

## Zomedica Opportunity

### Veterinary Diagnostics is a Very Attractive Market

- Humanization of pets is a rapidly growing global trend
- Millennials spending more on pets than baby boomers
- Pressure on traditional veterinarian revenue streams
- 68% of U.S. households have at least one pet
- 83% of dog-owning households visit the vet every year
- Estimated 170M clinical visits in the U.S. in 2018, growing 3-5% annually
- Trend toward point-of-care diagnostics
- Favorable payor and regulatory environments

U.S. market \$2.8B in 2018 (\$4B global), growing ~10% annually over coming years

## Focus on Novel Companion Animal Diagnostics

### Change the Dynamics for Veterinarians, Patients and Pet Owners

- Reduced or no pre-market regulatory burden for diagnostic platforms
- Bringing translational technologies from human medicine to veterinary medicine by identifying unmet and overlooked addressable markets
- Late-stage development company on verge of commercializing it's first major platform, TRUFORMA™
- Bringing the world's most sensitive detection technologies to pet healthcare through exclusive partnerships
- Targeting unmet clinical needs
- Management team with more than 100 years veterinary industry experience
- Voice of customer network of over 3,000 veterinary professionals
- Razor – Razor Blade business model with instrument platforms and recurring consumable revenue

## TRUFORMA™

### Targeting Ref Lab Quality in a Small In-Clinic Instrument



Results in minutes



Reference Lab Accuracy



Earlier Diagnosis & Therapy



Better Patient Outcomes & Disorder Management



Greater Confidence & Control of Cost, Revenue & Process

1. Today, highly accurate results require large, expensive, sophisticated equipment – only found at a reference lab
2. Existing in-clinic platforms struggle to achieve reference lab immunoassay accuracy
3. For a confident diagnosis, tests are sent out to a reference lab – delaying results and taking control away from the veterinary care team and pet owner



TRUFORMA™ is aimed at providing reference lab quality results in the clinic during the patient visit

## TRUFORMA™ 2020 Controlled Launch Plan

### Developing the market with a thoughtful and targeted roll-out

Instruments Placed for Validation Studies:  
Key Thought Leaders

Instruments Placed for Pilot Program:  
Academia & Referral

Launch Strategic Sites:  
Influencers, Academia, Emergency Referral Centers & Corporate Accounts

Targeted Launch:  
Select Strategic Markets

Talent:  
Initiate Onboarding of Sales Team

Demand Generation:  
Market Education

Drive Consumable Utilization:  
Instrument Placements

Expected Instrument & Consumable Revenue:  
Proven Adoption

## Projected TRUFORMA™ Launch and Menu Expansion Timeline

### Flexibility of Platform Technology Offers Steady Cadence of New Product Launches and Test Menu Expansion



2020

Launch instrument with thyroid & adrenal test menu (5 tests)

2021

Launch 2 additional tests non-infectious GI assays

2022

Launch 2 additional tests novel renal and diabetes markers

2023

Launch 2 additional tests

## Zomedica Partnerships

Leveraging leading-edge human technologies and exclusive partnerships for the global veterinary market



Exclusive Global Veterinary Rights to diagnostic In-Clinic Biosensor Platform  
(QRVO: Market Cap \$13B)



Seraph Biosciences

Exclusive Global Veterinary Rights for novel pathogen detection system with novel in-clinic diagnostic instrument



Exclusive Global Veterinary Rights for cancer liquid biopsy technology for veterinary application

## Additional Novel Platforms & Assays

Global Exclusivity – Multiple IP Across Technologies & Species



### In-Clinic Pathogen Detection Platform

Unlimited Multiplexing

Initial Assays: 5 Fecal & 12 Urine

Ongoing Assay Development: Respiratory & Skin Test Menus



### Cancer Liquid Biopsy Platform

Single Cell Capture & Analysis

Initial Assays: Osteosarcoma, Hemangiosarcoma & Lymphoma

## 2020 Strategic Priorities

- Complete development & validation of the TRUFORMA™ platform with 5 initial assays
- Launch TRUFORMA™ in select target markets and ramp to commercial revenue
- Continue development of additional high-value TRUFORMA™ assays
- Advance the development of the fecal platform
- Identify reference lab partner for the cancer platform
- Therapeutic product partnership candidates

## Why Invest in Zomedica

- \$4B global market opportunity
- Humanization of pets driving nearly 10% annual market growth
- Diagnostics is the fastest growing sector in pet health with few players
- Diagnostic platforms built for sustainable revenue – additional assays to address unmet needs
- Global veterinary exclusivity rights to proven technologies for all species
- First-ever assays

We Estimate ~108K  
Worldwide TRUFORMA™  
Placement Opportunities,  
Driving Recurring Revenue  
in Consumables

All clinics currently running in-house chemistry tests are immediate potential placement opportunities

## Contact

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