

## About Zomedica

With operations based in Ann Arbor, Michigan, Zomedica Pharmaceuticals Corp. (TSX-V:ZOM) (NYSE American:ZOM) is a veterinary pharmaceutical and health care solutions company targeting products for companion animals (dogs, cats, and horses) by focusing on the unmet needs of clinical veterinarians. Zomedica is developing a diversified portfolio to include diagnostics, devices, innovative drugs, and drug-delivery technologies. With a team that includes clinical veterinary professionals, it is Zomedica's mission to give veterinarians the opportunity to lower costs, increase productivity, and grow revenue while better serving the animals in their care.

## Veterinary Customers

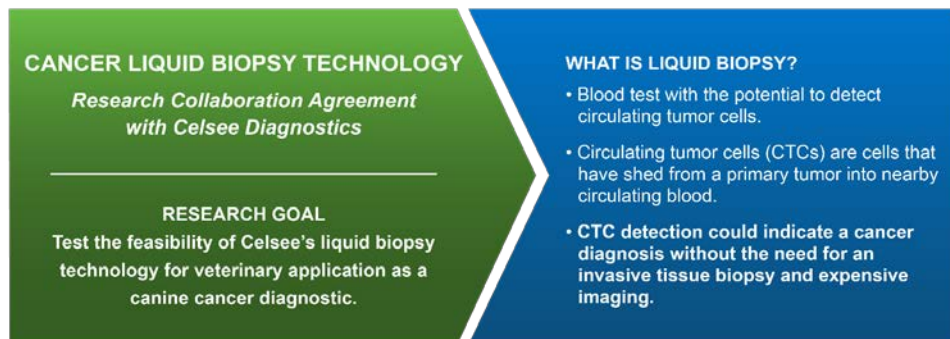
Companion animal veterinary medicine is a unique opportunity compared to human medicine:

- **Veterinarian:** serve as both clinician and pharmacist.
- **Payer:** cost of care is often not subsidized by third-party payers, i.e. insurance.
- **Patients:** multiple species of variable sizes.
- **Pharmacy:** rely heavily on unapproved animal drugs, i.e. approved human drugs used off-label or compounded drugs.

Moreover, clinical veterinarians are dealing with compassion fatigue, margin pressures, disproportionate student debt and other factors that affect their professional and personal satisfaction. Statistics show an alarmingly high risk of suicide in the veterinary profession, possibly attributed to those challenges.

## Diagnostic/Device Pipeline

Zomedica has entered into a [research collaboration agreement](#) with Celsee Diagnostics, Inc., an innovator of human health products in the emerging field of liquid biopsy.



Zomedica is actively looking to expand its diagnostic pipeline through collaborations, in-licensing, and other strategic relationships involving technologies appropriate for the veterinary medicine space.

### Stock Exchange Listing

NYSE American:ZOM  
TSX-V: ZOM

### Market Cap

USD\$214 million  
CDN\$277 million

### Stock Price

USD\$2.40  
CDN\$3.10

### 52-Week Range

US\$2.50 – 0.43  
CDN\$3.25 – 0.57

### Average Daily Volume

17,000 US  
4,000 CDN

### Common Shares @ Nov. 9, 2017

Basic 89.3 million  
Options 8.9 million

### Cash @ Sept. 30, 2017

US\$4.6 million

### Available Unsecured Loan Facility

US\$5.0 million

### Total Capital Raise

CDN\$21.8 million

### Industry

Animal health/biotechnology

### Target Customers

Clinical veterinarians

### Target Species

Companion animals (feline, canine, equine)

### Fiscal Year-End

December 31

### Number of Employees

19 FTEs

### Address

3928 Varsity Drive  
Ann Arbor, MI 48108

### Media Contact

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### Investor Relations Contact

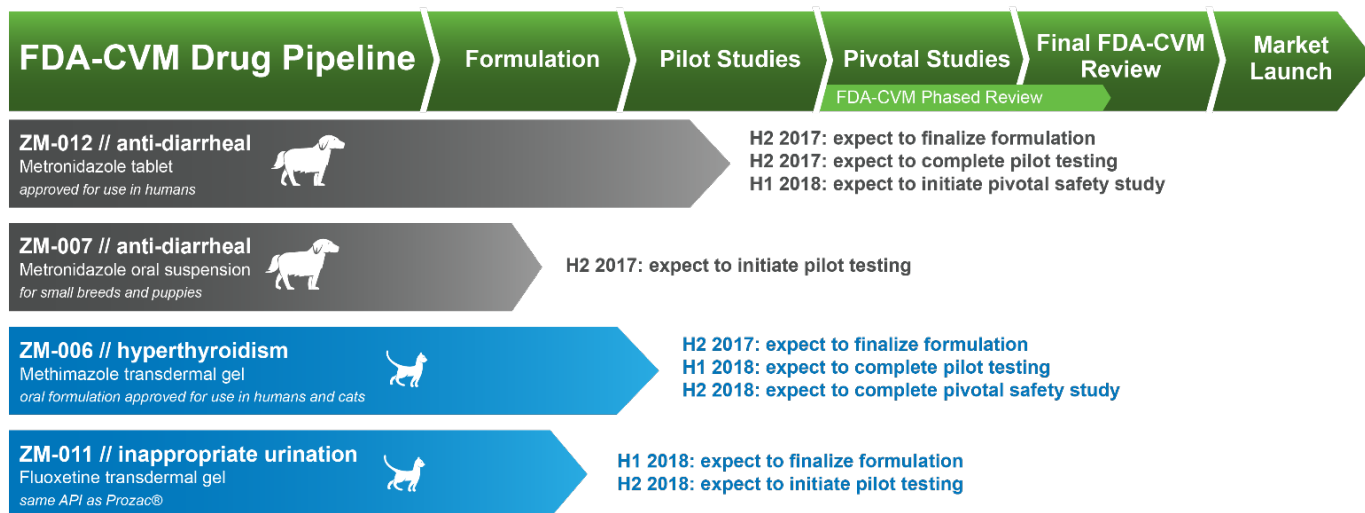
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## Our Promise

To advance animal health and veterinarian success

## Therapeutic Pipeline

Zomedica's therapeutic pipeline is based on human approved drug formulations or compounding pharmacy formulations that veterinarians are already using to treat their patients. Zomedica's therapeutic candidates are being formulated for animal physiology, tested for safety and efficacy, and submitted to the FDA Center for Veterinary Medicine (FDA-CVM) for approval. Disclosed products are identified below with other undisclosed therapeutics at various early-stages of development.



## Voice of the Vet™ Customer Engagement Platform

To identify products and services that are economically and professionally beneficial, Zomedica's **Voice of the Vet™ Program** is the mechanism for integrating veterinary customers into the product development lifecycle.

Engage with veterinary professionals early and often:

- Ready veterinary care team in advance of product launch
- Integrate voice of customer into pipeline strategy
- Build brand awareness as a valued veterinary partner

Over 750 veterinary professionals have joined since Q4 2016 program launch.

