



RoseRx - a pharmaceutical commercialisation platform

Powering big pharma's engagement with patients.



Where we are

In our first year:

- Platform is built & launched with first contracts
- Generating revenue = \$1.73M
- High margin = 80%+ GM
- Secured first channel partner

Where we are headed

In 2024:

- \$2.2M revenue already closed for next year
- Locking in +10 contracts from 'Tier 1 Pharma' companies
- Expanding contracts to multi jurisdictions: Europe, SE Asia
- EBITDA positive



Why?

Over US \$214 billion is spent on medicine promotion yearly.

Drug reps knock on doors, doctors are educated and patients get prescribed.

But things have changed.

And pharma hasn't.

- Personalised medicine is growing. Pharma can no longer sustain the drug rep headcount and doctors are overwhelmed.
- Covid made healthcare digital. Every demographic is now online and pharma must play its part to give a superior healthcare experience.
- Data driven performance marketing brings best ROI. Every industry has adapted their performance strategy, pharma must too.

We've built a software as a service platform for big pharma to connect with their future patients digitally and accelerate their sales.

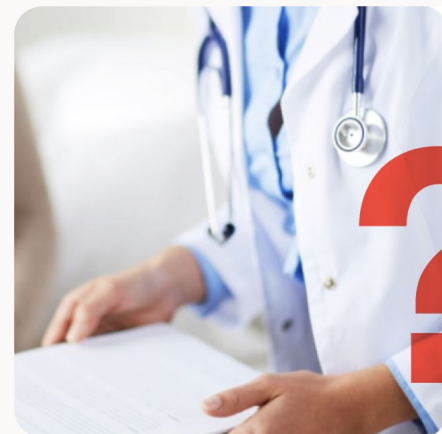
We've done this successfully in a "pilot" jurisdiction for pharma:

Australia, and now have the ability to scale overseas and repeat this success in much larger jurisdictions.

Problem

Pharmaceutical companies can't market to modern patients effectively.

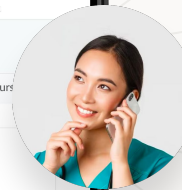
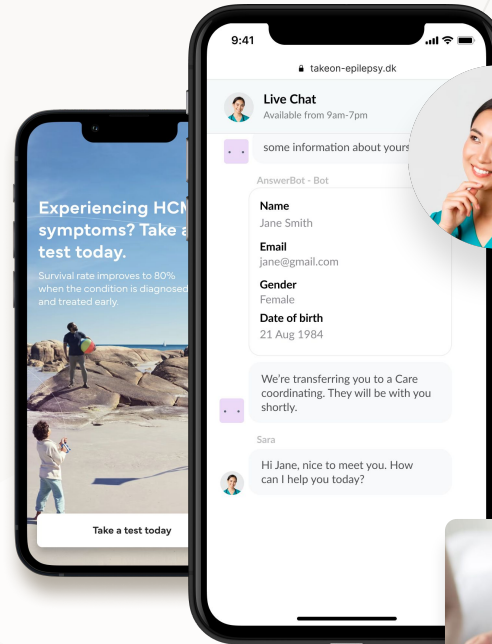
In a highly regulated industry where ROI has only been measured for in-person sales with doctors, pharma companies have never had the right technology and expertise to explore other methods and get results.






Solution

A platform to engage with their future patients and measure their sales results.

Pharma connects their ad campaigns to RoseRx. Patients are targeted online, assisted through to prescription with nurse communications and doctor integrations. Pharma tracks the patient until prescription and measures their campaign success.

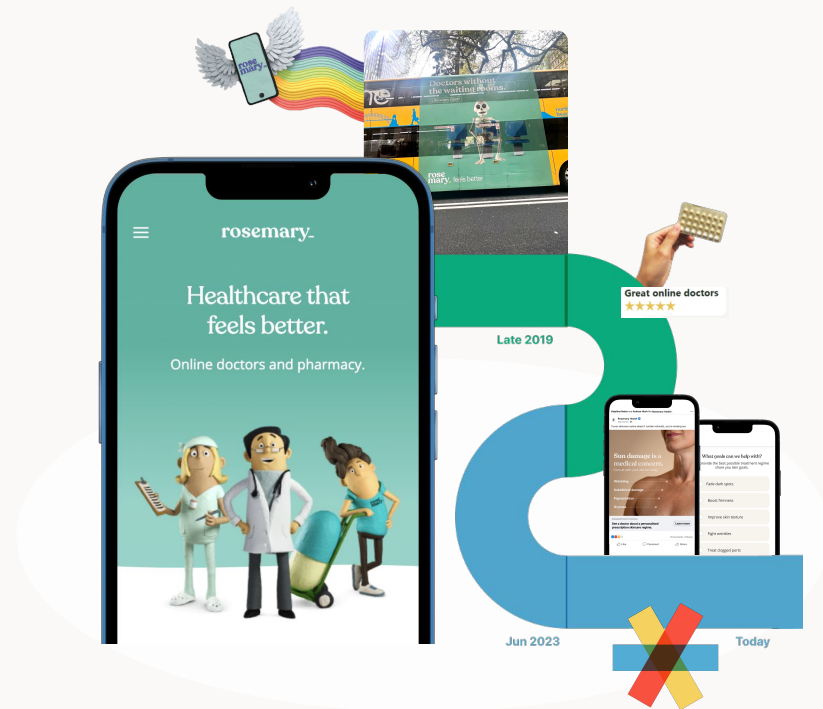


-  Engage
-  Form
-  Follow up
-  Telehealth
-  Health Coordinator
-  GP Finder
-  Funnel
-  Optimise
-  Educate
-  Data Share API
-  Ad Connect API

Competitive advantage

A product and team with high growth, direct to consumer healthcare experience.

- Formerly powering DTC platform, Rosemary Health. Distributing over 500,000 treatments in 2 years.
- Doctors are our co-founders and a team with tech/ pharma background = best clinical compliance standards.
- We've embedded our IP into a software as a Service platform for pharma to connect with their future patients and accelerate their sales.



Traction

In our first year we hit **\$1.73M rev.** Next year we are targeting **\$4.9M ARR.**

2023



SANDOZ A Novartis Division

inova
pharmaceuticals

inova
pharmaceuticals

2024

\$2.2M rev already closed

Scheduled for launch
early 2024:



Men's health \$720,000



All prescriptions \$500,000



Women's Health \$500,000



Infectious Disease \$500,000

Other upcoming multi
jurisdiction contracts
with 'Tier 1 Pharma':



Rare disease (EU)
\$250,000



Vaccines \$300,000



Long-tail molecules (EU)
\$720,000



Multiple sclerosis (EU) \$500,000

Diabetes (SE Asia) \$350,000

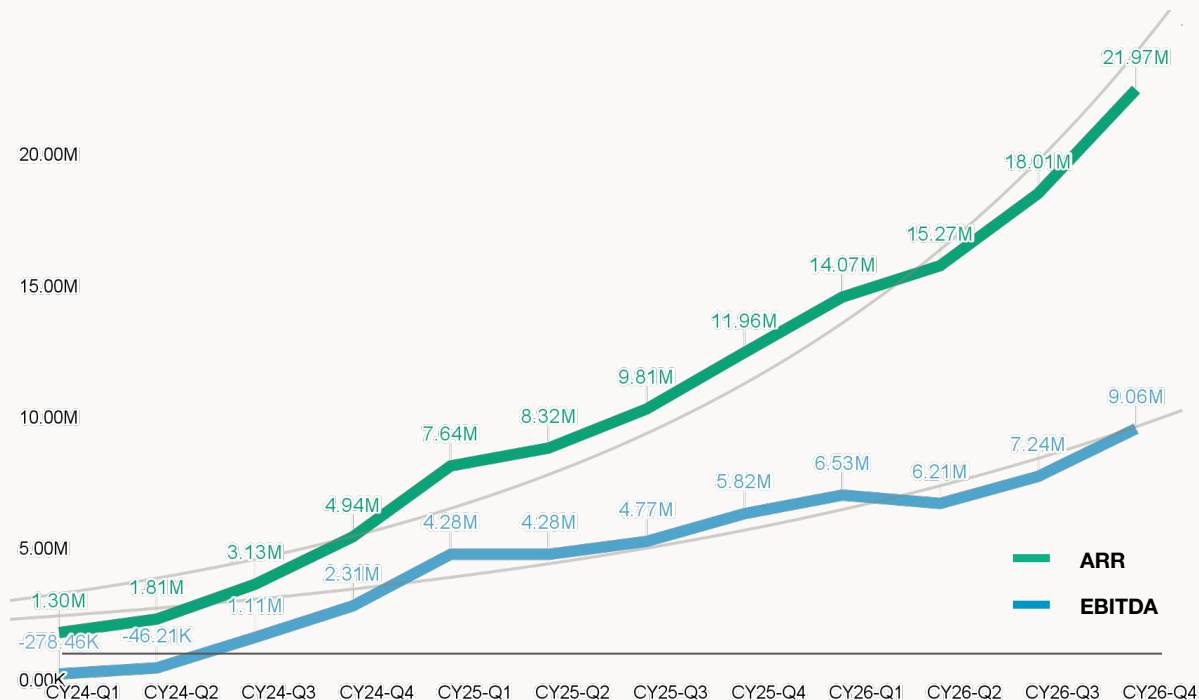


Weight loss (SE Asia) \$400,000

Diabetes (SE Asia) \$350,000

Financials

Breaking even-early 2024 with SaaS platform model.



- High margin SaaS = GM >80%
- Sticky 18+ month campaign
- Network effect = multi jurisdictions + multi molecule scaling
- Highest ROI for non in-person pharma sales

Financials

P&L



	2024		2025		2026	
	H1	H2	H1	H2	H1	H2
Revenue	\$648,000	\$2,018,500	\$3,770,500	\$5,436,598	\$7,120,696	\$9,996,294
COGS	\$129,538	\$344,613	\$618,421	\$911,541	\$1,324,238	\$1,908,681
Gross Margin	\$518,462	\$1,673,887	\$3,152,079	\$4,525,057	\$5,796,458	\$8,087,613
Opex	\$737,373	\$892,486	\$1,287,067	\$1,899,069	\$2,793,163	\$4,047,468
EBITDA	-\$218,911	\$781,402	\$1,865,012	\$2,625,987	\$3,003,295	\$3,671,204

Opportunity

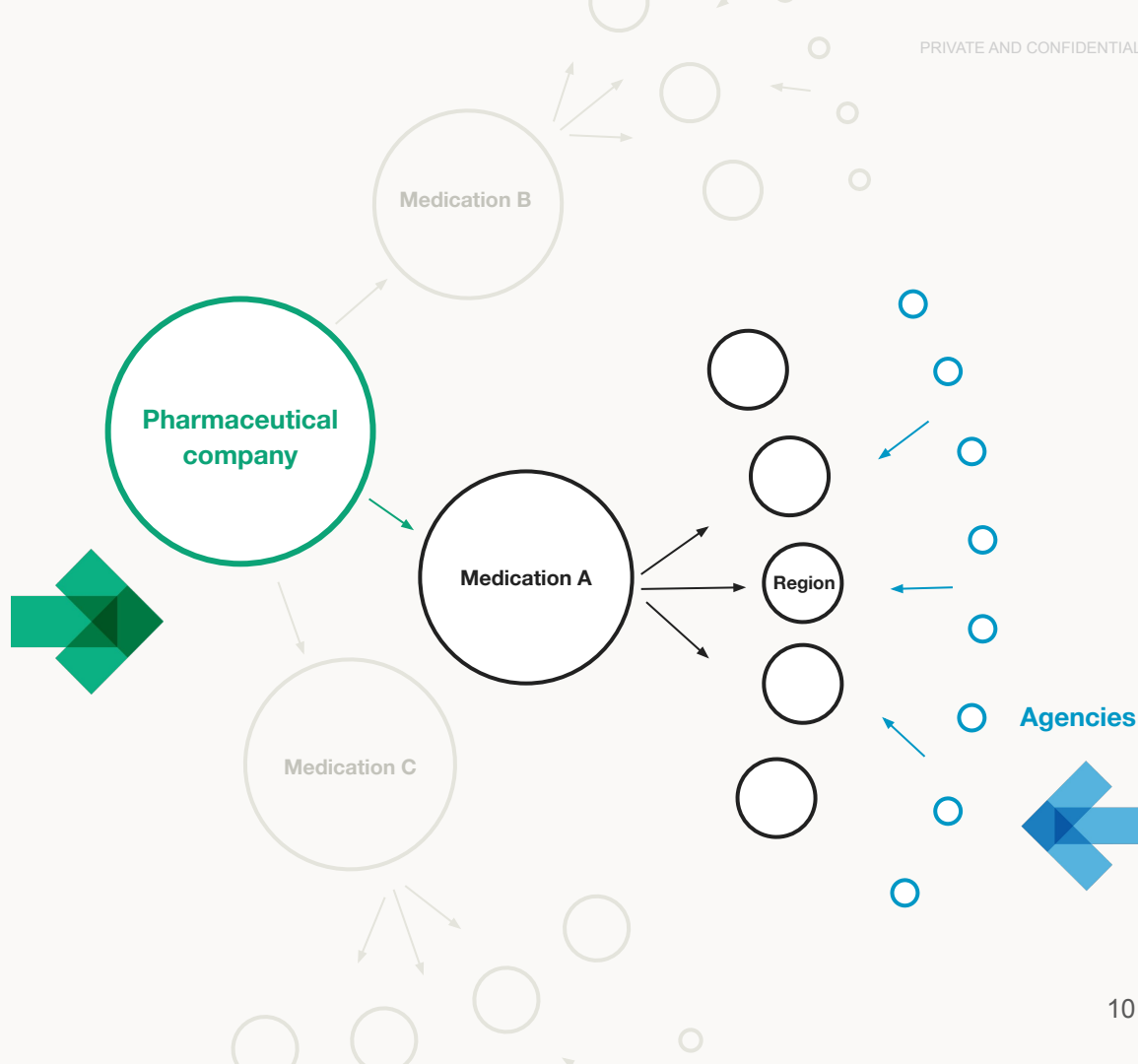
Strong network effects with its exponential growth is key to our success.

Pharma network

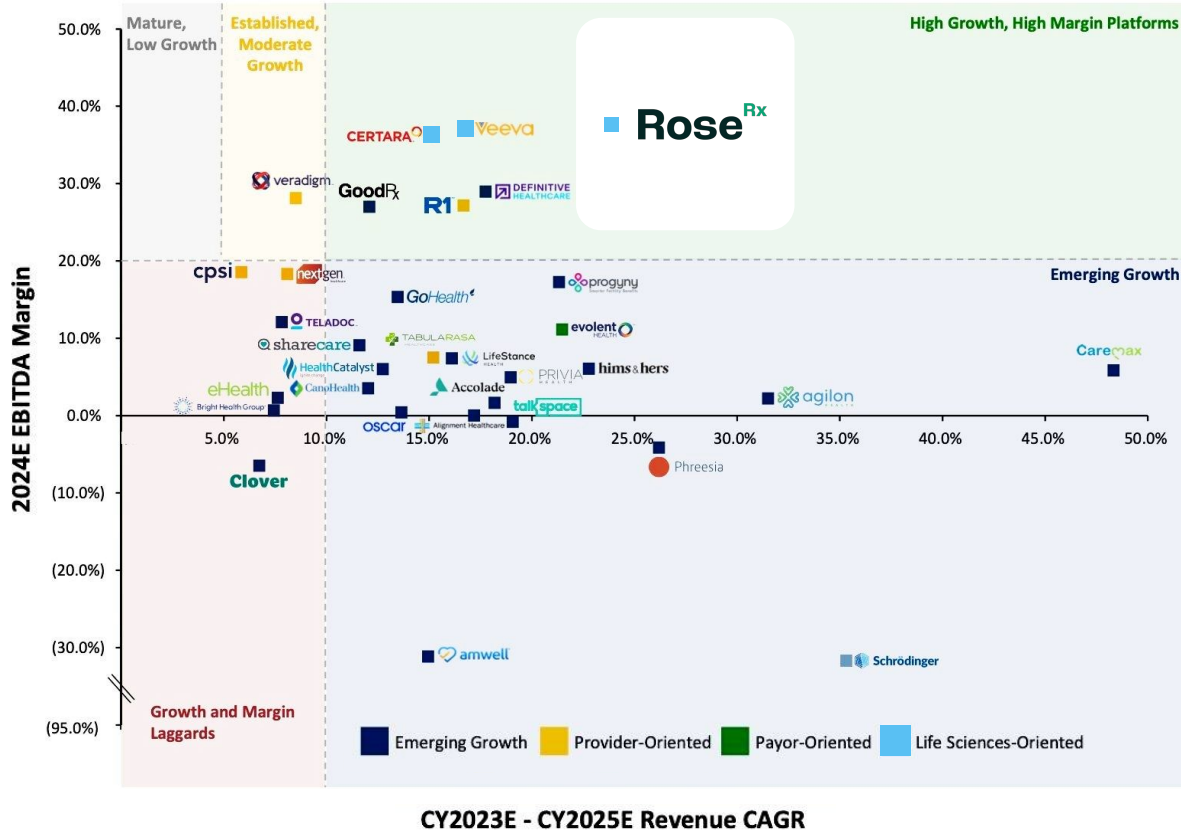
Within each company, one contract with for a medication and region, can be easily rolled out into more regions. Then expanded to other medications within the company.

Agencies as channel partners

Using agency relationships with pharma (creative ad or market research agencies) to fast track new pharma contacts and amplify their launch success.



Segmentation of Landscape by Growth and Margin | 2024 EBITDA Margin vs. '23E-'25E Revenue CAGR



Opportunity

Software platforms for Life Sciences are the highest performing shares in healthcare.

Life Sciences-oriented companies lead by combining both strong growth and high margins.

RoseRx is projected to stay in high CAGR with strong EBITDA.

Team

Founding team with deep experience in healthcare, technology and compliance.



Romain Bonjean
CEO

Built Australia's first My Health Record data sharing app for the private health insurance market. Helped bring 23andMe to Australia and the UK.



AJ Rollsy
BDM Lead

25+ years experience in senior marketing roles in the Pharma industry for Novo Nordisk, Baxter, Shionogi in markets covering Australia, UK and US.



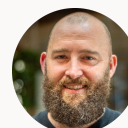
Danielle Abbon
Operation Lead

Previously launched a My Health Record data sharing app for the health insurance industry - the first level 4 MHR app in Australia.



Sara Lim
Head of Marketing

Launched rideshare across Australia for DiDi. Prior, growth marketing for OTC pharma in companies such as Merck and Unilever.



Ben Bradshaw
Product Lead

Lead design for Invoice2go and Flare HR. Grew Flare from an unknown company into a million user B2B super management fund.



Sam Warner
Head of Engineering

Led the Domain app launch - making it Australia's top 2 real estate app. Prior, built Airtasker to the largest peer-to-peer task platform in Australia.



Investors

World class investors
backing us.

breyercapital




Cap Table

	Before		After Close	
	# shares	%	# shares	%
Founders/Team	1,365,903	40.31	1,365,903	34.77
Previous investors	2,023,000	59.69	2,023,000	51.07
NEW SHARES	-	-	558,140	14.16
Total	3,388,903	100	3,942,155	100

FINANCIAL REVIEW

VC heavyweight who bet on Facebook backs Aussie start-up

“We were, and continue to be, highly impressed with management’s deep clinical and operational expertise.”

Mr Breyer added that much of start-up success is driven by the quality, vision and talent of the team behind the innovation.

“The best founders combine humility with courage, and thoughtfulness with urgency,” he said. “I care less about experience than some investors and instead gravitate towards unique innovators determined to change the world. I backed [Facebook founder] Mark Zuckerberg, for example, when he was only 20 years old. I appreciated his focus, determination, and commitment to rapid, world-defining change.”

Mr Breyer led Facebook’s first institutional funding round in 2005 and joined the board.

<https://www.afr.com/wealth/investing/vc-heavyweight-who-bet-on-facebook-backs-aussie-start-up-20210331-p571fe>

FINANCIAL REVIEW

“We have also always been impressed by New Zealand and Australia, and Rosemary Health is a good example.”

The Vulpes venture capital arm has made eight investments in Australian early-stage companies over the past two years, its first being [telehealth company Rosemary Health](#). Vulpes is stumping up again and further

<https://www.afr.com/companies/healthcare-and-fitness/steve-diggle-to-launch-1bn-biotech-fund-20220314-p5a4ka>

The offer

Raising \$1.2M to accelerate international roll out.

- All ordinary shares
- \$2.15 price per share
- \$7,286M pre money valuation
- As current contracts are closed RoseRx will be revenue positive H1 2024
- Raised funds allocated to accelerate growth
- Exit strategy = trade sale and/or public listed
- Over 35% already committed

Use of Funds - Next 12 months

Team	Sales & Marketing	\$760k
	Compliance & Legal	\$240k
	Product & Engineering	\$400k
	Operations	\$600k



Rose^{Rx}

Thank you

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