



Brainsway

# Company Presentation

**Yaacov Michlin, CEO**  
**November 2017**



Brainsway

## מידע צופה פני עתיד

מצגת זו של בריינסווי בע"מ ("בריינסווי") לא נועדה לתת תיאור כולל ומלא של פעילות החברה או של הנושא המרכזי של המצגת באופן מפורט ואינה יכולה להוות בסיס עבור קבלת החלטה על שיתוף פעולה כלשהו עם בריינסווי.

מצגת זו נערכה בעיקרה לשם הנוחות. על מנת לקבל תמונה מלאה על בריינסווי ופעילותה והסיכונים אליהם היא חשופה, יש לעיין בדיווחים המלאים (דיווחים תקופתיים, רבעוניים ומידיים) של החברה לרשות ניירות ערך (באמצעות המגנ"א) ולבורסה לניירות ערך בתל אביב בע"מ (באמצעות המא"ה) ("הדוחות הרשמיים"). המידע המוצג במצגת זו זהה מבחינה מהותית למידע המוצג בדוחות הרשמיים ואינו מכיל מידע מהותי חדש. על אף האמור, פרטים מסוימים הכלולים במצגת זאת מוצגים באופן שונה בהשוואה לאלו שהוצגו בדוחותיה ובדיווחיה של החברה בעבר. בכל מקרה של סתירה בין המידע המוצג במצגת לבין המידע המוצג בדוחות ובדיווחי החברה יגבר המידע המוצג בדוחות ובדיווחי החברה.

מצגת זו אינה מהווה הצעה של ניירות ערך או הזמנה להציע הצעות לרכישת ניירות ערך או הזמנה להשתתף בהצעות השקעה בבריינסווי או ייעוץ השקעות והאמור בה אינו מהווה המלצה או חוות דעת בכל סמכות שיפוט.

מצגת זו עשויה לכלול הצהרות אשר אינן עובדות היסטוריות, או השלכות או אומדנים או ציפיות ביחס לאירועים עתידיים או ביצועיים עתידיים של בריינסווי אשר עשויים להיתפס כמידע צופה פני עתיד כהגדרתו בחוק ניירות ערך, תשכ"ח – 1968 ("חוק ניירות ערך"). מידע צופה פני עתיד מבוסס על אינפורמציה, תחזיות, אומדנים, ציפיות, לוחות זמנים והערכות שבידי בריינסווי נכון למועד זה ויתכן שמידע זה, כולו או חלקו, לא יתממש או כי יתממש באופן שונה מהותית מהצפוי, וזאת, בין היתר, בשל גורמים שאינם בשליטת בריינסווי. לכן לא ניתן לצפות ולכמת מידע זה לפיכך, התוצאות הפועל עשויות להיות שונות באופן מהותי מהמידע הצופה פני עתיד. סקירה של הסיכונים אליהם חשופה בריינסווי ניתן למצוא בדוחות הרשמיים של החברה.

במידה המרבית והמותרת על פי החוק, שום פרט במצגת או בטוחה מפורשת או מרומזת ניתנה על-ידי איש באשר לדיוק ושלמות המידע המוצג במצגת זו, בפרט באשר למידע הצופה פני עתיד. על כן, בזאת מוזהרים נמעני המצגת מלהסתמך על המידע צופה פני עתיד המוצג במצגת. בנוסף, יוער לנמעני המצגת כי תוצאות עבר לא בהכרח יעידו על תוצאות עתידיות. נושא הדיון של מצגת זו עדיין מתפתח וחשוף לשינויים שיעשו על-ידי בריינסווי, לפי שיקול דעתה הבלעדי והמוחלט. אולם, כל עוד לא נאמר אחרת, מצגת זו רלוונטית נכון לתאריך זה, ובריינסווי אינה מתחייבת לעדכן ו/או לשנות תחזית ו/או הערכה מידע היסטורי או צופה פני עתיד המצויים במצגת זו כאמור על מנת שישקפו אירועים ו/או נסיבות או מידע שיחולו לאחר מועד עריכת המצגת. המידע הכלול במצגת זו נאסף ממקורות הנתפסים אמינים באופן סביר.



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# Company Highlights



Deep TMS system FDA cleared for MDD



CE marked for MDD, OCD and 11 additional indications



Reimbursement in US: ~95% covered commercial and Medicare



Business model - \$23M lease portfolio in committed revenues



~20K MDD patients treated to day



Robust clinical pipeline



Strong IP portfolio



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# Recent Activities Highlights

- Successful and consistent implementation of Lease Focused Business Model with strong Q3 Results and continuous growth in Backlog
- OCD submission to FDA (as reported on 3.10.17)
- Smoking Cessation study progress
- New Stimulator development
- Top management recruitments

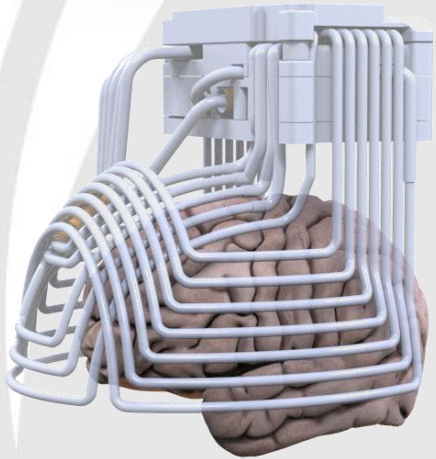




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# Brainsway Deep TMS Technology

- 1 Rapidly changing electric field in the brain, leading to axonal depolarization and action potentials.
- 2 Brainsway proprietary coils optimize the utilization of the energy and allow for DEEP, noninvasive stimulation of the brain.
- 3 2.5 times deeper than Standard TMS.  
**Deeper and broader stimulation leads to activation of more neurons.**





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# Brainsway's Procedure

- Non-invasive
- No anesthesia
- Well-tolerated
- Each treatment session lasts approximately 20 minutes
- Typical treatment protocol: 4 weeks of 5 sessions per week. Continuation of 2 weekly sessions, for 8 additional weeks.
- **Platform technology for a variety of indications**





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# TMS Competitive Landscape

## The Brainsway Advantage

The only non invasive, non systemic deep brain stimulation

Over 20,000 patient have been already treated

The strongest clinical pipeline

Proven commercial success in the US

The shortest, clinically proven treatment protocol for all patients

7 family patents

Patented multi channel stimulator

Electroconvulsive Therapy

Antidepressants



magstim

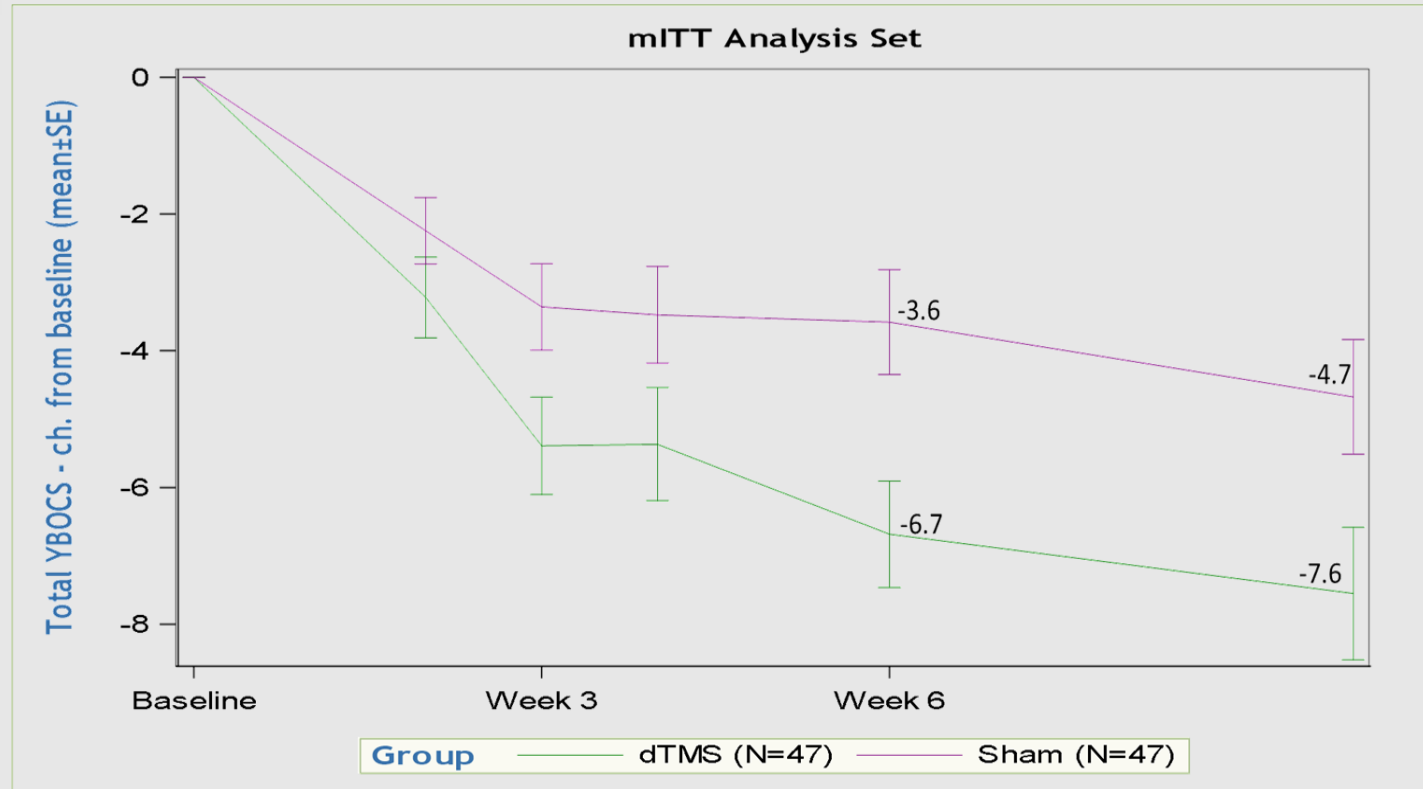
Nexstim





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# OCD Results – H7 Coil – (Released 11.6.2017)



YBOCS adjusted mean change difference  
from baseline to week 6:  $p=0.0157$

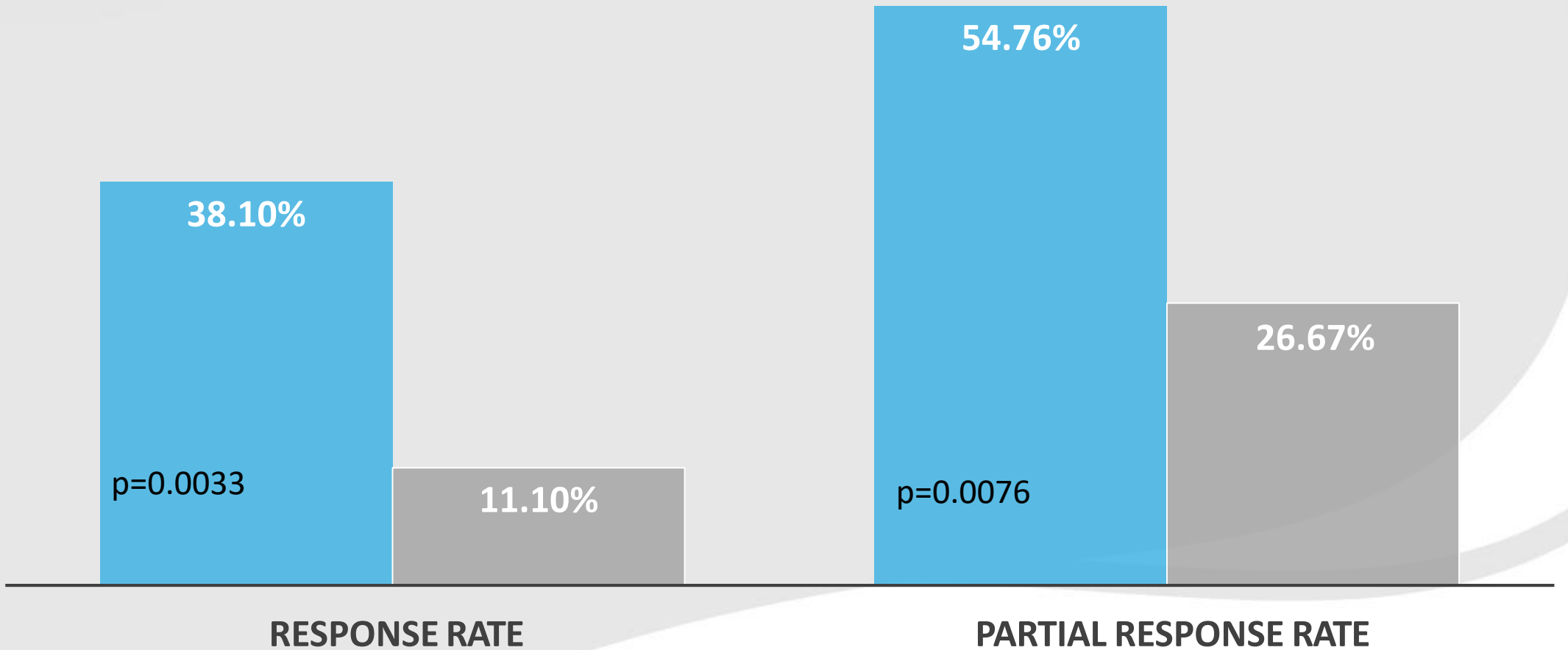




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# OCD Response Rates

■ Sham ■ Real



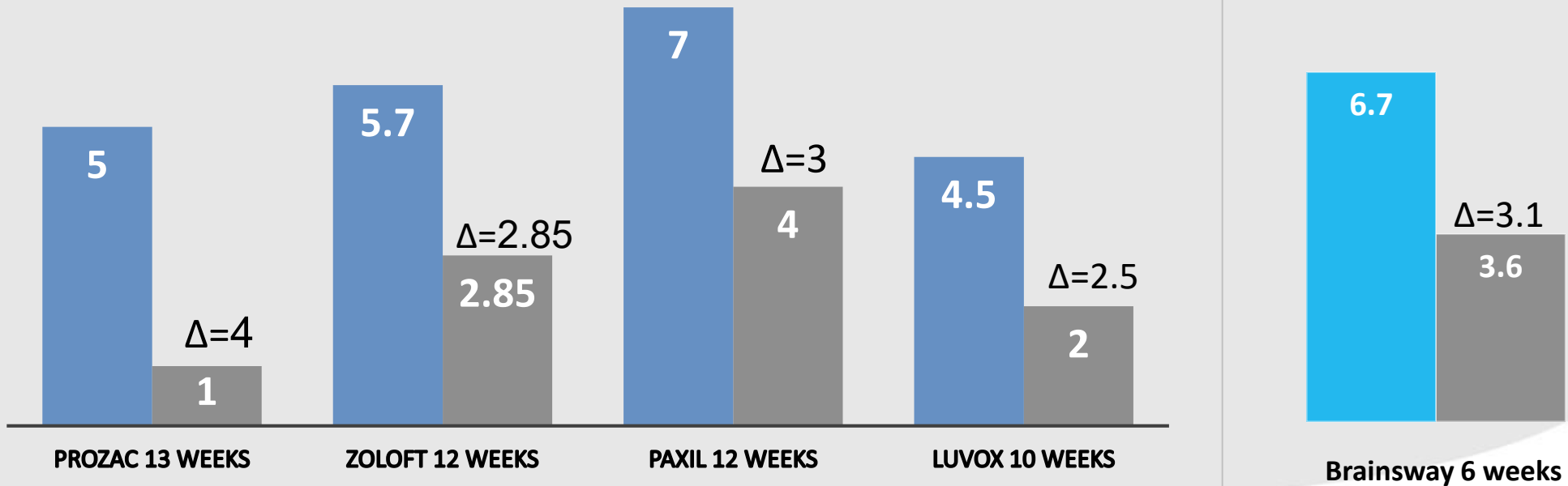
N= 94



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# Mean change in YBOCS from Baseline

■ Real ■ Sham/ Placebo



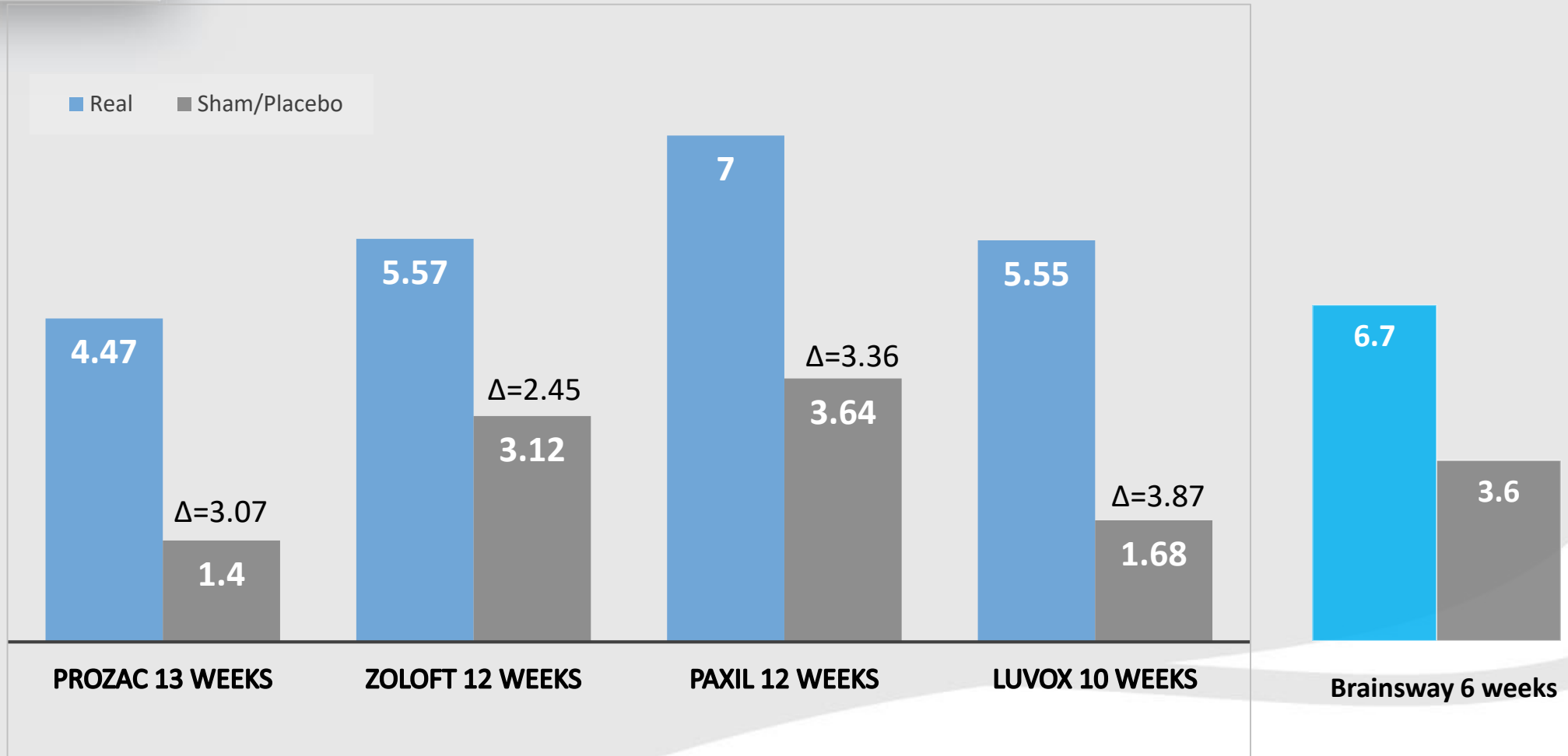
Data on SSRI medications : based on FDA labeling, and effects observed in separate DBPC studies for each SSRI medication



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# Mean change in YBOCS from Baseline

Data on SSRI medications based on meta-analysis (Soomro et al., 2008)





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*“The H7 coil we developed for the stimulation of the anterior cingulate cortex region in the brain has now demonstrated significant potential in a large multicenter study conducted by key opinion leaders at world-leading institutions.” Prof. Abraham Zangen, one of the inventors of the Deep TMS technology and a Co-PI of the study*

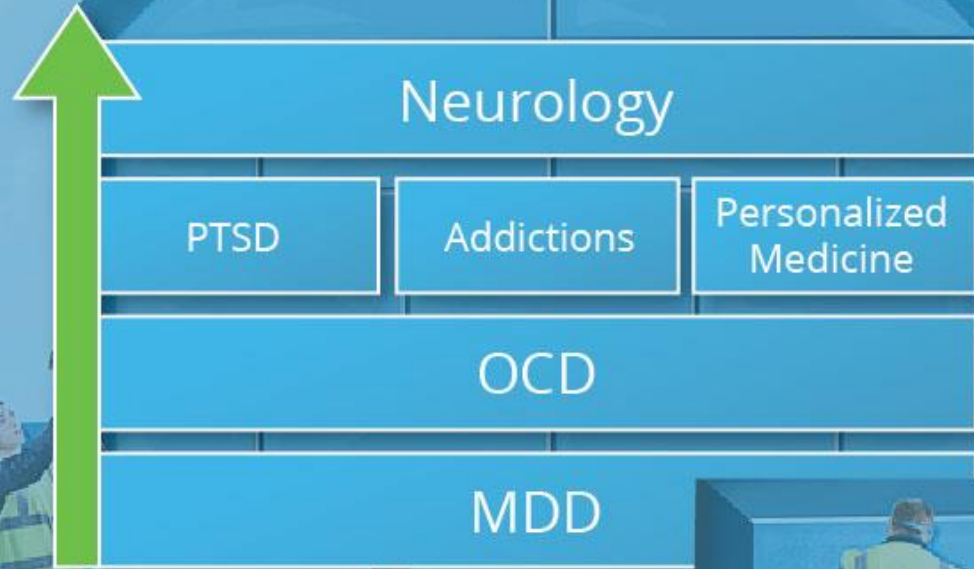
*“Brainsway's approach is to directly modulate the neural network in the brain associated with OCD. We have the exciting potential for a completely new, non-pharmacological and non-psychological tool in the battle against OCD. The study reveals that applying focused magnetic stimulation may bring promising clinical outcomes for what has long been considered a hard-to-treat disease.” Professor Joseph Zohar, a worldwide expert in OCD and a Co-PI of the trial,*

*“About one percent of the U.S. population are diagnosed with OCD each year and over half will not respond to other treatment alternatives. Since only moderate and severe OCD patients who failed to respond to prior treatment were recruited, this groundbreaking study should be particularly encouraging for these patients and their caregivers.” Aron Tendler MD, Chief Medical Officer of Brainsway*





# Strong Foundation, Promising Future



Brainsway **is the only provider** with the ability to treat a wide range of brain disorders with non-pharmacological, non-invasive, safe approach

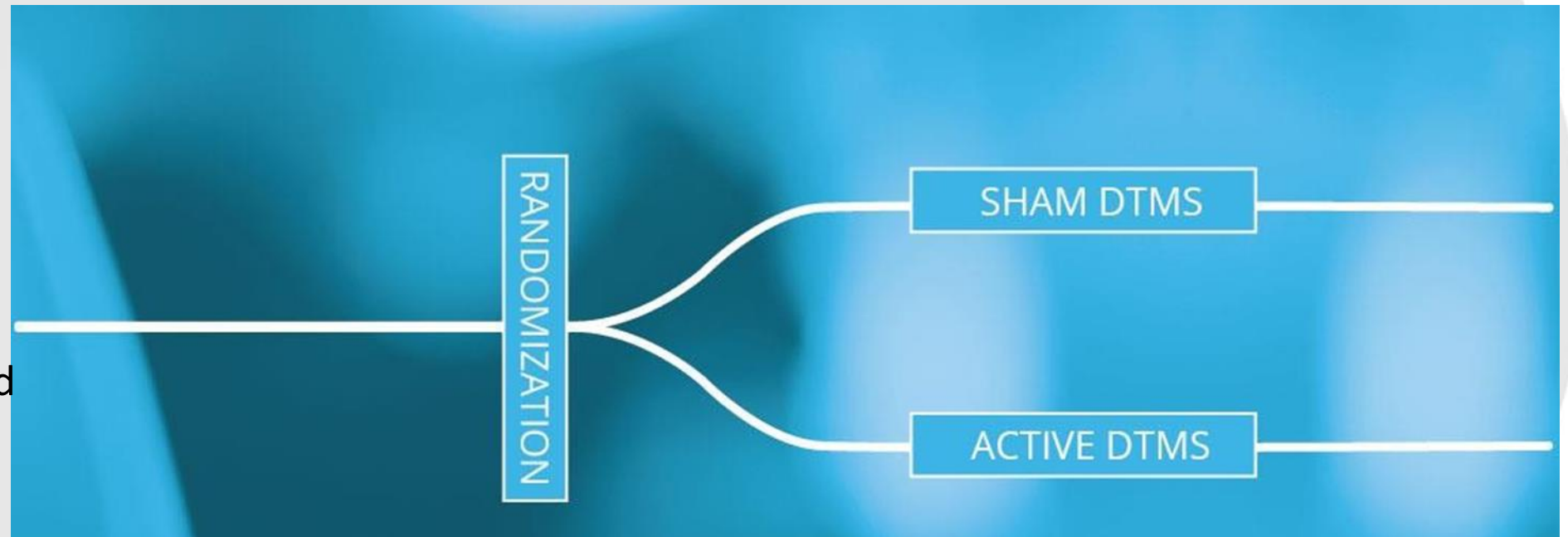


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# Smoking Multicenter Study – H4 Coil

[Results expected H2/2018]

- **190** subjects were randomized out of **234**
- **135** subjects completed the study out of **164**
- 10 sites in US and 2 in Israel



Phase 1

Screening

Phase 2

Weeks 1-3: Daily treatment  
Weeks 4-6 : Once a week  
Total : 18 treatments

Phase 3

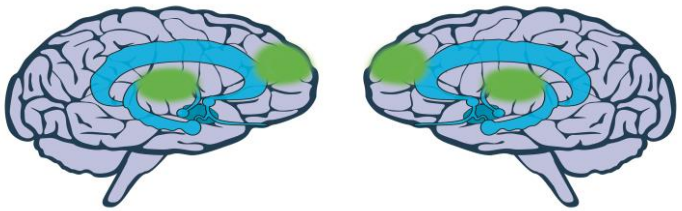
Follow up 4M visit



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# Smoking Cessation- Brainsway Feasibility Study

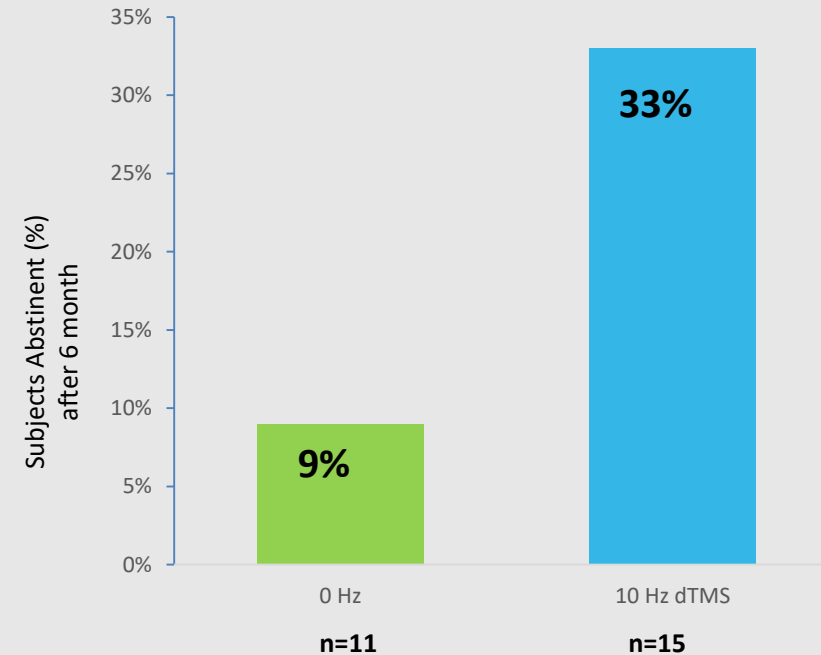
## Bilateral stimulation of the insula and PFC



- Impaired circuitry involving the insula and PFC is implicated in the addiction for both opiates, nicotine and cocaine\*
- For example craving for cigarettes and cocaine is accompanied by the activation of the **insula** and **DLPFC**, while opiates craving is accompanied by the activation of the **insula** and **ACC**\*

\* based on numerous scientific publications

Subjects Abstinent (%) after 6 months



- Proportion of subjects who achieved continued abstinence at 6 months post-treatment: 33%



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# Strong R&D Pipeline

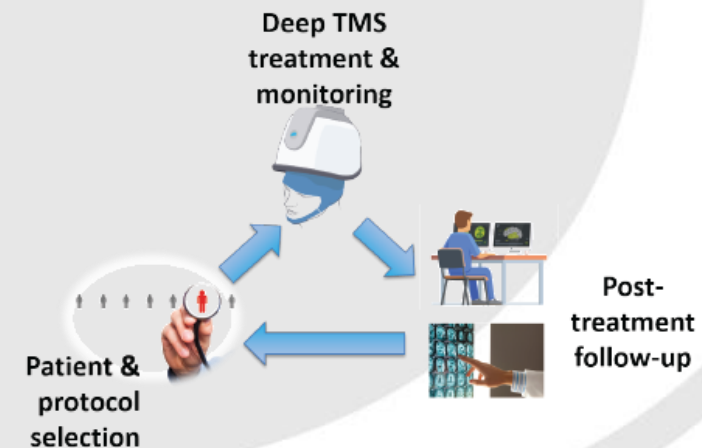
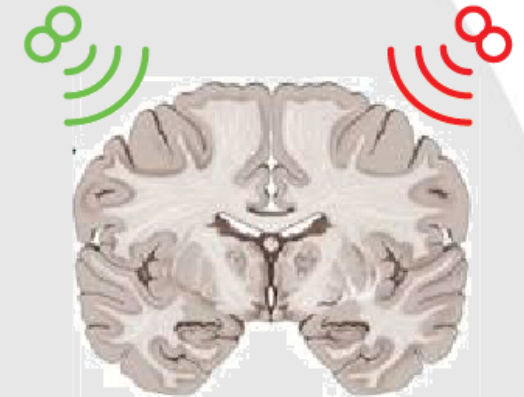
## Multi-channel stimulator

- Breakthrough in TMS treatment
- Patent-protected
- Allows treatment of the most complicated brain disorders
- Combined synchronized differential activation of different brain regions to enhance treatment efficacy
- enables focal activation of deep brain structures

## Closed-loop stimulation

- Predict who would benefit from treatment
- Use monitoring to guide and refine treatment
- Tailor stimulation protocols to each individual patient

Ch1: High frequency (facilitation)  
Ch2: Low frequency (inhibition)







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# Scientific Advisory Board



Amit Etkin, MD, PhD

Associate professor  
of psychiatry and  
behavioral sciences

**Stanford**



Mark S. George, MD

Distinguished  
University Professor.  
Layton McCurdy  
Endowed Chair.  
Director, Brain  
Stimulation Laboratory.

**Musc**



David Feifel, MD, PhD

Former Director of the  
Neuropsychiatry and  
Behavioral Medicine  
Program at

**UCSD**



Abraham Zangen, PhD

Professor,  
Dept of Life Science,

**Ben-Gurion University**



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# New Recruitments – Sales & Marketing



**Dr. Sundeep Lal**

Career Highlights:

- **Served as Vice President, Strategy, Business Development and Healthcare Solutions for Medtronic in Asia Pacific (2011-2017);**
- **Role at Brainsway:**
  - **Special consultant for Asia Pacific**
- Locate potential commercial partners in Singapore, Thailand, Vietnam, Hong Kong, India and other countries
- Provide strategic guidance and market analysis for key international markets;



**Irit Aish**

Career Highlights:

- **Served in a variety of senior S&M roles at TEVA from 2005-2014;**
- Led marketing activities of Copaxone in major European markets and Latin America.
- Served as Head of Global Marketing for Azilect
- **Role at Brainsway:**
  - **Head of Sales and Marketing Europe**
- Main goal - Engage distributors in Europe and Supervise sale activities



# New Board Member (subject to GM approval)



**Karen Sarid - BOD Member**

**Career Highlights:**

- Seasoned senior executive with leadership roles at many Israeli and international medical device companies, including Alma Lasers, Ltd., Syneron Medical Ltd., Orex Computed Radiography and ESC Medical Systems
- Current Board Membership: Chairman of Hairsthetics; Cherry Imaging
- Access to Chinese markets and relationships:
  - Led sale of Alma Lasers to Fuson in 2013
  - At Syneron, led Joint Venture in dental business in China, and later sold Syneron’s dental business to Chinese partner

**Other Key Transactions:**

- Acquisition of Quantel Darma Assets by Alma Lasers (2012)
- Merger of Galil Medical and Endocare (2009)
- Sale of Orex Computed Radiography to the Medical Division of Kodak
- .....

**Strong Financial Expertise:**

- Gilat Satellite Networks Ltd. - Board Member, Audit and Compensation Committees (2005-12)
- Oridion Systems Ltd. - Board Member, Audit Committee (2005-12)
- EZChip - Board Member, Audit Committee (2003-16)
- .....





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## First in Global Innovation

- IIA and Chinese Science office Road Show
- 160 Israeli Life Science companies
- 40 short listed
- 10 finalists presentations

# Brainsway 1<sup>st</sup> place







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Thank You!