

# The biggest unmet medical need

*The timely opportunity of delivering better oral health at lower cost*

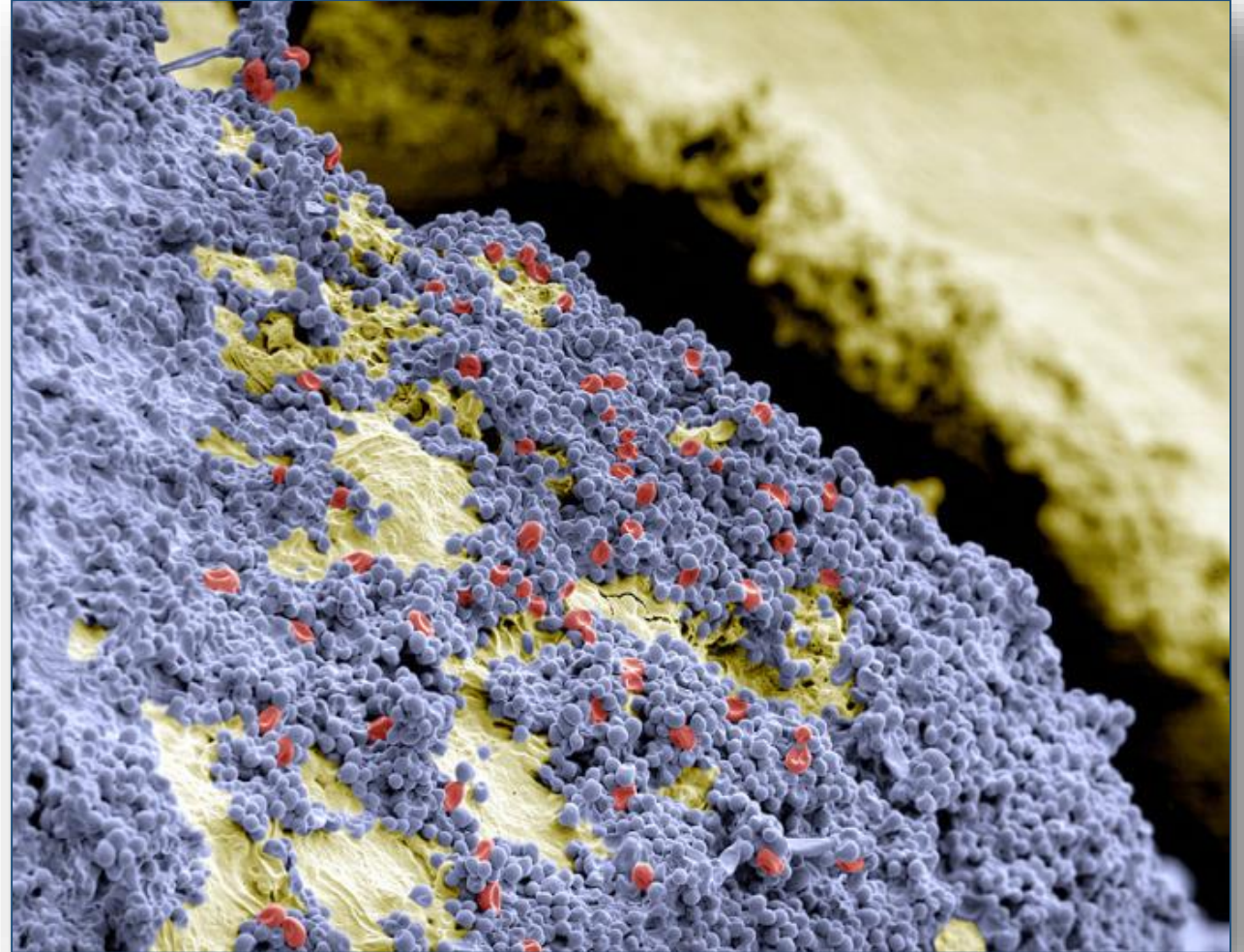


Presentation to the Paul Benwell & Associates Seminar,  
Montreal, January 25, 2017

# Getting your attention ...

- » Half of you have this infection
- » It will likely cost you dearly
- » It can affect your overall health
- » It can't be controlled by surgery nor by brushing and flossing nor by a hygienist's cleaning

Bacterial infection on the tooth surface (5000x)



# The infection & its management ...

- » It is called **oral dysbiosis** – an imbalance of bacteria in your dental plaque
- » It causes poor oral health (dental decay)
- » It can be managed with a **topical, sustained release, high strength antiseptic painlessly applied by your hygienist**
- » **this treatment is called Prevora**
  - » Takes about 20 minutes
  - » 5 visits in year 1
  - » 2 visits per year thereafter
  - » Costs a cup of coffee a day over 3 years
  - » So effective, CHX offers a warranty against decay



# Prevora

- » approved by Health Canada and in the EU as a prescription drug used by dental professionals
- » Phase III studies + 8 years of pre-market use in Canadian dental practices show Prevora is
  - » **Very safe**
  - » **Very effective over a long time**
  - » **Very affordable**
  - » **Strong willingness to pay, strong patient loyalty**
  - » **Profitable for the hygiene team & the dental practice**
- » Prevora's new drug application to the FDA is being prepared
- » No competition
- » Strong testimonials from the patient & the dentist/hygienist



Mrs. Judith Grant,  
Hamilton, Ontario

**"Prevora improves the health of my gums and reduces my risk for root cavities. This is very important."**

Many of my patients are retired, without insurance & experiencing the start of poor oral health. Prevora gives them an affordable & proven path to better oral health.



The only approved preventive treatment for root caries.



Julie Di Nardo,  
Gleam Smile Centre,  
Hamilton, ON



Mrs Margaret Camilletti  
Hamilton, ON

**"For years I have had troubles with my teeth and gums. Since Prevora, it is the first time I feel like my teeth and gums are healthy."**

Many of my patients are retired, without insurance & experiencing the start of poor oral health. Prevora gives them an affordable & proven path to better oral health.



The only approved preventive treatment for root caries.



Julie Di Nardo,  
Gleam Smile Centre,  
Hamilton, ON



**"Keeping my teeth is a priority."**

Phyllis Page,  
Niagara on the Lake

Lori Tokola, Phyllis's daughter, says:  
"Mom's oral health has definitely improved with Prevora. This gives me peace of mind."



"Prevora was recommended to Phyllis to lower her risk of root decay. It has managed her bacteria causing this disease."

Julie Di Nardo, RDH  
Gleam Smile Centre  
Hamilton

The only proven & approved preventive treatment for root caries.

Call 1-800-463-2999 or e-mail [info@Prevora.com](mailto:info@Prevora.com)



# Yikes! What will my dentist say?

- » **Prevora fits into the ongoing transition of dentistry** (from surgery to prevention)
  - » **Surgery (drill & fill) is not sustainable**
    - » Too expensive for the patient – **empty waiting rooms**
    - » Now leads to stagnant or **declining dental incomes**
    - » Growing role of **independent hygienists** & dental therapists
    - » Growing role of **dental chains**
    - » Growing role of the **physician (integrated care)**
- » **Early adopters** – “I offer Prevora to my high risk patients”
- » **Close followers** – “We are training on Prevora – when would you like to book your treatment plan.”
- » **Late followers** – lots of objections
  - » It will stain your teeth (not)
  - » It costs a lot of money (compared to what?)
  - » It doesn't work (3 x more effective than fluoride)
  - » You don't need it (until you get decay)

**Prevora's marketing model follows the success of tooth whitening & Invisalign**

# How is Prevora marketed?

- » **directly via strategic co-marketing partners (point of service)**
  - » currently, 40 early adopter dental & hygiene practices in Toronto
  - » a medical chain in Toronto (MCI)
  - » a geriatric care centre in Toronto (Baycrest)
  - » a dental chain in western Canada
- » **a co-op, direct-to-consumer digital advertising campaign begins in 2017**
  - » to push pent-up demand for more affordable, painless & effective dental care to those practices using Prevora

# The co-op ad campaign

» targets women age 40+ within 10km of the point of purchase



A screenshot of a news website banner. The top navigation bar includes categories like NEWS, BUSINESS, SPORTS, ARTS & LIFE, HOMES, TRAVEL, CAREERS, OBITS, CLASSIFIEDS, and DRIVING. The main banner has a blue background with the text "A guarantee against cavities? Yup!" and a close-up image of a tooth being treated with a dental tool. A button at the bottom right says "Click for our warranty" with a CHX logo.

Facebook ads



A Facebook ad with a blue background. The text reads "An affordable, painless dental plan – finally!" above a close-up image of a tooth being treated. A dark blue button at the bottom says "Click to enroll" with a CHX logo.

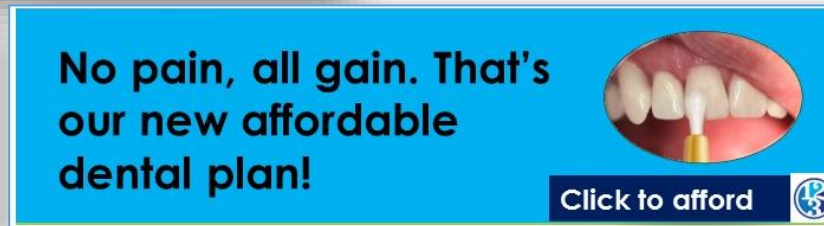


A banner ad with a blue background. The text reads "Can't afford the dentist? Think again!" above a close-up image of a tooth being treated. A dark blue button at the bottom right says "Click to afford" with a CHX logo.

Banner ads



A banner ad with a blue background. The text reads "What causes cavities & crowns? Bacteria." above a close-up image of a tooth being treated. A dark blue button at the bottom right says "Click to treat" with a CHX logo.



A banner ad with a blue background. The text reads "No pain, all gain. That's our new affordable dental plan!" above a close-up image of a tooth being treated. A dark blue button at the bottom right says "Click to afford" with a CHX logo.



A Facebook ad with a blue background. The text reads "Cavities are a bacterial infection." above a close-up image of a tooth being treated. A dark blue button at the bottom says "Click here to treat this infection." with a CHX logo.



# Tell me about CHX ...

- » a private, pre-liquidity-stage Canadian pharma company
- » spent \$26mm on Prevora's Phase III trials & 4 approvals
- » 70% owned by founders & management – skin in the game
- » valuation at \$36mm pre-money (set by the most recent investment)
- » 3 key value drivers =
  - » NDA to the FDA for a first-in-class new drug
  - » Revenue growth with strategic partners
  - » Liquidity event in the near term

# Fundraising

- » **Private Placement** of up to \$3mm
  - » \$12 per share + 1:1 warrant at \$14, exercisable upon liquidity or FDA approval
- » **Flow-through limited partnership** of up to \$2mm
  - » \$14 per share at conversion + 1:2 warrant at \$14 same triggers
  - » CRA compliant for 10 years
- » Term sheets & subscription forms available upon request

For more information, contact Ross Perry, [rossperry@chxtechnologies.com](mailto:rossperry@chxtechnologies.com)

