



INVITROCUE™
Transforming bioanalytics

INVESTOR FACTSHEET

Company Overview

InvitroCue (ASX:IVQ) is a leading provider of bio-analytic solutions including *in vitro* cell-based testing technologies and image analytics software for use in digital pathology.

We have developed a unique 3D cell-based scaffolding technology that mimics human organ samples for use in the field of cancer and infectious diseases.

Core Services & Products

LIVER CELL SERVICES AND PRODUCTS

- Lab based human liver models
- 3D cell culture platform and cell-based assay business
- Used for drug testing to reduce risk, cost and shorten time to market
- Used to assess safety and effectiveness of drugs in infectious diseases and wound healing

PERSONALISED PRECISION ONCOLOGY

Use of proprietary **Onco-PDO™ technology** platform for the growth of tumor avatars to help reduce the guesswork and cost involved for cancer treatment.

Onco-PDO™ disrupts current oncological treatment processes through the creation of tumor avatars (organoids), allowing for:

- Real-time guidance for clinical testing
- Enabling of effective clinical outcome prediction
- Provision of personalised medicine at a more affordable price

Investment Highlights

- **Addressing a massive market need** in personalised oncology treatment and liver diseases. Global liver disease treatment market valued at \$12.4 billion in 2009.
- **A revenue generating company** – successfully grew sales in the cell base assay business by 643% to \$708K in FY2017; secured new customers and repeated sales orders
- **First-mover advantage** – not many competitors in Asia. Currently operating in four countries – Singapore, Hong Kong, China and Australia
- **Disruptive platform technology** – potential for establishing a new standard of care to guide current oncology treatment
- **Highly-scalable business model** – a versatile and powerful platform technology with wide applicability and low-cost implementation
- **Strong patent protection** – patents granted in key markets such as the US, UK, Australia, Germany, Singapore, Japan and China
- **High-caliber team** - led by Dr Steven Fang and an international Scientific Advisory Board



Commercial Pathway and Value Inflection Points

2016

- Achieved triple-digit CAGR since 2015
- Fast-growing revenue stream
- International recognition of IP portfolio
- Global engagement with prestigious cancer centers

2017

- First revenue achieved for Onco-PDO
- Identified and engaged KOLs for each cancer type by country

2018

- Initial launch of services through clinical KOLs
- Move to kit-based sales of the same price point
- Commercial rollout of Onco-PDO to Asia Pacific and Europe

Looking forward

- Launch of cancer-specific proprietary kits for scale-up in other labs in 2018-2019
- Continued revenue growth bases on commercial validation of core cell-based assaying business
- Expansion of Onco-PDO to the European market

Management Team

InvitroCue is spearheaded by a high caliber management team with demonstrated track record, deep scientific expertise, extensive international networks and strong commercial acumen.

Dr Steven Fang,
Executive Director and Founder

Martin D. Bach,
Vice President of Operations

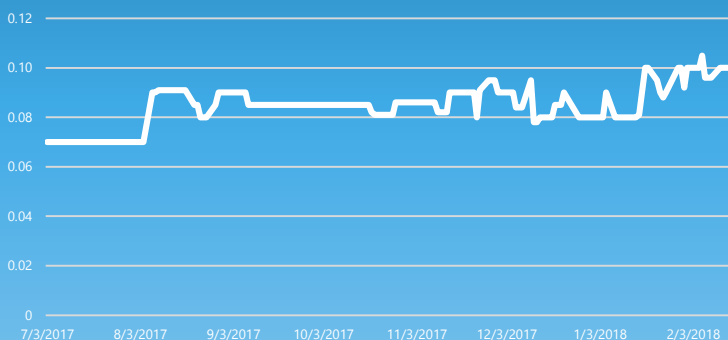
Dr Ramanuj Dasgupta,
CSO (Non-Exec), Onco-PDO

Dr Sunny Tan,
Senior VP, Scientific Affairs and
Business Development

Tony Adams,
Senior VP, Investor Relations

Financial Snapshot

Invitrocue (ASX:IVQ) share price – 1 July 2017
– 16 February 2018



Market Cap:
\$48.55M

Share Price:
\$0.10

72 week lowest and highest:
\$0.059 – \$0.14