Agenda

• The Company
• The Product
• The Market
• Investment Case
Agenda

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- Investment Case
Dignitana AB
Lund
Sweden
www.dignitana.se
info@dignitana.se

Dignitana, Inc.
Dallas
Texas
877-344-6468
www.dignicap.com
info@dignitana.com
## Shareholders 2017

<table>
<thead>
<tr>
<th>Shareholders on 31 December 2016</th>
<th>Number of Shares</th>
<th>Percentage of capital and votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eurosund</td>
<td>3 750 122</td>
<td>18</td>
</tr>
<tr>
<td>Avanza Pension</td>
<td>2 112 906</td>
<td>10</td>
</tr>
<tr>
<td>C3 Device Partners LP</td>
<td>1 653 551</td>
<td>8</td>
</tr>
<tr>
<td>Hodges Capital</td>
<td>1 627 500</td>
<td>8</td>
</tr>
<tr>
<td>Nordnet Pension</td>
<td>641 756</td>
<td>3</td>
</tr>
<tr>
<td>Green Park &amp; Golf Ventures</td>
<td>629 397</td>
<td>3</td>
</tr>
<tr>
<td>ML, Pierce, Fenner &amp; Smith Inc.</td>
<td>371 064</td>
<td>2</td>
</tr>
<tr>
<td>Semmy Ruif</td>
<td>335 079</td>
<td>2</td>
</tr>
<tr>
<td>Citibank, CBNY- Charles Schwab, New York</td>
<td>254 233</td>
<td>1</td>
</tr>
<tr>
<td>Citibank, CBLDN-UBS, London</td>
<td>152 000</td>
<td>1</td>
</tr>
<tr>
<td>William Cronin</td>
<td>147 021</td>
<td>1</td>
</tr>
<tr>
<td>Others</td>
<td>8 599 535</td>
<td>43</td>
</tr>
<tr>
<td><strong>SUM</strong></td>
<td><strong>20 274 164</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
## DIGN Performance 2016-2017

<table>
<thead>
<tr>
<th>Dignitana Group</th>
<th>Q2 2017</th>
<th>Q2 2016</th>
<th>H1 2017</th>
<th>H1 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net revenues, TSEK</td>
<td>5 758</td>
<td>957</td>
<td>11 886</td>
<td>2 108</td>
</tr>
<tr>
<td>Total revenues, TESK</td>
<td>5 852</td>
<td>966</td>
<td>12 029</td>
<td>2 173</td>
</tr>
<tr>
<td>Net profit after financial items, TSEK</td>
<td>-10 813</td>
<td>-7 672</td>
<td>-18 922</td>
<td>-13 575</td>
</tr>
<tr>
<td>Cash and bank balances, TSEK</td>
<td>10 121</td>
<td>51 541</td>
<td>10 121</td>
<td>51 541</td>
</tr>
<tr>
<td>Earnings per share before and after dilution, SEK</td>
<td>-0,53</td>
<td>-0,43</td>
<td>-0,93</td>
<td>-0,78</td>
</tr>
</tbody>
</table>
The Company

• Founded 2007
• Dallas-based Dignitana, Inc. is a wholly owned subsidiary of Dignitana AB
• The DigniCap® Scalp Cooling System - reduces chemotherapy-induced hair loss
• First FDA cleared scalp cooling system
• July - FDA clearance for expanded clinical indications
Leadership

• Chairman of the Board - Semmy Rülf
• CEO of Dignitana AB - Johan Ericsson
• CEO of Dignitana, Inc. - William Cronin
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The DigniCap® Scalp Cooling System
The DigniCap® Scalp Cooling System

Three main parts:

1. Cooling and control system (DigniC3)
   - Independently controlled dual system can treat 2 patients simultaneously

2. Form-fitting silicone cap (DigniCap®)
   - Connected through a coupling system and hoses to the cooling unit

3. Outer neoprene cap (DigniT therm)
   - Placed over the silicone cap
The Intelligent Scalp Cooling System

Front sensor (green) measures the temperature on the front of the scalp.

Safety sensor (black) prevents sub-zero temperatures.

Rear sensor (blue) measures the temperature on the rear part of the scalp.
Scalp Cooling Overview

- Reduced temperature (scalp cooling)
- Reduced reaction rate (metabolism)
- Reduced drug supply and action
- Reduced blood flow (perfusion)

Hair cell survival
Published Clinical Research

JAMA®
The Journal of the American Medical Association

Breast Cancer
Research and Treatment

Clinical Journal
of Oncology Nursing

Oncology
Research and Treatment

Supportive Care
in Cancer

Molecular and Clinical Oncology

DIGNITANA
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The Market

- Breast Cancer - most common malignancy among women
- Over 800,000 total incidences of solid tumor cancers each year in the United States
- 60% are on regimens that would be compatible with DigniCap
- US market for scalp cooling worth
  - $275 million/year for breast cancer
  - $435 million for other solid tumors
- Over 2,000 US cancer treatment facilities
Ranking of Chemotherapy Side-Effects

Source: Consumer online survey of 400 females ages 40-75 from all ethnicities, all states and a wide range of household income without pre-knowledge of previous diagnoses diseases.
High Demand for Scalp Cooling

- Most patients will lose their hair during chemotherapy
- Increased well-being and quality of life for patients
- Approximately 3 out 4 patients who use Dignitana's system can keep their hair
- 400 systems have been delivered worldwide and more than 15,000 patients have been treated
Business Model Worldwide

Dignitana AB

United States
Dignitana, Inc. wholly-owned subsidiary with sales organization.

Lease & pay per treatment

Europe
Sysmex Europe GmbH

Sold as stand-alone systems

Asia
Konica Minolta Medical & Graphic Inc
United States Business Model

• US is the primary market for the Company

• US headquarters established in Dallas in December 2015
  • Highly skilled and knowledgeable sales and support staff

• Standard contract:
  two year lease at $1,000/month
  $275-350/treatment
High Demand for Scalp Cooling

- Targeting Comprehensive Cancer Centers (90 to date)
- 2017 projection > 75 sites contracted
- Reimbursement ready by 2018
- DigniCap pivotal trial published in JAMA February 2017
- FDA expanded clinical indications in July 2017 generate wider clinician and patient interest
Excellence in Cancer Care with DigniCap®

UCSF Helen Diller Family Comprehensive Cancer Center
San Francisco, California

City of Hope Comprehensive Cancer Center
Duarte, California

University of Colorado Cancer Center
Aurora, Colorado

Laura and Isaac Perlmutter Cancer Center at NYU Langone
New York, New York

The Comprehensive Cancer Center of Wake Forest University
Winston-Salem, North Carolina

Memorial Sloan Kettering Cancer Center
New York, New York

The Tisch Cancer Center at Mount Sinai
New York, New York

Herbert Irving Comprehensive Cancer Center at Columbia University
New York, New York

Moffitt Cancer Center
Tampa, Florida

NCI Designated Cancer Center
Targeted Marketing and Media
Experiences

• Focus on opinion leaders contracts
• Educating the market
• Scientific attention -> reimbursement
• Awareness
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DigniCap® Availability in the U.S.

1. Alabama
2. Arizona
3. California
4. Colorado
5. Connecticut
6. Florida
7. Georgia
8. Illinois
9. Kansas
10. Kentucky
11. Louisiana
12. Maryland
13. Michigan
14. New Jersey
15. New York
16. North Carolina
17. Ohio
18. South Carolina
19. South Dakota
20. Texas
21. Wisconsin
DigniCap® Expansion Across U.S. By Quarter

1st Quarter 2016
2nd Quarter 2016
3rd Quarter 2016
4th Quarter 2016
1st Quarter 2017
2nd Quarter 2017

DIGNITANA
Investment Case

Large market potential in the U.S.

- Breakthrough in December 2015 with FDA clearance
- First mover advantage - solid tumors
- DigniCap clear leader in clinical trials
- Own organization now well-established in the US
Investment Case

Large market potential in the U.S.

• Improved U.S. business model with pay-per-treatment + machine lease
• High margins
• 33 U.S. contracts already signed in 2017 as of June 30
• US market is valued to approx. $700 million yearly whereof Dignitana aims at 25%-30%
2017 Dignitana Initiatives

- Have at least 75 contracts landed by year end
- Increase unit effective utilization rates per site
- Build on growing momentum and demand
- Increase US sales & account teams in Northeast and Pacific Northwest
- Continue pursuing and closing multi-site deals
- Reevaluate global distributor program
- Working with Konica Minolta to commence the PMDA approval process clearance in Japan