

ersonal use only



TM

# PainChek

Intelligent Pain Assessment

AGM 26<sup>th</sup> November 2025

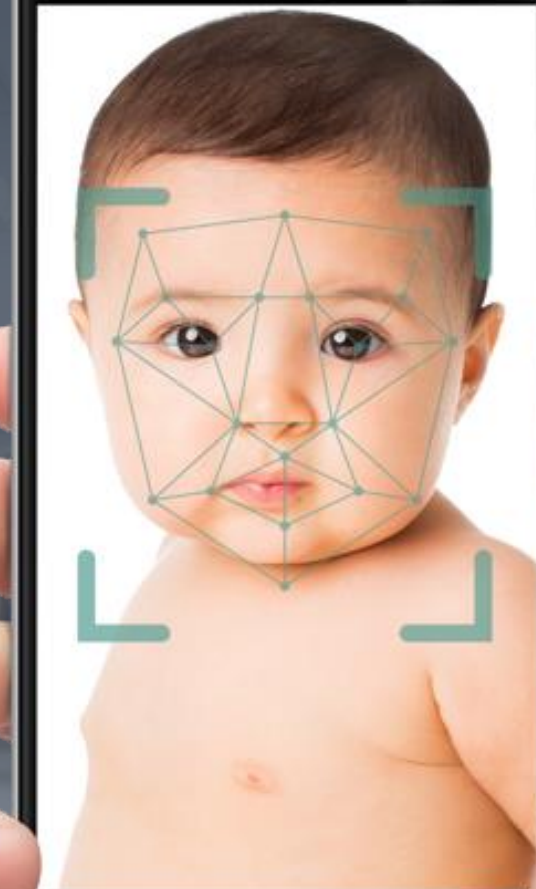
PHILIP DAFFAS, CEO & MD

PAINCHEK LTD | ASX:PCK

ersonal use only



Our purpose is to give  
a **voice to people**  
who **cannot reliably**  
**verbalise** their pain



# PAINCHEK INFLECTION POINTS ACHIEVED IN CY2025

## 1 US MARKET ENTRY

- ✓ Adult App FDA clearance – target Q3/Q4 CY2025
- ✓ Establish PainChek Corporation & core team in USA
- ✓ Complete initial sales post FDA clearance
- ✓ Expand local strategic partnerships
- ⚙️ FDA 510K application for Home Care market



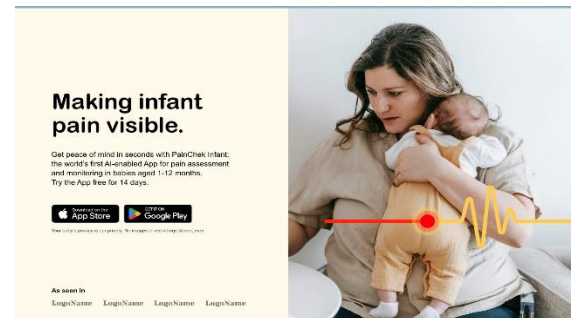
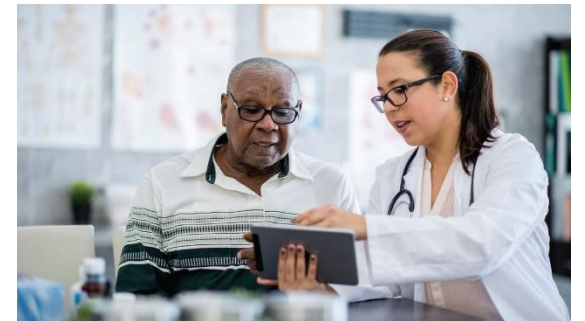
## 2 CONTINUED GROWTH OF ADULT APP

- ✓ Further penetrate Aged Care markets (ANZ, UK, Canada)
- ✓ Drive towards operational break even in ANZ and UK
- ✓ Expand further into Home Care sectors and hospital market
- ⚙️ Complete German market validation work



## 3 DIRECT TO PARENT MARKET ENTRY OF THE INFANT APP

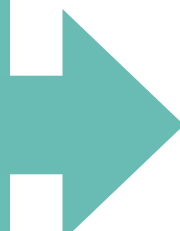
- ✓ Expand initial market entry – App Store & Google Play store access Q2 CY2025
- ✓ Commercial launch Q3 CY2025 onwards
- ✓ Build B2C strategic partnerships for global market penetration



# PAINCHEK ADULT GLOBAL MARKET OPPORTUNITY



**PainChek  
Adult**



## LONG TERM CARE MARKET VALUE

	<b>Aus</b>	<b>UK</b>	<b>US</b>	<b>ROW est</b>	<b>TOTAL</b>
No. Aged Care Beds	0.22m	0.54m	3.0m	4.5m	8.26m
Annual Market Value	<b>A\$11m</b>	<b>A\$26m</b>	<b>A\$175m</b>	<b>A\$216m</b>	<b>A\$428m</b>

## HOME CARE/CONSUMER MARKET VALUE

	<b>Aus</b>	<b>EU</b>	<b>US</b>	<b>ROW est</b>	<b>TOTAL</b>
No. of People living With Dementia at home	0.3m	5.6m	5.1m	32.4m	43.5m
Annual Market Value	<b>A\$25m</b>	<b>A\$475m</b>	<b>A\$432m</b>	<b>A\$2,720m</b>	<b>A\$3,655m</b>

**47M people living with dementia globally – estimated to increase to 75M by 2025 and 150M by 2050**

<sup>1</sup> World Alzheimer Report 2016

<sup>2</sup> Alzheimer's Australia key facts & statistics 2017

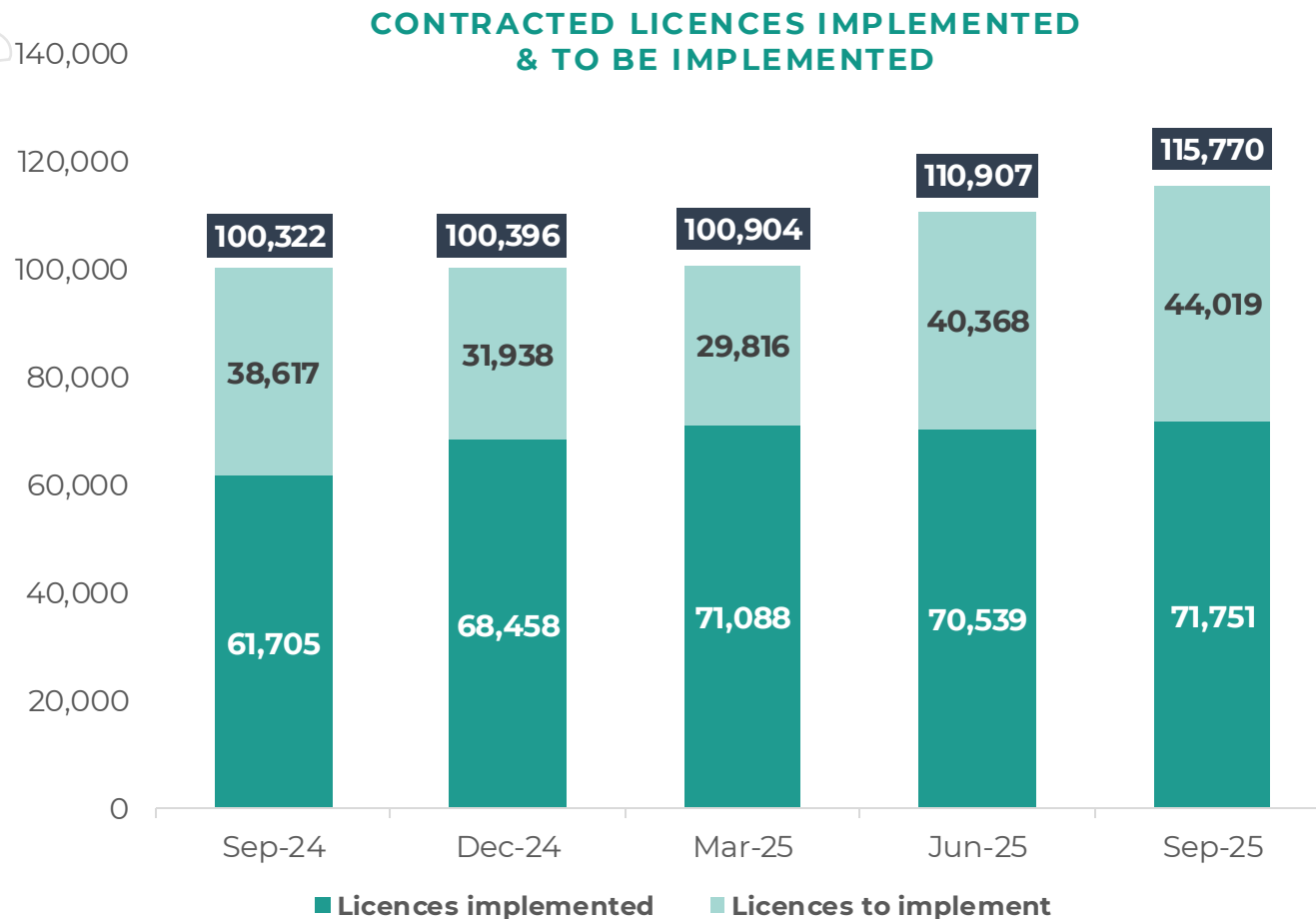
<sup>3,4</sup> Australian health care statistics

<sup>5</sup> Estimated based on Australian dementia data ratios

<sup>6</sup> Estimated based on Australian population ratios

<sup>7</sup> Management Estimates

# 115,000 CONTRACTED LICENCES \$5.6M CONTRACTED ARR – 30<sup>TH</sup> SEPTEMBER 2025



- **SaaS** - pure software business model
- **\$5.6M ARR when all licences implemented (actual ARR is \$3.5M) - 21% increase** in actual ARR over the prior year and **\$2.1M ARR pipeline**
- **80%+** Gross margins
- **Multi-year contract agreements** + strong retention rates across ANZ, UK, NZ and Canada
- **15 Million pain assessments** conducted across **150,000 residents to date**
- **1900 aged care facilities under contract and 50% of existing clients** contracted for **+ 3 years**
- **Licences** contracted across **Aged Care, Home care, Disabilities & initial hospital** contracts
- **New tiered activation agreements** with up to 25% pre-payment in place

**PAINCHEK TESTIMONIAL:  
WAYNE STODDARD GROUP MANAGER, ENGAGEMENT AND COMPLIANCE  
SOUTHERN CROSS CARE SA/NT AND VIC**



*“The success of PainChek in our residential facilities. Has seen actionable insights into pain assessment, management and ongoing care.*

*We are now looking to expand into our respite dementia cottages and support at home.*

*The ability to easily monitor, evaluate and provide coordinated clinical management is seen as a great advantage”*

**Wayne Stoddard**  
**Southern Cross Care SA/NT**  
**AND VIC**

# PAINCHEK ADULT: FDA DE NOVO CLEARED 6<sup>TH</sup> OCTOBER 2025

## MARKET ENTRY INTO A \$175M ANNUAL US LONG TERM CARE MARKET



### First to Market Differentiator

First and only medical device cleared to assess pain for dementia residents



### Competitive Barriers

Successful US clinical study and AI validation  
- would take up to 5 years for competitor repetition

US Patent protection until 2038 + copyright



### Market expansion

Pursuing applications for Home Care & Hospitals – plus Infant application

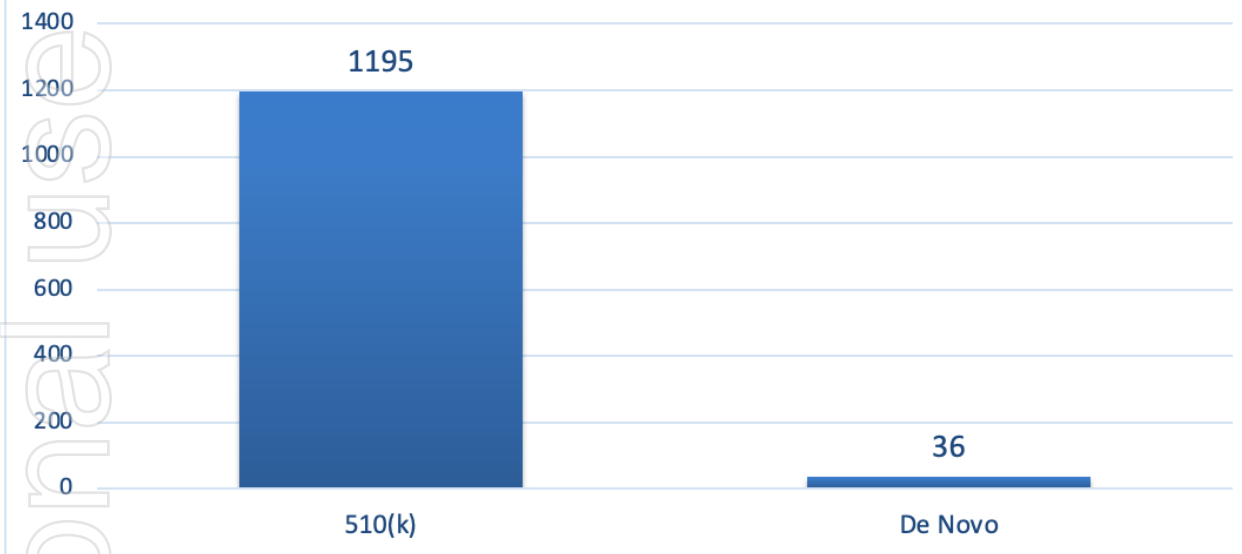
FDA clearance accelerates Japan & Brazil regulatory potential

**De Novo is “First-of-a-kind” medical device – establishes a new classification & product code. Provides an estimated 5-year lead over any potential competitive technology**

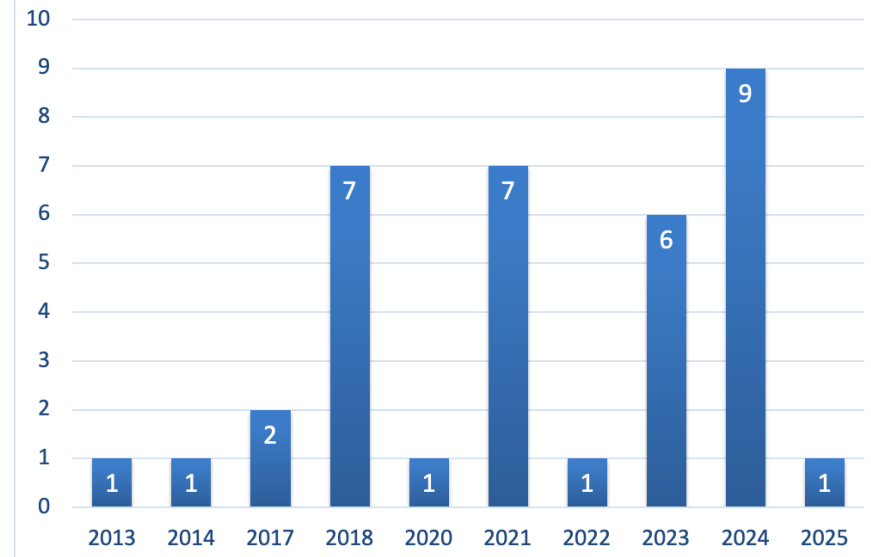
# ON OCTOBER 6<sup>TH</sup> 2025 PAINCHEK ADULT BECAME ONLY THE SECOND AI/ML DE NOVO CLEARED MEDICAL DEVICE IN 2025

- **Market optics:** In the AI/ML space, most devices are cleared via 510(k) as there are many predicates (competitors) in the market
- **“First-of-a-kind” signal:** De Novo establishes a brand-new classification and in PainChek case a new product code. It’s recognition that the device is novel and safe/effective - sets the standard and a barrier for potential competitors
- **Exclusive group:** PainChek became the second AI/ML De Novo cleared product cleared in 2025 – October 6th

AI/ML Devices FDA Submissions by Pathway

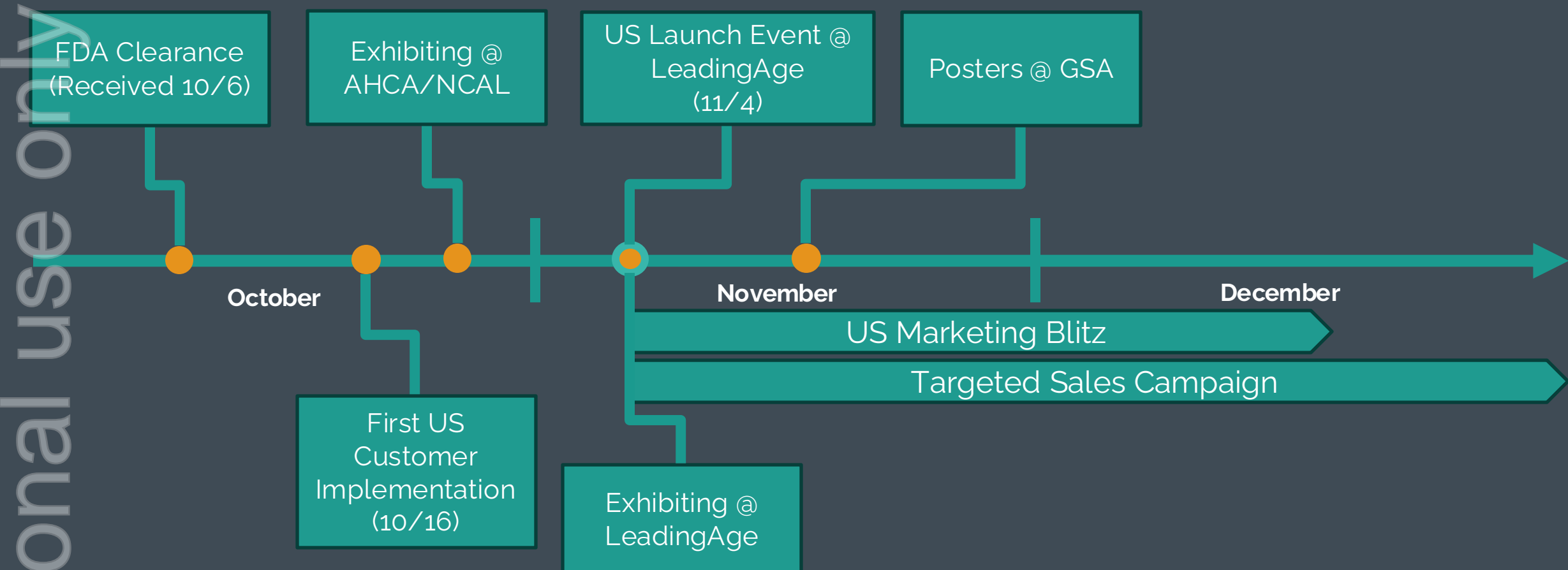


AI/ML Devices De Novo Granted per Year



FDA data as of 1<sup>st</sup> October 2025

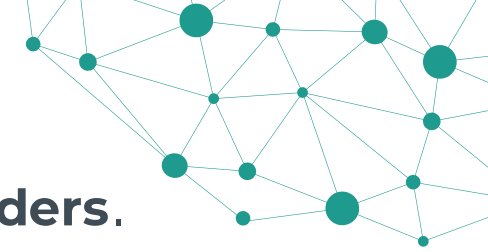
# US Market Launch Strategy



ersonal use only

# US Target Markets

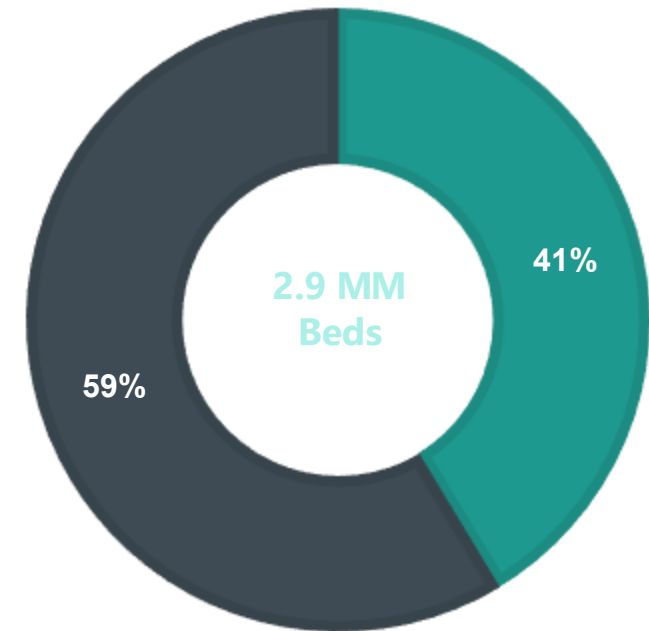
Skilled Nursing (SNF) & Assisted Living (AL) owners, operators & care providers.



- **Primary: ~15,600 SNF communities w/ 1.6 MM Skilled Nursing Beds**
  - 48% w/ Alzheimer's or other dementias
- **Secondary: ~30,600 AL communities w/ 1.2 MM Assisted Living Beds**
  - 42% living with moderate to severe cognitive impairment
  - 11% are dedicated to dementia

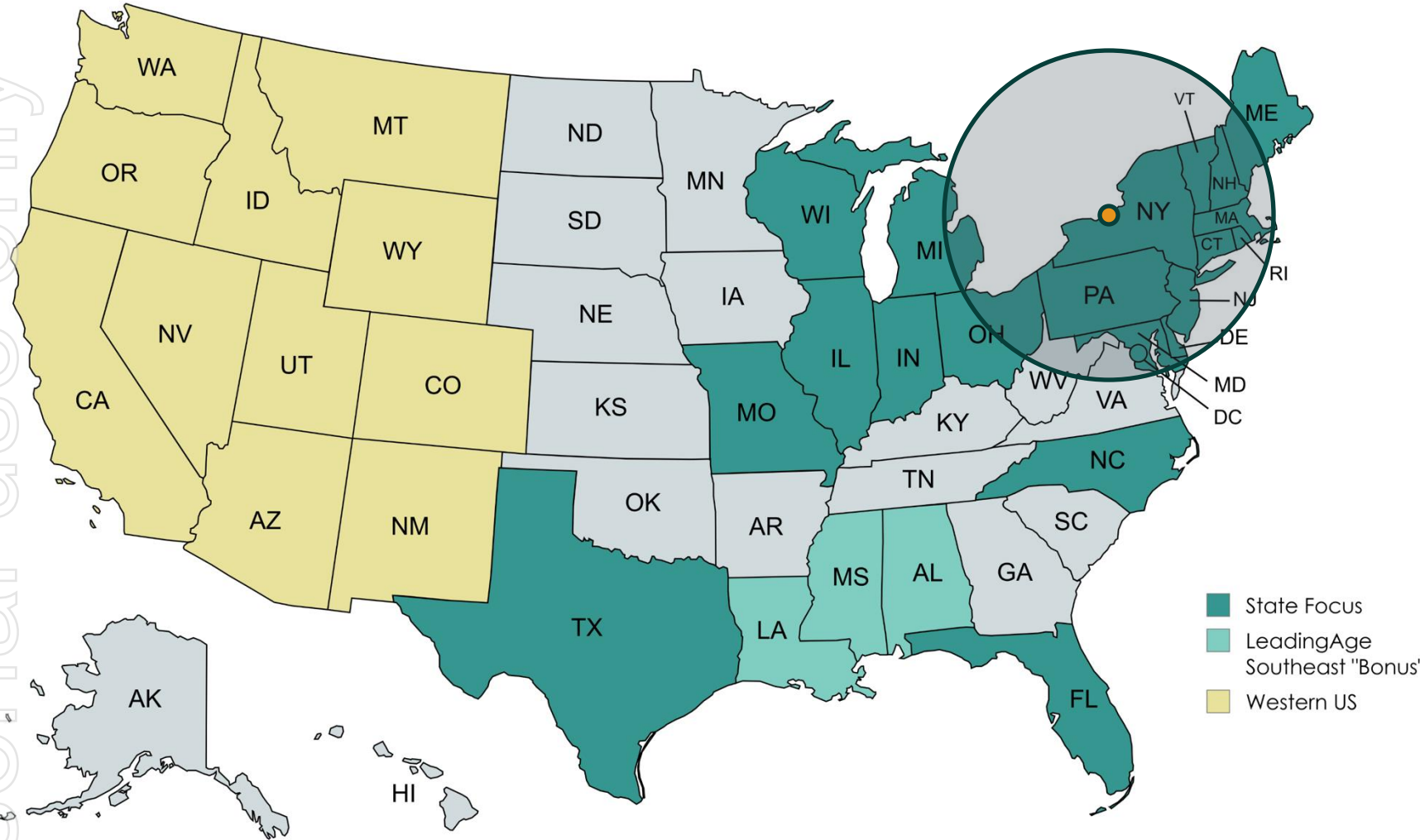
## US TARGET MARKET SIZE

■ AL ■ SNF



*"Assisted living residences have become prominent sites of long-term residential care for older adults with dementia. Estimates derived from national data indicate that seven out of ten residents in these residences have some form of cognitive impairment, with 29 percent having mild impairment, 23 percent moderate impairment, and 19 percent severe impairment. More than one-third of residents display behavioral symptoms, and of these, 57 percent have a medication prescribed for their symptoms. Only a minority of cognitively impaired residents reside in a dementia special care unit."*

# Geographic Market Strategy– Skilled Nursing (SNF)



## State Focus Breakdown

- The selected states represent 1,044,895 SNF beds.
- Equivalent to 65% of the total US market.

## Why?

- Active state associations & events
- Efficient travel
  - Overlay = 7 hour drive from NY
- Positive support from state government
- Ontario, CA Bonus
- Florida now hosts a combined "LeadingAge Southeast event"

## Why is California not a priority?

- Heavily regulated state
- Inefficient travel
- State events have low ROI
- The entire Western US is only 13% of the total market

ersonal use only

# PAINCHEK IMPLEMENTS FIRST US LONG-TERM CARE CLIENT OCTOBER 13<sup>TH</sup> 2025

Jewish Home Family, a leading senior care organisation in New Jersey, secured as PainChek's first US customer. PainChek has been deployed at its flagship location to enhance pain detection & management for residents living with moderate to severe dementia.

*"PainChek's technology aligns with our mission to deliver elder-directed care. It empowers our clinical teams with better insights and supports our residents with more responsive, dignified treatment."* Carol Silver Elliott, Jewish Home Family President and CEO



# PAINCHEK AT THE AMERICAN HEALTH CARE ASSOCIATION IN LAS VEGAS, 20-23 OCTOBER 2025 & LEADING AGE CONFERENCE IN BOSTON 2-5<sup>th</sup> NOVEMBER 2025

## KEY TAKEAWAYS:

**Large client attendance:** 10,000+ long term care client attendees from across USA

**PainChek North America team:** Head of US, Canada & Operations plus new US BDM consultant

**Booth & Branding:** Dedicated PainChek booth & specific US branding collateral – with FDA De Novo clearance messaging

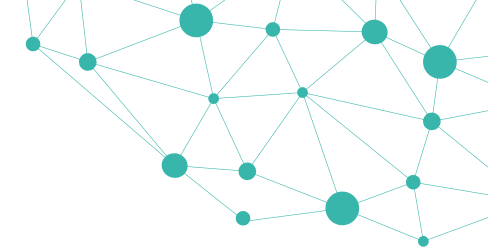
### Outcomes:

- 196 customer interactions and leads generated with 159 unique owner/operator groups
- Key partner introductions and continued partner engagement
- US launch event – Carol Silver Elliott



# Leading Age Boston 2025

## Feedback



### Focus on Pain

#### “Looking for a better way...”

- Clinical leaders validated that pain assessments aren't happening at the point of care.
- Clinicians readily admit they don't feel comfortable with the results of the current paradigm (PAINAD).

#### Compliance

- Enables consistent tracking and documentation of pain assessments at the point of care.
- Supports documentation for audits and regulatory standards.
- 65% of state inspection failure reports contain a citation for improper pain assessments for medication dispensed.

### Quality

#### Reducing Bias

- Minimizes subjectivity in a single assessment.

#### Improved IRR

- Dramatic improvement in inter-rater reliability. (.5 vs. .82)

#### Actionable Insights

- Clean, standardized data allows more accurate reassessments, care plan adjustments, and enables better understanding of different interventions.

### Pricing & Markets

#### Affordability

- The initial pricing model was received positively.

#### Scalable Incentives

- Questions arose around pricing for larger numbers of beds.

#### New Market Interest

- Significant interest from the rehab and physical therapy market.
- Many home care firms expressed interest in when they can start using the product.

# PAINCHEK ADULT - STRONG GLOBAL TRACTION WORLDWIDE

## PainChek Canada

- 300,000 bed (A\$20M ARR ) aged care market
- PCK Adult regulatory cleared & local BDM in place
- ~1,000 beds licensed - established & partners include PointClickCare

## Europe\* (EU)

- Regulatory cleared & patent secured
- Initial focus 800,000 bed German market – A\$40M ARR
- Application for DiPA reimbursement for German home care market of 4.2M people

## PainChek Corp US

- 3,000,000 bed (\$A175M+ ARR) long term care market
- **FDA de Novo regulatory CLEARED & 1<sup>st</sup> sale achieved in October 2025**
- Existing PointClickCare & Eldermark & Yardi integration partnerships provides access to ~2,000,00 beds
- Local US PCK BDM and Ops team in place & pipeline for rapid growth

## PainChek UK

- ~43,000 beds licensed to use PCK
- 500,000 bed aged care market
- A\$25M ARR aged care bed market
- 10+ integration partners

## Japan\*

- 1,100,000 bed (A\$55M ARR) aged care market
- Regulatory clearance process to commence post FDA

## PainChek ANZ

- ~71,000 beds licensed to use PCK
- 200,000 bed aged care market
- ~A\$15M annual aged care market
- Home Care & Disabilities & hospital markets commenced
- 15+ integration partners

**PAINCHEK HAS ACCESS TO 3.7 MILLION BEDS THROUGH INTEGRATION PARTNERS, -USA IS MOST CONSOLIDATED MARKET AND 75% OF THE TOTAL**

North America - 3 million beds access



UK - 500k beds access

ANZ - 200k beds access



ersonal use only

# **PAINCHEK® INFANT**

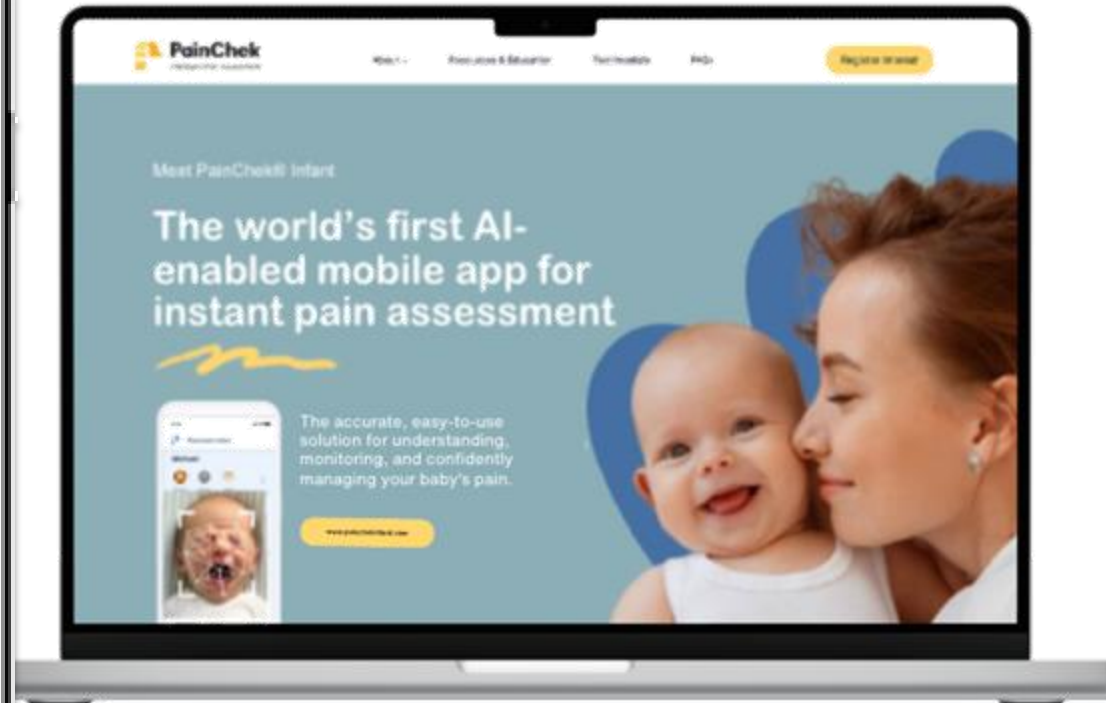
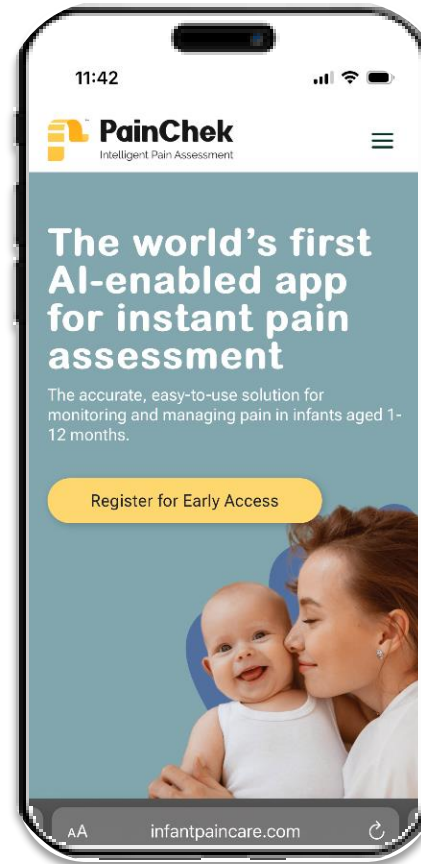
A PainChek Limited Product

## **MAKING INFANT PAIN VISIBLE**



# MAKING INFANT PAIN VISIBLE

- The newest addition to the PainChek family, **PainChek Infant, is the world's first AI-enabled app for instant pain assessment** on infants aged 1-12 months
- Designed for **in-home use by parents or other non-medical carers**
- Globally, the Infant market **opportunity extends to up to 400 million pre-verbal children and 150 million born to first time parents each year**
- **Regulatory cleared for home use** in multiple markets including **ANZ, EU, UK**. USA regulatory clearance process to be finalised following recent Adult App de Novo clearance



[www.painchekinfant.com](http://www.painchekinfant.com)  
[www.infantpaincare.com](http://www.infantpaincare.com)

# MAKING INFANT PAIN VISIBLE

PainChek® Infant app is designed with parents and families in mind, offering a comprehensive user-friendly experience with a range of valuable features including:



3-second facial analysis-based pain assessment



Monitoring of historical pain events



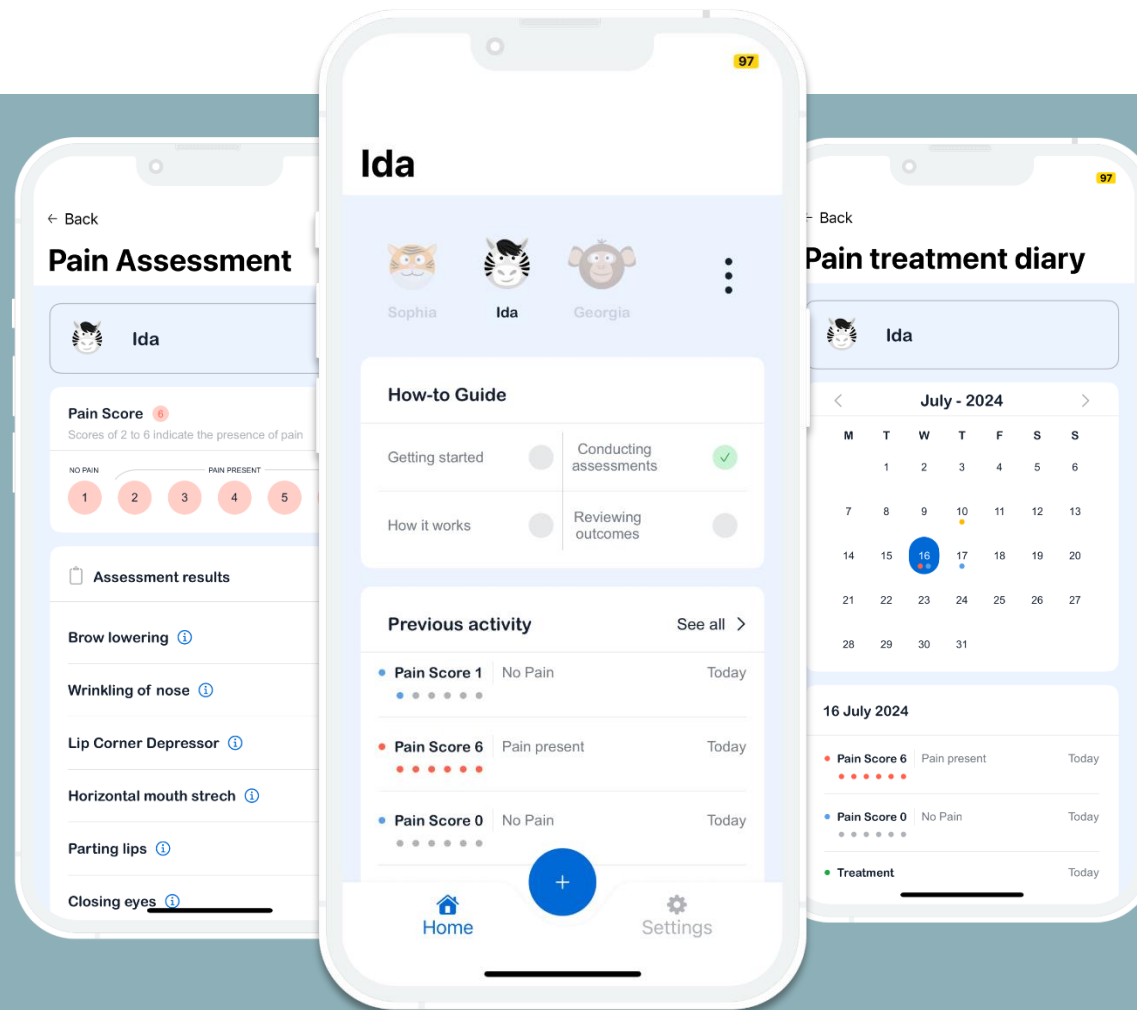
Documenting treatments, including medications



Self-guided in-app training



User-friendliness in a non-clinical environment



# PAINCHEK CHILDREN'S MARKET STRATEGY – TO ACCESS 400 MILLION PRE-VERBAL CHILDREN WORLDWIDE



**B2C Consumer Market**

**Parents**

**Family**

**Daycare**

**CHANNELS**

**Ambassadors  
Social Media  
Specialists**



**B2B HCP Market**

**Hospital**

**GPs**

**OTs**

**HCP Customers  
Publications  
Influencers**



**Partnership Market**

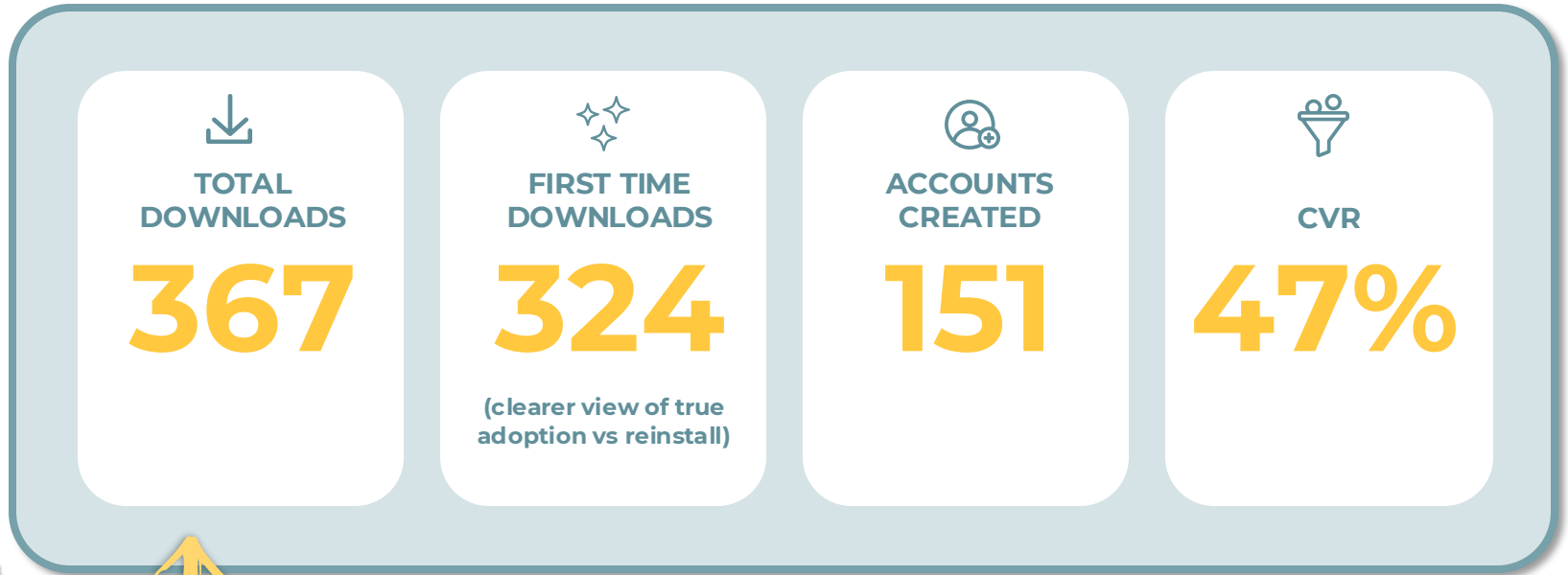
**MedTech**

**Pharma**

**Integrations**

**Baby Monitors  
Pain medication orgs  
EHR**

# PAINCHEK INFANT – AUSTRALIA MARKET PERFORMANCE – 30/09/25



The team continues to monitor performance at each stage of the funnel, with current priorities focused on improving:

- Conversion from download to account registration
- Time from first use to first pain assessment
- Conversion from free trial to paid subscription

ersonal use only

# PainChek Infant | Key Updates based on user and clinical feedback



Driving greater engagement, downloads and subscriptions



## PRODUCT

### Making Infant Pain Visible

Helping to manage pain safely and effectively in the first year of your infants life.



### Ongoing App Updates

- **Pricing updates**
  - 6 monthly and annual
- **Reduce entry barriers**
  - Permanent login
- **Clarity on pain scores and presence of pain**
- **Improve end to end user journey**
  - Welcome emails
  - First assessment milestone
- **Activate user feedback prompts**
- **New user Education**
  - Head to toe assessments
  - Purple period of crying
  - Red flags

## USER EDUCATION



### Embed Content

**Baby Pain Guide:** Commissioned by PainChek and Authored by **Sarah Hunstead Founding Director - CPR Kids Australia**<sup>1</sup>:

#### Topics include:

- What is pain?
- Do babies feel pain?
- How babies express pain
- How common is pain in babies?

<sup>1</sup>: [www.cprkids.com.au](http://www.cprkids.com.au)

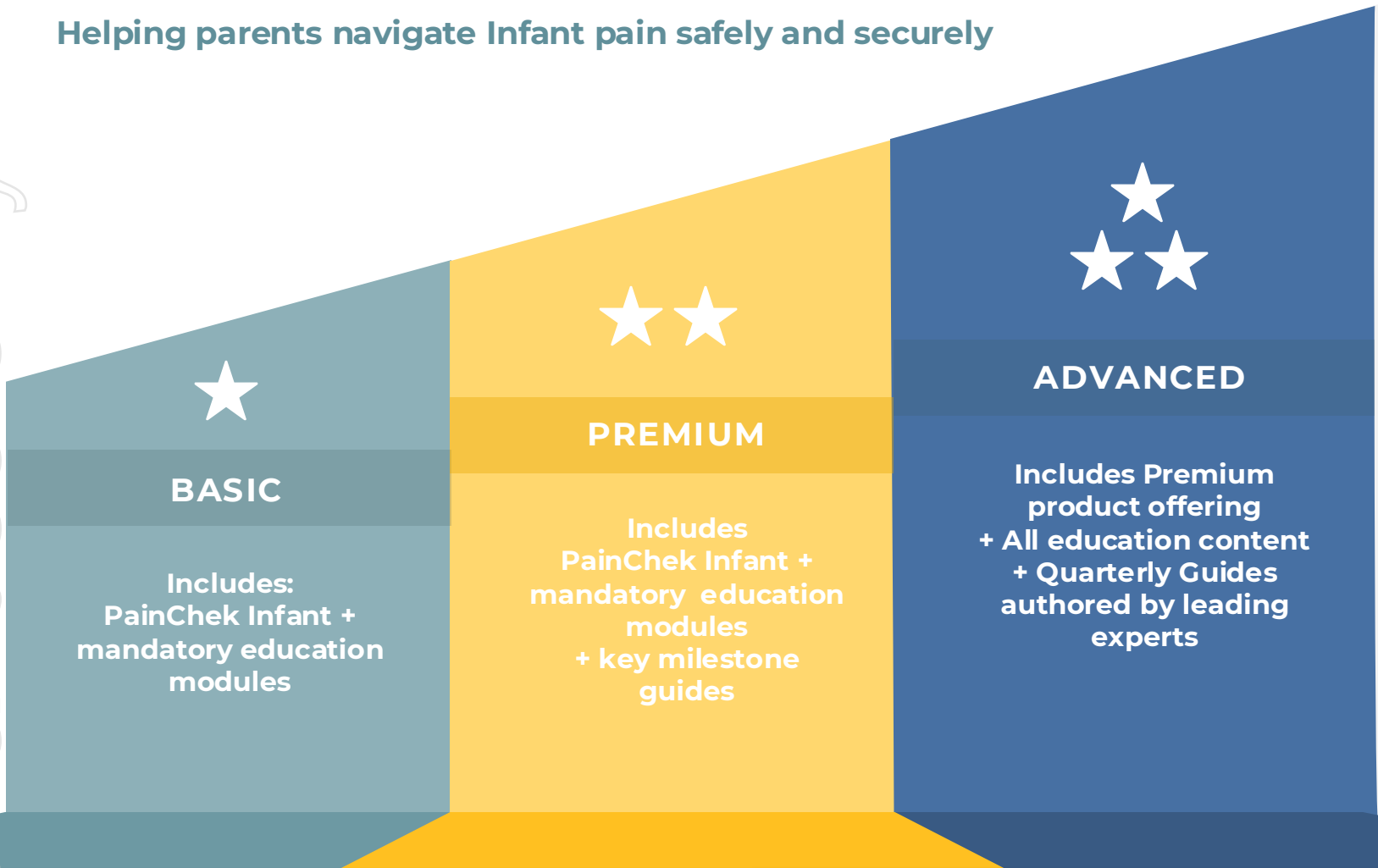
### Baby Pain Guide

*Understanding Pain in Babies*



# PainChek Infant | Pain Education Conceptual modules

Helping parents navigate Infant pain safely and securely



## IMMUNISATION

6 weeks, 4 months & 12 months



## PURPLE CRYING

Purple period – 2 weeks to 5 months of age



## TEETHING

Teething – 4 to 7 months of age

## EXAMPLE MODULES



PRODUCT + USER EDUCATION



# LOOKING AHEAD – COMMERCIALISE INFANT TECHNOLOGY GLOBALLY

NOW

SCALING UP FROM Q1 CALENDAR 2026 ONWARDS

## Continue to Expand in Australia

- 300k (babies born each year)



## Broaden to markets where PainChek has a presence

- UK: 700k
- Canada: 350k



## Assess EU market entry opportunities

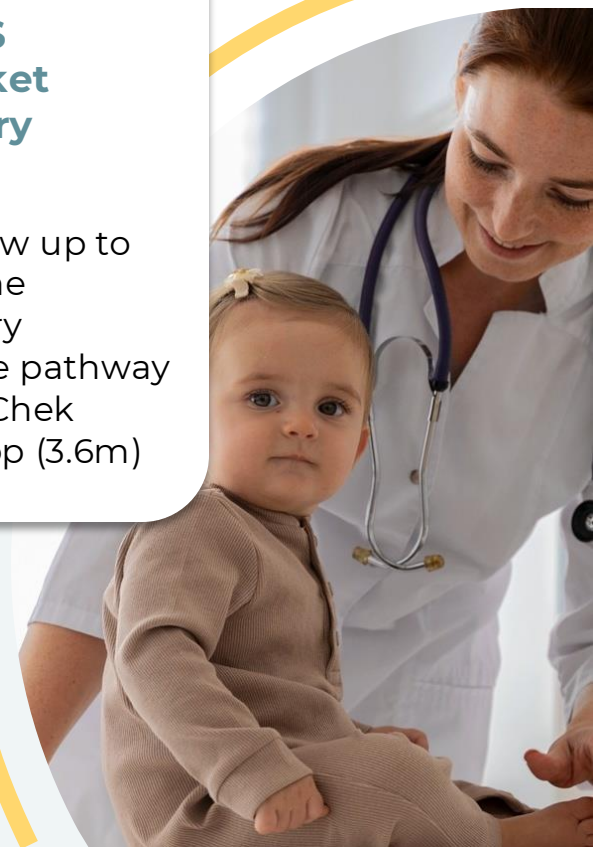
- CE mark regulatory clearance Germany (690k) & France (660k)



## US Market Entry

- FDA follow up to determine regulatory clearance pathway for PainChek Infant App (3.6m)

**Build healthcare professional recommendations and consumer advocacy support in each local market**



ersonal use only

# BATTLE-TESTED LEADERSHIP & DEEP CLINICAL NETWORK



**Philip Daffas**

**CEO & Managing Director,  
MBA, BSc**

Philip is a highly accomplished global business leader & people manager. Philip has held senior global leadership positions with Cochlear & Roche in Europe, US & Australia



**Prof. Jeff Hughes**

**Chief Scientific Officer PhD,  
MPS**

Jeff is a professor in the School of Pharmacy, Curtin University in Western Australia. Jeff is one of the team who developed the PainChek concept



**Andrew Hoggan**

**Head of Operations**

Andy is a Psychologist, management consultant, business leader & executive coach. Andrew has worked in both Australia & the UK across senior care & home care services



**Iain McAdam**

**CFO**

Iain has over 20 years finance & transformational change experience within listed high growth multinational software & services companies, including iSoft & eServGlobal



**Scott Robertson**

**CTO, MBA, B.Eng.  
(Comp. Systems)**

Scott has over 25 years' experience designing, deploying & managing enterprise software systems, adapting to changing client needs



**Sasha Grant**

**Head of Infant Growth**

Sasha is an experienced business leader in Direct-to-Consumer Apps, product commercialization & online technology having worked with significant global brands including Expedia Group, WikiCamps App (GDAY Group) and EBAY; in Australia and UK.



**David Allsopp**

**Head of Business  
Development, Canada**

David has extensive account management, relationship management. He is renowned for establishing trusting, transparent & long-standing relationships in the healthcare space.



**Tandeep Gill**

**Senior Business Development  
Manager, UK**

Tandeep is a registered pharmacist in hospital & community setting, with 10 years experience in senior health & social care position spending 3 years leading the advancement of technology solutions in the UK.



**Christelle Ucinek**

**Senior Business Development  
Manager, ANZ**

Christelle is a registered pharmacist with over 13 years of healthcare experience, including extensive expertise in pharmacy, senior care, and digital health innovation.



**Nick Garofoli**

**Head of Business  
Development, USA**

Nick has over 15 years of experience in technology leadership; 7 in the senior living industry, including CEO of RCare, Head of US Operations for Nobi and commissioner on Leading Age's CAST technology commission.

## THE BOARD



**John Murray**  
Non-Exec Chair

25 years in tech & Venture Capital. Founder of Technology Venture Partners, ex Chair of Residential Aged Care provider. Multiple non-exec board roles.



**Philip Daffas**  
CEO & Managing Director

Philip is a highly accomplished global business leader & people manager. Philip has held senior global leadership positions with Cochlear & Roche in Europe, US & Australia.



**Ross Harricks**  
Non-Exec Director

Senior global medical device executive with Nucleus & experienced healthcare NED.



**Adam Davey**  
Non-Exec Director

Corporate finance executive with extensive capital markets experience.



**Cynthia Payne**  
Non-Exec Director

30 years executive leadership experience as well as significant board and operational experience in residential and home aged care services in Australia.

# INFLECTION POINTS TARGETED CY2026

## 1 US MARKET ENTRY

- **Build sales pipeline across US market** heading towards 10% penetration
- **Develop core US team**
- **Complete FDA applications for Home Care market** - target Q2 C2026 completion
- **Expand partnerships** – to cover 80% of long-term care beds
- **CMS reimbursement**



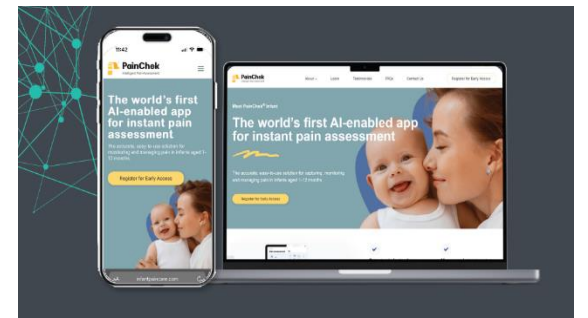
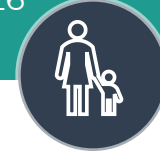
## 2 CONTINUED GROWTH OF ADULT APP

- **Maintain and grow ANZ & UK penetration** Aged Care and Home Care
- **Achieve actual ARR for operational break even** in ANZ & UK by Q4 CY2026
- **Finalise hospital market entry** – InterSystems Q2 C2026
- **Complete German market validation** work & initial market entry Q3 C2026



## 3 DIRECT TO PARENT MARKET ENTRY OF THE INFANT APP

- **Finalise market entry strategy and launch**
  - Aus Q4 CY 2025
  - UK Q1 C2026
  - Canada Q2 C2026
  - Finalise FDA clearance
- **Build B2C strategic partnerships** for global market penetration
- **New products & technologies**
  - Toddlers Q2 CY 2026
  - Vocalisation Q3 CY 2026
  - Disabilities prototype Q4 CY2026



ersonal use only



TM

# PainChek

Intelligent Pain Assessment

AGM 26<sup>th</sup> November 2025

PHILIP DAFFAS, CEO & MD

PAINCHEK LTD | ASX:PCK