



TM

PainChek

Intelligent Pain Assessment

PainChek Update
July 2025

PHILIP DAFFAS, CEO & MD
IAIN McADAM, CFO

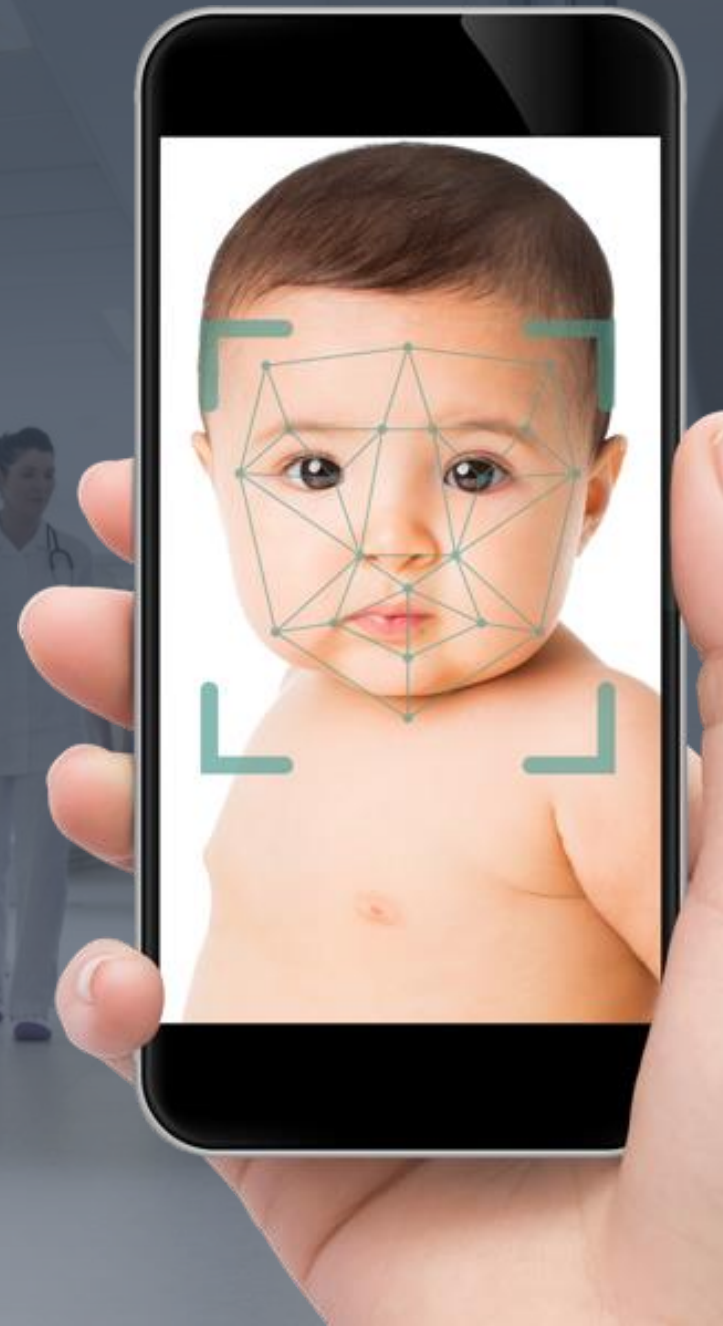
PAINCHEK LTD | ASX:PCK

INVESTMENT HIGHLIGHTS

First Mover Advantage	<ul style="list-style-type: none"> • PainChek offers the world's first and only regulatory-cleared AI-enabled SaaS platform to assess pain and monitor the effect of pain relief in non-communicative populations, administered through a smart phone App
Established and Growing	<ul style="list-style-type: none"> • Over 12 million PainChek assessments have been performed since commercialisation began in 2018 • Its SaaS Platform is now contracted to +110,000 beds (ANZ, UK and Canada Only) across 1,900 care facilities • A further 40,000 new bed licences are qualified pipeline opportunities • \$5.4M Contracted Annual Recurring Revenue (ARR) has increased 18% yoy and strong steady state SaaS margins of up to 75% (ANZ, UK and Canada Only) • Net retention rate of 106% demonstrating long term customer commitment
US\$4bn Opportunity	<ul style="list-style-type: none"> • The Company is pushing ahead with a major international expansion in a global total addressable market worth US\$4 billion for its flagship PainChek Adult app
Pivotal FDA clearance Expected	<ul style="list-style-type: none"> • A pivotal FDA de Novo clearance is expected in September or October CY25 or earlier, which will open up the US market estimated to be worth \$582 million per annum
Additional Growth Opportunity	<ul style="list-style-type: none"> • PainChek Infant - The Company recently launched an additional application with a significant growth opportunity. • Total estimated market size of \$33.6 billion (400m pre-verbal children and 150m born each year to first time parents)



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



The Problem: Inadequate Pain Assessment in Non-Verbal Patients

US Federal and Local Requirements* for Compliance, Reimbursements and Quality Rating
require Pain Management & Assessment Solutions for non-verbal Patients

PainChek's AI-enabled digital-first Pain Assessment solution drives better patient outcomes,
and enables caregivers to stay compliant for while saving time and money



Millions globally suffer from conditions that impair their ability to self-report pain (e.g., dementia, cognitive disabilities, pre-verbal children)



Traditional pain assessment tools rely on subjective observation, leading to inconsistent and often inaccurate evaluations



Under-treated pain causes increased distress, reduced quality of life, and higher healthcare utilisation



Lack of standardised assessment in aged care, home care, and hospital settings contributes to misdiagnosis and suboptimal pain management



Time constraints and staff variability in care environments further reduce reliability and consistency of manual assessments

* Please see: CMS State Operations, Appendix PP - Certifications: F697 (Pain Management), F684 (Quality of Care); CMS MDS 3.0 (Minimum Data Set) - Reimbursement: Section J

THE BREADTH OF PAINCHEK's GLOBAL MARKET OPPORTUNITY

400M

pre-verbal children¹



25-42%

of hospital beds occupied by
people with dementia^{4,5}



57M

people living with dementia

>150M expected by 2050^{2,3}



1. Ecology Communications Group. www.ecology.com/birth-death-rates
2. World Alzheimer Report 2016
3. Germossa et al. BMC Nursing (2019) 18:40

4. Tsai, I. P., Jeong, S. Y. S., & Hunter, S. (2018). Pain assessment and management for older patients with dementia in hospitals: an integrative literature review. *Pain Management Nursing*, 19(1), 54-71
5. Lancet Public Health – January 2022

PAINCHEK GLOBAL MARKET STRATEGY



**PainChek
Adult**



**Healthcare
Professionals**

BUSINESS MODEL

B2B Enterprise: licence

- Hospitals
- Care Homes
- Home care
- Primary Care

TARGET MARKETS/USERS

- Dementia &/geriatric wards
- ER/Post surgical care
- Residential & home care providers



**PainChek
Infant**



Home Carers

BUSINESS MODEL

B2C Direct to Carer Subscription licence

- Pharmacy services
- Retail stores
- Direct from supplier
- Apple/Google Play Store

TARGET MARKETS/USERS

- Mums & Dads
- Personal Home Carers
- Visiting healthcare professionals

THE PAINCHEK® UNIVERSAL APP: QUICK AND EASY OPERATION

AI based micro-facial pain expression analysis:

- 3 second scan of patient face
- Recognises 9 micro-facial expressions indicative of pain

Guided digital questionnaire checklist:

- Guides the carer in other pain assessment factors e.g. movement, vocalisation etc.
- Questions with Yes/No decisions

Automated pain assessment score:

- 42 test points
- Generates overall pain severity score
- No pain, mild, moderate or severe and pain profile of the resident

Documented via cloud backend:

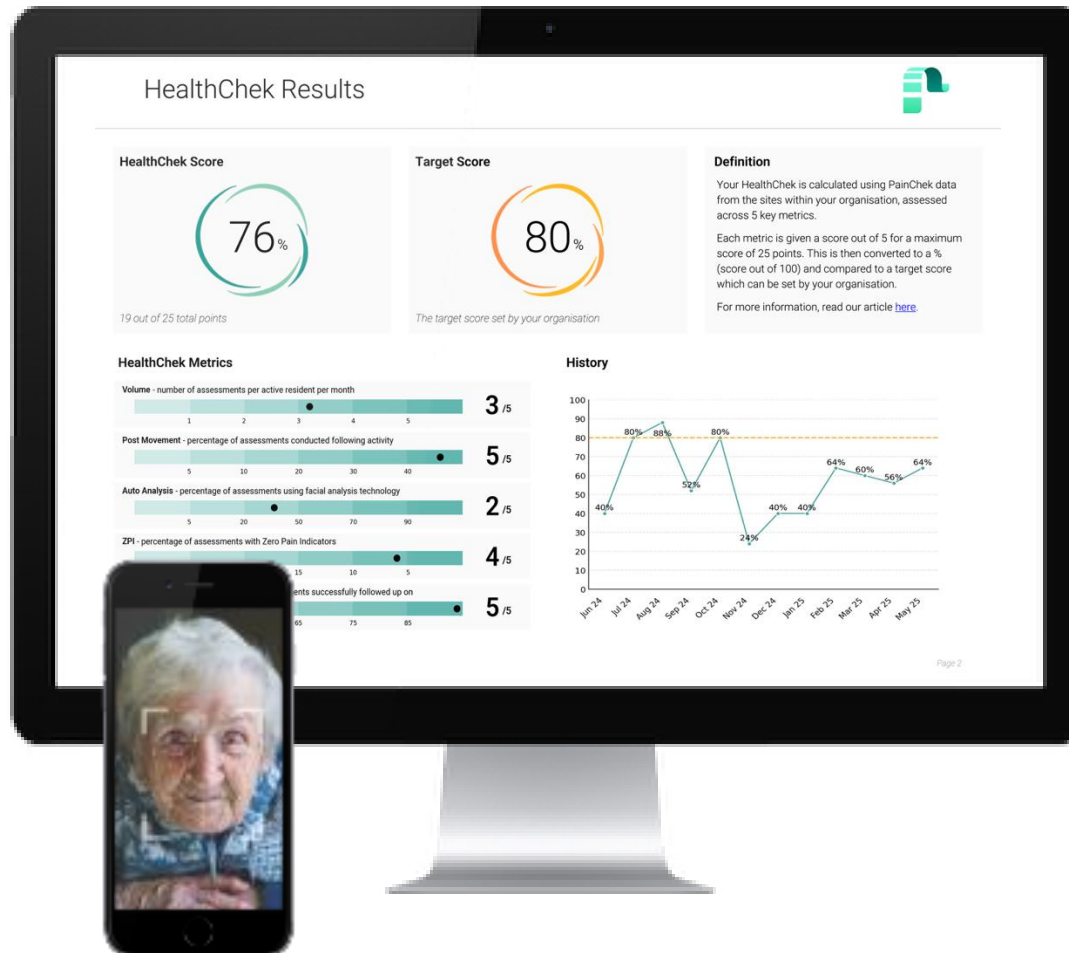
- Pain trend line and monitoring of treatment
- Capability to integrate into resident medical records
- Data analytics capability for audit and accreditation

Software-as-a-Medical Device enables mobile data capture



PAINCHEK ANALYTICS

Through PainChek®'s web portal, care managers can access real time dashboard reporting and data analytics, assisting their team in reducing clinical risk while improving their quality of care.



Pain data trends are graphed to assist caregivers for more effective pain management, reducing carer burden, risks of falls and hospitalizations*

HealthChek; automatic monthly reports which guide the improvement clinical outcomes through actionable pain management insights

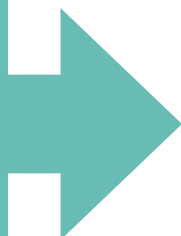
Analytics are available via API for those businesses that wish to integrate reporting directly into their systems

*See Dovehaven homes UK outcomes data

PAINCHEK ADULT GLOBAL MARKET OPPORTUNITY



**PainChek
Adult**



LONG TERM CARE MARKET VALUE

	Aus	UK	US	ROW est	TOTAL
No. Aged Care Beds	0.22m	0.54m	3.0m	4.5m	8.26m
Annual Market Value @ A\$4 per bed per month	A\$11m	A\$26m	A\$175m	A\$216m	A\$425m

HOME CARE/CONSUMER MARKET VALUE

	Aus	EU	US	ROW est	TOTAL
No. of People living With Dementia at home	0.3m	5.6m	5.1m	32.4m	43.5m
Annual Market Value @ \$7 monthly subscription	A\$25m	A\$475m	A\$432m	A\$2,720m	A\$3,655m

¹ World Alzheimer Report 2016

² Alzheimer's Australia key facts & statistics 2017

^{3,4} Australian health care statistics

⁵ Estimated based on Australian dementia data ratios

⁶ Estimated based on Australian population ratios

⁷ Management Estimates

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

PainChek across Australia & New Zealand

Aged care's most popular digital clinical tool with large growth opportunities

- PainChek commercial licenses cover around **67,000 beds** and **800 aged care homes**, around **32% of total AU RAC market** and now **entering new home care and hospital clients**.
- 50% of exiting clients have used PCK for 3 years+
- 10 clients in NZ including Summerset Homes 1,500 beds
- AlayaCare, the largest provider of home care software in ANZ & Canada, extends its integration of PainChek into its home care solution.



NOTABLE EXISTING AUSTRALIAN AGED CARE CLIENTS (COVERING 25,000+ BEDS)



AGED CARE INTEGRATION PARTNERS PROVIDING ACCESS TO 400,000 AUSTRALIAN RAC & HOME CARE LICENCES



PainChek Growing UK Footprint in a 500,000 bed Aged Care market

- PainChek commercial licences in cover more **than 42,000 aged care beds across 1,000+ care homes.**
- Implemented licences reach 26,000 – 80% growth yoy
- Edinburgh Royal Infirmary hospital and InterSystems hospital trial commenced



NOTABLE EXISTING UK AGED CARE CLIENTS COVERING 12,500 BEDS.



AGED CARE INTEGRATION PARTNERS PROVIDING ACCESS TO 400,000 UK RAC & HOME CARE BEDS



THE DOVEHAVEN STORY

- 23 aged care homes in North-West of England
- Over 1,000 residents
- Total number of PainChek assessments completed: 580,520
- Severe pain reduced by 67%
- Moderate pain reduced by 42%
- Mild pain reduced by 25%
- Distress reduced by 41%
- Resident-to-resident altercations reduced by 58%
- 40% fewer benzodiazepines being used



CARE INSPECTORATE EVALUATES PAINCHEK IN SCOTLAND



Results from a Scottish Government funded pilot – independently evaluated by Edinburgh Napier University, in collaboration with the Scottish Care Inspectorate.

Scottish Care Inspectorate Project 6 months evaluation across 5 Scottish Services for 38,000 bed opportunity

- ✓ **40% reduction** in falls
- ✓ **47% increase** in weight (BMI)
- ✓ **27% reduction** in dependency scores
- ✓ **25% reduction** in analgesics
- ✓ **33% reduction** in antipsychotics
- ✓ **27% reduction** in anxiolytics and hypnotics
- ✓ **21% reduction** in antidepressants



PAINCHEK'S GROWING FOOTPRINT IN CANADIAN MARKET



PainChek continues its commercialization of the Canadian market, winning several additional agreements in the long-term care 300,000 bed annual market.

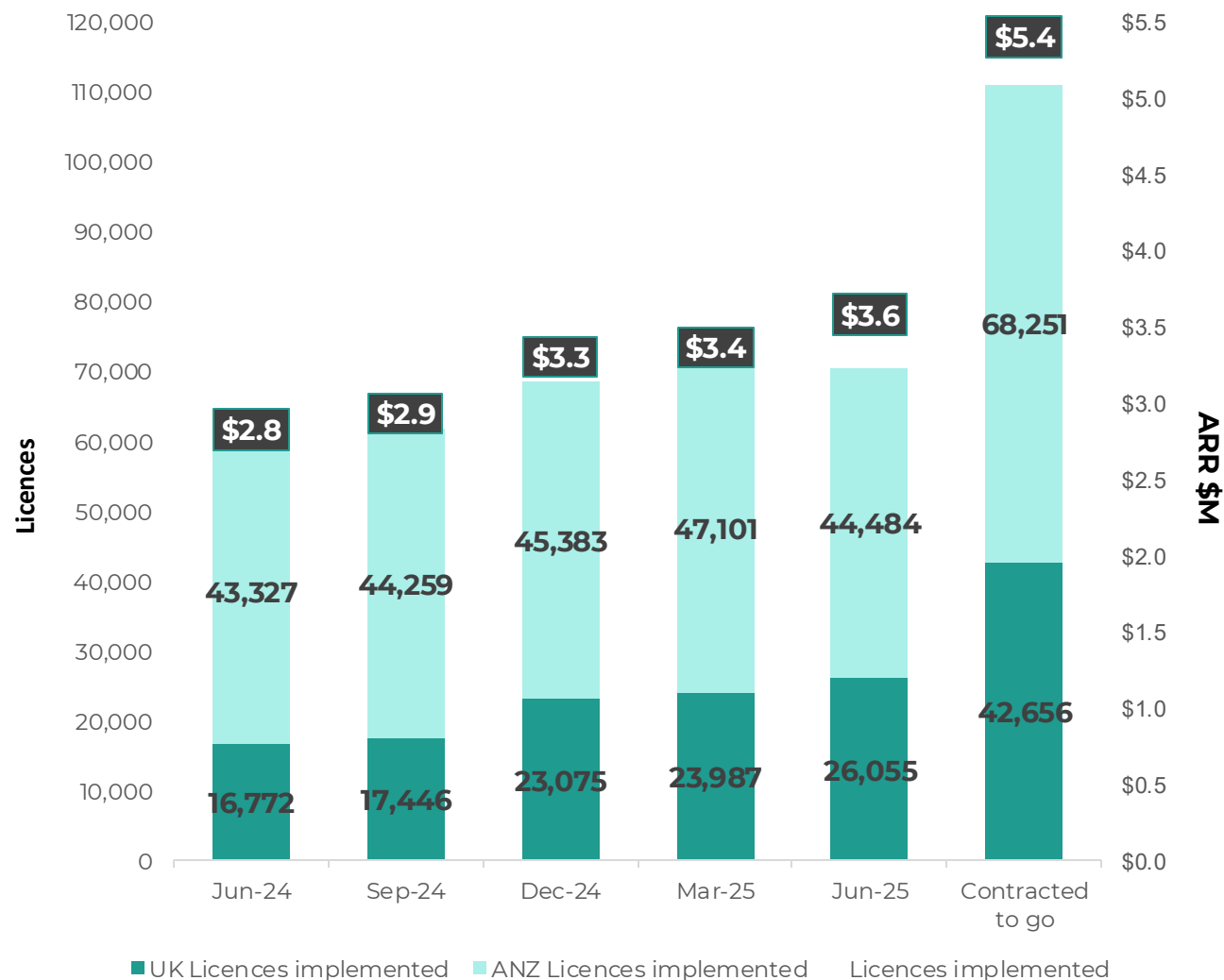
A local team will be built out early in the new financial year (late July/August) to accelerate our growth in the region.

EARLY ADOPTER CLIENTS IN THE CANADIAN MARKET



- **1000+** licenses under long term contracts **(2+ years)** in the Canadian market.
- Oakville Trafalgar Memorial Hospital contracted as part of a feasibility study.
- From initial discussions, there appears to be a significant appetite for technology led innovation in the Canadian market.
- The PainChek presentation at the CHAA conference in Edmonton (May 13-14th) was received extremely with significant pipeline built off the back of it.

\$3.6M ACTUAL ARR AND \$5.4M CONTRACTED



29% increase in actual ARR over the prior year

Implementing the contracted pipeline would achieve \$5.4M ARR

SAAS business model with 75% **steady state gross margins**¹ on annual licences.

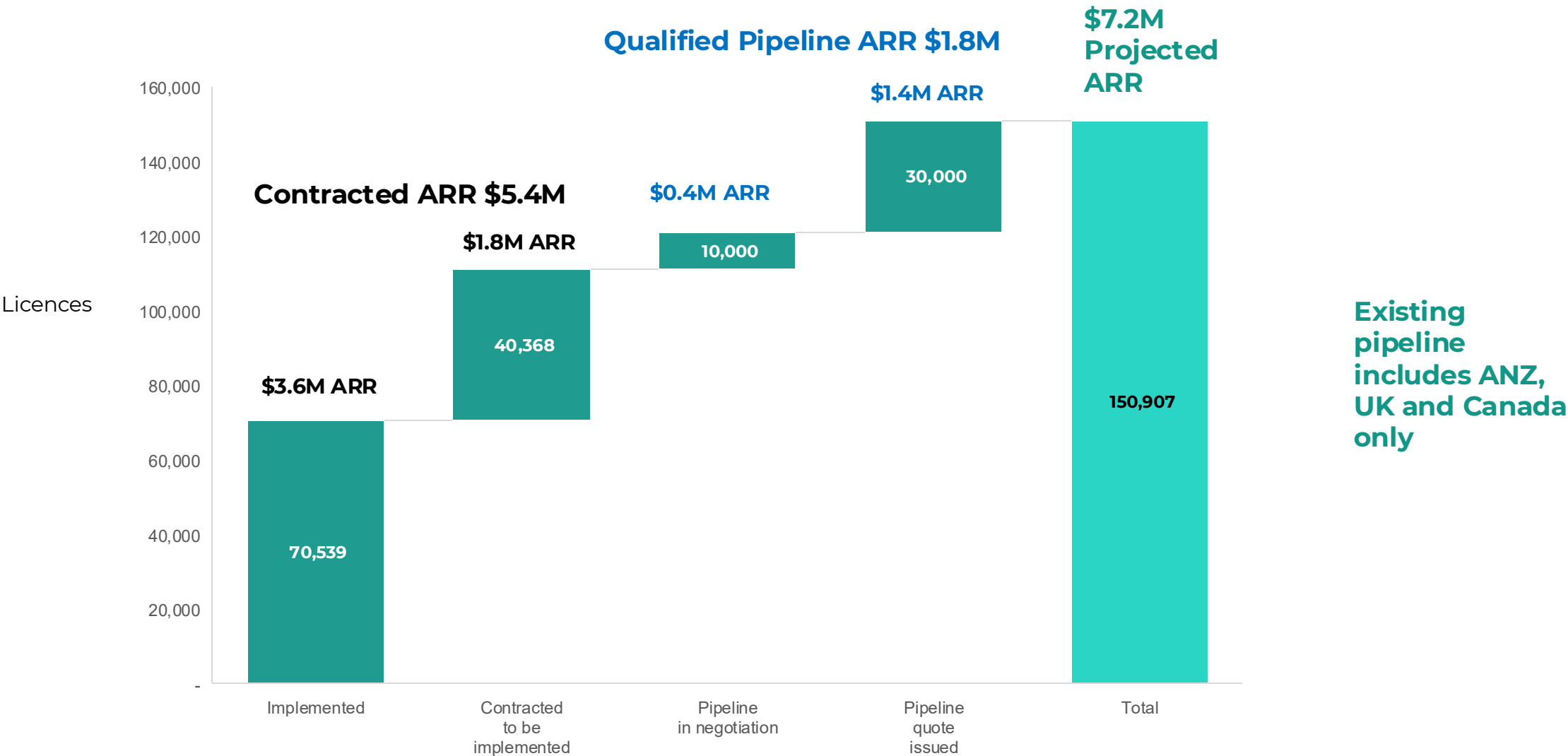
Net retention rate 106% - building on long term customers²

New tiered activation agreements with up to 25% pre-payment in place.

More than **1800 Aged Care homes** under commercial contracts in ANZ, UK and Canada

ARR target of \$5.0m covers core operating costs in the ANZ and UK business

PainChek qualified pipeline exceeds 40,000 new licences



New fixed Client Activation contracts with upfront fees

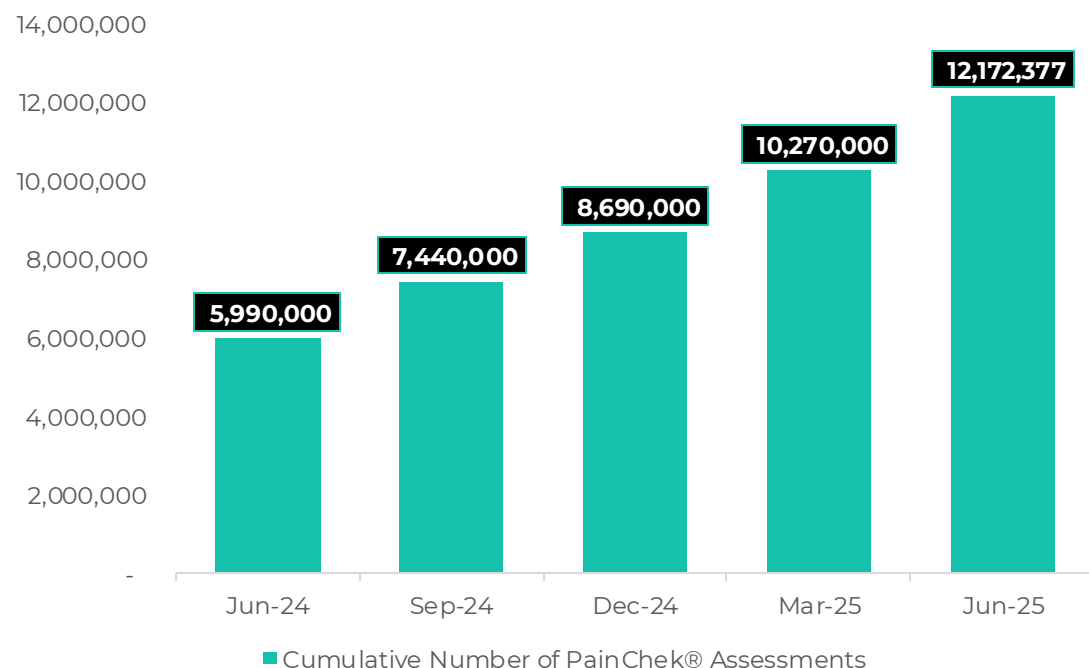
- New fixed subscription start date contracts are based on client sizing and value
- Guarantees timing of incoming revenue and cash and;
- Closing the timing between contracted and implemented beds numbers

Annual Value	Client size (approx.)	Activation date
Up to ARR \$40K	1-10 facilities	30-60 days
ARR \$40K - \$100K	10-30 facilities	60-120 days
ARR \$100K +	30+ Aged Care facilities	120 –180 days

- **Upfront set up fee** between 10-25% of ARR fee
- **Invoice frequency** either annual or quarterly
- **Contract term** is minimum 12 months and range up to 3 years - no early termination

CONSISTENT GROWTH IN CLINICAL UTILITY – WORLD'S LARGEST PAIN DATABASE

**CUMULATIVE NUMBER OF
PAINCHEK® ASSESSMENTS**



Over **12 million global pain assessments as of December 2025** conducted on the PainChek platform across **more than 150,000 residents**



105% increase in global pain assessments over the previous year in Aged Care alone



Strong ongoing growth quarter on quarter in clinical utility and implementation progress



More than 16,000 carers and health care professionals trained

In 12 months PainChek has doubled cumulative assessments to 12 million

US MARKET - FDA DE NOVO CLEARANCE EXPECTED SEPTEMBER/OCTOBER 2025 OR SOONER



November 2024
US FDA de Novo
Validation Study
submission –
outcomes achieves
key end points



Positive review
meetings held with
FDA in April and
June 2025

on target for De
Novo clearance in
Q3 CY2025

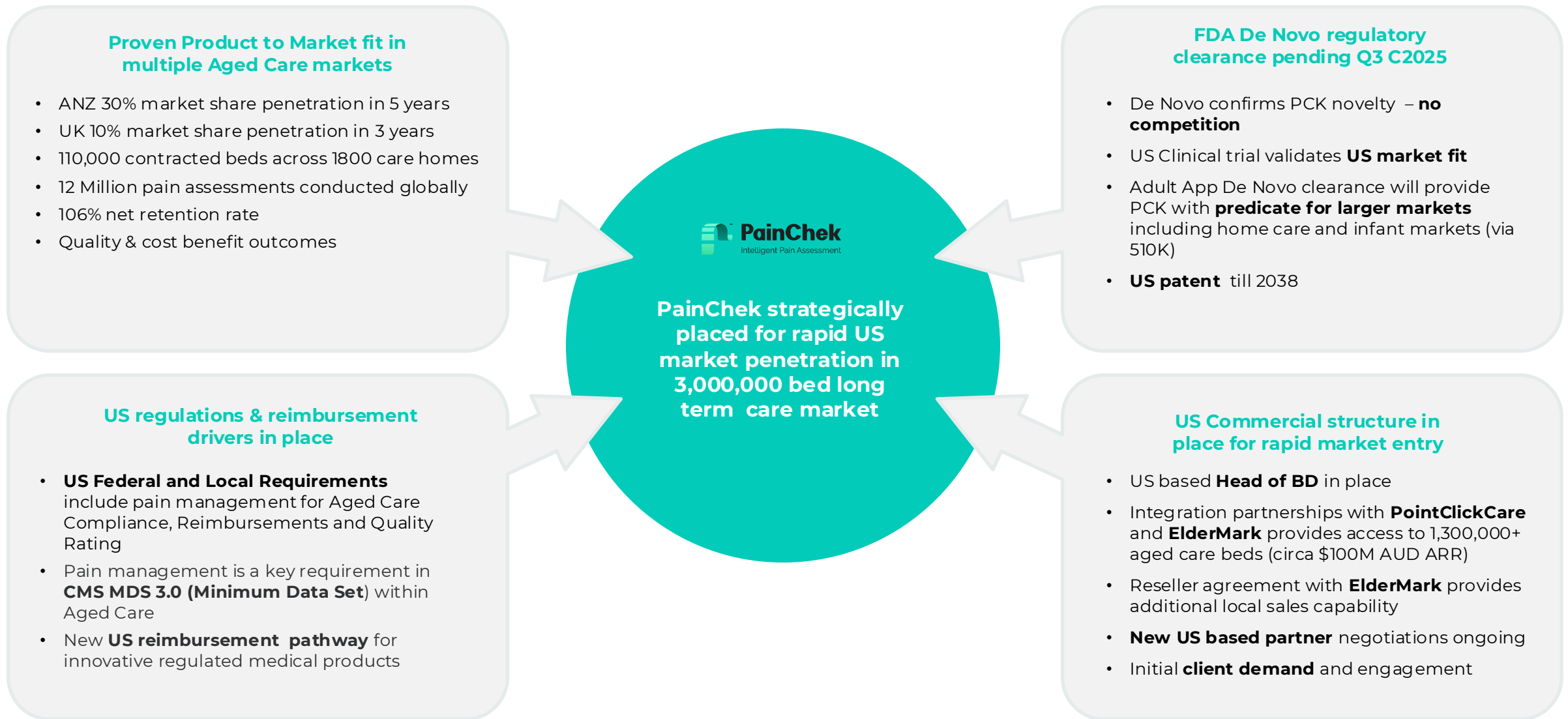


Potential FDA
clearance for
PainChek's adult
app provides a
predicate for home
care, infants & in
other US market
segments



**ON SUCCESSFUL CLEARANCE – PAINCHEK WILL BE THE ONLY REGULATORY
CLEARED PAIN ASSESSMENT TOOL FOR USE IN THE 3,000,000 BED (\$100M
USD ARR+) LONG TERM CARE MARKET IN THE USA**

Repeating ANZ & UK market penetration in US can deliver additional \$13M-\$15M AUD ARR within 12-24 months



Strong Global Traction as a Medical Device in Senior Care Facilities Worldwide

There are over 4.5 million beds within our initial targeted regions in the long-term care market alone, with a total potential ARR of circa AUD\$300 million (or USD\$178 million)

Canada

- 300,000 bed (\$15M AUD ARR) aged care market
- PCK Adult Regulatory cleared
- Initial commercial clients now implemented & growing pipeline
- Established partners include PointClickCare and Alaya care
- Regulatory cleared

Europe* (EU)

- Regulatory cleared & patent secured
- German market: Collaborative agreement with the University of Applied Sciences and Arts (HSBI) Bielefeld, Germany includes;
 - Phase 1: PainChek German App validation for 800,000 bed (\$40MAUD ARR) aged care German market
 - Phase 2: Application for DiPA reimbursement for German home care market of 4.2M people

US / FDA *

- 3,000,000 bed (\$175M+ AUD ARR) long term care market
- FDA de Novo regulatory clearance projected Q3 CY2025
- Existing PointClickCare & Eldermark partnerships provides access to 1,300,00 beds (circa \$100M + AUD ARR)
- Local US PCK BDM activities establishing strong pipeline for rapid growth
- Patent secured

UK

- ~42,000 beds licensed to use PCK
- 500,000 bed (\$25M AUD ARR) aged care bed market 10+ integration partners
- Patent secured
- Regulatory cleared

Japan*

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

ANZ

- ~63,000 beds licensed to use PCK
- 200,000 bed (\$10M) aged care market)
- 15+ integration partners
- Home care and Disabilities markets commenced
- Regulatory cleared

*Yet to enter market commercially

**Source: <https://www.nber.org/system/files/chapters/c14915/c14915.pdf>

Meet PainChek® Infant

A PainChek Limited Product



PRE-VERBAL CHILDREN'S PAIN ASSESSMENT IS A LARGE GLOBAL MARKET OPPORTUNITY



CONSUMER PRE-VERBAL CHILDREN MARKET VALUE

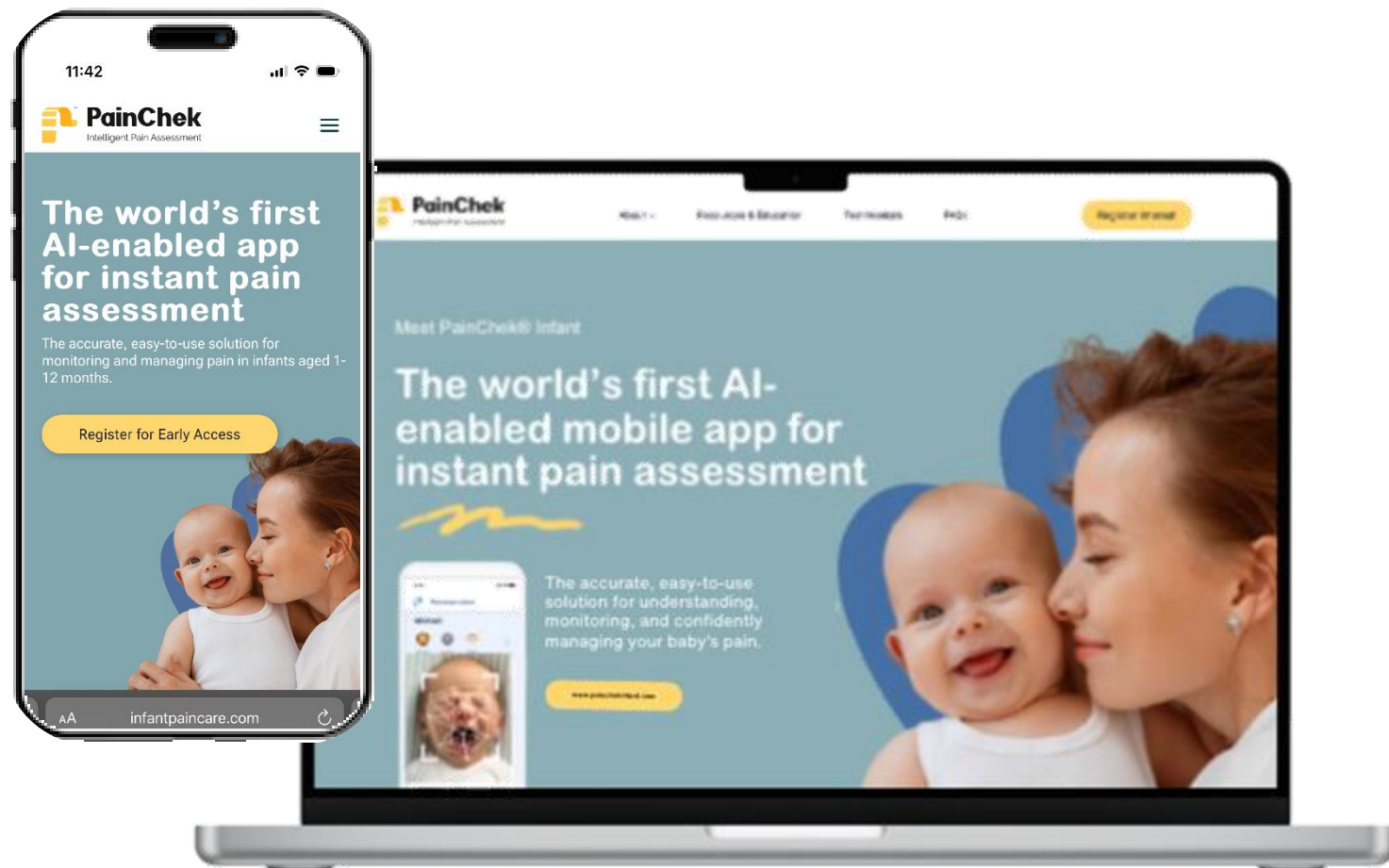
Infant App Price on App Store	~A\$10/month – yearly, quarterly and monthly pricing options
Net Revenue	A\$7/month
after app store commissions	
No. 0-3 year olds Worldwide	400m
No. Infants 0-1 year worldwide	150m
No. Infants 0-1 year in US, Europe and ANZ	10m

MARKET VALUE EXAMPLES

0.1% Global	400k subscribers =
Market Value	A\$33.6m Annualised Revenue
1% Global	4m subscribers =
Market Value	A\$336m Annualised Revenue

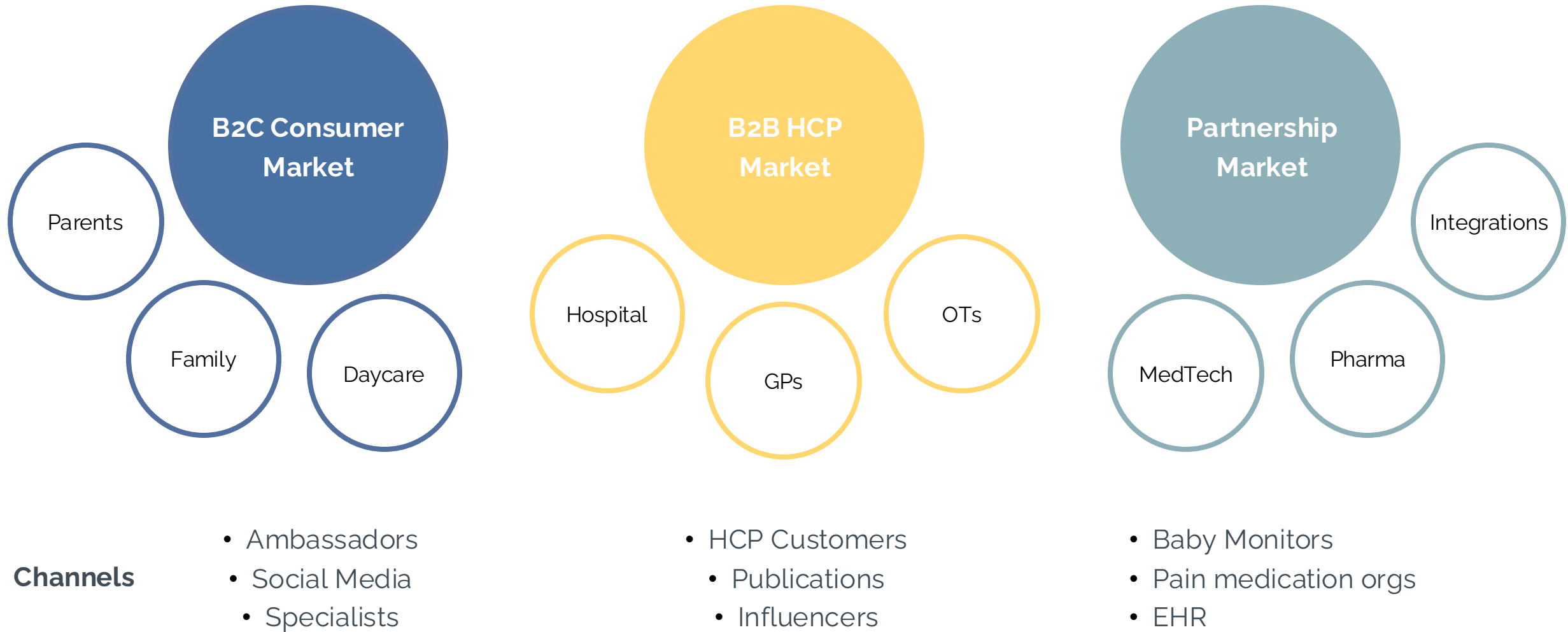
MEET PAINCHEK® INFANT

- 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 finalized post Adult App de Novo clearance



www.painchekinfant.com
www.infantpaincare.com

PainChek Children's Market Strategy - to access 400 million pre-verbal children worldwide



MEET PAINCHEK® INFANT

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



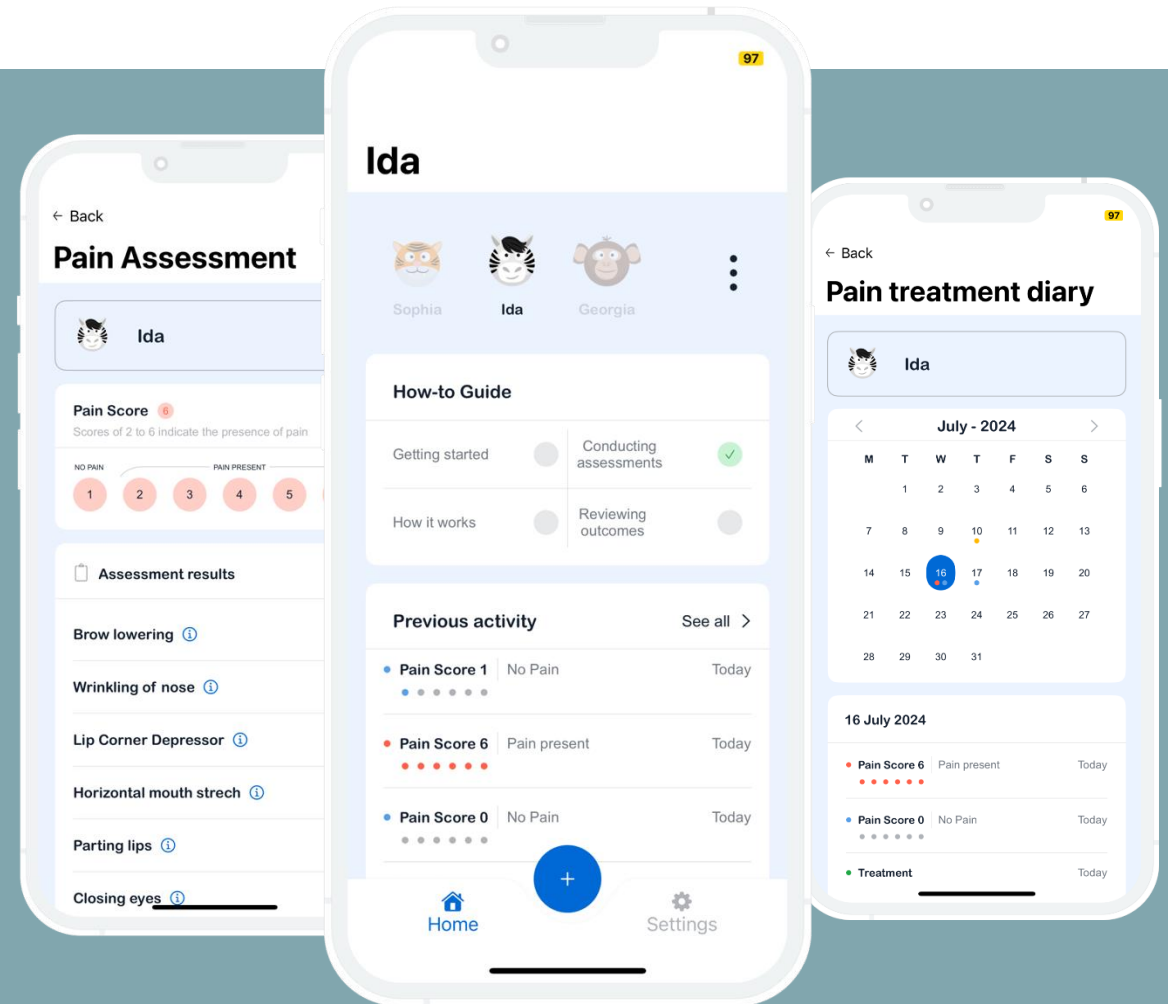
Documenting treatments, including medications



Self-guided in-app training



User-friendliness in a non-clinical environment



PainChek Infant – Recent Milestones & Key Updates

FREE-TRIAL + NEW PRICING

1

Free trial & new pricing tiers set to launch on iOS store.

Why free trials work: They lower the barrier to entry, allow parents to build trust and see results, and increase the likelihood of conversion by demonstrating value early.

How it works:

Users get either 30 days of free access or 3 free pain assessments, whichever comes first.

Paid Pricing Tiers:

1-Month Plan: \$19.99 AUD
3-Month Plan: \$29.99 AUD
Lifetime Plan: \$99.99 AUD

RECENT AND UPCOMING MILESTONES

2

Recent:

- iOS app live with free trial and new pricing tiers - testing underway
- Websites refreshed with pricing tiers, gifting instructions & testing page
- Meta + TikTok ad and post creative finalised (launching w/c July 7)
- Kick off & onboarding with digital marketing agency + ASO agency

Next two weeks: Awareness focused tactics

- Meta + TikTok Ads live
- Social media posts / campaign live
- ASO audit implemented
- Apple Search ads launch
- HCP testimonials finalised and in use

Beyond two weeks: Engagement + retention tactics

Above tactics focus on awareness - beyond this we will develop ideas that focus on engagement + retention

PARTNERS

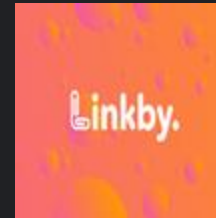
3



Meta + TikTok Ad copy, creative & execution

appmedia

App store optimisation, Apple Search Ads, In-App conversion tactics



PR: Facilitates performance-based publishing, where brands only pay when a user clicks on the link back to their app from the published content.

METRICS AND TRACKING

4

Here's some of the many metrics we will track to help us understand what's working, what needs refining and where we can make smarter decisions moving forward. For this next phase we will measure:

CPA [Cost per Acquisition for download]

To ensure our marketing spend is directly tied to acquiring high-intent users who are likely to convert and engage meaningfully with the app.

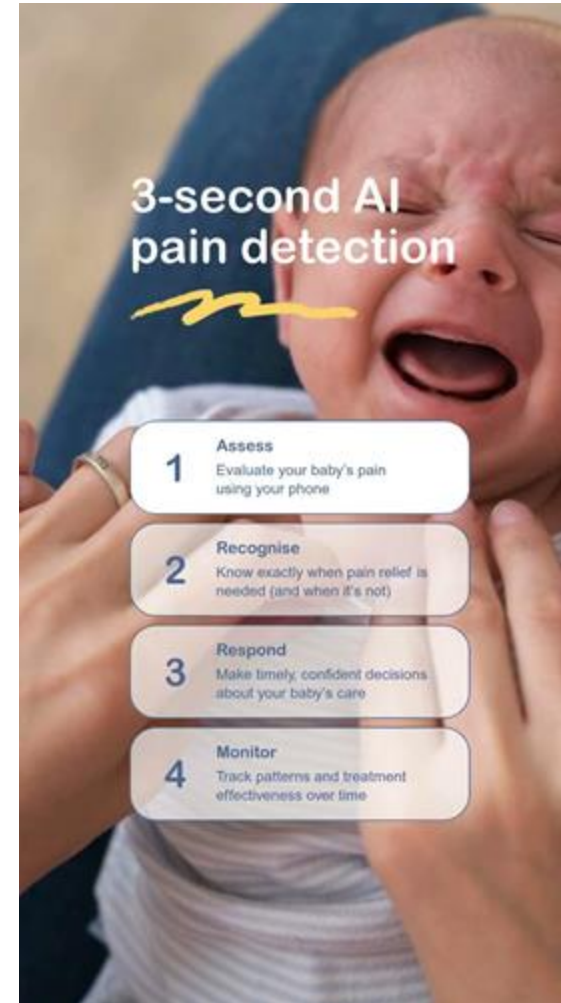
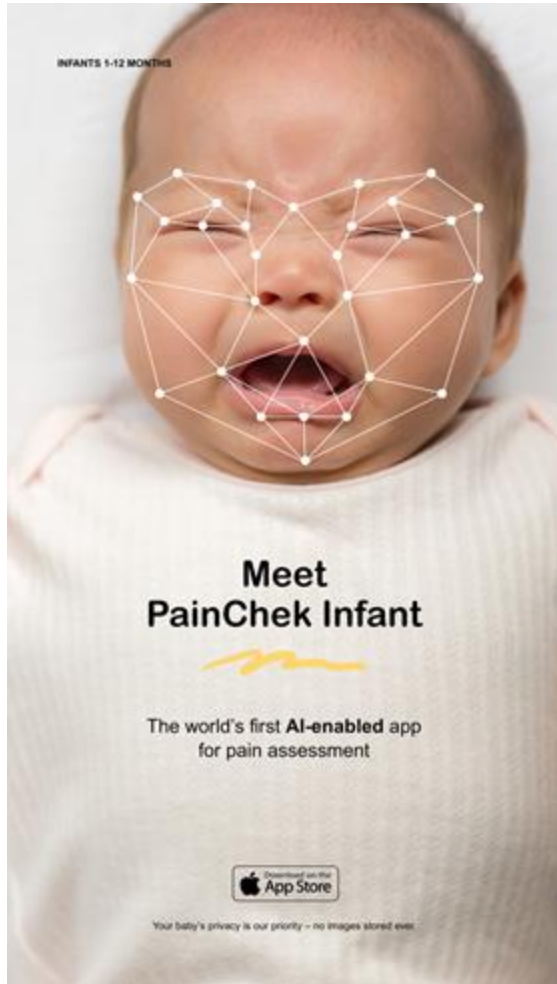
CPA [Subscription]

To measure how efficiently we convert users into paying customers.

ROAS [return on ad spend]

Understand the revenue return on every dollar spent acquiring subscribers.

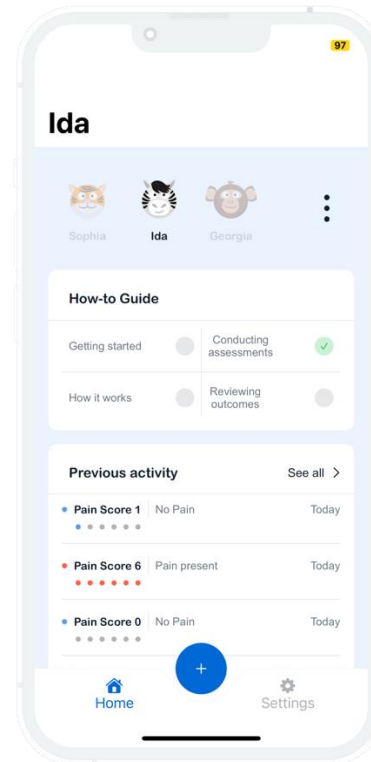
Social media ads + posts - launching



Smart medical AI apps utilising smart devices for Smart Parenting

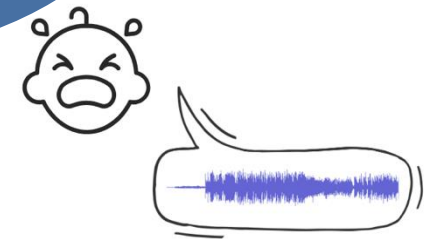
Facial Analysis

- Instant assessments – 3 seconds to scan face
- Log treatments
- Diarise events
- Uses device camera

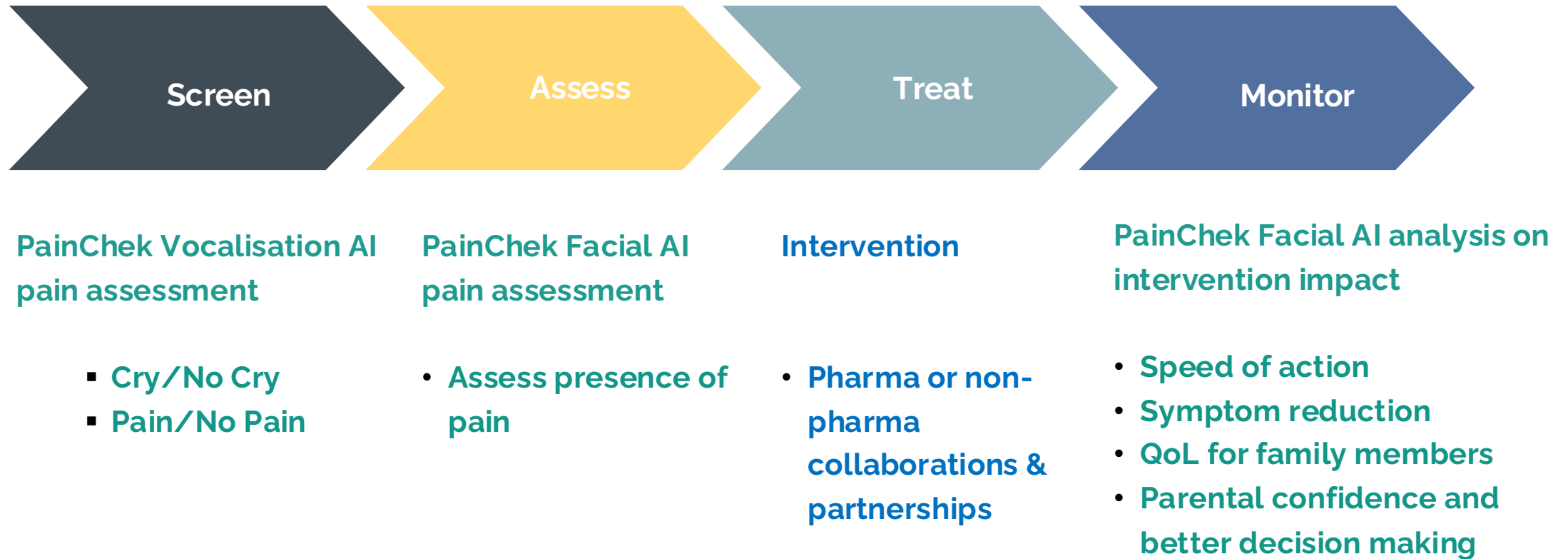


Vocalisation

- Microphone analysis
- Cry of pain or no pain
- Smart phone "Shazam" version
- Integration with baby monitors



Infant Pain Care Strategy



“Few pain medications are approved for children 2 years and younger because no one knows how to measure pain in that population,” Zimmerman – Duke University/FDA study

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



Caleb Ng

QA & Regulatory Affairs Manager

Caleb Ng is a QA/RA leader with 15+ years in SaMD. At PainChek, he drives global regulatory, quality, and digital initiatives, holding multiple certifications and contributing to ISO standards.



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 Ucinck

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.

PAINCHEK INFLECTION POINTS IN CY2025

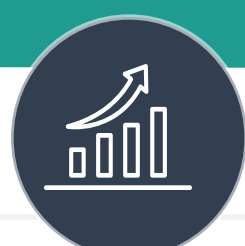
1. US market entry

- **Achieve Adult App FDA clearance** – target Q3 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



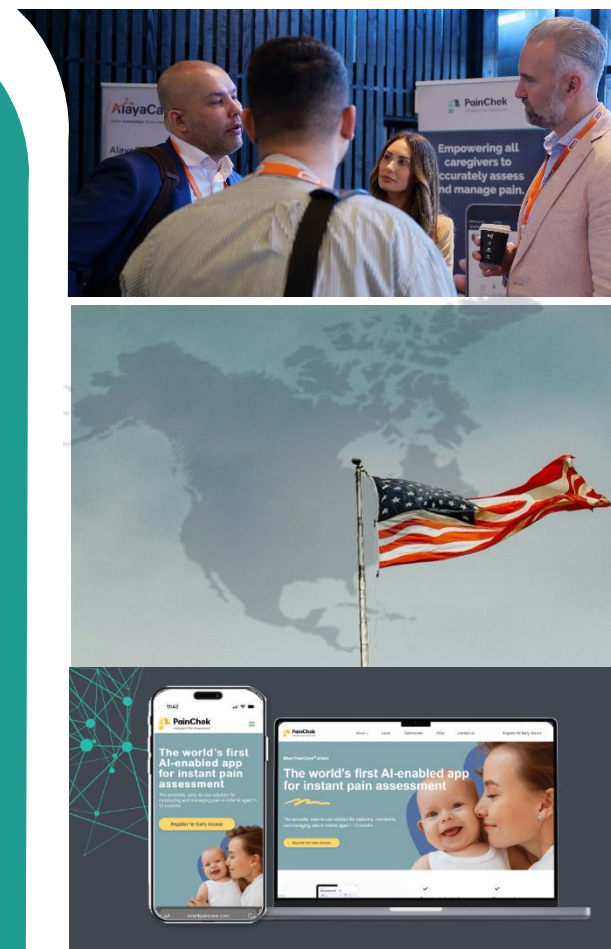
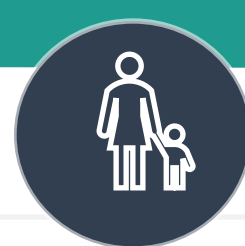
2. Continued growth of Adult App

- **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**
- **Broad Commercial launch** Q3 CY2025 onwards
- Build **B2C strategic partnerships** for global market penetration





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Intelligent Pain Assessment

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