

Enabling Innovation

Building a Market Leader in Molecular Biology

September 2018



Disclaimer

This document is intended for prospective investors, partners and media audiences and no statements made here should be considered as claims for the success of our products, which are currently in the development phase. This document also may contain projections and/or estimates about and descriptions of plans and objectives relating to our future operations, products, or services; future financial results; or assumptions underlying or relating to any such statements. These statements are forward-looking and are subject to risks and uncertainties, many of which are beyond our control and are not to be regarded as guarantees of future events.

Actual results could differ materially depending on a number of factors, including the timing and effects of regulatory actions, the results of product tests, the Company's relative success developing and gaining market acceptance for any new products, and the effectiveness of patent protection.

There can be no guarantee regarding the results of the product tests or other on going studies with our products. There can be no guarantee that our products in development will be approved for marketing in a timely manner, if at all.

The Company disclaims any intent or obligation to update these forward-looking statements or the factors that may affect the Company's future results, performance or achievements, even if new information becomes available in the future.



Agenda

- **Group Overview**
- Products and Technology
- Commercial Approach
- H1 2018
- Corporate Information

Group Overview

Expedeon AG is a rapidly growing life sciences group with operational headquarters in Cambridge, UK and publicly listed on the Frankfurt Stock Exchange (EXN)

We develop, manufacture and sell:

- Tools and reagents used in R&D workflows both for academia and industry
- Increasingly integrating our products into third-party diagnostic solutions
- Based on proprietary technology and patents

Key numbers:

- 110 staff working across R&D, manufacturing, sales and G&A
- 2017 revenues of EUR 7.8 million

SYGNIS AG Renamed to Expedeon AG

- Completion of the change of name to Expedeon AG
- Entry in the Mannheim commercial register on 6 August 2018
- Expedeon continues to be listed on the Regulated Market of the Frankfurt Stock Exchange
- ISIN and German securities identification code remain unchanged (DE000A1RFM03)
- Ticker symbol has been changed to EXN
- Name change reflects the new structure and positioning of the enlarged Company and the approval of the Annual General Meeting held on 5 July 2018

Strategy

Our strategy is to deliver shareholder value through a combination of innovation and scale

- **Innovation driving organic growth**
Develop and sell clever and easy to use products and services that our customers want to use
- **Scale driving profitability**
Acquire complementary technologies which further enhance
 - Growth
 - Economies of scale and
 - Profitability
- **Maximise shareholder value**
Create a market leader with high profitability through innovation and scale

Strategy: Grow, Buy & Build

Grow

- Efficiently expand portfolio, technology and sales channels for all key markets
- Leverage growth by infrastructure synergies

Buy

- Accelerate growth to establish a leadership position
- Acquisition of profitable, debt-free, innovative companies with high growth rates

Build

- New products, services & technologies for genomics, proteomics and immunology research
- Nurture high value clinical applications

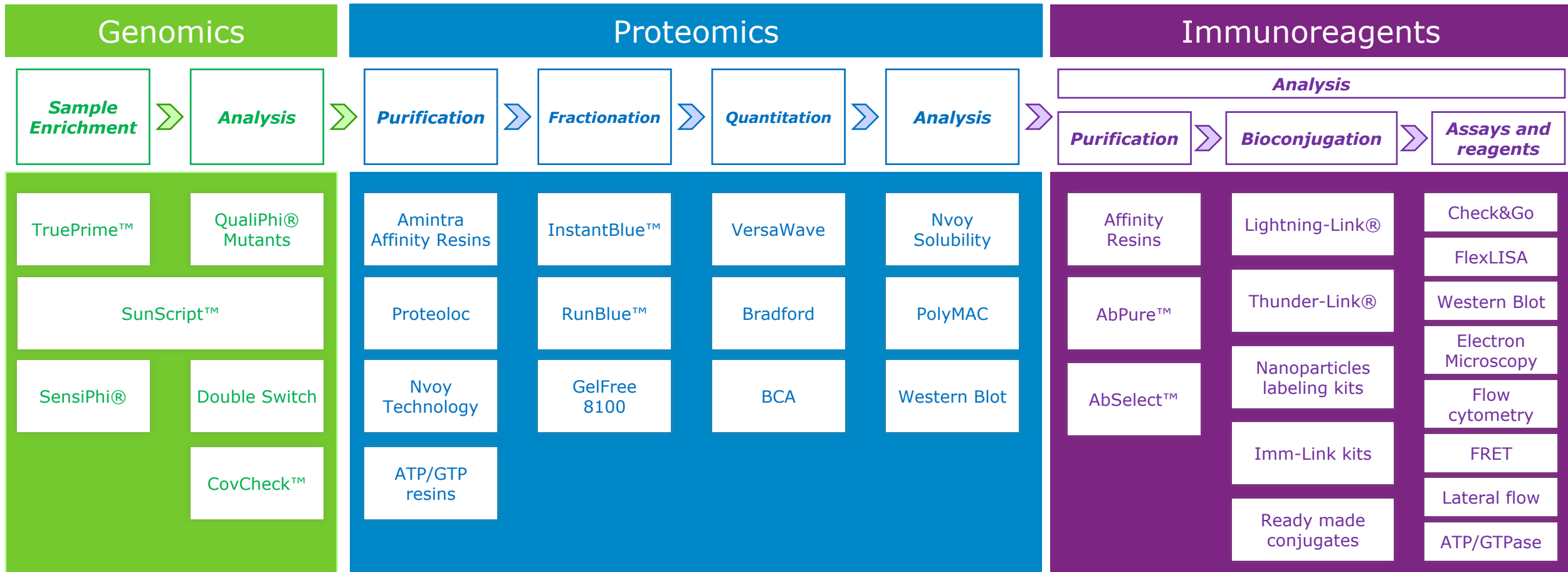


Agenda

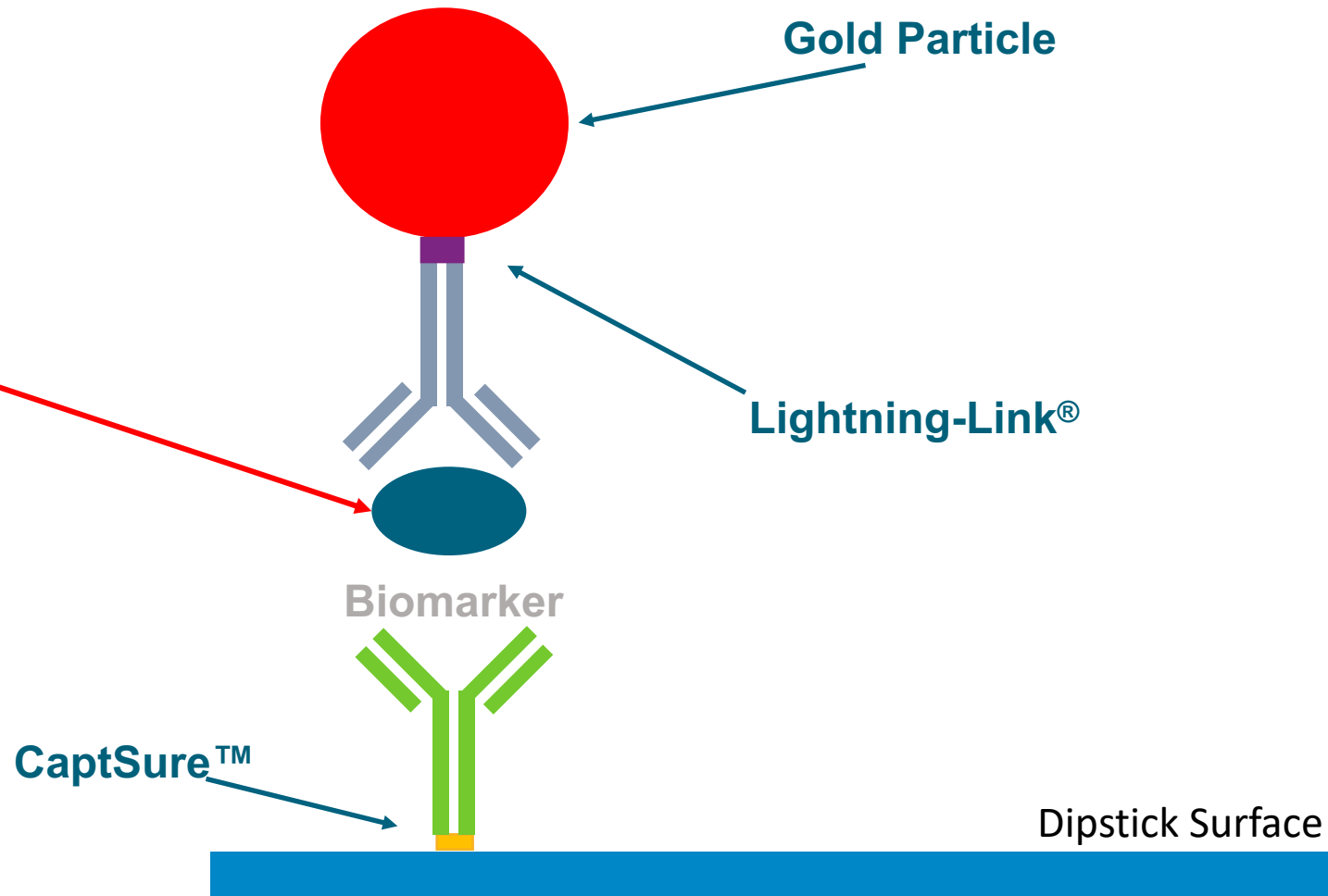
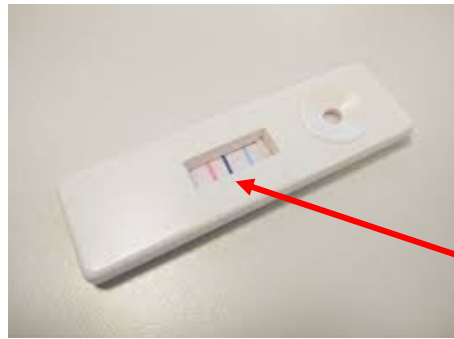
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Product Portfolio

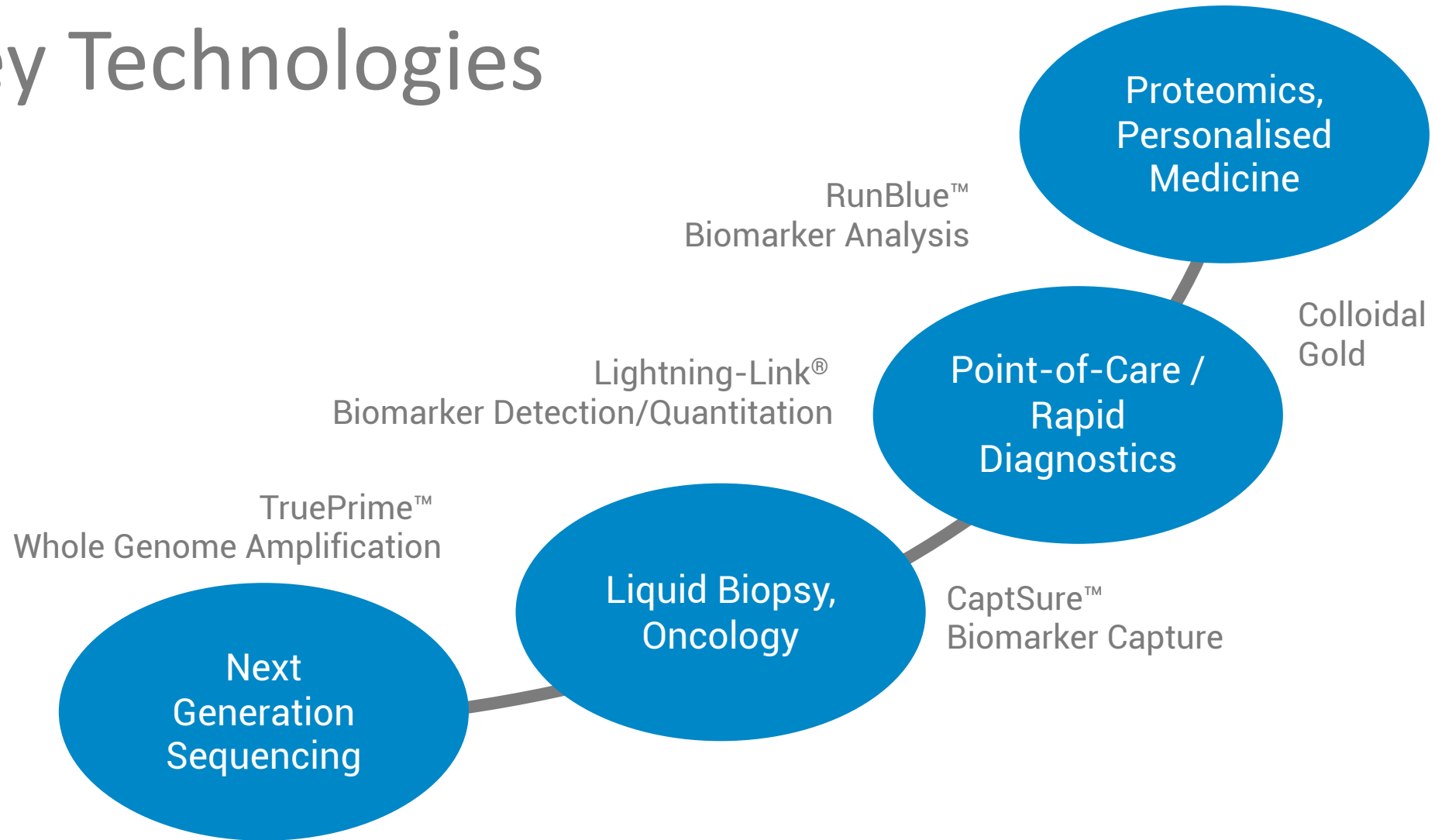
Supporting Customer Workflows



Examples of our Technologies

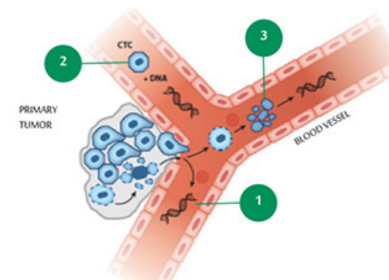
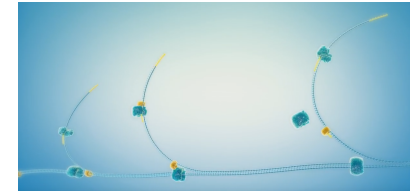


Key Technologies



Key Technology: TruePrime™

- Whole Genome DNA Amplification (copying DNA molecules)
- USPs:
 - Sensitivity and accuracy
 - Complete genome coverage
- Core Applications:
 - Next Generation Sequencing workflows
 - Applications with low amounts of available DNA
 - Liquid biopsy
 - Single cell analysis
- Core Markets:
 - Oncology research
 - Clinical diagnostics
- Market Size:
 - WGA kits for R&D: USD 100 million p.a.
 - Liquid biopsy/diagnostics: USD multibillion potential



Tumor biomarkers in blood

1. Cell-free DNA (cfDNA)
2. Circulating tumor cells (CTCs)
3. Exosomes & micro vesicles

Product Launches

H2 2017

- Magnetic conjugation kit
- Universal lateral flow assay kit
- TruePrime™ apoptotic kit

H1 2018

2view™ double labeled gold

H2 2018 (planned)

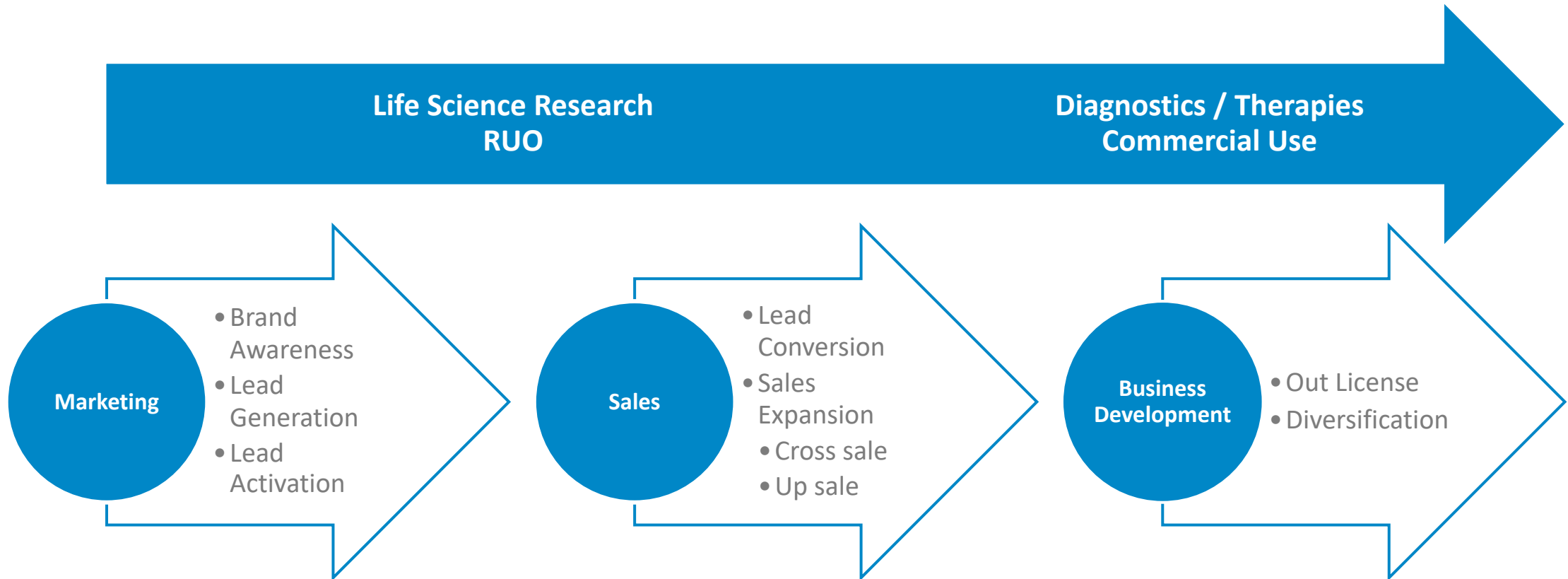
- Ponceau S (launched)
- Alexa Fluor® dyes x 5 (launched)
- Lightning-Link® chelator kits
- His-Tag lateral flow assay
- Biotin conjugation and quantification kit
- Fast transfer buffer for western blot evaluation
- ELISAone kits
- GST lateral flow assay
- Streptavidin lateral flow assay
- Lyophilized SunScript™



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Commercial Approach



Sales and Marketing Model

Direct Sales (40%)

- Worldwide
- Higher margins
- Customer feedback
- End-user database → marketing

Distribution (40%)

- Local distributors: Europe, Far East
- Global distributors
- Wider reach

OEM and Supply Agreement (15%)

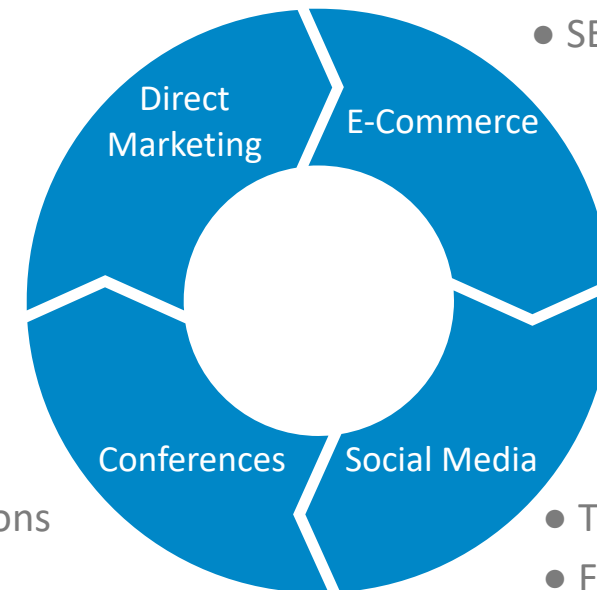
- Global reach
- Lower margins
- Economies of scale

Licensing (5%)

- High margin
- Small proportion of the value chain

Marketing Approach

- Intelligence driven direct mail
- Brochures



- Local exhibitions
- International events

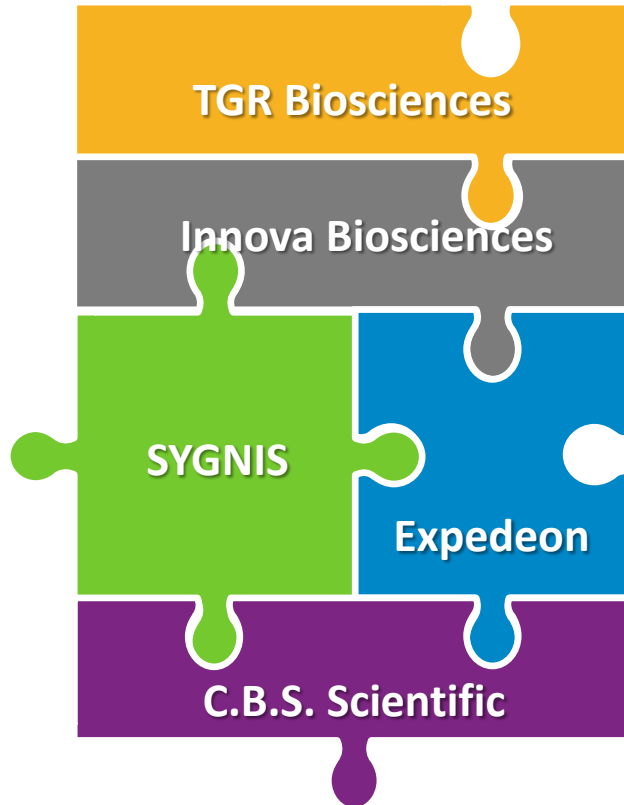
- Rich content website
- SEO, Web shop

- Twitter
- Facebook
- Product video feeds

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H1 2018: Highlights



- **Extended OEM agreement with leading global research tools supplier**
 - Provide customers with improved access to research tools
 - Worldwide sales and distribution channels
- **Successful integration of products and services**
 - Expedeon Holdings, Innova Biosciences and C.B.S. Scientific fully integrated
 - All products and companies operate under one brand name, Expedeon
- **Completion of Sales and Marketing team restructuring**
 - Support continued strong revenue growth
 - Cost leverage
- **Acquisition of TGR Biosciences with EUR 6.2 million raised in a private placement and debt issues**
 - Australian research reagents company with complementary portfolio
- **Completion of GBP 5 million financing**
 - Funding enabling ongoing growth without shareholder dilution

H1 2018: Financial Progress

- **Revenues rapidly growing**
 - EUR 5.6 million (H1 2017: EUR 3.0 million)
 - Increase of 89% compared with H1 2017
 - Revenue guidance for 2018 of EUR 13-14 million
- **H1 EBITDA positive**
 - FY 2018 positive EBITDA 2018 guidance
- **EUR 6.2 million raised in a private placement and debt issues**
 - Funds used to acquire Australian research reagents company TGR Biosciences in May 2018 (EUR 10.1 million acquisition approx.)

EUR thousand	H1 2017	H1 2018
Revenue	<u>2,980</u>	<u>5,620</u>
EBITDA	<u>(1,647)</u>	<u>23</u>

EUR thousand	FY 2017	FY 2018
Revenue	<u>7,797</u>	<u>13 - 14,000</u>
EBITDA	<u>(2,453)</u>	<u>positive</u>



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Expedeon Current Stock Information

(as of 31 August 2018)

Ticker Symbol:	EXN (Xetra)
ISIN:	DE000A1RFM03
WKN:	A1RFM0
Issued Shares:	51,259,808
Listing:	Germany: Deutsche Börse (Prime Standard) (Major Stock Exchanges)
Free Float:	~ 82%
Key Shareholders (>3%):	Deutsche Balaton: 6.3%; Alpenfels Family Trust: 3.9%; Fernandez Trust: 5.2%; Dr. Heikki Lanckriet: 3.1%
Market Cap:	EUR ~70 million
Analysts:	GBC AG (Cosmin Filker; BUY: EUR 3.30) First Berlin (Christian Orquera; BUY: EUR 2.65)

Outlook 2018

Continue to expand and consolidate the product portfolio; generate ongoing growth through strong organic products sales and acquisition

Outlook on financials

Revenues: 2018: EUR 13-14 million
 Ongoing upside potential in 2019

EBITDA: EBITDA positive

Cash flow: Become cash flow positive during 2018

The goal of the Company is to become increasingly profitable through a combination of organic growth and growth by acquisitions.

Thank You for Your Attention

For more information, please contact:

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