



# Moberg Pharma 2.0

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AGM Presentation

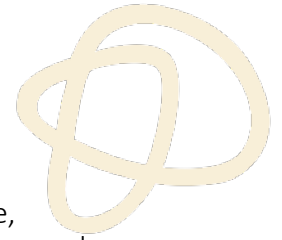
October 30, 2019

**Anna Ljung**, CEO



# Disclaimer

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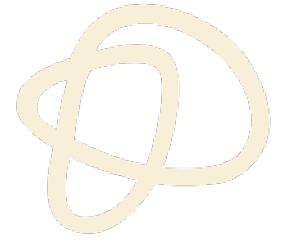
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# Moberg Pharma 2.0



## COMMERCIAL BUSINESS

Divestment for  
\$155m completed  
March 29

**3** #1-BRANDS

NAIL FUNGUS    LIQUID BANDAGES    PAIN RELIEF SPRAYS



Direct sales through all major U.S. retailers  
and distributor sales in 30+ markets, with  
400+ MSEK in annual sales

## PIPELINE ASSETS

**2 PRODUCTS** **3**  
IN PHASE

**MOB-015**

Topical terbinafine  
against nail fungus

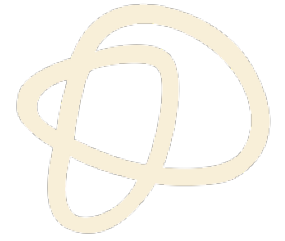
**BUPI**

Bupivacaine lozenge  
against OM

Potential market leaders with  
\$250-500m (MOB-015) and \$100-200m  
(BUPI) estimated sales potential

# The divestment

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## Compelling Divestment of OTC-Business

- Cash consideration of SEK 1.4 billion (\$155m)
- Resulting in capital gain of SEK 556 million and effect on the total profit of SEK 502 million
- Redemption of SEK 600 million bonds, completed April 29
- Distribution to shareholders in 2019, estimated to SEK 43-45\* per share → **proposed SEK 46.50 per share**

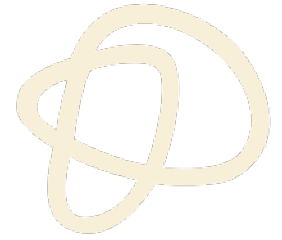
## Funding & Focus on Pipeline (MOB-015)

- SEK 46 million raised (\$5m) to fund continued development and commercialization of MOB-015
- Implied valuation of MOB-015 of approximately SEK 645 million (\$70m), SEK 35.16 per share\*\*
- Retaining upside for MOB-015

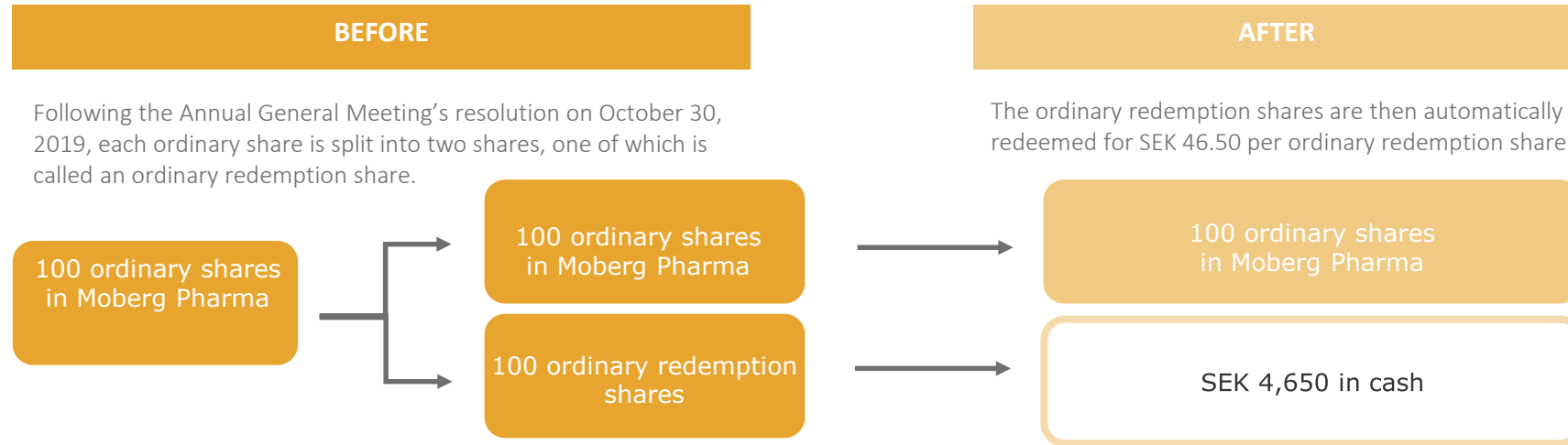
\* Reflects proceeds to shareholders after transaction expenses and bond redemption

\*\* Subscription price for USD 2.5 million investment

# Share redemption



## HOW IT WORKS

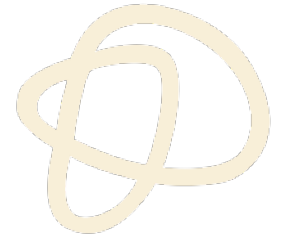


## IMPORTANT DATES



# Focused on realizing the substantial value of our pipeline

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## MOB-015 – Better cure rates, fast visible improvement and shorter treatment

- Topical delivering high concentrations of terbinafine through the nail
- Efficacy and safety demonstrated in Phase 2, incl. terbinafine levels in nail and nail bed
- Two Phase 3 studies ongoing in North America and Europe (n = 800)
- Patent protection until 2032 in key markets, incl. US, EU, Japan and China
- License Agreements signed for major markets

**250-500** MUSD  
ESTIMATED ANNUAL SALES

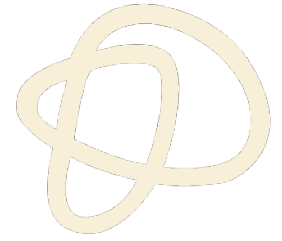
## BUPI - Better and longer pain relief in the oral cavity

- Lead indication is Oral Mucositis after radio- or chemotherapy
- Superior Phase 2 data published
- Partnering efforts ongoing
- Patent protection until 2032-2033 granted in USA, EU and Canada

**100-200** MUSD  
ESTIMATED ANNUAL SALES

# MOB-015 – Approaching Phase 3-results

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## North America

- The North American study comprises 365 patients randomized at 32 clinics in the U.S. and Canada.
- Recruitment was finalized in September 2018.
- Topline results are expected in December 2019.

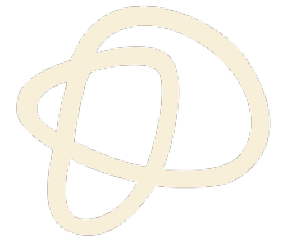
**ALL**  
PATIENTS HAVE NOW  
COMPLETED THE NORTH  
AMERICAN STUDY

## Europe

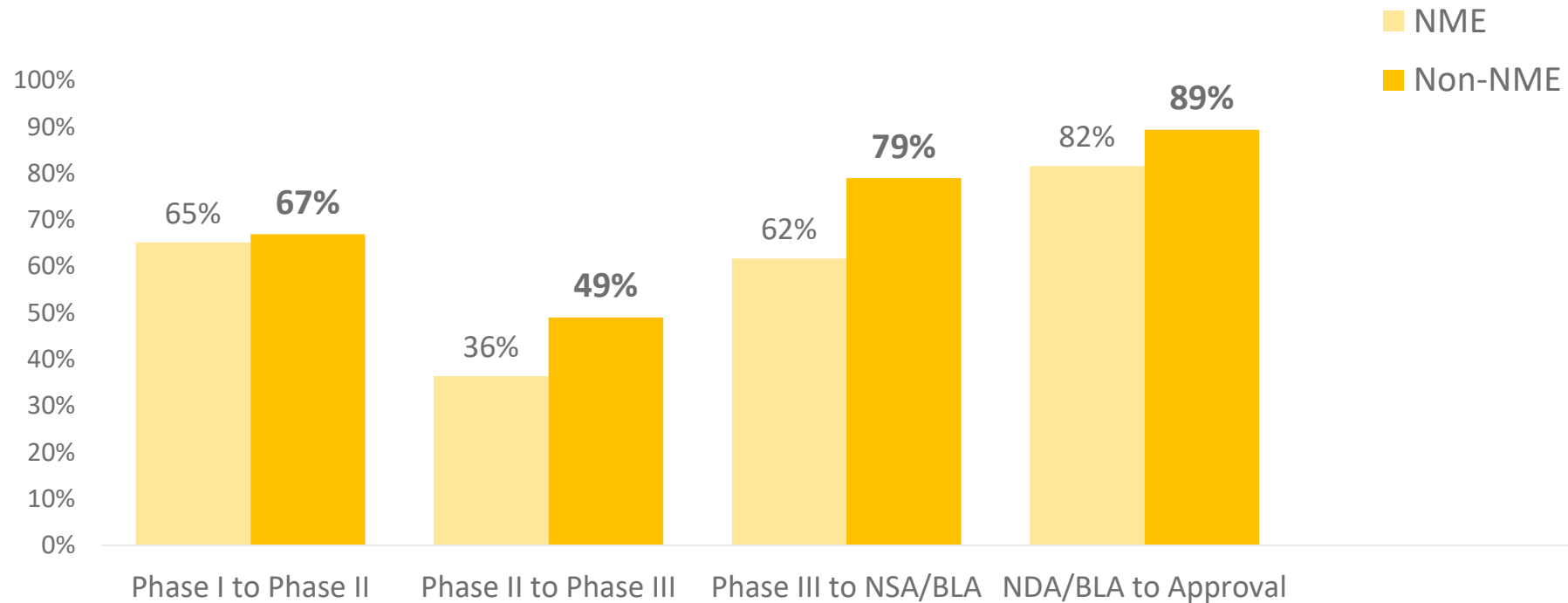
- The European study comprises 452 patients randomized at 48 clinics in Germany, UK and Poland.
- Recruitment was finalized in March 2019.
- Topline results are expected in the second quarter of 2020.

**>65%**  
OF PATIENTS HAVE NOW  
COMPLETED THE  
EUROPEAN STUDY

# Phase 3 – higher probability of success for proven molecules (Non-NME) than for new molecules (NME)



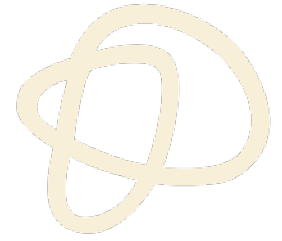
## Probability of Success Non-NME vs. NME






Source: Clinical development success rates for investigational drugs, Hay et al, Nature Biotechnology, January 2014



# Target to become the leading topical treatment



	Treatment	FDA Approval	Complete cure rate
	Ciclopirox (Penlac)	1999	5.5-8.5%
	<b>Efinaconazole (Jublia)</b>	<b>2014</b>	<b>15-18%*</b>
	Tavaborole (Kerydin)	2014	7-9%
	Terbinafine (Lamisil)	1996	38-54%
	Itraconazole	1995	14-26%
	Fluconazole	Off-label	37-48%



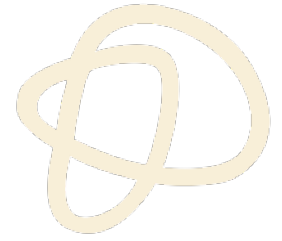
Main topical branded competitor



Adverse events associated with oral treatments

# MOB-015 – Major partnerships entered 2019

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## February: Consumer Health division of Bayer Group, Europe

- The world leader in OTC antifungal treatments with the brand Canesten.
- Eligible to up to EUR 50.0 million in milestone payments, where of EUR 1.5 million at time of signing.
- Royalties and supply fees for delivered products.

**>200** MUSD  
EUROPEAN OTC MARKET FOR  
TOPICAL ONYCHOMYCOSIS IN 2017

## September: Taisho, Japan

- Eligible to up to USD 50.0 million in milestone payments, where of USD 5 million at time of signing.
- Majority of the milestone payments are contingent on commercial milestones and the remaining part on development and regulatory milestones.
- Royalties and supply fees for delivered products.

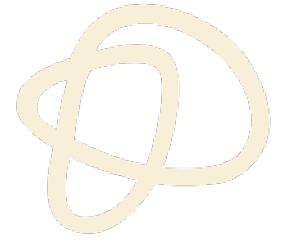
**290** MUSD  
JAPANESE MARKET FOR BRANDED  
DRUGS FOR ONYCHOMYCOSIS IN 2018

## October: DongKoo, the Republic of Korea

- The market leader in dermatology in Korea, with excellent coverage of dermatology clinics.
- The distribution agreement gives DongKoo exclusive rights to market and sell MOB-015 in the Republic of Korea. Moberg Pharma assumes production and supply responsibility.

**40** MUSD  
KOREAN MARKET FOR TOPICAL  
DRUGS FOR ONYCHOMYCOSIS

# MOB-015 – Net Sales potential of \$250-500 million



## Market potential for MOB-015 (incl key assumptions)

- US Rx potential: \$170-300+ million (WAC \$1700/unit, branded topicals before discount)
- Other Rx markets, e.g. Japan and Canada: \$50-100 million
- OTC markets in EU and RoW: Ca \$50-100 million (3.5-7 million units à \$15/unit)

Gross-to-Net discount

Market share, TRx	\$million	Gross-to-Net discount			
		60%	50%	40%	30%
5%		170	213	255	298
7.5%		255	319	383	446
10%		340	425	510	595
15%		510	638	765	893



5-7.5% market share of 5m units x \$1700  
with 50-60% discount  
→ \$170-300+ million in net sales for the US market



## Moberg Pharma 2.0 - Aiming to create the next market leader in onychomycosis

- MOB-015 Phase 3 enrollment completed also in Europe. Topline-results expected:
  - December 2019 in North America
  - Q2 2020 in Europe
- License agreements signed with TDV \$120 million plus supply fees and royalties.
  - Bayer AG in Europe
  - Taisho in Japan
  - Cipher in Canada
  - DongKoo in Korea
- Opportunity to commercialize and drive growth through co-promotion in the U.S. and strong partners in other territories





**THANK YOU!**