

16 September 2024

Botanix Webinar – Presentation Copy

Philadelphia PA and Phoenix AZ, 16 September 2024: Clinical dermatology company, Botanix Pharmaceuticals Limited (ASX: BOT, “Botanix” or “the Company”), announces that it will be hosting a webinar tomorrow morning - Tuesday 17 September 10:30am AEST (Sydney/Melbourne) / 8:30am AWST (Perth) - to provide a comprehensive update on its commercial launch plans and market insights, as it nears planned launch of *Sofdra*TM.

A copy of the presentation that will be utilised during the call is attached with this release.

Executive Chairman, Vince Ippolito and Chief Executive Officer, Dr Howie McKibbin will host the call attended by key Botanix commercial team members and includes valued guests Lisa Pieretti, Executive Director of the International Hyperhidrosis Society, George Jones, Chief Operations Officer of telehealth provider UpScript Health and Jay Manara, SVP, Strategy & Planning for advertising agency Klick Health.

Participants interested in attending must register before the webinar using the link below and dial in details will be sent in return.

Webinar Details

- Date:** 17 September 2024
- Time:** 10:30am AEST (Sydney/Melbourne), 8:30am AWST (Perth)
- To register:** [Click here](#)
- Dial in details:** Will be sent to you directly upon registration

Release authorised by

Vince Ippolito
President and Executive Chairman

About Botanix Pharmaceuticals

Botanix Pharmaceuticals Limited (ASX:BOT) is a dermatology company based in Philadelphia and Phoenix (US) which has received FDA approval for its lead product *Sofdra*TM for the treatment of primary axillary hyperhidrosis. *Sofdra*TM is the first and only new chemical entity approved by FDA to treat primary axillary hyperhidrosis and presents a novel safe and effective solution for patients who have lacked treatment options for this socially challenging medical condition

The Company also has a pipeline of other products in late-stage clinical development for range of other dermatology conditions. To learn more please visit: <http://www.botanixpharma.com/>

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For more information, please contact:

General enquiries

Corporate Communications

Botanix Pharmaceuticals

P: +61 8 6555 2945

investors@botanixpharma.com

Investor enquiries

Hannah Howlett

WE Communications

P: +61 450 648 064

hhowlett@we-worldwide.com

Media enquiries

Haley Chartres

H^CK

P: +61 423 139 163

haley@hck.digital

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Any statements in this press release about future expectations, plans and prospects for the Company, the Company's strategy, future operations, and other statements containing the words "anticipate," "believe," "estimate," "expect," "intend," "may," "plan," "predict," "project," "target," "potential," "will," "would," "could," "should," "continue," and similar expressions, constitute forward-looking statements. Actual results may differ materially from those indicated by such forward-looking statements as a result of various important factors, including: the Company's ability to successfully develop its product candidates and timely complete its planned clinical programs and the Company's ability to obtain marketing approvals for its product candidates. In addition, the forward-looking statements included in this press release represent the Company's views as of the date hereof. The Company anticipates that subsequent events and developments will cause the Company's views to change. However, while the Company may elect to update these forward-looking statements at some point in the future, the Company specifically disclaims any obligation to do so. These forward-looking statements should not be relied upon as representing the Company's views as of any date subsequent to the date hereof.

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***Sofdra* Important Safety Information & Indication**

Indication

Sofdra (sofipironium) topical gel, 12.45% is a prescription anticholinergic medicine used on the skin (topical) to treat excessive underarm sweating (primary axillary hyperhidrosis) in adults and children 9 years of age and older.

IMPORTANT SAFETY INFORMATION

***Sofdra* is for use on the skin in the underarm area only. Wash your hands right away after you apply *Sofdra*. Do not touch your underarms after applying *Sofdra*. *Sofdra* is flammable. Avoid heat and flame while applying *Sofdra*.**

Who should not use *Sofdra*?

Do not use *Sofdra* if you have certain medical conditions that can be made worse by taking an anticholinergic medicine such as glaucoma, severe ulcerative colitis (UC) or certain other serious bowel problems associated with severe UC, myasthenia gravis, and Sjogren's syndrome.

What should I tell my healthcare provider before using *Sofdra*?

- **Tell your healthcare provider about all of your medical conditions**, including bladder or kidney problems, problems passing urine, if you are pregnant or breastfeeding, or plan to become pregnant or breastfeed. It is not known if *Sofdra* will harm your unborn baby or pass into your breast milk.
- **Tell your healthcare provider about all the medicines you take**, including prescription and over-the-counter medicines, especially any anticholinergic medicines.

What are possible side effects of *Sofdra*?

Serious side effects may include:

- **Blurred vision.** Stop using *Sofdra*, call your healthcare provider right away, and do not drive or operate machinery or do hazardous work until your vision is clear.
- **New or worsened urinary retention.** Stop using *Sofdra* and call your healthcare provider right away if you experience difficulty urinating, urinating frequently, urination in a weak stream or drips, full bladder or difficulty emptying your bladder.

The most common side effects of *Sofdra* include dry mouth; blurred vision; pain, redness, swelling, itching, and irritation in the underarm area; dilation of the pupils of your eyes (mydriasis); and problems with urination. These are not all of the possible side effects of *Sofdra*. Call your doctor for medical advice about side effects.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088. You may also report side effects to Botanix at 1-866-763-6337.

Keep *Sofdra* and all medicines out of the reach of children.

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Sofdra Commercial Day

September 2024

 **Sofdra**
(sofpironium) topical gel, 12.45%

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Operations East:

150 N Radnor Chester Road
Wayne PA 19087

Operations West:

2390 East Camelback Road
Phoenix, Arizona 85016

Corporate Office:

Suite 3, 41 - 47 Colin Street,
West Perth WA 6005

Authorized for release by:

Vince Ippolito
Executive Chairman

Botanix Overview

DERMATOLOGY FOCUS

New treatments for common dermatology conditions, with a first focus on excessive sweating (“primary axillary hyperhidrosis”)

WORLD CLASS TEAM

US-based team that has been responsible for the successful development and commercial launch of more than 30 drugs

FDA APPROVED “SOFDRA”

Sofdra[™] now approved by FDA for the topical treatment of primary axillary hyperhidrosis in adults and children 9+ years of age

WELL CAPITALISED

~A\$79 million at end of the financial year to fund the commercial launch of *Sofdra* and the development of the platform, with first sales in Q4 CY2024

NOVEL DERM PLATFORM

Platform combines patient targeting, telemedicine, reimbursement management and direct fulfilment capabilities into one AI powered platform

Launch of Patient Experience Program with *Sofdra* in Q4

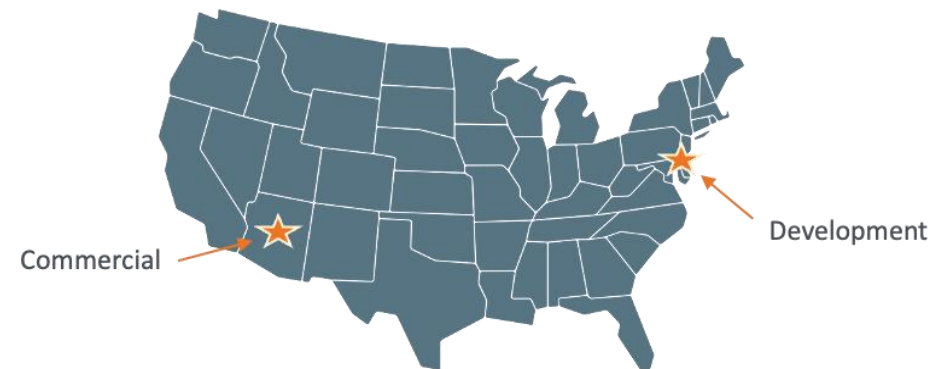
Corporate Overview

ASX: BOT TRADING INFORMATION

Share price	A\$0.42
6-month low / high	A\$0.19/A\$0.44
Shares outstanding	1,814,037,788
Market Capitalization	A\$762m
Cash	A\$79m
Debt	Nil

SUBSTANTIAL SHAREHOLDERS

Shareholder	%
Antares Capital	10.2%
Board and Management	6.0%
Top 20	34.6%



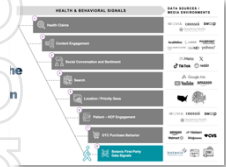
Today's focus



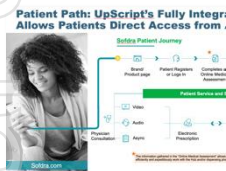
Results of a recent survey of hyperhidrosis patients



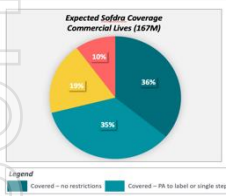
Commercial plan and Patient Experience Program



How we find patients and broader digital approach



Telemedicine platform and concierge service for patients



Reimbursement and contracting with Payers



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Botanix Commercial Day Webinar Presenters

Botanix Team



VINCE IPPOLITO
Executive Chairman

- COO of Anacor and Medicis; former President of Dermavant more than 17 years at Novartis
- More than 35 years experience in pharma with 20+ years within dermatology



HOWIE MCKIBBON
Chief Executive Officer

- Former SVP Commercial of Dermavant, Anacor and Medicis
- 25+ years working in dermatology—launched more than 15 brands and managed over 35 dermatology products



JOHN SCHOHL
VP Managed Markets

- Former SVP Commercial Operations Medicis
- 30+ years experience in pharma industry with 23+ years within dermatology



MATT CALLAHAN
Board Executive Director

- Serial founder and ex-investment director of two venture capital firms in life sciences
- Co-founder Botanix, Churchill Pharma, Orthocell, Dimerix

Valued Partners



GEORGE JONES
Chief Operations Officer
UpScript Health



LISA PIERETTI
Executive Director & Founding Member
International
Hyperhidrosis Society



JAY MANARA
SVP, Strategy & Planning
Klick Health

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(sofipironium) topical gel, 12.45%


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Patience Survey

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Independent, commissioned US adult hyperhidrosis patient survey - attitudes, preferences, and hope

Selections from a consumer survey conducted by International Hyperhidrosis Society on behalf of E&P analyst David Nayagam



LISA J PIERETTI, MBA
Executive Director & Founding Member

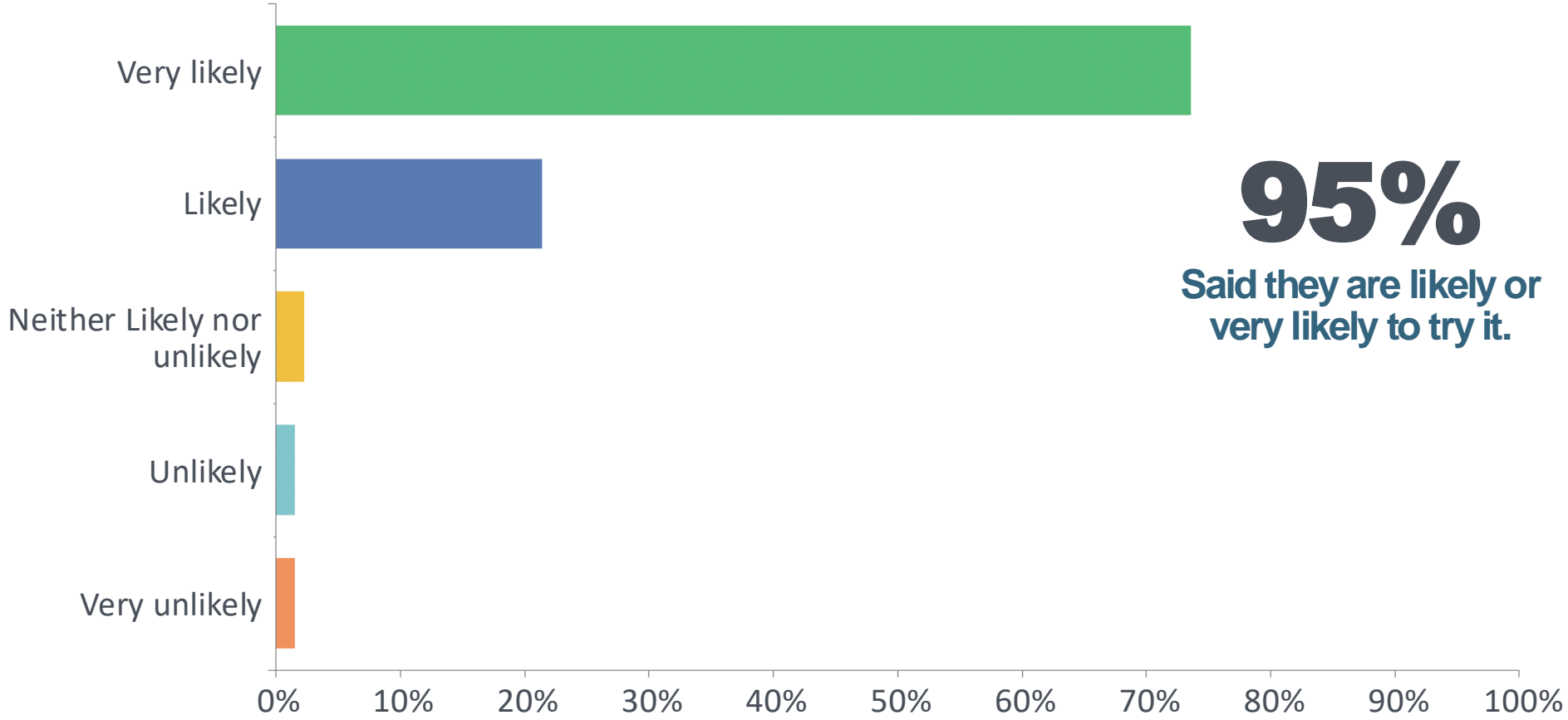
- Previously Director of Account Management at Medical Broadcasting Company, where she designed, developed, and executed integrated multi-channel strategic marketing programs for billion-dollar pharma brands
- Worked with SCIREX Corporation, a leader in CNS clinical research, as the Senior Director of Marketing and Communications
- At Merck & Co. she was a Market Analyst in the vaccine department

Fielded 22 May 2024–6 June 2024

- ❖ On 22 May 2024, the IHhS staff invited 370 Members who are over the age of 18, reside in the US, and who experience excessive uncontrollable underarm sweating, now or in the past
- ❖ On 6 June 2024, the survey closed with 136 completed responses
- ❖ No direct per-person compensation provided, but three respondents were randomly selected for a gift

If more effective than OTC antiperspirants, patients will try a new product

Q2: If a new prescription topical gel is clinically proven to be more effective in reducing underarm sweating than available over-the-counter (OTC) products, what is the likelihood that you would try it?

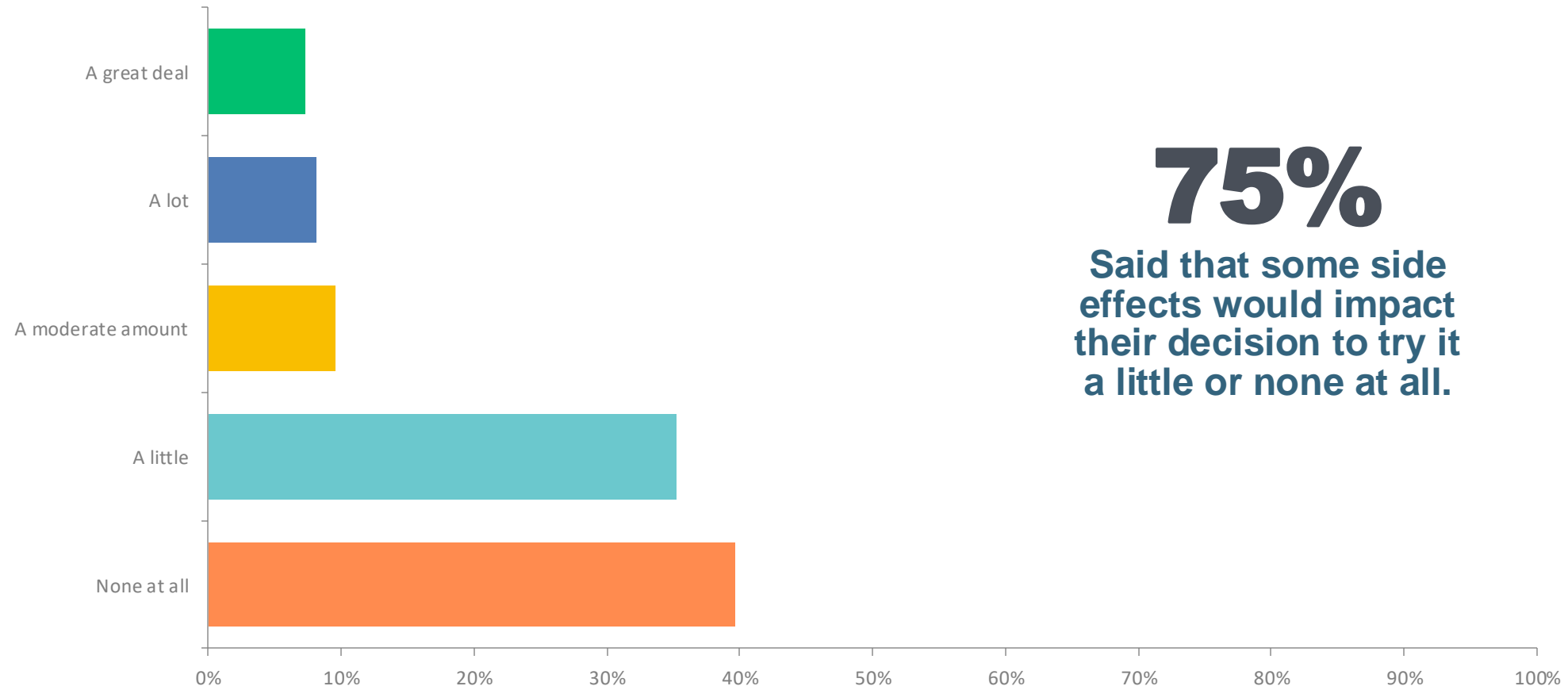


95%
Said they are likely or very likely to try it.

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Hyperhidrosis patients are surprisingly resilient regarding side effects – within reason

Q3: If this same prescription product—that is clinically proven to be more effective than the available OTC products for reducing underarm sweating—has a small potential for side effects like dry mouth, would that impact your likelihood to try it?



75%

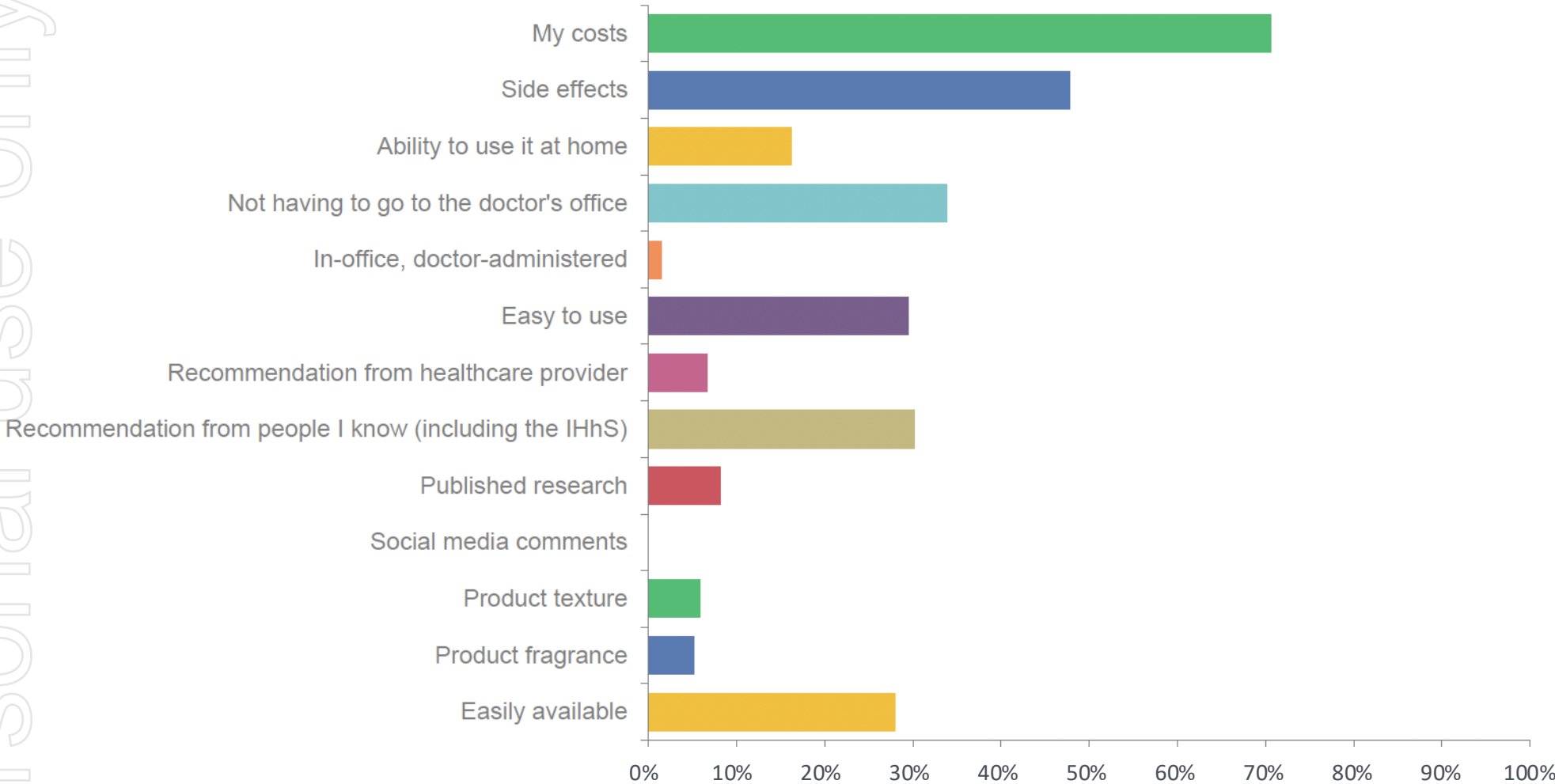
Said that some side effects would impact their decision to try it a little or none at all.

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Top reasons for patient choices

Q6: If given the choice between two treatments that had similar impact on reducing your underarm sweating, what are your top reasons you would try one product over another? You can choose up to 3!

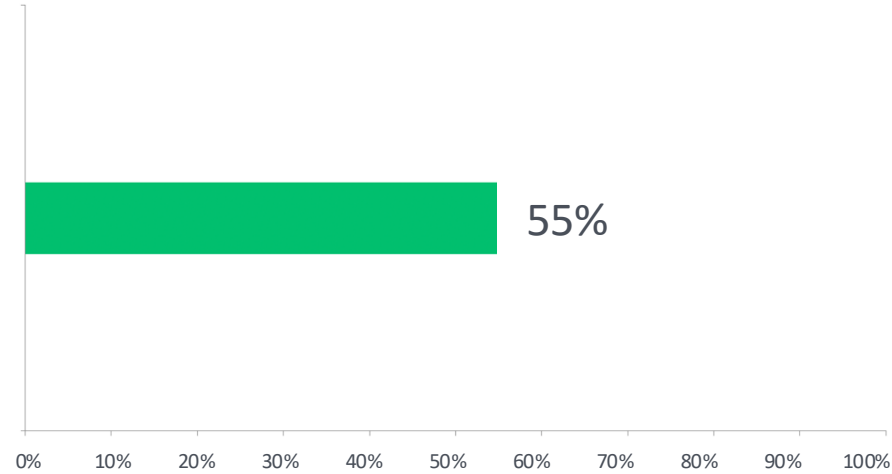


Source: IHhS Survey 2024

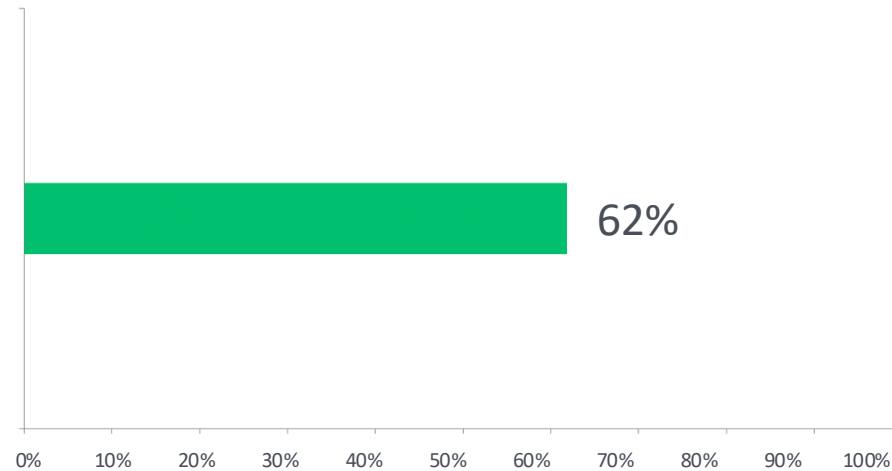
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Patient's minimum efficacy to try and comply

Q7: Putting aside all other considerations, what's the minimum amount a product needs to reduce your underarm sweating for you to **strongly** consider trying it?



Q8: And, once you've tried it, how much does a product need to reduce your underarm sweating for you to **continue** to use it?



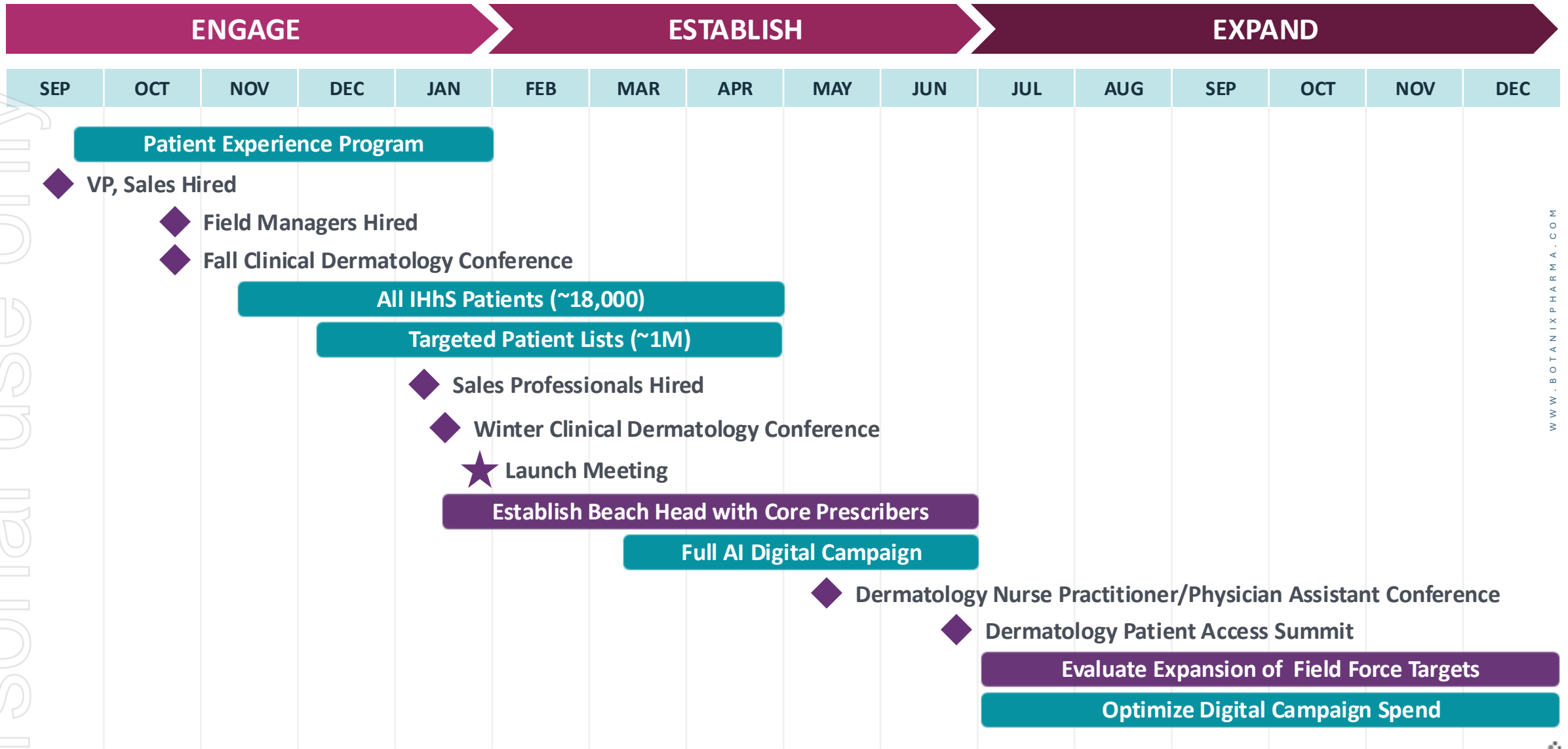
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Commercial Plan

 **Sofdra**[™]
(sofpironium) topical gel, 12.45%

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Planned commercialization timeline

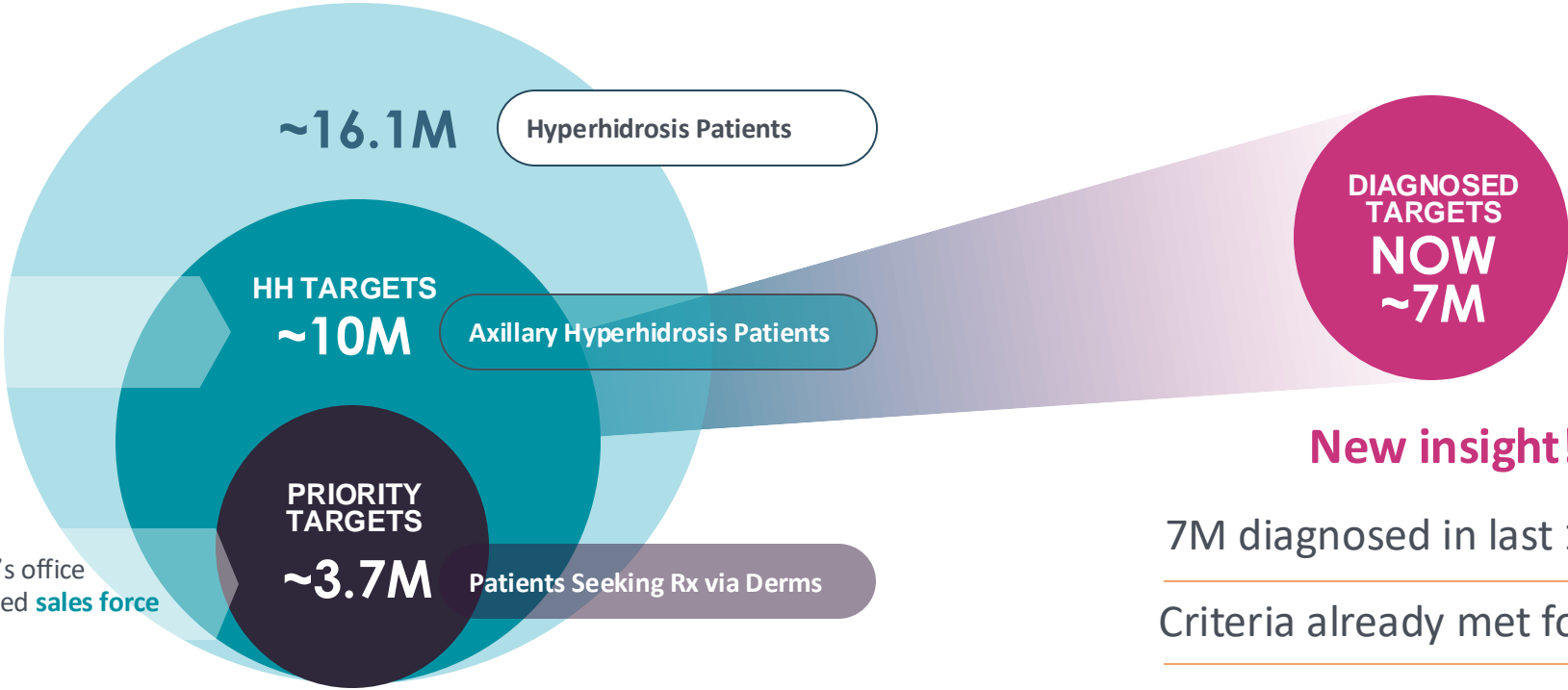


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Targeting the patients and the dermatologists in the office and separately accessing the untreated patients

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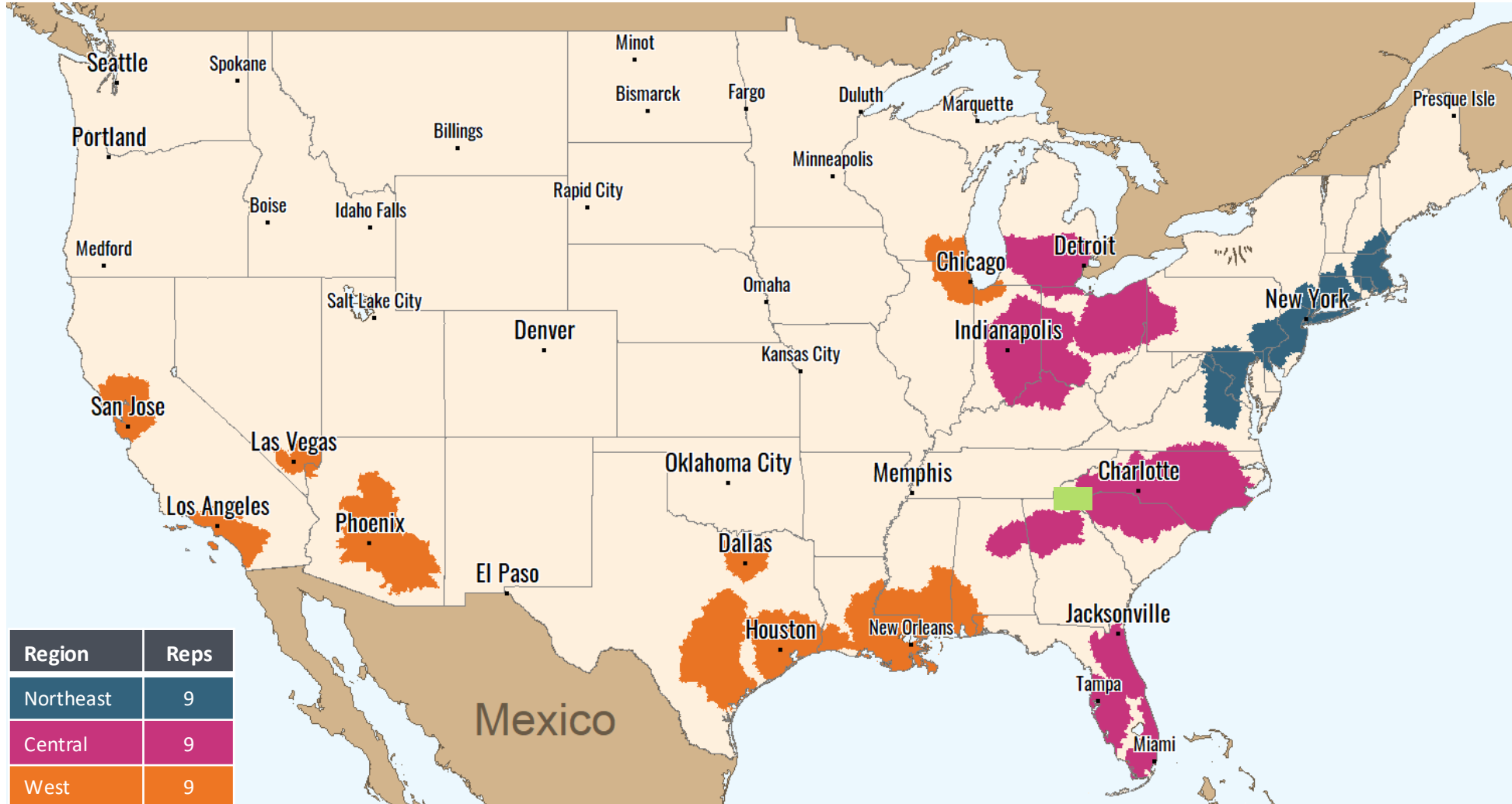


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Sources: 1. Glaser et al, HIS & JDD (2018), 2 - Doolittle et. al., Arch Dermatol Res (2016), 3 - Klick Sermo analysis 100 PCPs for HH (2024), 4 - Klick Dermatologist interview, 5 - Komodo claims data review 2015-2024, 6 Confidential. Internal use only.

Botanix sales force deployment

Three Regions: Northeast, Central & West (9 per Region)



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Messaging development and testing well advanced

July

Messaging Narrative & Core Story

Core Story & Claims Finalization

- Creation of core story based on R-T-Bs, final efficacy filing, and previous insight generation from HCPs and patients

August

Story Refinement & Analysis

KOL and Patient Input

- Prioritization of key benefits inform story flow, input to messaging language from KOLs/Advocacy

September

Message Finalization and Planning

Core Material Development & Test

- Finalization of messages within core materials (CVA) and ad board input to expedite time to market

October

Segmentation Test Plan (Digital)

Message + Segmentation

- Testing plan to assess impact of messaging in digital to unique audience types

November



Engaging a highly qualified segment of our priority targets

Sofdra[™] Patient Experience Program (PEP)

- ❖ Highly qualified patients selected from the IHhS database will utilize the platform to gain early access to *Sofdra*
- ❖ At points in the PEP process, participants will be asked to take surveys to give feedback on the telemedicine and product access experience
- ❖ Patient feedback from survey responses will be used to improve the platform for hyperhidrosis patients
- ❖ The PEP will provide first revenues, data on conversion rates for prospective patient leads and prepare for full commercial launch in Q1 CY2025

PRIORITY TARGETS
~3.7M

The IHhS subscriber database

The screenshot displays the IHhS website with a prominent banner at the top stating, "WE HAVE OVER 50,000 LOYAL SUBSCRIBERS TO OUR NEWSLETTER. They would fill a Stadium." Below this is a "SIGN UP!" button. The navigation bar includes links for "Patients Family and Friends", "Donate", and "Medical Professionals". A secondary navigation bar lists categories: "KNOW SWEAT", "SWEATING WHERE?", "TREATMENTS", "INSURANCE TOOLS", "TAKE ACTION!", and "ABOUT US".

Below the navigation, there are three content blocks: "Listen" (podcasts), "Learn" (news alerts), and "Watch" (patient stories). The main content area features a large graphic with the text "Focused on Sweating? So Are We." and a "Sign Up for Our News Blog" form. The form includes fields for "First Name", "Last Name", "Email", and "Year of Birth" (with a dropdown menu showing "1981").

At the bottom left, the IHhS logo and "SweatHelp.org" are displayed. A short paragraph describes hyperhidrosis as a serious medical condition and identifies the IHhS as a global non-profit organization dedicated to improving the lives of those affected. It also mentions the organization's role as a source for reliable information on treatments and research.

- ❖ The International Hyperhidrosis Society (IHhS) is the world's largest organization dedicated to hyperhidrosis
- ❖ Members self selected to receive regular information about new treatments, studies and other tips for managing their condition
- ❖ ~500 initially engaged on Patient Experience Program
- ❖ ~18,000 further target patients follow quickly, to test and scale platform

Accessing Sofdra™ and providing feedback

Email invite by IHhS



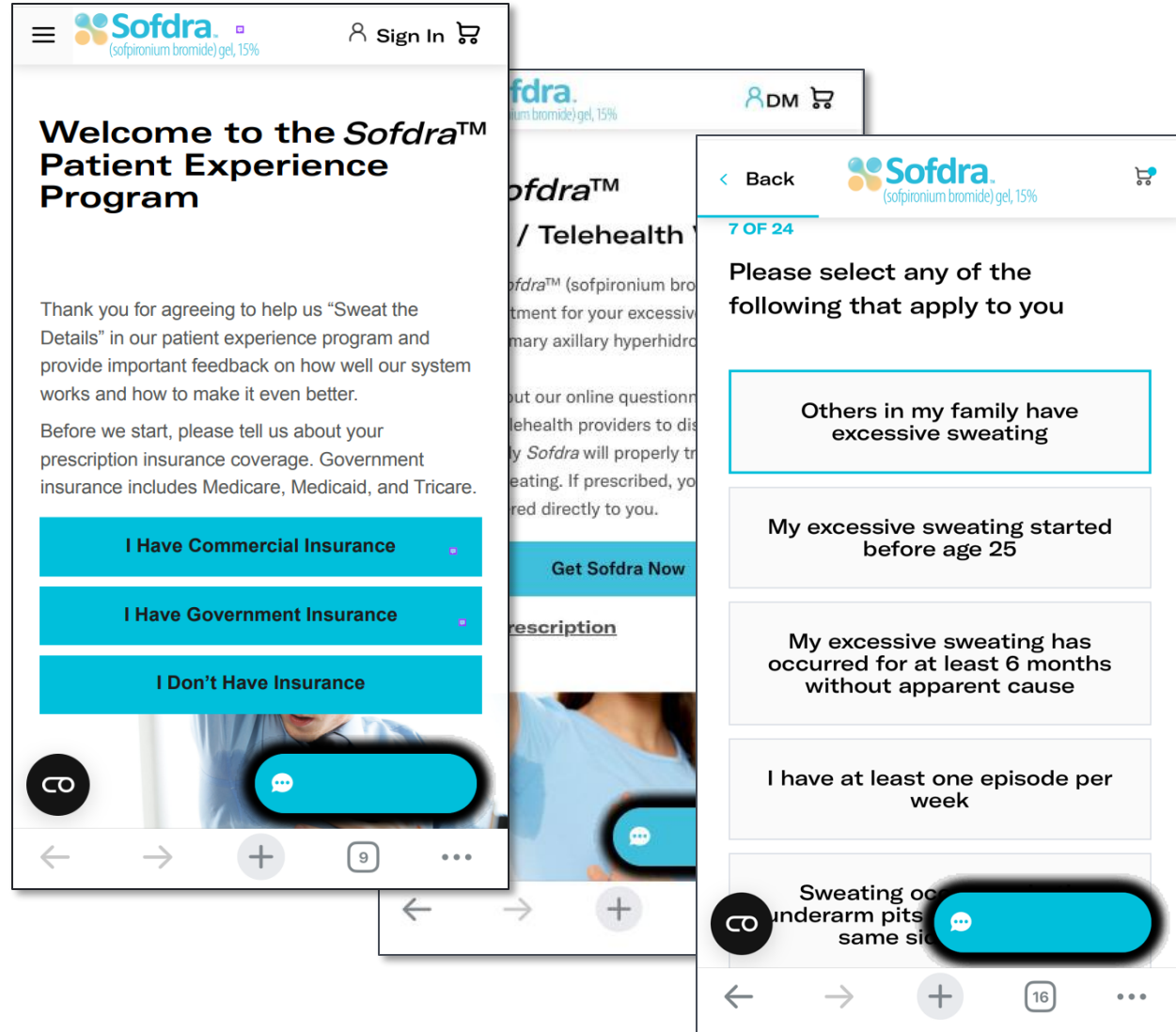
Click thru to telehealth



Diagnose and ship



Survey and adjust



Sofdra[™]
(sofpironium) topical gel, 12.45%

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Finding and engaging patients

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NOT YOUR
TYPICAL AGENCY

Klick is the world's largest commercialization partner in life sciences



Voice2 Diabetes
TURNING VOICE SAMPLES INTO AN EQUITABLE
LIFE-SAVING TOOL FOR MILLIONS

GRAND
PRIX!

Innovation – Early-Stage
Technology



OUR
FOCUS

50%
HCP



100%
Healthcare

50%
Consumer

We partner with clients at all stages of the product lifecycle: pre-launch to maturity and loss of exclusivity.

FULL-SERVICE
EXPERTISE

Delivering comprehensive solutions across the entire healthcare landscape.

AWARDED



CLIO
HEALTH

Independent
Agency of the
Year

2 Years
in a row!

Healthcare Agency
and Healthcare
Network of the Year

Independent
Agency of the
Year

We are **exclusively** healthcare and have deep **Derm expertise**

Oncology

Rare Disease

Arthritis

**Anti-inflammatory /
Biologics**

OTC

Co-Promotes

Medical Devices

Immunology

Women's Health

Bleeding Disorders

Cardiovascular

Respiratory

Neurology

Neuroscience

CNS

Endocrinology

Anti-Infective

Hospital

Vaccines

Urology

Pediatric

Patient Services

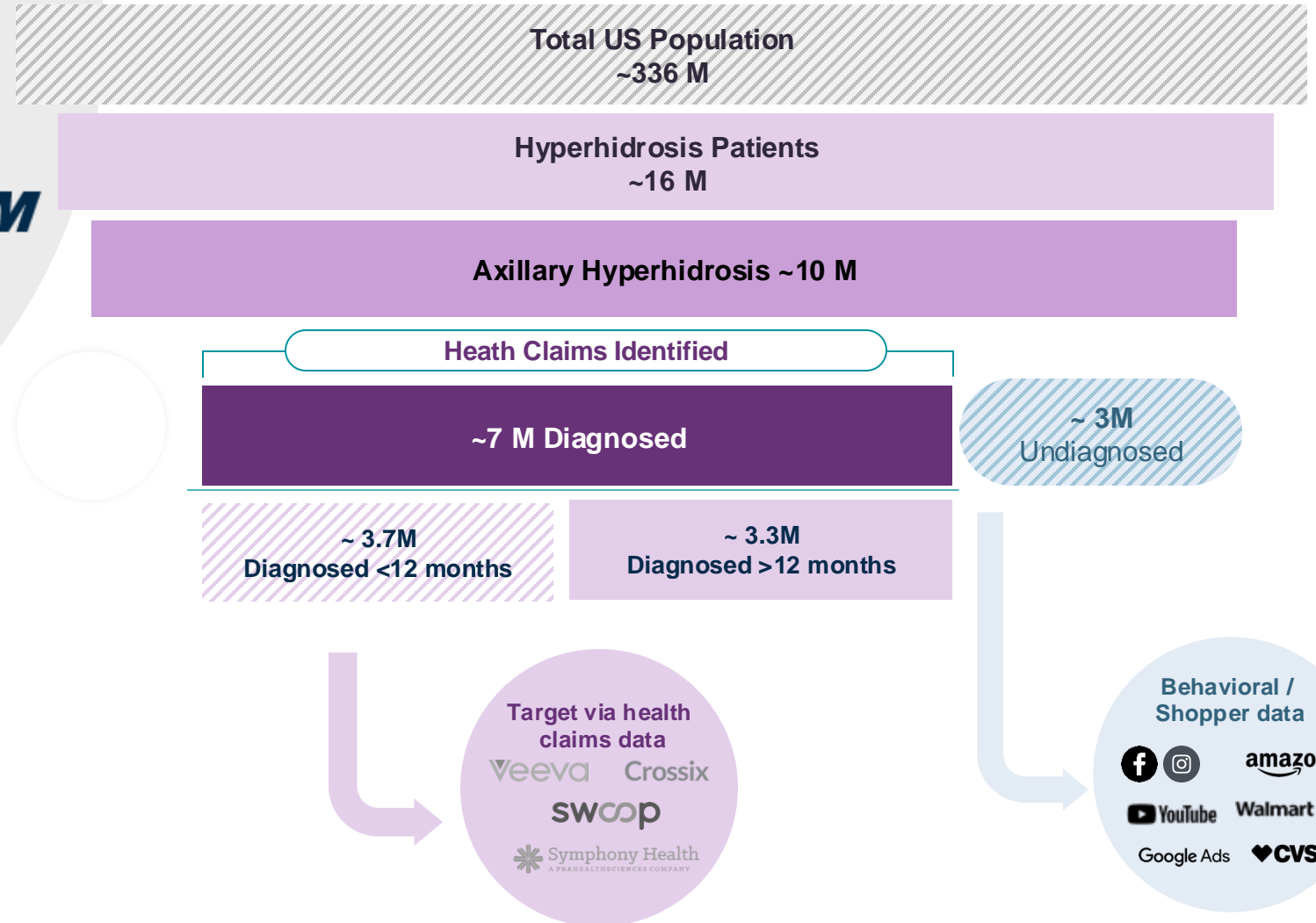
Eyecare

Gastroenterology

Dermatology

- Vitiligo
- Atopic Dermatitis/Eczema
- Hyperhidrosis
- Seborrheic dermatitis
- Urticaria
- GPP
- Rosacea
- Psoriasis
- Aesthetics
- Skin Cancer
- Alopecia Areata

Focusing on the most treatment-ready *Sofdra*TM patients



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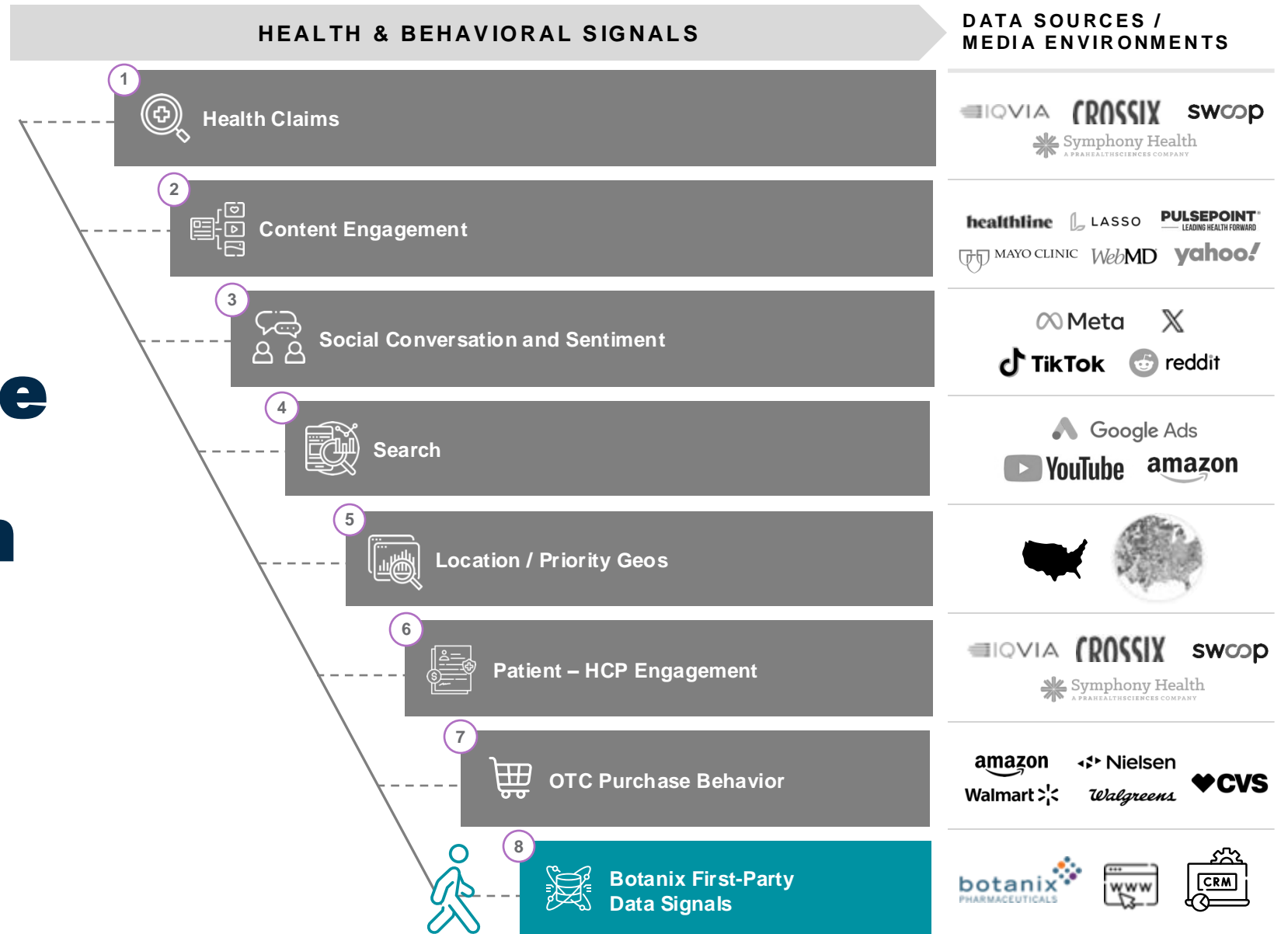
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Sources: 1. Glaser et al, HIS & JDD (2018), 2 - Doolittle et. al., Arch Dermatol Res (2016), 3 - Klick Sermo analysis 100 PCPs for HH (2024), 4 - Klick Dermatologist interview, 5 – Komodo claims data review 2015-2024, 6 Confidential. Internal use only.



Distinct health and behavioral signals identify patients in the most need, exactly when they need it



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Our digital ecosystem will work to drive and accelerate trial via telehealth

ACCELERATE INTEREST

Of Sofdra and our unique telemedicine offering



Paid Social



Paid Search



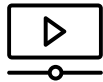
DTC CRM / PEP



Advocacy

DRIVE CONSIDERATION

Highlighting the ease and value of our telemedicine offering through others' experiences



Online Video



Display/
Rich Media



Paid Social



Influencer



Sofdra.com

DRIVE TRIAL

Seamlessly driving patients to a telemedicine consult with UpScript and into SendRx



UPSCRIPT



ACCELERATE

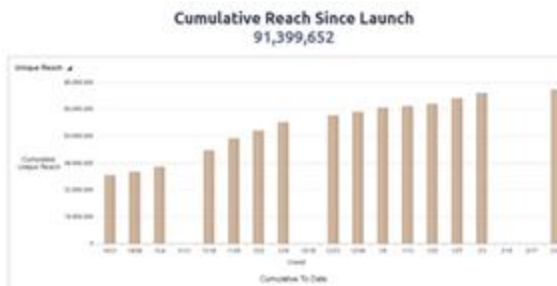
Real-time investment optimizations based on true commercial impact

TRADITIONAL MASS APPROACH

1 Media Delivery KPIs

INSIGHTS FOR OPTIMIZATIONS

- Are we efficient at reaching audiences at scale?
- Cost-per reach/engagement
 - Increase in search demand



KLICK-BOTANIX BUSINESS IMPACT APPROACH

2 Audience Quality/Gross Conversion KPIs

- Are we efficient and effective at engaging the right *diagnosed* audiences?
- Increase in website engagement
 - PEP Enrollment
 - Increase in audience quality
 - Gross conversion

Publisher	Statistical Significance	Rate	Targeting Multiple	Projection
Deep Intent	●	0.017 %	4.8x	2,390
Google Display Network	●	0.0053 %	1.5x	2,004
Verizon Media Group	●	0.015 %	4.3x	532
WebMD	●	0.0077 %	2.2x	199
Healthgrades	●	0.0051 %	1.5x	188
Drugs.com	●	0.047 %	13.4x	182
Medical News Today	●	0.42 %	120.8x	50
Headline	Not yet measurable			

Statistical Significance: ○ - Low ● - High

3 Net Conversion to Brand KPIs

- Are we driving commercial impact/new patients to *Sofdra*?
- Category Conversion
 - Net Conversion to brand

Title Type	Statistical Significance	Average Months Post-Exposure ¹	Projected Conversions
Programmatic	●	1.7 (+0.2)	666
Lifestyle & Entertainment Media	●	1.8 (+0.2)	534
Endemic	●	1.7 (+0.3)	214

Statistical Significance: ○ - Low ● - High

CASE: Dermatology Brand

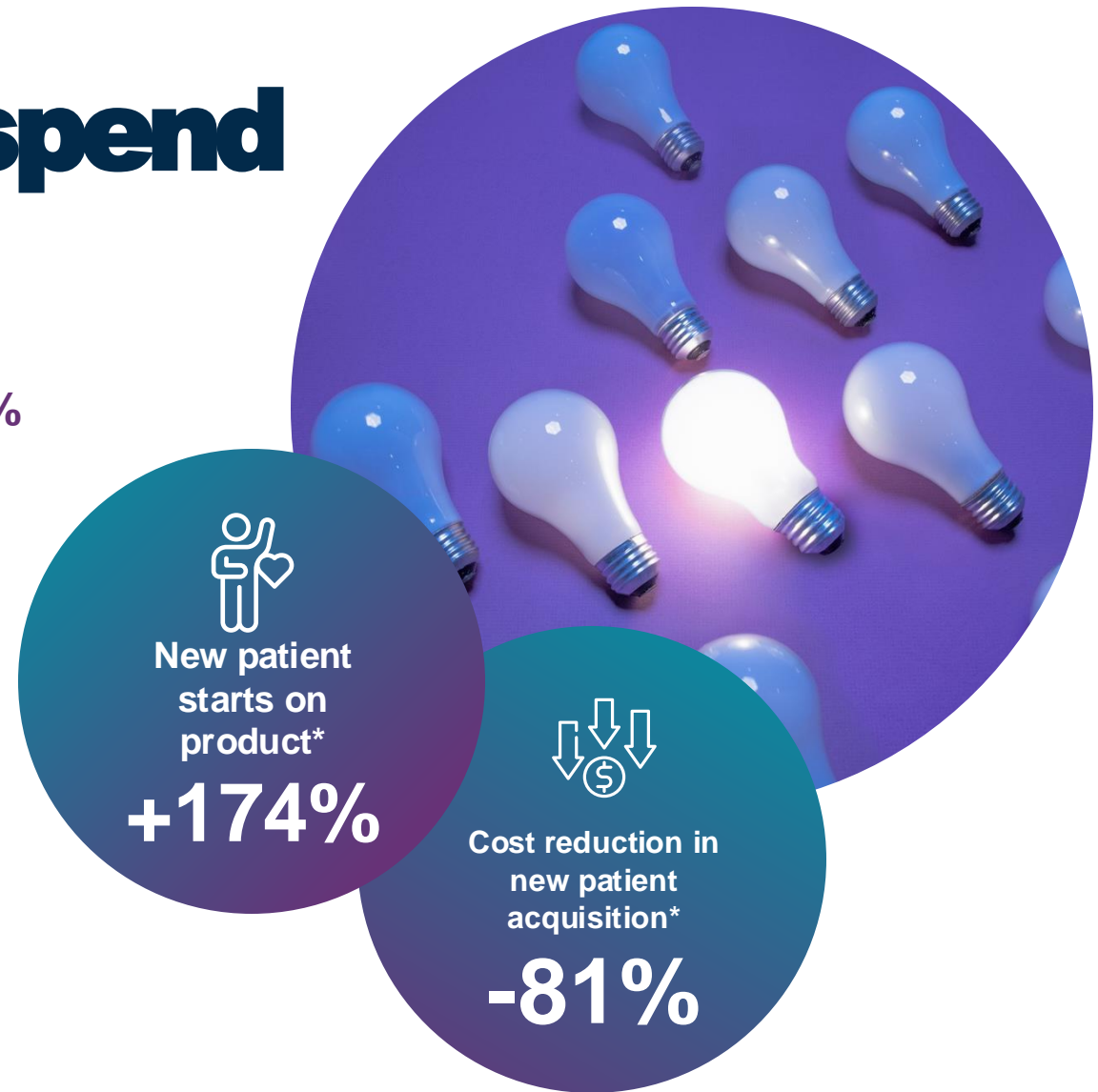
We outsmart, not outspend

A hyper-targeted DTC media approach drove 3.6x new patient starts over previous agency approach with 46% less investment

- **Launched a highly targeted DTC media campaign** vs. a broad, traditional targeting approach
- **Aggressive real-time optimizations** across all publishers/tactics

Data source: Crossix, Media metrics
Date range: Apr-July 2023/24

klick
HEALTH



* Increase in commercial impact based on comparing 4 months of new patients starts April-July 2023 (traditional agency approach) to April-July 2024 (Klick precision approach)

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PHARMACEUTICALS



COMMERCIAL
DAY
2024

Telemedicine and fulfillment

 **Sofdra**[™]
(sofpironium) topical gel, 12.45%

ersonal use only

Telemedicine offers a unique opportunity to activate unsatisfied patients that don't have a dermatologist

Telemedicine – the unquestionable future of healthcare



Shortening time to Rx



Addressing access hurdles



Maximizing profitability



Generic disadvantage

Dermatology is prime for telemedicine given ease of online diagnosis and patients' challenges in accessing specialists.

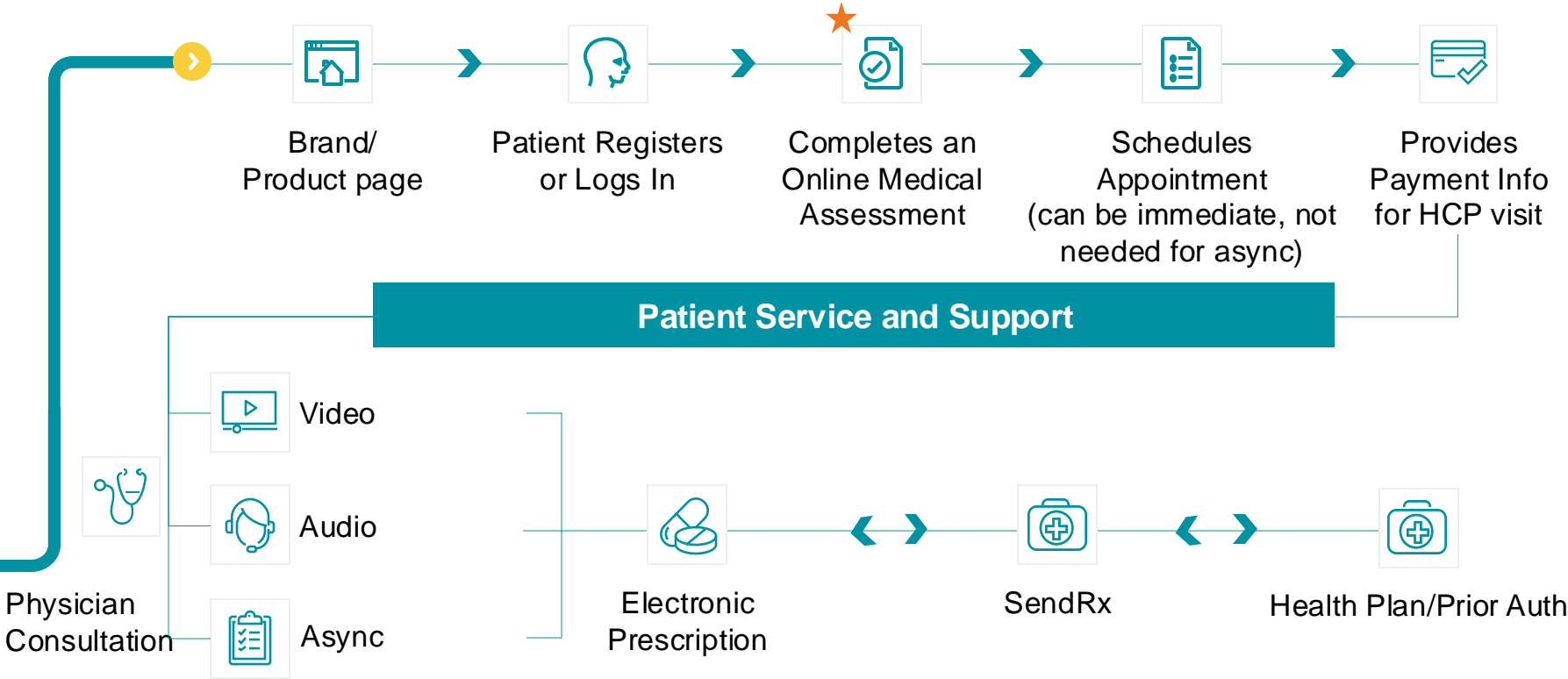
Identifying patients at moments of need will be critical.

Patient Path - UpScript's fully integrated model allows patients direct access from anywhere 24/7

Personal Use Only



Sofdra™ Patient Path



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★ Information gathered in the "Online Medical Assessment" allows the UpScriptHealth physician network to work expeditiously with SendRx to process Prior Authorizations

UpScript key visit facts and service levels

35,000 physician visits in 2024 to date

Visit Metrics

- ❖ Median time from payment provided to visit completed is 17 hours (asynchronous and synchronous)
 - shortest time ~2 minutes
- ❖ 62% of patient visits occur within 24 hours
 - 18% visit within 2 hours
- ❖ 7 days a week – 24 hours a day access
 - 6 seconds to answer / 4 minutes handle time



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Sofdra.
(sofipironium) topical gel, 12.45%

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DAY
2024

Reimbursement and contracting

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Reimbursement plan is on track

- ❖ Primary axillary hyperhidrosis is a reimbursed medical condition that does not require a separate “code”
- ❖ A patient’s access to *Sofdra*™ will either be:
 - covered with no restrictions;
 - covered with one or two minor obstacles that a Payer (insurance company) may impose;
 - non-formulary (subject to review by the Payer); or
 - not covered
- ❖ In the case of *Sofdra* – the potential obstacles that a Payer (insurance company) may impose are:
 - ensuring that the patient actually *has* the medical condition per the label; and/or
 - the patient confirms they’ve tried an existing product such as Drysol™
- ❖ Qualified commercial patients will have \$0 pharmacy co-pay

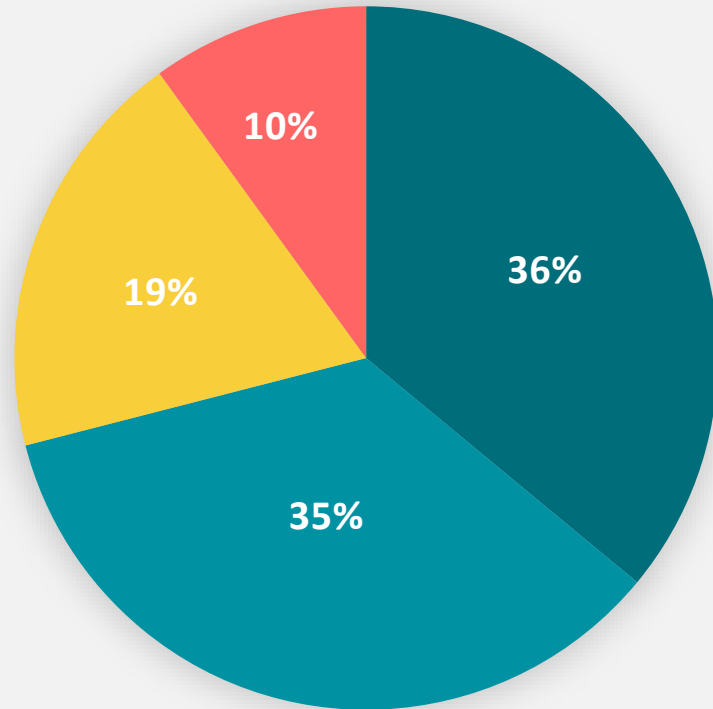
Botanix fully engaged with clinical and financial discussions with all target accounts

Zinc Health (GPO) / CVS Caremark PBM	34M	BCBS MA	1.3M	Horizon (BCBS NJ)	650k
Emisar (GPO) / OptumRx PBM	27M	BCBS AL	1.2M	HealthPartners	595k
Ascent Health (GPO) / Express Scripts PBM	22.6M	Florida Blue (BCBS FL)	1.2M	ProCare	560k
Prime Therapeutics*	33.5M	Cambia (Regence)	1.1M	Medical Mutual OH	560k
State Medicaid	80.6M	CareFirst	1.1M	Select Health	560k
VA – Dept of Defense	9.0M	Premera	1.1M	MVP	500k
TRICARE	9.5M	Empire Blue Cross	1M	BCBS SC	422k
United Healthcare	15M	Independence Blue Cross	1M	Emblem Health	400k
Kaiser Permanente	12.2M	DividendGroup (MedImpact)	1M	Centene	380k
CIGNA	9M	Wellmark	950k	HMSA (BCBS Hawaii)	380k
CarelonRx / Anthem	6.1M	BCBS TN	900k	BCBS Arizona	380k
Federal Employee Program	5.5M	Excellus	820k	Tufts Health Plan	307k
HCSC (NM/OK/MT)	465k	BCBS MN	735k	BCBS Kansas City	297k
HCSC BCBS IL	2.8M	BCBS NC	730k	BCBS MS	271k
HCSC BCBS TX	2.6M	Kroger PBM	700k	BCBS KS	260k
Highmark	2.5M	BCBS LA	700k	BCBS NE	236k
Blue Shield California	2.2M	Harvard Pilgrim	125k	BCBS ND	228k
BCBS Michigan	1.7M	Elixir	677k	Health Alliance Plan	206k

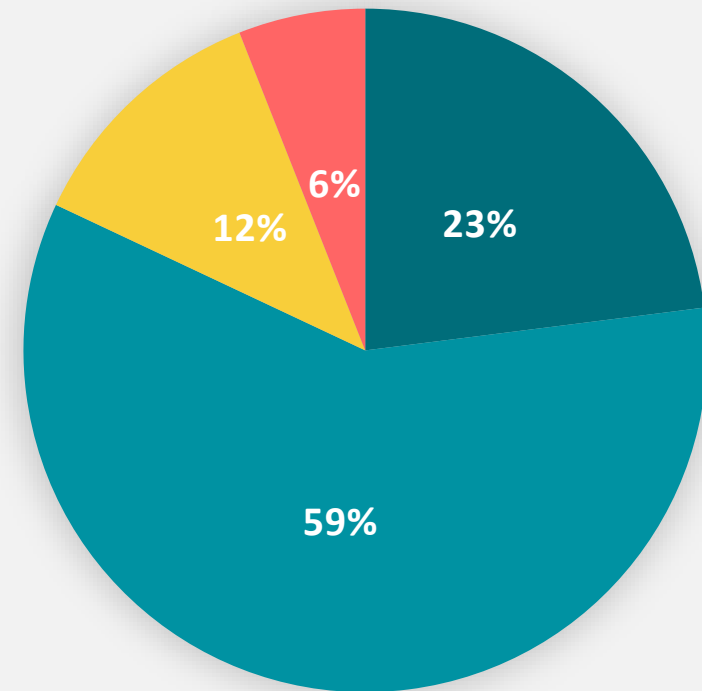
*Prime Therapeutics: all lives captures under individual accounts listed.

Expected Sofdra™ coverage

Expected Sofdra Coverage
Commercial Lives (167M)



Expected Sofdra Coverage
Including Medicaid/VA/TRICARE (266M)



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(sofpironium) topical gel, 12.45%


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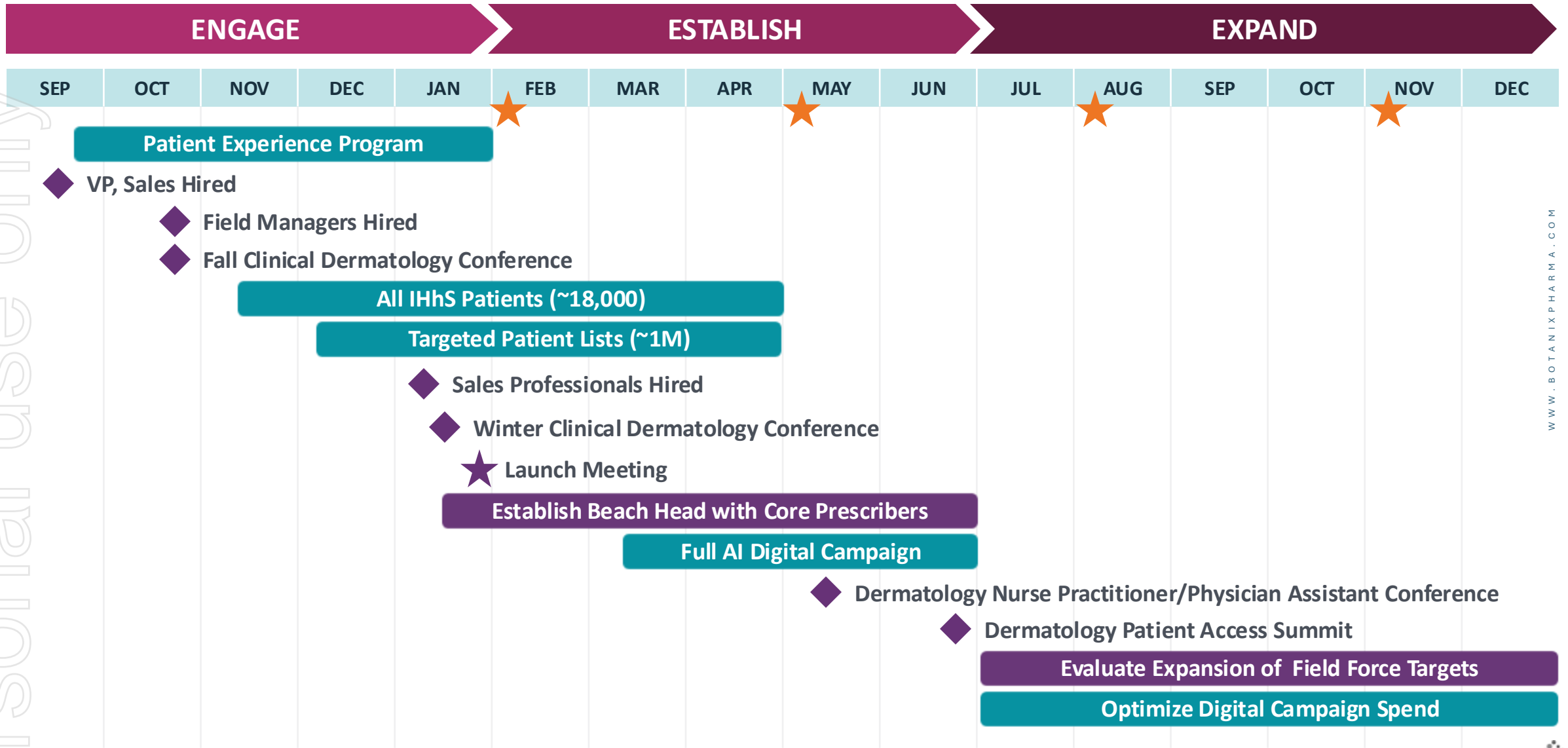
COMMERCIAL
DAY
2024

Summary

ersonal use only

Summary

Planned commercialization timeline



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Sofdra™ commercial success is built on 3 pillars

1

LARGE MARKET AND ENGAGED POPULATION

AXILLARY
HYPERHIDROSIS
PATIENTS

~10M

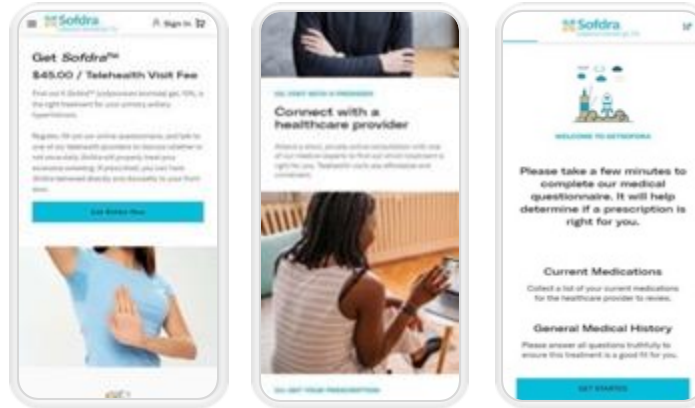
PATIENTS
SEEKING RX
WITH DERM

~3.7M

- ❖ Convert a solid percentage of the 3.7M existing patients seeking treatment
- ❖ Activate a small percentage of the other 6.3M patients who have HH—targeting unsatisfied and ready to treat via digital

2

FRICITIONLESS ACCESS WITH TELEMEDICINE



- ❖ Provide immediate and comfortable access to online diagnosis
- ❖ Rapidly move from diagnosis to prescription utilizing the telemedicine platform

3

PRODUCT SPEED TO PATIENT AND ENSURING EVERY REFILL



- ❖ Avoid distributor fees and other costs by using direct fulfillment
- ❖ Ensure the patient gets every refill to drive positive patient outcomes and profitability