



# We improve the lives of people suffering from mental illness and substance use disorders

Orexo supports the UN's  
Agenda 2030 with a focus on:



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# Orexo in brief

**1**

Headquartered in Uppsala, Sweden, with own commercial platform in the US

**2**

Addresses unmet needs within fast growing therapeutic areas

**3**

Developed four commercial pharmaceutical products with worldwide approval

**4**

A pioneer in adding evidence-based digital therapies to improve pharma treatment results

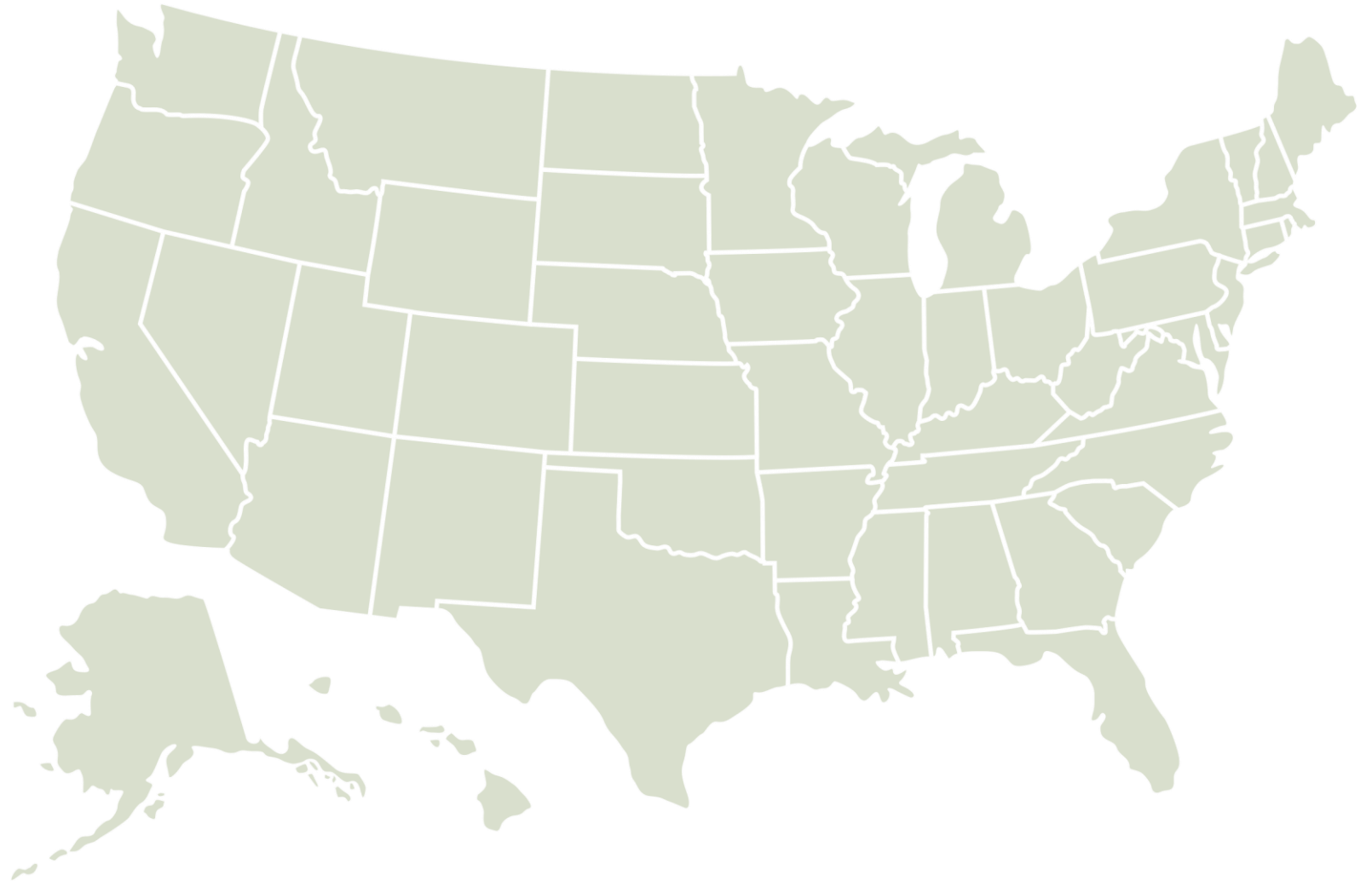
**5**

Strong cash contribution from a profitable US Pharma segment (EBIT 2020, SEK 331 m)





# Own commercial platform in the US



  
zubsolv

modia

VORV!DA

deprexis

**DTx in brief**

- ✓ Subsection of digital health
- ✓ Evidence-based therapeutic intervention
- ✓ Prevent, manage, or treat a medical disorder or disease
- ✓ Particularly applicable in the mental illness & addiction space
- ✓ Standalone or along with pharma treatment
- ✓ Available 24/7



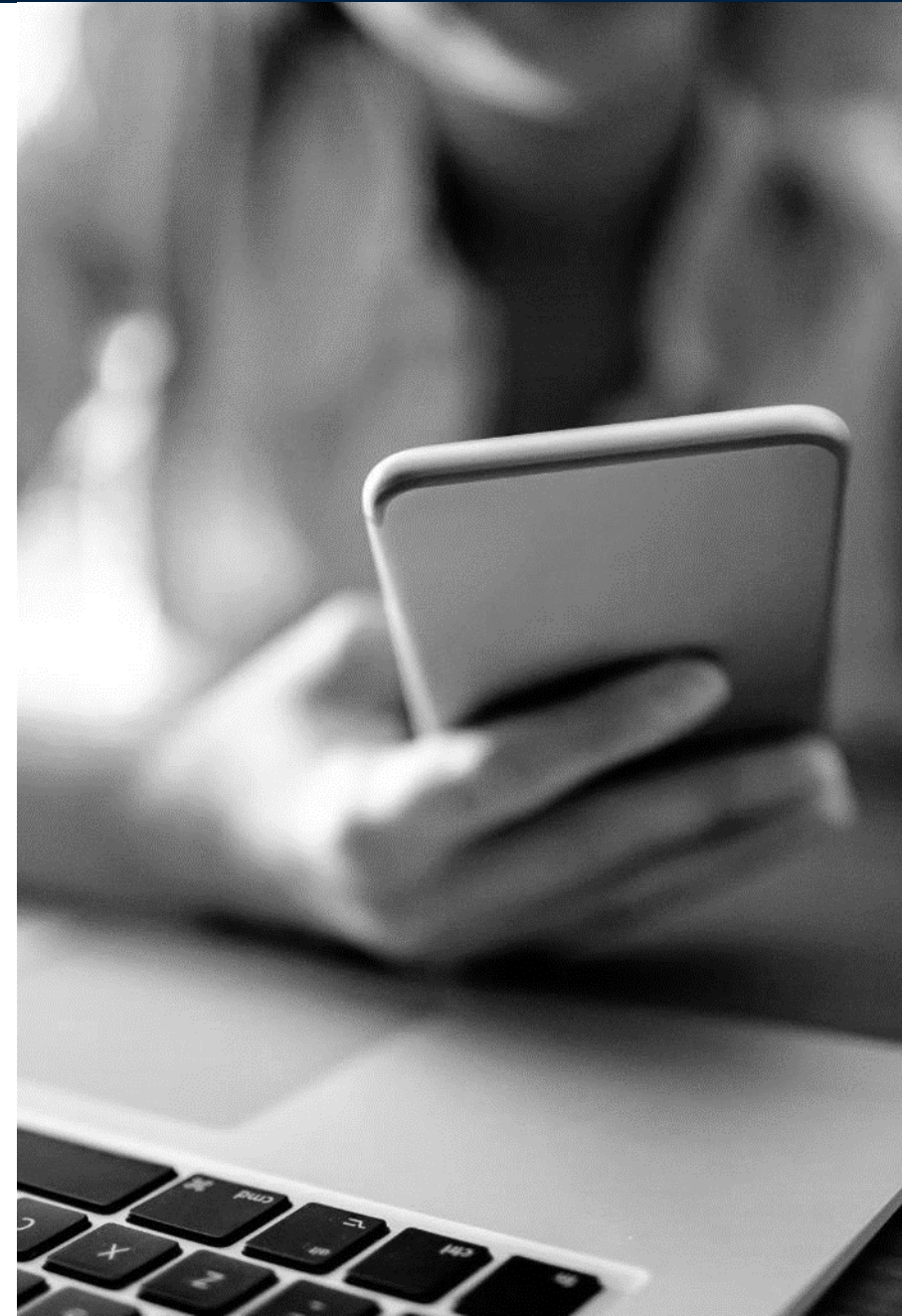
# Digital Therapeutics (DTx)

## 21.3 BUSD invested in digital health YTD 2021<sup>1</sup>

**“In sum, it is not hard to imagine the emergence of a very different healthcare system powered by digital technologies within ten years.”**

The promise of digital therapeutics, McKinsey & Co

<sup>1</sup> [www.rockhealth.com/insights/q3-2021-digital-health-funding-to-20b-and-beyond/](http://www.rockhealth.com/insights/q3-2021-digital-health-funding-to-20b-and-beyond/)



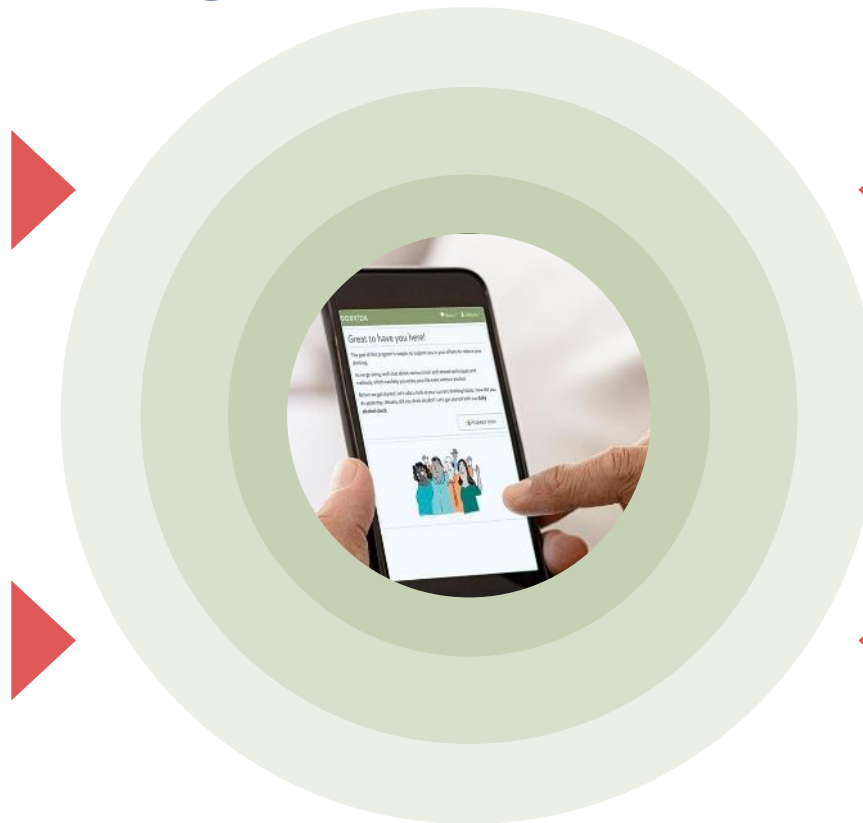
# Strong underlying trends will force the DTx market to gain traction

## Healthcare systems challenged

Aging population and sky-rocketing costs are forcing the healthcare providers to rethink how to deliver healthcare to increase efficiency and value.

## Consumers (patients) in the center

Patients want to be seen as consumers and requires holistic and customized treatments with access 24/7.



## Widespread technology acceptance

Covid-19 has further pushed forward the ongoing tech revolution and the use of telemedicine is pervasive.

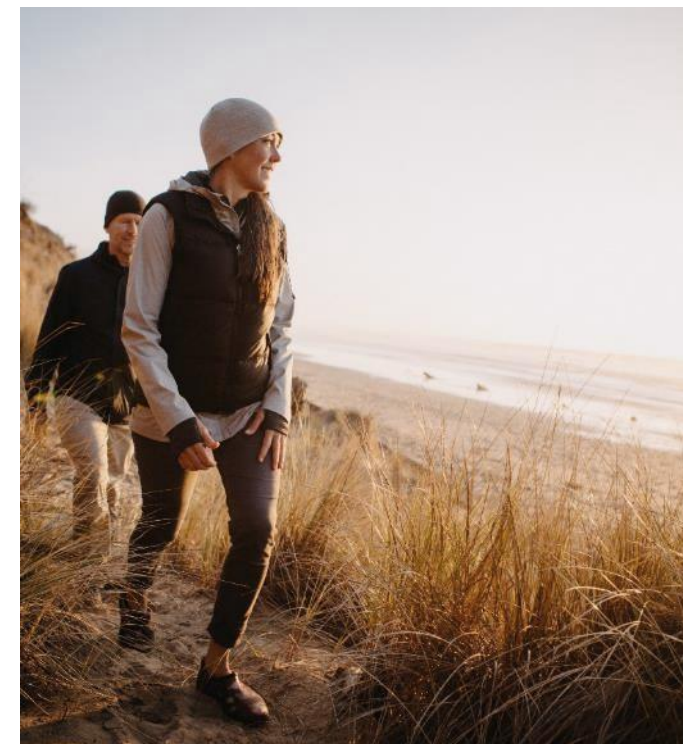
## Value-based care

Providers will be rewarded based on the ability to add patient value. Analyzing RWE data pave the way for efficient allocation of resources.



# At the forefront of addressing hurdles for reimbursement and commercial sales

Reimbursement Route	Requirement	Orexo's Activities
The Prescription Model	<ul style="list-style-type: none"><li>FDA approval as a prescription digital therapy (PDT)</li><li>Pharmacy benefit coverage pathway</li></ul>	<ul style="list-style-type: none"><li>✓ Active member in the DTx alliance to enable change in Washington</li><li>✓ Randomized clinical trial for MODIA™ underway, early market entry via FDA EUA</li></ul>
The Medical Benefit Model	<ul style="list-style-type: none"><li>HCPs integrate DTx in treatment programs</li><li>CPT codes defined by AMA/CMS</li></ul>	<ul style="list-style-type: none"><li>✓ Partnership with IDNs such as Trinity Health and Benefis Health System</li><li>✓ Engagement of payers and generation of RWE e.g. Magellan</li></ul>








# Clinically proven DTx in collaboration with GAIA AG

Rooted in cognitive behavioral therapy techniques and based on AI technology offering a highly individualized intervention

	modia	VORV!DA	deprexis®
<b>Instructions for use</b>	Opioid dependence	Alcohol misuse	Depression
<b>Clinical evidence<sup>1</sup></b>	Ongoing randomized clinical trial, 400 patients	Evaluated in 1 randomized clinical trial, > 600 patients	Evaluated in 13 randomized clinical trials, > 2.800 patients
<b>Length of treatment</b>	6 months	6 months	3 months
<b>Treatment method</b>	Along with current standard of care including medication	Standalone or as a complement to current standard of care	Standalone or as a complement to current standard of care
<b>FDA clearance</b>	Will apply for a 510 k clearance, meanwhile launched under FDA's Public Health Emergency Use Authorization (EUA)	FDA cleared under the Emergency Use Authorization	FDA cleared under the enforcement discretion

<sup>1</sup> View study results in Appendix

# Many affected and few are treated

	US Market	Patients in treatment	Potential USD net sales 5–10 yrs post launch
 <b>Opioid dependence</b>	<b>10m</b> are misusing opioids	<b>1.3m</b>	<b>~150-225 m</b>
 <b>Alcohol misuse</b>	<b>17m</b> heavy alcohol users	<b>1.5m</b>	<b>~120-200 m</b>
 <b>Depression</b>	<b>20m</b> are suffering from at least one major depression annually	<b>10m</b>	<b>&gt;150-225 m</b>

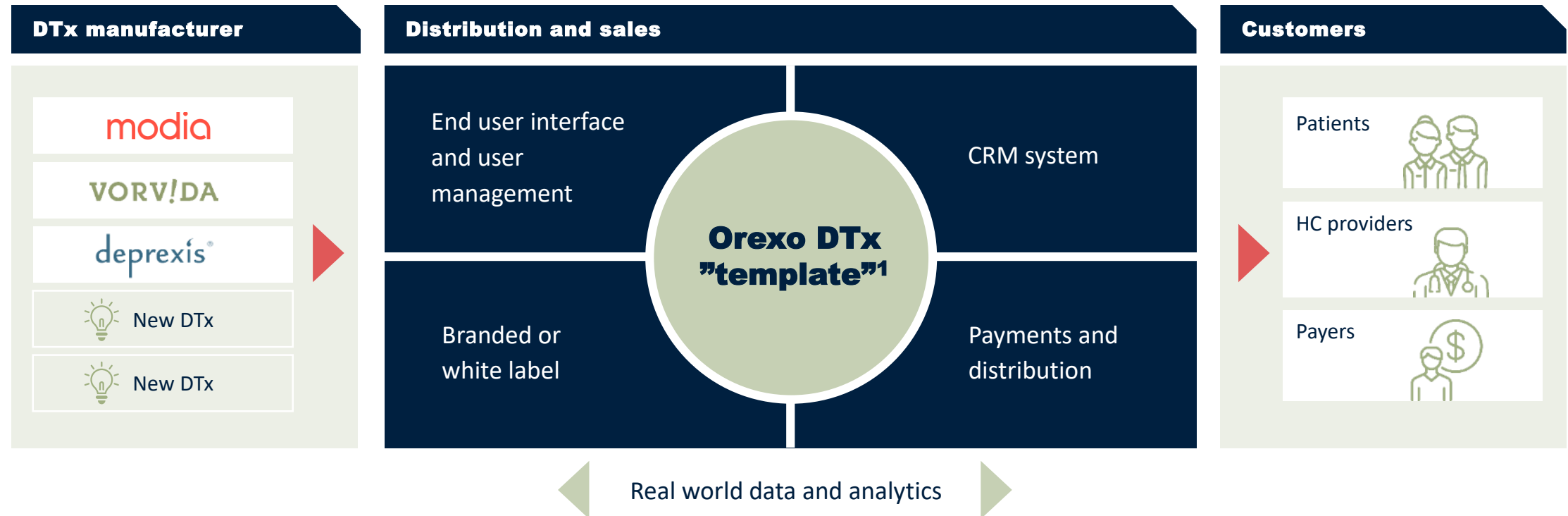
Note assumptions: MODIA™ – potential net sales based on a market share in the range of 10-15% among patients who are in treatment and that these measured in number are grow by 12% per year.

VORVIDA® – potential net sales based on a market share in the range of 8-12% among patients who are in treatment and 0.5–1.0% among non-treated heavy alcohol users.

DEPREXIS® – potential net sales based on a market share in the range of 3-8% among patients who are in treatment for depression

NOTE: The potential USD net sales is associated with significant uncertainties and is highly dependent on access to viable reimbursement pathways for digital therapies

# A scalable full-service platform for bringing digital therapies to the US market



<sup>1</sup> Developed for Orexo by Accenture on their INTIENT™ Platform, the solution is proprietary for Orexo.



# Marketing campaigns & PR activities to drive awareness and credibility

With improving access to healthcare providers, activities direct to consumers will be reduced from Q4 and beyond



# Partnering with health network systems and healthcare providers are expected to be the primary sales channel

## Examples of announced partnerships



~3,000 employees  
Serving residents in ND and Montana

- ✓ Magellan (RWE study)
- ✓ NYC clinic
- ✓ Mental health hospital in St Louis

## New partnerships evolving in Q3



Sober Grid

>300,000 users  
The largest global social media network for people in recovery from addiction



~3,300 employees  
Serving residents in Montana



Telehealth and established clinic in Chicago

**E-HBS**

*Employer health Business Solutions  
Providing the Bridge to Employers*

Employer benefit solutions sales broker



# What to expect from DTx?

Digital Therapies are a new disruptive tool in healthcare and while significant interest exist and viable reimbursement pathways are evolving the development of the overall market is still in its infancy

## Continued focus on new partnerships

- ✓ Leveraging learnings from Trinity Health to expand number of partnerships
- ✓ Working with Sober Grid with an expanded offering combining our services to new distribution channels
- ✓ Additional partners expected every quarter from now

## Pull through existing partnerships

- ✓ Finalize internal administrative processes at Trinity Health and start promoting solution
- ✓ First commercial patients from Trinity Health are expected near term

## Launch of MODIA™

- ✓ MODIA™ launch initiated with Orexo field force in November
- ✓ Initial focus on gaining credibility and advocacy
- ✓ Revenues expected H1 2022



A photograph of a man and a young girl in a park. The man, wearing a red jacket over a white shirt, is carrying the girl on his shoulders. The girl, wearing a grey hoodie, is smiling and holding onto the man's arms. They are both looking towards the camera. The background is a lush green forest with sunlight filtering through the trees.

# Thanks