

Diagnostic Market Opportunity

Global companion animal diagnostics market projected CAGR of 9.8% through 2024¹

Zomedica Opportunity

- Reduced or **NO PRE-MARKET REGULATORY** burden for diagnostic platforms
- More economical R&D model than in human medicine
- **POTENTIAL EXCLUSIVITY** to therapeutics
- Catalysts to partnerships with human medical and animal health companies with shared benefits
- Our partnerships and licensing agreements provide **GLOBAL EXCLUSIVITY RIGHTS TO ALL VETERINARY SPECIES FOCUSING ON COMPANION ANIMALS WITH POTENTIAL OUT-LICENSING OPPORTUNITIES**
- Bringing translational technologies from human medicine to veterinary medicine by identifying unmet and overlooked addressable markets

Diagnostic Platforms

All of our diagnostic platforms allow for continuous development of assays based on market need



TRUFORMA™

Point-of-Care Biosensor Platform

Go-to-market assays include five thyroid and adrenal disorder immunoassays



Canine Cancer Liquid Biopsy Platform

Go-to-market assays include Hemangiosarcoma, Osteosarcoma, and Lymphoma



Point-of-Care Pathogen Detection Platform

Go-to-market assays include ten urine and five fecal tests

Therapeutics

Shorter regulatory timetable for therapeutics than in human pharma



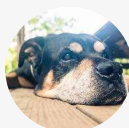
ZM-007 | Metronidazole Oral Suspension

Anti-diarrheal for small breeds and puppies, same API as Flagyl®



ZM-006 | Transdermal Methimazole

Hyperthyroidism – oral formulation approved for use in humans (Tapazole®) and cats (Felimazole®)



ZM-012 | Metronidazole Tablet

Anti-diarrheal – approved for use in humans, same API as Flagyl®



ZM-011 | Transdermal Fluoxetine

Behavioral disorders, e.g. inappropriate urination, same API as Prozac®

Commercial Strategy

- Launching in top markets in **KEY STATES (60%)** in the United States
- **VETERINARY INFLUENCERS** partnering with Zomedica for product validation efforts
- Attractively priced to provide quick payback to vets
- Financing options and data collection via digital data platform

Delivering the “Right” Solutions to Serve Unmet Needs in Clinical Practice

Trending technologies and clinical experiences are critical to developing veterinary diagnostics.

Understanding unmet needs in clinical practice

+

Assay performance:
Sensitivity and Specificity

=

Answers in clinic and confidence in diagnosis

Why Zomedica?

1. Valuation opportunity
2. Revenue potential 2020
3. Diagnostics are the fastest growing sector in Animal Health with very few players
4. Zomedica has robust diverse pipeline of products
5. Diagnostics are platforms allowing development of additional research and development of assays based on unmet needs in attractive addressable markets

Corporate Milestones

2019

- Expect to commence pivotal safety study for ZM-007
- Expect to commence pivotal safety study on ZM-011
- Expect to complete pilot efficacy study and commence pivotal safety study for ZM-006
- Complete assay verifications for TRUFORMA™
- Continue verification and validation of Hemangiosarcoma and Osteosarcoma assays for Canine Cancer Liquid Biopsy Platform
- Expect to begin verification and branding efforts for Lymphoma assay, Canine Cancer Liquid Biopsy Platform
- Feasibility data achieved for TRUFORMA™
- Expect to commence validation for the urinary tract infection (UTI) assay and verification for the fecal assay of Point-of-Care Pathogen Detection Platform
- Expect to present and confirm the regulatory strategy and development plan for ZM-006 with FDA-CVM

2020

- Expect to commence marketing with initial assays for TRUFORMA™
- Expect to complete assay validations for TRUFORMA™
- Commence validation of Lymphoma assay, Canine Cancer Liquid Biopsy Platform
- Expect to launch digital data platform
- Expect to commence marketing of Point-of-Care Pathogen Detection Platform
- Continue verification and validation of Hemangiosarcoma and Osteosarcoma assays for Canine Cancer Liquid Biopsy Platform
- Expect to commence marketing of Canine Cancer Liquid Biopsy Platform

1. MarketsandMarkets.com, April 2019: <https://www.marketsandmarkets.com/Market-Reports/companion-animal-diagnostic-market-173823870.html>