



Zomedica

“Making Tomorrow’s Gold Standard Available Today”

Larry Heaton
Chief Executive Officer

January 2022
NYSE American: **ZOM**

Forward Looking Statements

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The forward-looking information contained in this document is expressly qualified by this cautionary statement. We undertake no duty to update any of the forward-looking information to conform such information to actual results or to changes in our expectations except as otherwise required by applicable securities legislation. Readers are cautioned not to place undue reliance on forward-looking information. All amounts referred to herein are in US dollars.

Zomedica Investment Highlights

- **Animal health market is growing at 9% CAGR, and is expected to reach \$88.6 billion by 2028⁽¹⁾**
 - Diagnostics are expected to reach \$7.8 billion by 2027⁽²⁾
 - Diagnostics shifting towards point of care (POC) offerings providing faster diagnosis for owners, and often better economics for Veterinarians.
- **Zomedica currently commercializing two unique platforms with compelling razor/razor blade economics.**
 - TRUFORMA® platform capitalizes on shift to POC with lab quality diagnostics in the clinic.
 - ProPulse® platform expanding from Equine market to Small Animal market
- **Strong balance sheet for expansion of Marketing activities and continued Business Development activity.**
- **Highly experienced and motivated management team**





EXPERIENCED MANAGEMENT TEAM WITH DECADES OF EXPERTISE



Larry Heaton

Chief Executive Officer

■ 35+ Years of Experience








Ann Cotter

Chief Financial Officer

■ 30+ Years of Experience





Greg Blair

VP, Bus Dev & Strategic Planning

■ 30+ Years of Experience





Adrian Lock

CEO, PulseVet

■ 30+ Years of Experience









Mike Schilk

VP, Sales

■ 25+ Years of Experience





Tony Blair

VP, Operations

■ 30+ Years of Experience



Zomedica Critical Focus Areas

TRUFORMA®

- Expand installed base of clinical sites
- Drive assay utilization
- Expand assay offerings

ProPulse® w/ X-TRODE

- Launch into small animal market
- Expand Equine Indications for Use to grow utilization
- Expand international adoption

Technology Acquisition

- Leverage strong balance sheet to expand offering of clinically valuable offerings improving pet care.



Revolutionary lab quality immunoassay diagnostics
at the point of care in minutes.

Zomedica believes that existing in-clinic testing platforms do not provide the accuracy and precision necessary for the timely diagnosis and treatment of certain conditions.

TRUFORMA Seeks to Change this Dynamic for Veterinarians, Patients and Pet Owners



Results In Minutes



Reference Lab
Accuracy



Earlier Diagnosis
& Therapy



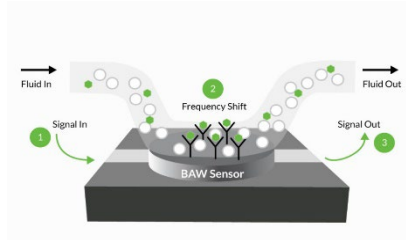
Better Patient Outcomes
& Disorder Management



Greater Confidence &
Control of Cost, Revenue
& Process



Based on Proven and Highly Sensitive Bulk Acoustic Wave (BAW) Technology
Developed and Commercialized by Qorvo in the Telecom, Aerospace and Human
Diagnostic industries with FDA emergency use authorization for COVID testing



Disposable Cartridge Preloaded with Reagents

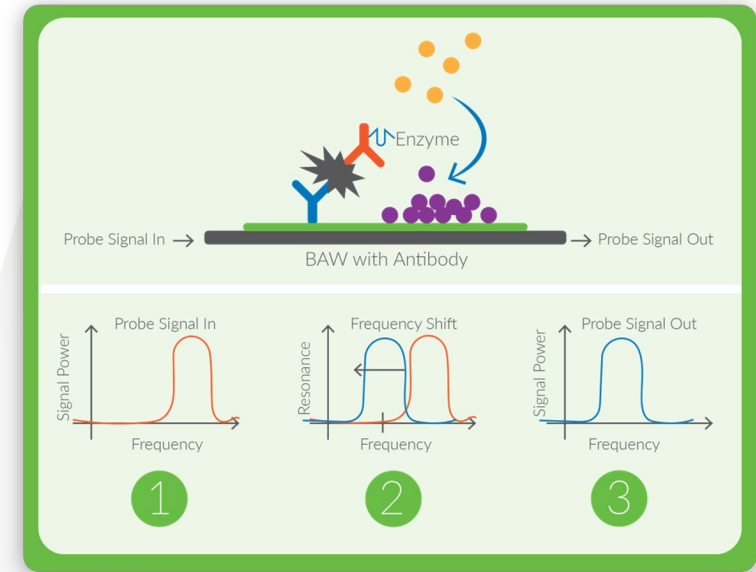
Minimizes sample
prep
and simplifies
workflow

Compact Instrument Design

Easy to install and
use with a small
footprint for
crowded clinics.

Timely and Accurate Results

Supports
practitioner's
ability to
diagnose with
confidence

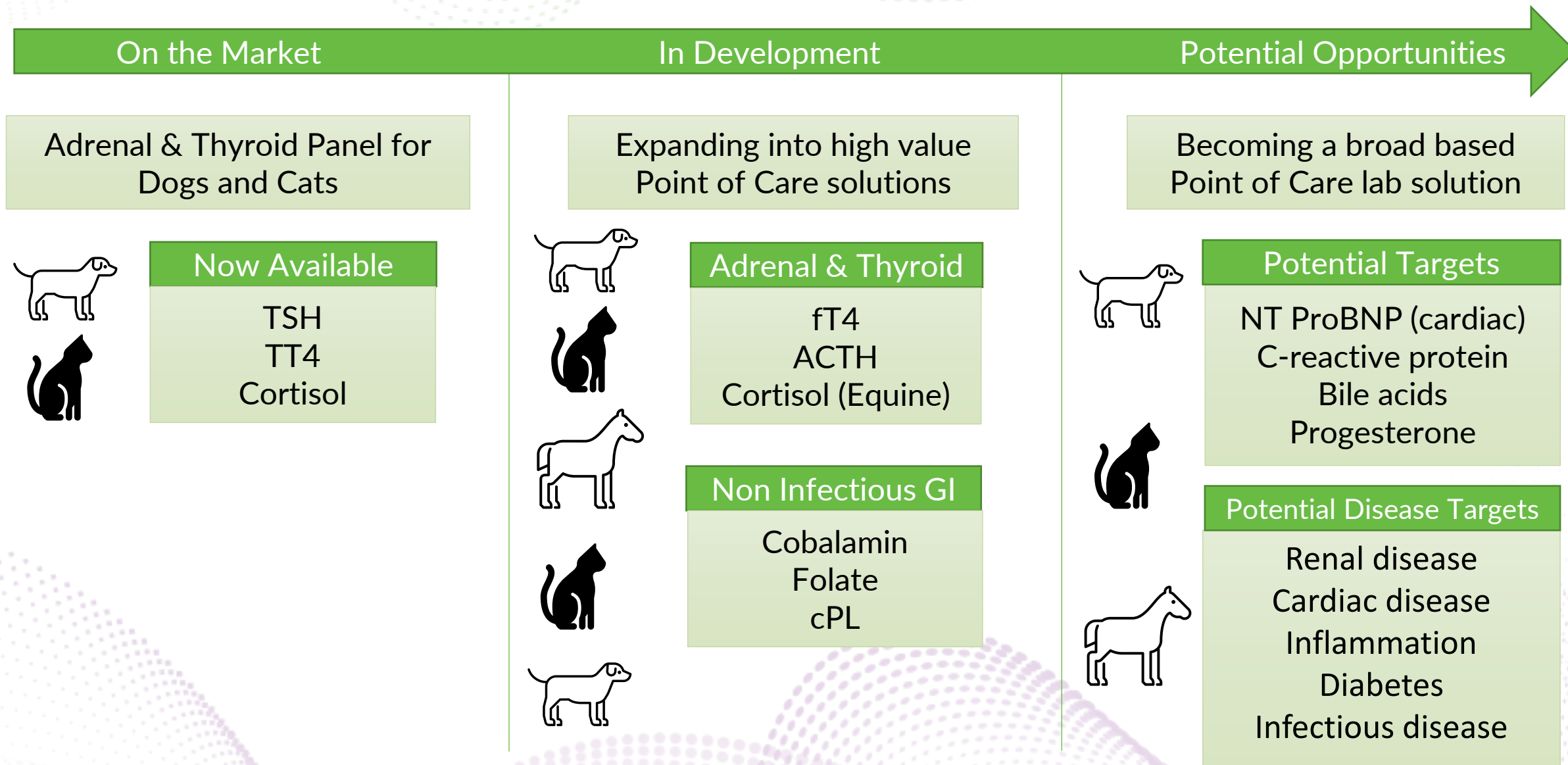


Broad IP Portfolio held by Qorvo

70 issued and disclosed patents covering instrument, cartridge,
assay development, board and assembly, die and manufacturing

Assay Development Targets

Multiple assay targets will drive utility for the practitioner.





Commercial Strategy – TRUFORMA[®]

Three Commercial Imperatives

**Grow
Installed
Base**

**Customer
Appreciation
Program**

Facilitates growth in
installed base by
“placing” instruments
with no capital required

**Drive
Utilization**

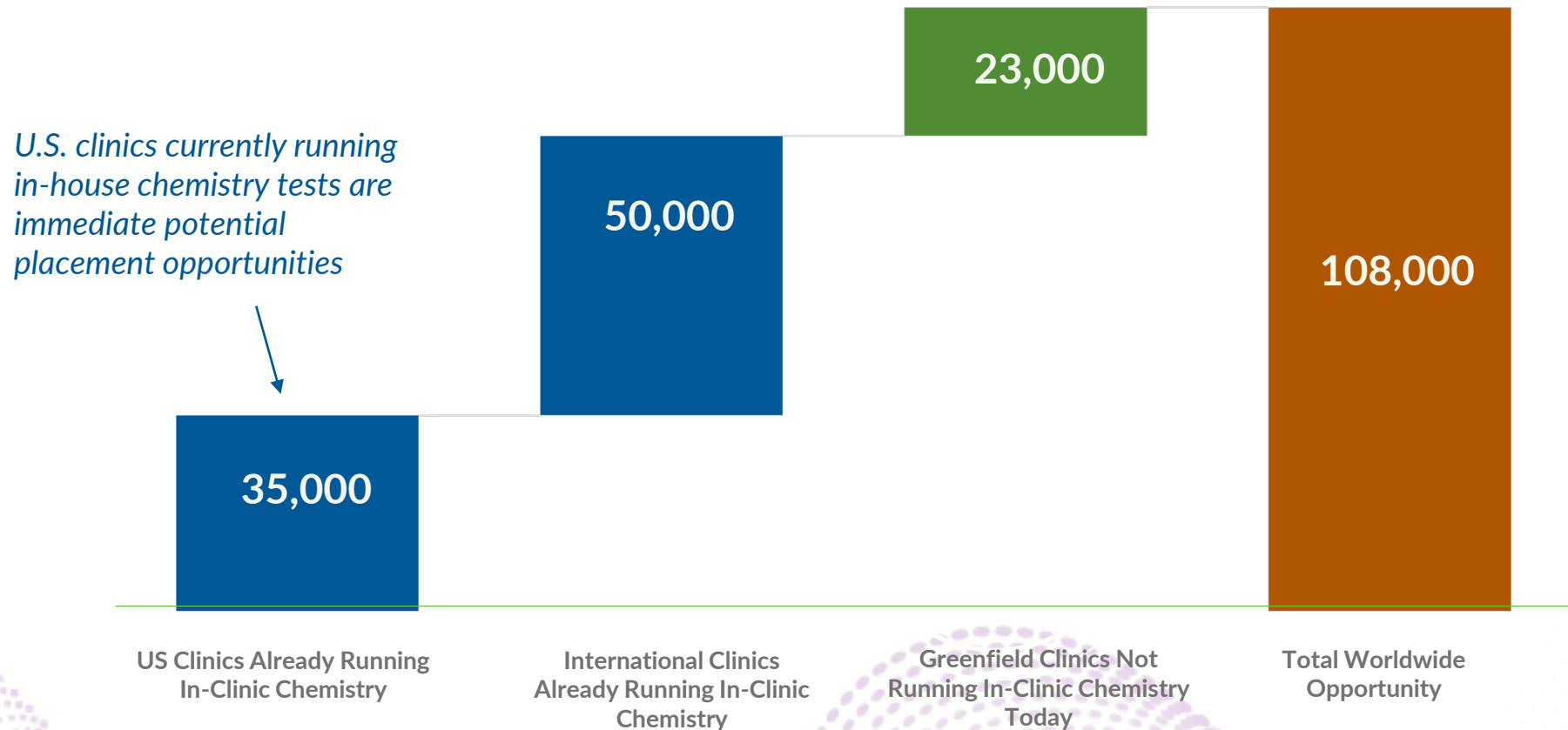
Leveraging
MyZomedica portal
providing easy-to-
read test results
and easy-to-use
ordering process

**Launch
New
Assays**

Partner developing
assays

New assays
seamlessly
introduced into
existing installed
base

Large Addressable Market Opportunity



➤ Expanding Sales & Marketing Organization

- **Multiple Sales Channels**

Building sales team with multiple paths to sell remotely, in-person and with the assistance of Veterinarians employed by Zomedica & PulseVet

- Inside Sales team
- Field Sales force
- Professional Services Veterinarians
- PulseVet Sales team

- **Growing Marketing Organization**

Building professional Marketing team to engage Veterinarians and Pet Parents through multiple avenues, including Webinars, email campaigns, social media postings and trade shows.

- Newly hired Vice President of Marketing joining in early February



On the Border: Recognizing and Confirming Today's Hyperthyroid Cat



Presented by:
Heather Kvitko-White,
DVM, DACVIM



The Use of Endocrine Biomarkers in Canine Critical Illness



Presented by:
Johan P. Schoeman,
BVSc, MMedVet(Med), PhD,
DSAM, Dipl. ECVIM

[WATCH](#)

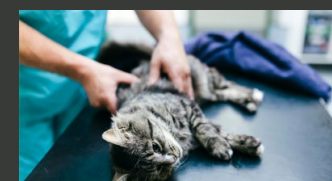
RACE Approved for 1 Hour of CE Credit




Diagnostic and Treatment Challenges in Canine Hypothyroidism



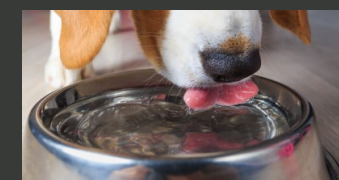
Presented by:
J. Catharine Scott-Moncrieff
MA, MS, Vet MB,
DACVIM, DECVIM




Use of Serum Thyroid Hormones for Feline Thyroid Disease



Presented by:
Stefanie DeMonaco,
DVM, MS, DACVIM



Could This Patient Have Cushing's?



Presented by:
David Bruyette,
DVM, DACVIM (SAIM)



ProPulse Shock Wave Therapy for Equine **and** Small Animal use



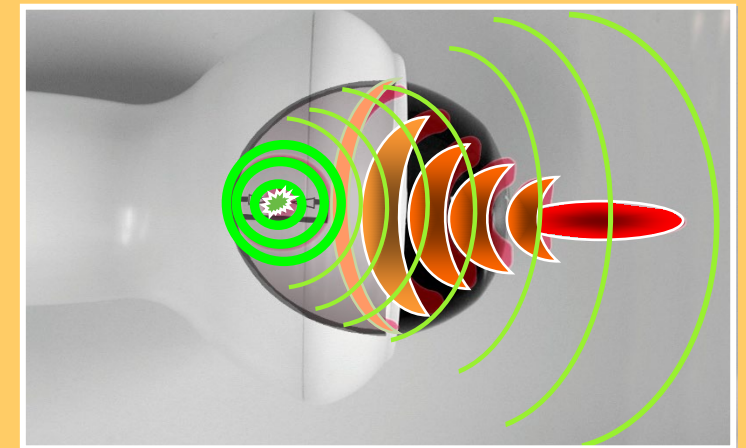
PulseVet Overview

- Zomedica acquired PulseVet October 1, 2021
- PulseVet manufactures veterinary shock wave therapy equipment, with wide adoption in equine uses and newly applicable to small animal market.
- Approximately 1,500 systems actively in use; 75% in North America and 25% in the ROW
- Razor/razor-blade model with high recurring revenue and large gross margins
- Revenue from both new device sales and consumable utilization have grown significantly in 2021, with revenue from the first three quarters of 2021 exceeding full year sales from 2020



Shock Wave Therapy Opportunity:

- An electrohydraulic shock wave is a high-pressure wave, useful in accelerating tissue healing.
- Stimulation of angiogenic (neovascularization) and osteogenic (bone regeneration) proteins results in over 40 clinical applications in horses and 20 in small animals.
- New PulseVet X-TRODE enables use in small animals, without the need for sedation, removing impediment to use in small animals. Recent sales to small animal Veterinarians validate opportunity.
- Companion animal opportunity is 15-20x the size of the Equine market.
- PulseVet sales team of three now augmented by Zomedica's 18-person field sales organization, effective January 2022.



Equine Growth Drivers

New Placements

- First-time purchases by equine Veterinarians continue to grow.
- Additional units for busy practices, second locations, multiple Veterinarians.

System Upgrades

- Upgrades of discontinued models and devices greater than 5 years old
- ProPulse is lighter, and smaller with enhanced user interface.

OUS Growth

- New distributors in EU and Russia accelerating adoption.
- Momentum building in Latin America

New Indications

- Exercise Induced Pulmonary Hemorrhage under investigation
- Treatment of cysts and benign tumors under investigation.

Small Animal Opportunity

Passionate Early Adopters

- Multiple clinical studies for canine use generated by Early Adopters
- Current and past society presidents on Advisory Board
- Adopted by university, private and corporate practices alike

Leverage Sales Footprint

- Existing commercial team remains in place
- Cross training of Zomedica's national sales team
- Re-launching as combined team at VMX Jan 2022

Total Addressable Market

- US companion animal market experiencing record growth.
- US small animal market 15-20 times the size of the Equine market.
- Osteoarthritis is a leading issue with aging dogs.



Sniffing Out Future Technologies



Business Development Opportunities

Strong Balance Sheet

- ~\$271 million net cash position as of 9/30/2021
- PulseVet acquired for \$71.9 million in October 2021

Add to Product Portfolio Success

- PulseVet is first step in expected build-out
- Actively pursuing product portfolio expansion

Accelerating Consolidation

- Animal health industry continues to consolidate
- Opportunities for additional expansion

Why invest in Zomedica?

- **Diagnostics Market** \$7.8B globally by 2027.
- **Humanization of Pets** driving nearly 10% annual market growth.
- **TRUFORMA** provides revolutionary accuracy at point of care, with a new assay menu increasing both customer utility and ultimately contributing to an attractive addressable market.
- **PulseVet** continues to grow its equine business both in the US and internationally, and is launching the X-Trode in the much larger canine market.
- **Strong Balance Sheet** provides opportunity to expand product portfolio.





Zomedica Outlook

“Making Tomorrow’s Gold Standard Available Today”

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January 2022

NYSE American: ZOM



Appendix

TRUFORMA[®]



Appendix - Endnotes

1) Grandview Research August 2021

2) Global Market Insights

2016 pet owner survey conducted by The Human Animal Bond Research Institute Foundation in partnership with Cohen Research Group (n=1,995 pet owners). Percentages represent those responding “Strongly Agree” or “Agree”

MarketsandMarkets.com, April 2019: <https://www.marketsandmarkets.com/Market-Reports/companion-animal-diagnostic-market-173823870.html>

APPA (American Pet Product Association) Pet Owner Survey

Guggenheim Research Report: “The Fecal Diagnostic Market: Don't Be Afraid to Step in It – October 20, 2019

Hypothyroidism in dogs – Panceiera DL, Journal of the American Veterinary Medical Association 204(5):761-7 · April 1994, Dxiom RM, Epidemiological, clinical, haematological and biochemical characteristics of canine hypothyroidism, DOI: 10.1136/vr.145.17.481, 1999

Cushing's Disease in dogs - Horm Res. 2009 Jan;71 Suppl 1:140-3. doi: 10.1159/000178058. Epub 2009 Jan 21. Cushing's disease in dogs and humans.

Feline hyperthyroidism - J Feline Med Surg. 2012 Nov;14(11):804-18. doi: 10.1177/1098612X12464462. Hyperthyroidism in cats: what's causing this epidemic of thyroid disease and can we prevent it? Peterson M1.

<https://fetchacure.org/resource-library/facts/>

<https://www.avma.org/resources/pet-owners/petcare/cancer-pets>