

## About Zomedica

Based in Ann Arbor, Michigan, Zomedica Pharmaceuticals Corp. (NYSE American:ZOM) (TSX-V:ZOM) is a veterinary pharmaceutical and diagnostic company creating products for companion animals (canine, feline and equine) by focusing on the unmet needs of clinical veterinarians. Zomedica's product portfolio will include innovative therapeutics and diagnostics that emphasize patient health and practice health. 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 Pipeline

Zomedica has entered into a [license and supply agreement](#) with Celsee, Inc. ("Celsee") to develop and market Celsee's liquid biopsy platform for application as a veterinary cancer diagnostic.

### Cancer Liquid Biopsy Technology

LICENSE + SUPPLY AGREEMENT with Celsee, Inc.

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| <p><b>WHAT IS LIQUID BIOPSY?</b></p> <ul style="list-style-type: none"> <li>• Blood test with the potential to detect circulating tumor cells.</li> <li>• Circulating tumor cells (CTCs) are cells that have shed from a primary tumor into nearby circulating blood.</li> <li>• CTC detection could indicate a cancer diagnosis without the need for an invasive tissue biopsy and expensive imaging.</li> </ul> | <p><b>ZM-017 CANINE CANCER DIAGNOSTIC ASSAY</b></p> <p><b>Target Benefits</b></p> <ul style="list-style-type: none"> <li>• <b>Non-invasive</b> blood test for CTC detection</li> <li>• <b>Faster diagnosis</b> compared to existing methods</li> <li>• <b>More affordable</b> compared to current methods which can be cost prohibitive for pet owners</li> </ul> <p style="text-align: center;"><b>Potential to make Treatment Decisions Earlier &amp; Focus \$\$\$ on Treatment Options</b></p> |
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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\$179 million  
 CDN\$230 million

**Stock Price @ 12/29/17**  
 USD\$1.98  
 CDN\$2.55

**52-Week Range**  
 US\$2.50 – 0.89  
 CDN\$3.25 – 1.17

**Avg Daily Volume**  
 14,000 US  
 4,000 CDN

**Common Shares @ Dec. 29, 2017**  
 Basic 90.2 million  
 Options 8.1 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

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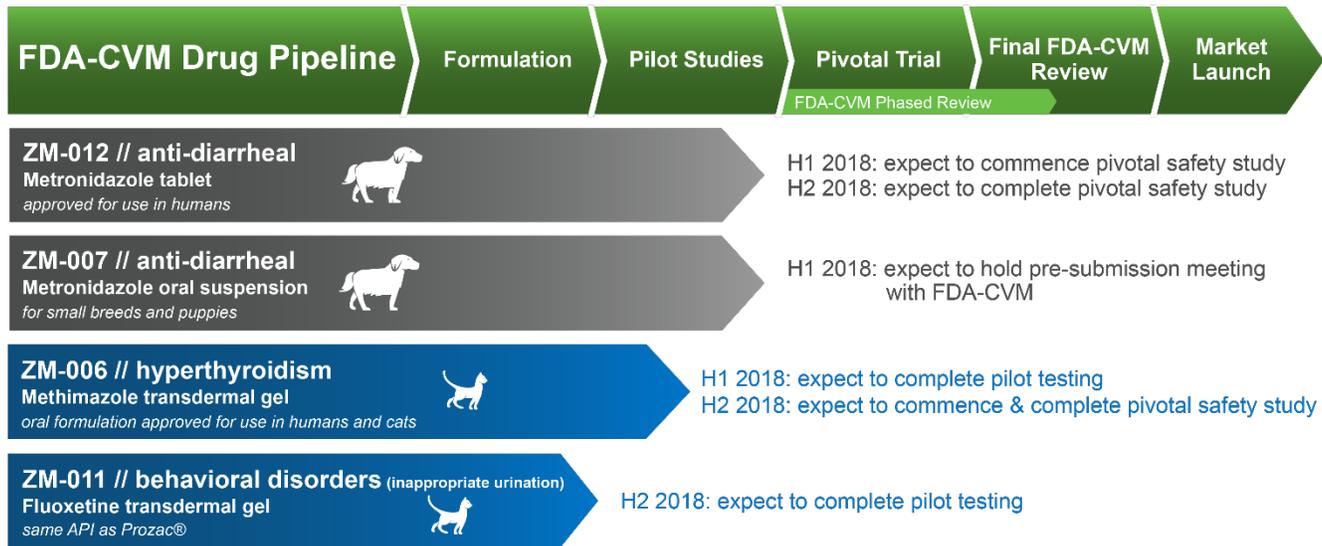
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## Our Promise

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. Zomedica's four lead therapeutic candidates are identified below.



## 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 800 veterinary professionals have joined since Q4 2016 program launch.

