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Imagine a world without scarring

My name is Mark Miller, and I’m the CEO of BirchBioMed.

BirchBioMed holds the exclusive, worldwide, pharmaceutical license for an anti-fibrotic platform and an autoimmune platform that use scarring as their proof of concept.

Discovered at the university of British Columbia, the first of our therapeutics – prevents scars from forming and breaks down existing scars, and it does it on the molecular level.

The second is reversing type 1 diabetes and alopecia in gold standard animal models.

To date, we have completed phase I clinical trials on our topical antifibrotic product and are beginning Phase II efficacy trials in both Canada and the United States.

So, what does that mean for the future of innovation in dermatology?

The key is collaboration.

For us, that meant collaborating with the University of British Columbia, from the beginning. In fact, that has been a major pillar for us.

We took well-funded and established research from the University and coupled it with the experts and talent necessary to take our platforms to the next level.

Why is that different?

We – the University and BirchBioMed – approached this differently.

Typically, a university startup such as ours will spend the first few years under the watchful eye and guidance of a VC firm ... or alone, trying to establish a plan for what they just spun out. or in an incubator.... or accelerator ... where you think there would be collaboration. Instead, they often end up siloed in their own business model.

What BirchBioMed and the University of British Columbia agreed to do was to skip all of that and build a diverse, multi-faceted team.

The result was a collaborative model that could bring together the expertise and resources required to make our technology a reality.

This model — we believe — is a major innovative step, not only in the successful treatment of disease — but also in how start-ups can come to market.

Innovation is really the willingness to look at things differently. If everyone has been chasing the same targets or performing the same treatments without significant change and improvement, its pretty much business as usual. One would think change is in order, but chances are people will continue to focus on what they are comfortable with.

It's the old Einstein line that comes into play: The definition of insanity is doing the same thing and expecting different results.

Contrast that with Thomas Edison's approach. When asked about all the times he failed to invent a working lightbulb, he said: "I have not failed 10,000 times. I have not failed once. I have succeeded in proving that those 10,000 ways will not

work. When I eliminated the ways that will not work, I find the way that will work.”

For us, collaboration means finding the way that will work. Collaboration enables us to decide where best to focus our efforts and resources. That means early collaboration and choosing the right partners – partners who are willing to be innovative, and, in so doing, help us hone our efforts and ultimately lead us all to success.

Our collaboration with the University of British Columbia has been key to conducting and completing our Canadian phase I trial, and now enabling our phase II trials.

Here in the U.S., our collaboration with Dr. Mark Nestor, is another vital step in bringing us to market.

Three weeks ago, we announced a collaboration with Sensus Healthcare, whose CEO – Joe Sardano – is here on today’s panel.

Combining Sensus healthcare’s innovative use of SRT (Superficial Radiation Therapy) to treat keloids and other scars ... with BirchBioMed’s late-stage product candidates --- is an innovation ... an innovation that will take scar treatment to the next level.

We believe that this is the first of many clinical options in our pipeline.

Our collaborations join our expertise and the expertise of our partners – with synergistic results.

Sensus already has an established track record in commercializing products successfully ... and, yet they continue to be innovative

Together, we are able to continue to develop and strengthen our technologies and bring them to market faster.

What we bring to the table is innovative, game-changing, anti-scarring technology, and together with our collaborators' expertise and established products, we complement each other.

Our pipeline is innovative, diverse and evolutionary. While that is a good thing, it also has presented and continues to present challenges when it comes to where to apply our resources first.

There are many different routes we can take and many different applications on which we can focus our platform.

So, what's first?

Topical?

510k?

Is it going to be a drug?

A medical device?

What it *is* going to be is a successful product – the first of many innovations that will not be defined solely by a regulatory path, or by the need for therapeutic indication. That first innovative product will be one with minimal barriers in demonstrating efficacy in a patient population.

And that translates into achieving critical mass.

Collaboration with partners that see our value in enhancing their efforts and products shows us the best and most realistic path to market and liquidity – whether through M&A or IPO.

At BirchBioMed, we believe that collaborations such as ours could be the shape of things to come.

The bottom line for us is that today we have within our grasp the possibility of eradicating scars that affect millions of people all over the world.

And that's just the beginning.

Each of our therapeutics has the potential to address multiple maladies and conditions. They present significant opportunities – opportunities that we can bring to fruition through our existing collaborations and partnerships ... and those to come.

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