

Chairman: Semmy Rülff
 CEO: Jan Richardsson
 Listing (ticker): Nasdaq First North (DIGN)
 Market capitalisation: ~ SEK 320 m (Price SEK 19, April 4. 2016)
 Website: www.dignitana.com

Strictly confidential

ABOUT DIGNITANA

Dignitana AB (publ) ("Dignitana" or the "Company"), founded 2007, is a world leader in medical scalp cooling technology and the manufacturer of the DigniCap scalp cooling system. DigniCap reduces hair loss when patients are going through chemotherapy and has been used worldwide for many years. Approximately 400 systems have been delivered worldwide and more than 15,000 patients have been treated.

December 2015 represented a significant breakthrough for the company when FDA clearance for the Dignicap system was received. The DigniCap scalp cooling system was cleared for use in women with breast cancer in the U.S. To date, contracts have been signed with ten cancer centers across the United States (March-16).

Dignitana is listed on the NASDAQ First North Stock Exchange since 2011.



BUSINESS CONCEPT

Dignitana's business concept is to develop, produce and market scalp-cooling technology.

THE MARKET

Breast cancer is the most common malignancy in women worldwide. Although the majority of women will survive the disease, treatment often includes chemotherapy. Hair loss remains an almost universal side effect of chemotherapy and is rated by breast cancer patients as one of the most distressing side effects of treatment, affecting quality of life, return to work, and self-image. Some clinical studies indicate that as many as 5% of the patients refuse chemo therapy in fear of hair loss.

Approximately 230,000 new breast cancer patients are diagnosed per year in the United States of which approximately 60% can use Digni-Cap. Each patient receives on average 5 cycles of chemotherapy. The market potential for this particular segment in the USA is approx. 700 000 treatments per year, or about \$400 m per year.

BUSINESS MODEL

The DigniCap system is sold to distributors as a stand-alone system in most countries in Europe and in Asia. Sysmex Europe GmbH is responsible for sales in the major European markets. Konica Minolta Medical & Graphic Inc. is responsible for the largest Asian markets, such as China, Japan and India.

U.S. is expected to be the largest market for the Company and represents 50% of the total medical device market worldwide. The Company has, since the FDA clearance, established its own organization in the U.S with headquarters in Dallas. The company has been able to hire a group of scalp cooling professionals who have experience using manual scalp cooling techniques and significant contacts within the oncology community. The business model in the U.S. is to lease the system to the facility and also receive payment per treatment. Standard contract: two-year lease at 600-1,000 USD/month plus 175-350 USD/treatment.

PATENT

Currently, the Company holds two patents; sensors in the cap and split cap functionality. Separate Coolant Circuits – patent expires in 2034. Temperature sensors – patent expires this year.

INVESTMENT CASE

- Breakthrough in December 2015 – FDA clearance, own organization and new business model in USA, "paid per treatment" with high margins (three times production cost 1st year). Ten contracts signed in the USA as of end of March.
- Only the US market is valued at approx. \$400 m yearly.
- First mover advantage – Supplier of the most advanced automated cooling caps in the world.
- Excellent new management with proven track record from the medical device sector – Chairman Semmy Rülff has a long experience from the medtech-sector. CEO Jan Richardsson previously VP sales Nederman with proven track record from developing sales organizations. In the USA Bill Cronin is the CEO of the US office and is also a large shareholder and has significant scalp cooling experience.
- Large media coverage in the USA since the launch drives market demand from patients and clinics – Prevention of hair loss through scalp cooling contributes to the patient's well-being and quality of life. In the U.S. patients will request and demand clinics to provide DigniCap.

FINANCIAL INFORMATION

During 2015 the main focus of the Company has been to receive the FDA-approval as well as build up an organization. These investments have obviously affected the sales activities during the year.

Dignitana	Full year 2015 (Group)	Full year 2014 (AB)
(KSEK)		
Total revenues	5 801	21 219
Net profit after financial items	-16 569	-10 914
Cash and bank balances	19 042	1 094

OWNERSHIP STRUCTURE

As of 31 Dec. 2015, the Company had some 2,000 shareholders.

Shareholder on 31 December 2015	Number of Shares	Percentage of capital and votes
Eurosund	3 750 122	22,4%
Avanza Pension	2 112 906	12,6%
C3 Device Partners LP	1 653 551	9,9%
Nordnet Pension	641 756	3,8%
Green Park & Golf Ventures	629 397	3,8%
ML, Pierce, Fenner & Smith Inc.	371 064	2,2%
Semmy Rülff	335 079	2,0%
Citibank, CBNY-Charles Schwab, New York	254 233	1,5%
Citibank, CBLDN-UBS, London	152 000	0,9%
William Cronin	147 021	0,9%
Others	6 727 035	40,1%
Sum	16 774 164	100,0%

SHARE PRICE, PAST 12 MONTHS

