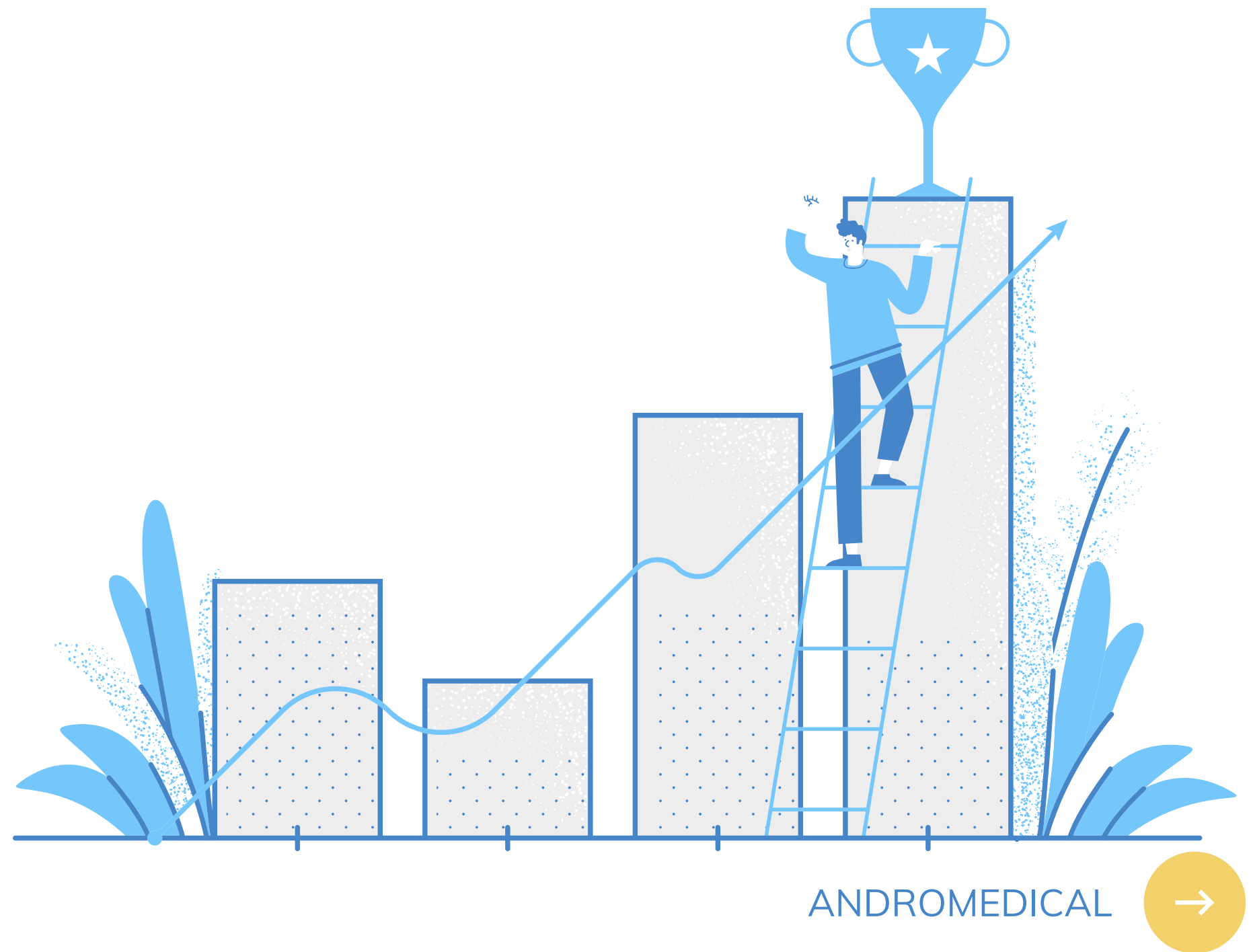


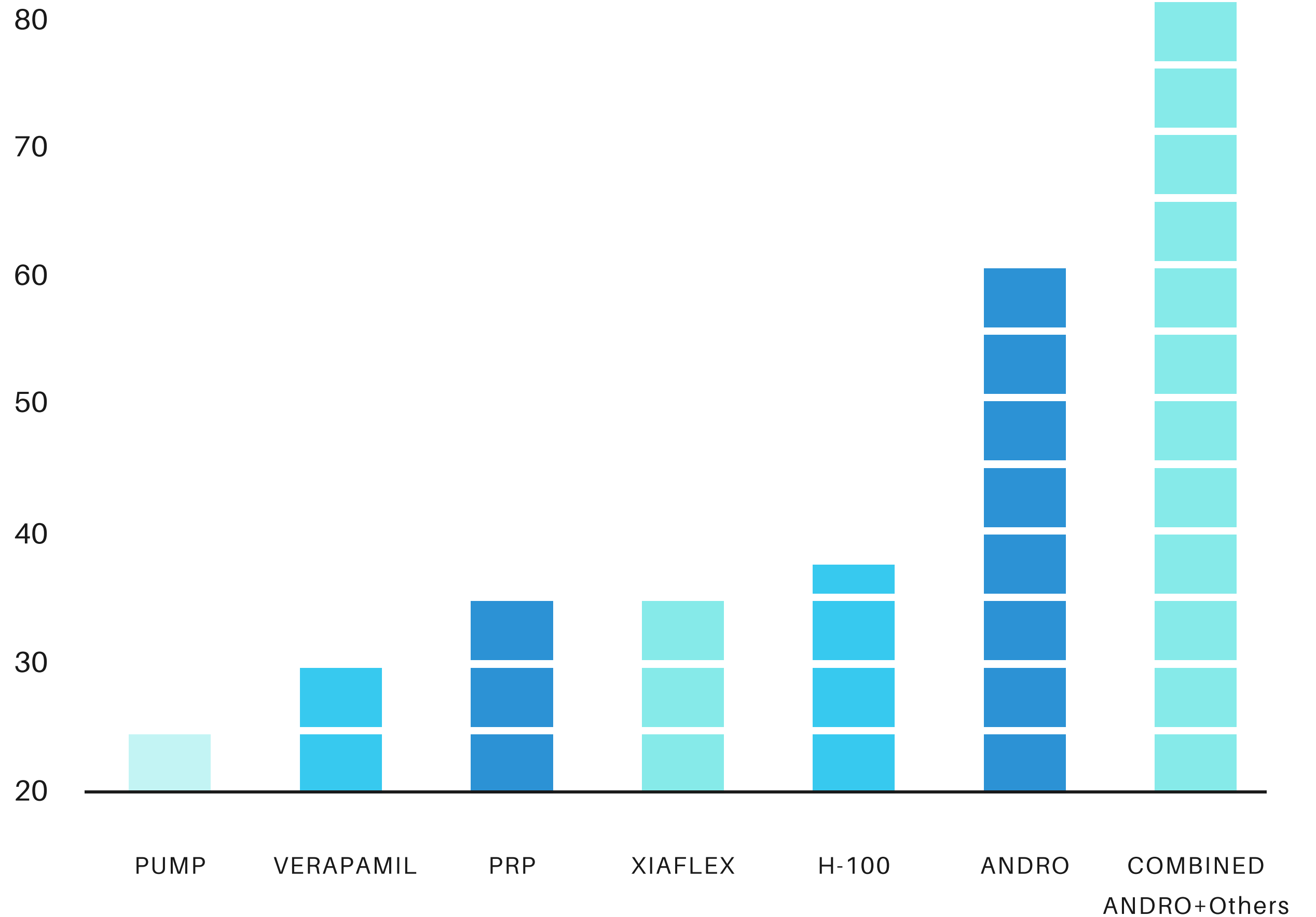
Peyronie's disease, market trends

How this men's health market is going
to change in the next years



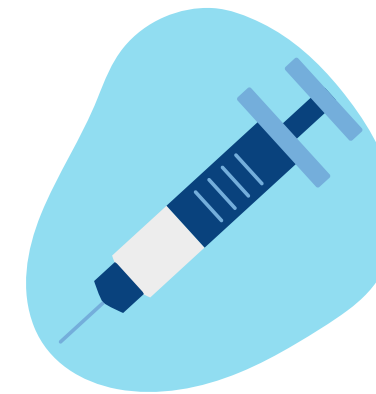
Efficacy, not all alike

% of penile curvature correction
in Peyronie's disease



Big market, new players

- Big urology labs, Boston Sci and Coloplast, are pushing the market to maintain the implants.
- Xiaflex is an injection of collagenase produced by Biospecifics, and only sold in the US-Canada.
- Petros Pharma is a new player with a topical therapy of another type of enzyme.
- Andromedical is promoting penile traction devices which are endorsed by Urological Associations as combined therapy.

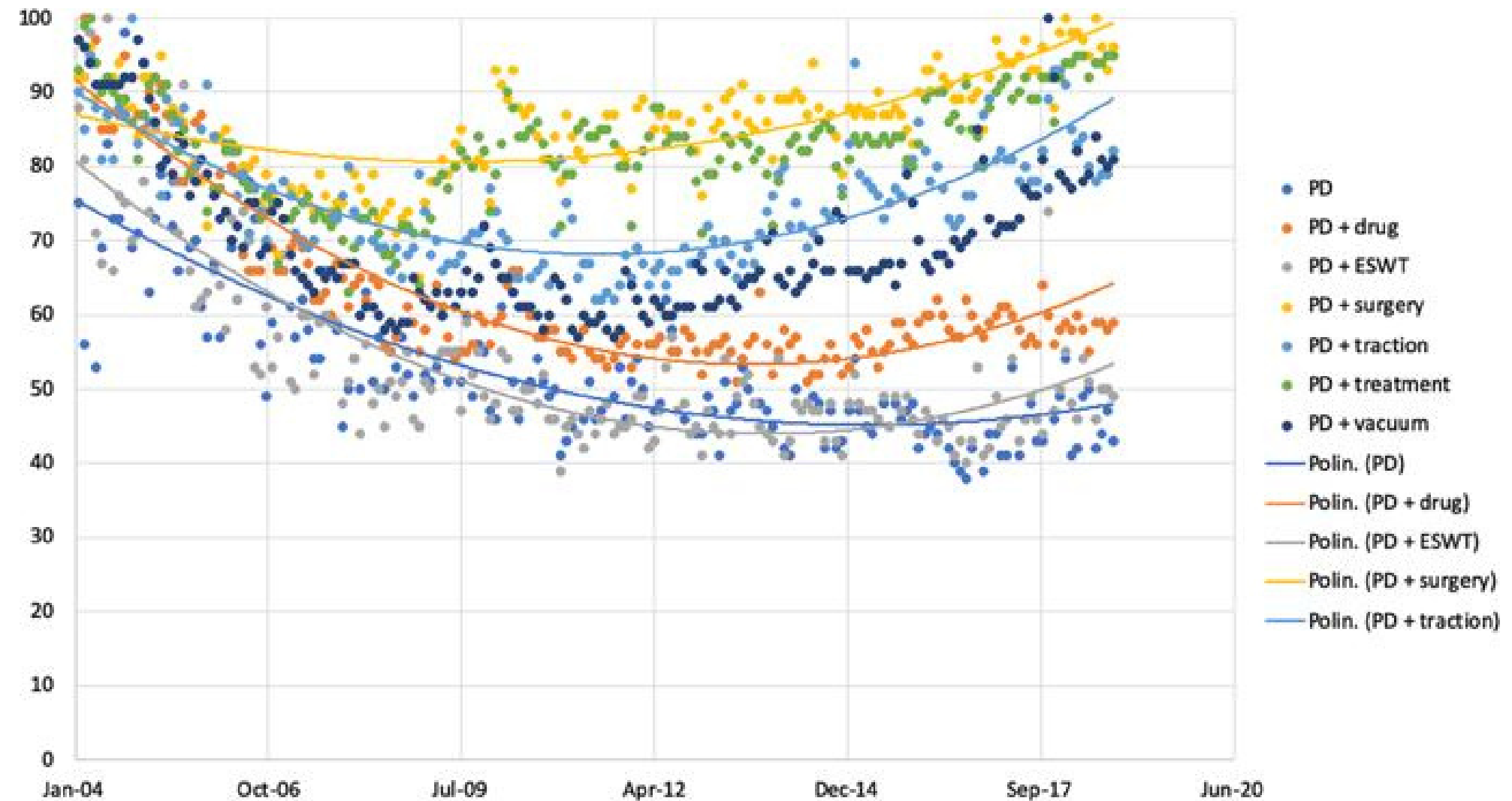


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Urology labs, old therapy?

- Decrease in Penile Prosthetic surgery for the treatment of Peyronie's disease was observed between 1995-2015 notably due to the introduction of PDEi and CCH therapy.
- Google Trends which analyzes the “big data” confirms how interest of PD + Surgery is the first option but PD + Traction is increasing in second position. And PD + CCH in third position far away



Source 1: <https://www.auajournals.org/doi/full/10.1016/j.juro.2017.02.1763>

Source 2: <https://www.nature.com/articles/s41443-019-0203-2>

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Xiaflex, a strategic mistake?

- Xiaflex has negative points like it is an expensive treatment (8 injections of \$3,000/unit), with low efficacy (33%) and with high risk (penile fracture).
- Collagenase clostridium histolyticum is no longer available in Europe, Asia and Australia from 2020.
- Patients are fearful of having penile injections and consider this treatment expensive.



Source 1: <https://www.nature.com/articles/s41443-020-0271-3>

Source 2: <https://peyronies-disease.xiaflex.com/hcp/clinical-data/>

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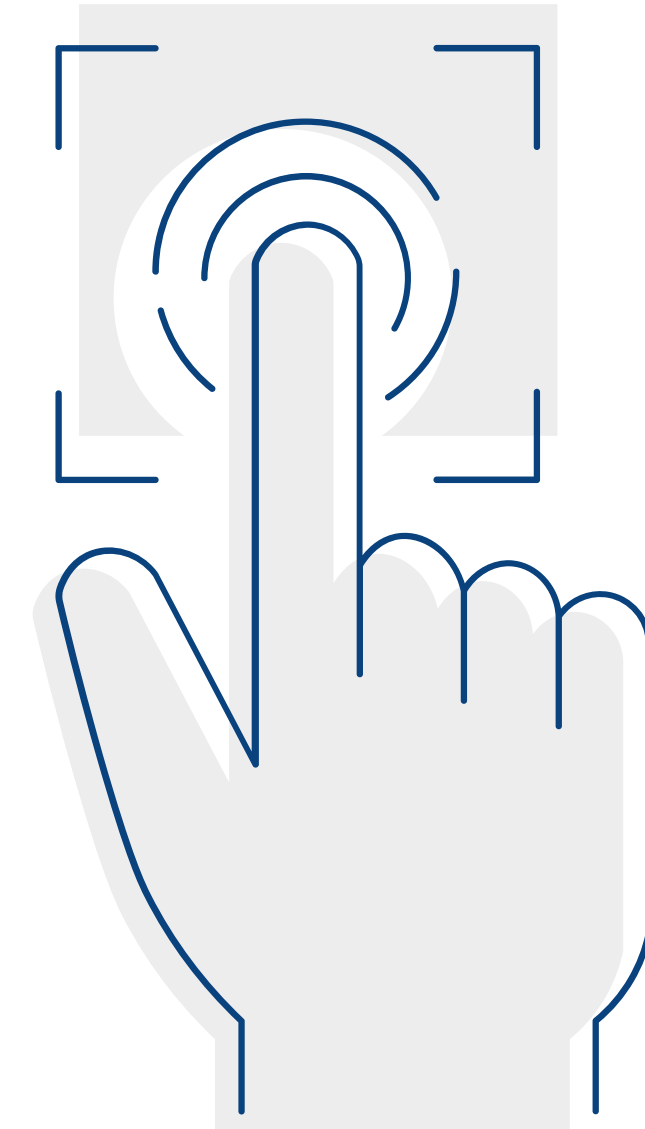


Topical therapy, are enough on alone?

- H-100 showed improvement in penile curvature reduction (40%) and mean pain level reduction (85%)
- Patients are looking for alternative therapies without surgery or injections to treat PD.
- H-100 has mild efficiency in curvature reduction if used alone, compared with other therapies.

Source 1: <https://www.nature.com/articles/ijir201522>

Source 2: <https://www.nature.com/articles/s41443-019-0203-2>



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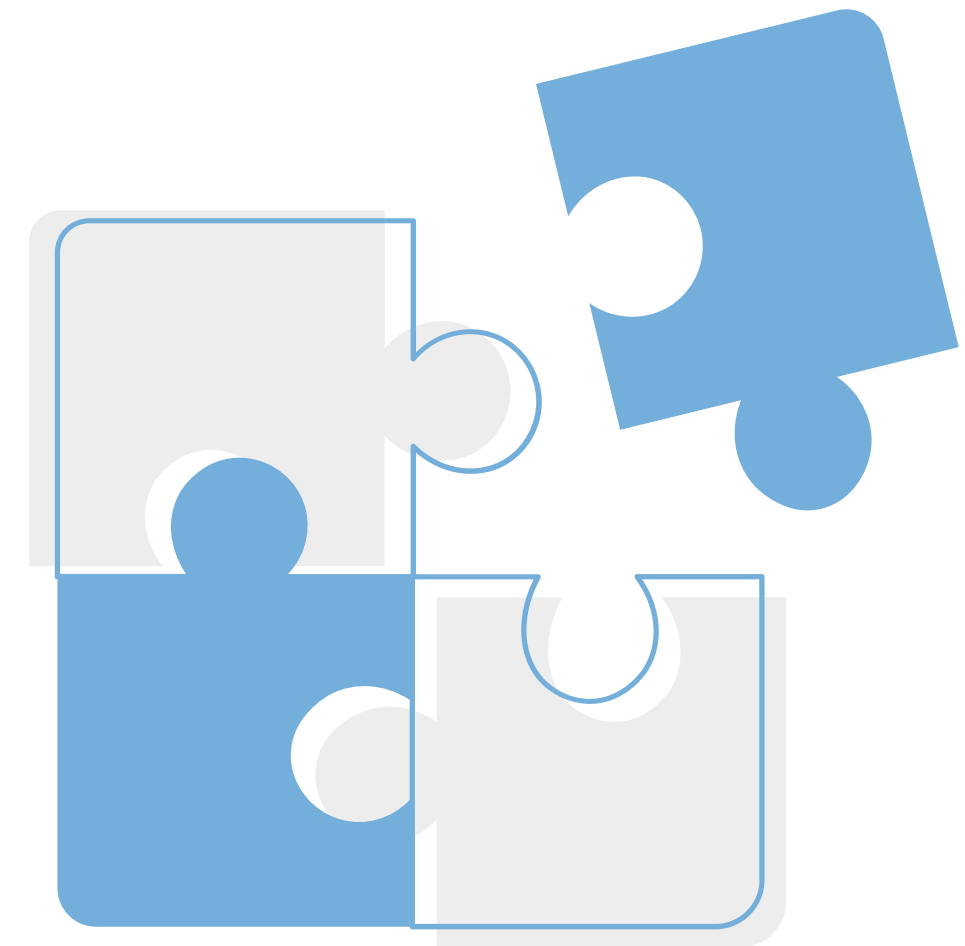


Combined therapies, a doctor trend?

- Traction represents a more cost-effective method for achieving 60% curvature improvement compared with surgery, collagenase or others.
- American Urological Association advises the use of remodeling method based on the Penile Traction Device in mix with collagenase.
- Combined therapies is a trend for urologists based on a Traction device with CCH or PRP.

Source 1: <https://pubmed.ncbi.nlm.nih.gov/24261900/>

Source 2: <https://www.auanet.org/guidelines/peyronies-disease-guideline>



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Trends



- Due to doctor's office closures and patients not electing to be treated during Covid-19 crisis, patients are looking for alternative therapies without surgery or injections, which they can do at home.
- American Urological Association estimates that 60% of patient visits to be delivered through TeleMedicine by 2023. Urologists are now using telemedicine to follow up on their Peyronie's disease patients.
- Health insurers are also considering cheaper alternatives to Peyronie's surgery, which will be included in the reimbursement systems.

"The winner takes it all, the loser standing small" Abba