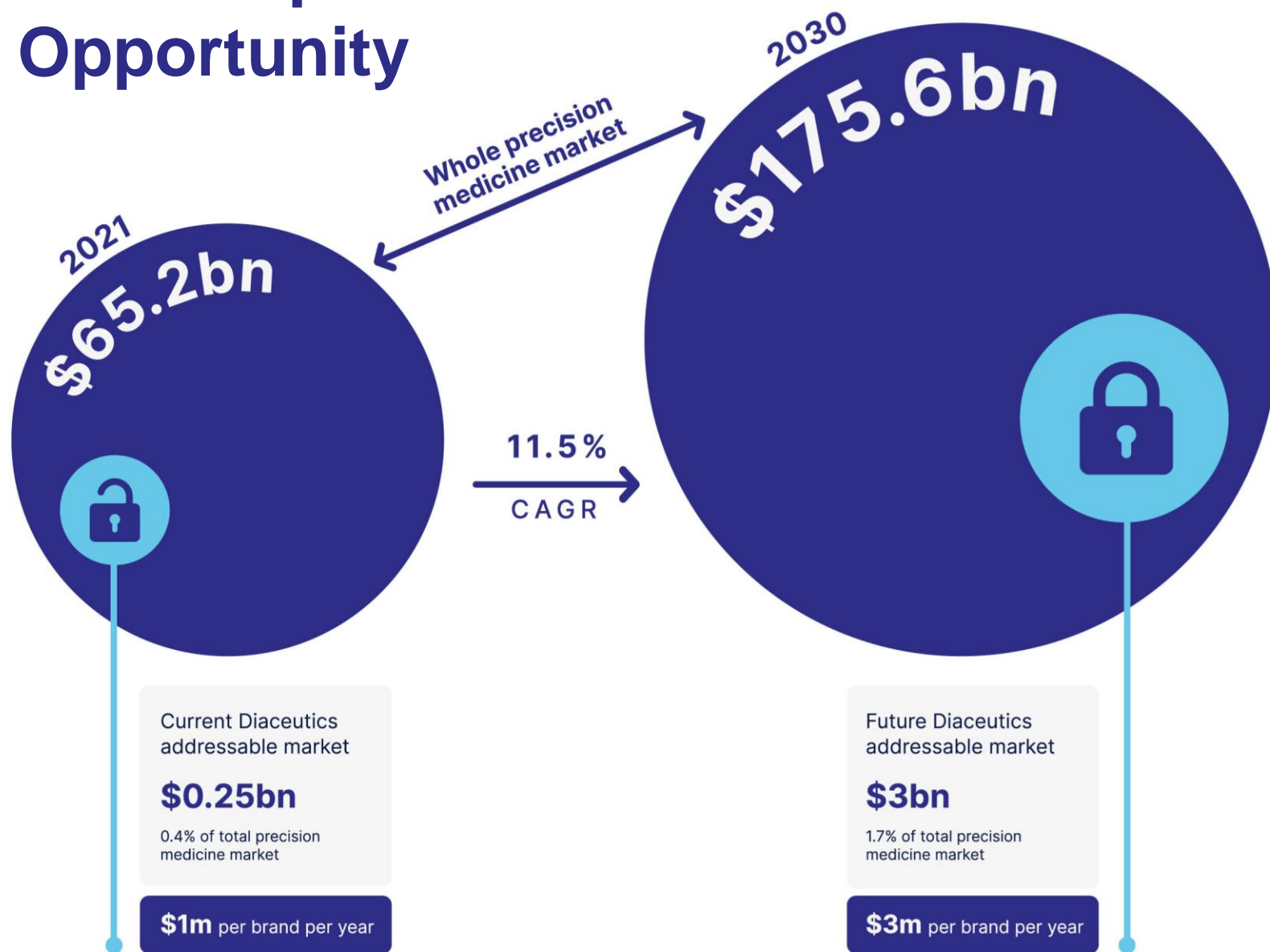
# Are we making an impact to testing: example of Lab Training Module



## Proficiency assessment of HER2 scoring in breast cancer



# Roadmap to our Market Opportunity



## Diaceutics Growth

- Expand outside core oncology
- Engagement solution offerings
- Biotech, life science and payers
- Pharma enterprise contracts
- Europe and APAC
- Pre-launch clinical trials
- Lifecycle management of established 'in-market' drugs
- Substituting established commercialisation spend

Precedence Research: Precision Medicine Market Size, Share, Report 2022 to 2030, April 2023