

EXECUTIVE SUMMARY



February 2024

NeedleCalm Pty Ltd is an Australian based medical device company established by Clinical Nurse Specialist Lauren Barber in 2016 following a traumatic needle stick injury which required surgery.

NeedleCalm™ is a patented Class 1 non-sterile medical device which improves patient comfort and minimises the pain associated with hypodermic needles.

Our propriety solution is quick and easy to administer and effectively alleviates pain for patients resulting in less fear and anxiety and superior treatment experiences.

PRODUCT HISTORY

In an October 2018 clinical trial the Initial Safety Profile of the NeedleCalm™ device proved 100% safe, with no adverse events or allergies reported. 66% of trial participants reported a decrease in needle-related pain compared to the placebo.

The trial prototype was improved upon with the final product released onto the Australian market in 2021 with ARTG Registration and registration in New Zealand in 2022.

ADDRESSABLE MARKET

Patients with a needle-phobia, or dislike of needles, can have a strained relationship with the health system. They are more likely to avoid medical procedures, and even simple GP visits. This can lead to later presentation with multiple chronic co-morbidities. A 2021 YouGov patient study* of 1,049 Australians analysed needle-phobia:

- 20% delayed accessing healthcare
- 18% have outright avoided accessing healthcare
- 15% have delayed a medical procedure from starting
- 12% say that the fear led to a medical procedure taking longer.

* YouGov Survey 24th August- Prepared for NeedleCalm/Provocate

BENEFITS

- Quick and easy to use.
- No chemicals or medication, hypoallergenic and latex free.
- Helps make the patient-clinician interaction calmer, more time efficient and positive experience for everyone.
- No need for extra staff to assist with the procedure.
- Reduces wait times for pathology results and time to diagnosis therefore assisting reduce bed block patient turnover in Emergency settings.
- Helps to improve patient compliance and decrease healthcare avoidance.
- Complies with infection control guidelines and standard practice.
- Reduces the need for other modalities such as sedation and anaesthetic.
- Able to be sterilised for use in additional needle procedures such as epidurals, lumbar puncture, CVC and PICC line insertion.

TRACTION

- NeedleCalm™ is now being used as a first line treatment in several hospitals and establishing a footprint in IVF clinics, Emergency Departments and general practice settings.
- Registered in Australia and New Zealand: ARTG ID 344731, Medsafe WAND 210922-WAND-6XMTPW
- NeedleCalm™ has been internationally recognised through receiving multiple awards such as Fishburners Tech For Good, Consumer Healthcare Products and the Good Design Award. Lauren has been featured in CEO Magazine and received the Health Ministers Trailblazer Award 2023.
- Backed by experts- Sydney Phobia Clinic. Endorsed by the Australian Patient Association.
- Featured in the Australian Immunisation Handbook as a recommended product.
- Supported by the NSW Government with initial investment and recently used as a case study for the NSW MVP Grant.
- Clinical evidence has been captured through patient case studies. NeedleCalm is now the preferred product of clinicians.

BUSINESS MODEL

- B2B sales via distributors and direct to customer via online sales with/without training.
- Simple product with basic manufacturing and training requirements. COGS \$3.80 per unit. This is able to be significantly decreased with scale and internal manufacturing.
- TAM= 128.4 million needle related events in AU per year. US, UK Canada and NZ= 118 billion

THE OPPORTUNITY

NeedleCalm Pty Ltd is seeking interest from established Private Equity firms ,medical device or pharmaceutical companies for an outright exit.

NeedleCalm™ has a greater range of procedural applications than competitors and is cost saving against all all current needle phobia strategies except for medication. The average cost of needle phobia patients on average is \$25.81.

NeedleCalm™ is still cost saving against numbing cream at 20 minutes.

Numbing cream is no longer recommended by The Australian Immunisation Handbook for routine use.

NeedleCalm™ is a unique product which can be easily scaled and added on to most portfolios to compliment other products such as sub-cutaneous medication, painful needle procedures.

NeedleCalm™ has become a much loved company and product which has been forged by a female founder and industry leader. It has significant worldwide potential to decrease the global burden of chronic disease and save lives.

Please submit a formal Expression of Interest to Lauren Barber -
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