



*Developing Novel Therapies  
in Women's Health*



## ***Breakthrough Solutions to Major Reproductive Disorders***

**Unique opportunity to develop two transformational products for tens of millions of women**



- First-in-class medicated vaginal ring for uterine fibroids and endometriosis
- Could generate >\$1B/year in each indication



- First-in-class single non-hormonal therapy for painful and heavy menstrual periods
- Projected Rx/OTC sales – up to \$0.5B/year (US only)

**Arkady Rubin, PhD**

**Chief Scientific Officer and Acting CEO**

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## Devastating Conditions



At Least 40 Million US Women\* Impacted

- 10% with **endometriosis**
- 25% with symptomatic **uterine fibroids**
- 30% with abnormally **heavy menstrual periods**
- 55% need medications for **menstrual pain**



for 15 million US women

## Breakthrough Solutions



for >25 million US women

### PREMRING™ for Uterine Fibroids and Endometriosis

- Ultra-low doses of a specific well-studied SPRM\*\* are delivered by a novel route, directly to affected tissue for strong and fast therapeutic action.
- Unlike most of hormonal therapies, Premring will NOT be associated with severe menopausal symptoms

### ENHANTA™ for Painful and Heavy Menstrual Periods

- Enhanta is an oral drug formulation with an NSAID\*\*\* and a low dose of an antifibrinolytic agent (tranexamic acid)
- Innovatively combines two first-line therapies in a safest and most efficacious way

### Multiple Continuation Patent Applications Planned

- Novel, products that were never considered or tested
- Early success in Germany – 3 issued patents
- 3 patents under review in the US, 2 more will be filed in 2017
- At least 6 continuation applications planned (US and ex-US)
- Developed by Arkady Rubin, PhD (Chief Scientific Officer)
  - Co-inventor of Ortho Tri-Cyclen Lo® - by far the best-selling US oral contraceptive (≈\$503M, 2015)
  - A holder of a U.S. patent (No. 9,675,622) for the first oral contraceptive designed for obese and overweight women

## Solid Proprietary Position

### Keys to Success

**Exit in 2.5-3 years**  
**A greater than 10x potential return**

- **Proven concept:** Robust scientific and clinical data
- **Proven feasibility:** Premring and Enhanta will be manufactured using existing technologies and prototypes
- **Known approvability criteria:** Rapid path to 505(b)(2) NDA
- **Straightforward R&D:** Early exit after completion of two clinical efficacy (dose-ranging, Phase 2b) studies.

\*Prevalence among women aged 15-49 years \*\*SPRM = Selective Progesterone Receptor Modulator

\*\*\*NSAID = Nonsteroidal anti-inflammatory drug

**Financing Sought**  
**\$1,000,000 USD (Seed)**

## Use of Funds

To support 9 months of operations. **Major milestones:**

- **Enhanta:** the pill is ready, pre-IND meeting, FDA endorsed program, IND is opened, marketing research completed
- **Premring:** the ring is developed, pre-IND meeting, uterine fibroids study endorsed, commercial assessment completed

**Offering up to 20% stake in the company**

## Funding Details

- Exploring different funding options, including convertible debt
- Projected timing and amounts of future funding rounds will be disclosed to interested parties
- We will discuss ways to minimize dilution as much as possible

**Fair Market Value at Exit: at least \$300M**

## Impressive Fair Market Value at Exit

Biostrategy Analytics was engaged to determine a market value of Premring™ and Enhanta™ at exit (after Phase 2b studies)

<b>Exit Valuation Scenarios</b>	<b>Premring (Fibroids)</b>	<b>Enhanta</b>	<b>Both</b>
“Worst” Case	\$203M	\$87M	\$290M
“Realistic” Case	\$429M	\$189M	\$618M

**80% probability** that the value at exit will be > \$300M

**50% probability** that the value at exit will be > \$600M

## Leadership and Advisory Team (Partial List)

**Contact Information**  
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**Arkady Rubin, PhD, Chief Scientific Officer & Acting CEO** - 25 years of industry experience, mostly in women’s health. Dr. Rubin has designed and executed tens of clinical trials, and provided major contribution to several successful NDAs.

**Agis Kydonieus, PhD. Drug Development Advisor** - President, Samos Pharmaceuticals (Consulting/ Drug Delivery/ Biomaterials Development/Uterine Fibroids and Endometriosis). Co-founder of the Controlled Release Society, holder of 55 U.S. patents.

**Jeffrey Frick, Commercial Advisor** - while VP of Marketing at Berlex Laboratories (now Bayer Healthcare), Jeffrey led three most successful contraceptive launches in the US history (Yasmin®, YAZ®, Mirena®) with combined peak sales of approximately \$2 billion.

**Specialty Pharma Advisor (Women’s Health)** - OB/GYN MD, CEO of a startup in women’s health. In the past - a senior executive in Big Pharma responsible for multiple successful R&D programs.