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# VivaGel® BV: A breakthrough therapy for BV - a significant unmet medical need

<table>
<thead>
<tr>
<th>VivaGel® BV</th>
<th>Current BV Therapies</th>
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<tr>
<td>✔️ Treatment and rapid symptom resolution, prevention of recurrence</td>
<td>✗ Inadequate efficacy or inappropriate for use in prevention of rBV</td>
</tr>
<tr>
<td>✔️ Non-antibiotic</td>
<td>✗ Antibiotic resistance is problematic</td>
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<tr>
<td>✔️ Local effect, not systemically absorbed</td>
<td>✗ Do not stop BV recurring</td>
</tr>
<tr>
<td>✔️ Excellent tolerability</td>
<td>✗ Antibiotics have unpleasant side effects and other issues that inhibit usage (e.g. bad taste, yeast infections, patients unable to consume alcohol)</td>
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<tr>
<td>✔️ Selective antimicrobial effect</td>
<td>✗ No currently approved therapies for prevention of rBV</td>
</tr>
<tr>
<td>✔️ Suitable for long-term use</td>
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What do trial participants and doctors say about VivaGel® BV*?

"VivaGel® BV is a wonderful product which specifically targets BV bacteria. My patients have called it a ‘life changing and miraculous treatment’.”

- Dr Belvia Carter, Principal Investigator & Ob-Gyn, USA

".. it pretty much started to go away right when I started to use it....I could tell it was working.”

"It did take [the odor] away .... I liked it…”

"Yeah, it took care of the discharge and the odor and everything… within two days I seen that it was working.”

"within the first day I noticed a change already. It was like gone almost overnight. No itching, no discharge.”

“…the symptoms went away much quicker than the first one that I had (metronidazole)”

“The next day I noticed a huge difference…”

“Within two days I seen that it was working. .... I knew it was clearing up.”

*Verbatims from VivaGel® BV Clinical Trials"
Independent US Market Research for VivaGel® BV

Starpharma commissioned independent market research for VivaGel® BV in the US to inform marketing plans and its licensing discussions for the product.

1. Qualitative research
   - 18 detailed interviews with key physicians and payers to understand drivers of product selection, unmet needs, and VivaGel® BV positioning
   - The 7 payers interviewed cover approx. 100 million lives

2. Quantitative research
   - 100 Physicians across the US (treating an average of 59 BV patients/month)

The survey included:
   - Current BV therapies
   - VivaGel® BV Product Profiles (Treatment and Prevention of rBV)
   - Expected future use of VivaGel® BV for Treatment and Prevention of rBV
US Physicians conclude that VivaGel® BV’s Product Profile will be very appealing to patients

>70% of BV Patients are interested in a non-antibiotic BV therapy

Top VivaGel® BV attributes to patients

- **Time To Resolution Of Odour**: 74%
- **Efficacy**: 73%
- **Time To Resolution Of Discharge**: 65%
- **MOA / Non-Antibiotic**: 50%
- **ROA / Vaginal Gel**: 26%
- **Dosing / Daily for 7 Days**: 12%

% of Respondents reporting as top 3 (N=100)

Source: Independent US VivaGel® BV Market Research 2017

MOA = Mechanism of action  ROA = Route of Administration
Positive market research findings for VivaGel® BV - from US physicians and payers alike

“I would love to try it [VivaGel® BV] because it is not an antibiotic.”
-US Gynecologist #1

“It [VivaGel® BV] is certainly simple enough and the side effect profile is minimal”
-US Gynecologist #6

“I like the molecule [VivaGel® BV] a lot better for this [prevention of rBV]. There is nothing really that treats that recurrent patient”.
-US Payer #2

“It seems like it [VivaGel® BV ] would replace current [off label] prophylactic regimens that I recommend.”
-US Nurse Practitioner #1

“The good news is not having an antibiotic hanging around the environment is good. The more antibiotics you have out there, the more potential for resistance.”
-US Payer #3

“I think part of the reason why we are seeing more recurrence is that there has got to be some kind of resistance being built up to the antibiotics.”
-US Gynecologist #5

“The biggest unmet need is to be able to prescribe a treatment that has minimal side effects, does not interfere with the patient’s lifestyle and resolves symptoms quickly.”
-US Primary Care Physician #1

Source: Independent US VivaGel® BV Market Research 2017