

Peyronie's disease, therapy trends

This is a market of \$100 milion/year of
revenue in the US.



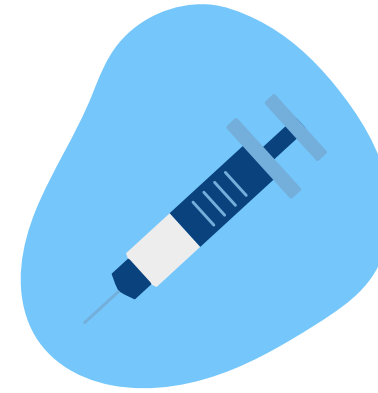
ANDROMEDICAL



Peyronie's disease: therapy options*

It is a noncancerous condition resulting from fibrous scar tissue that develops on the penis and causes curved and painful erections.

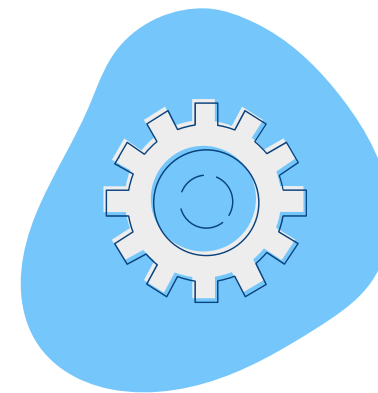
*Options listed are among the few clinical proven treatments.



Series of Collagenase
Injections



Invasive surgery with
Implant



Penile traction devices

Peyronie's disease: prevalence*

May impact an estimated 11 million* men
in the US, based on 11% adult male
population of 100m.

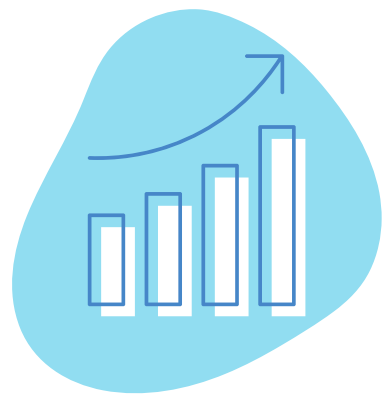
*<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4764365/>





Implants

Big urology labs are selling PPI (Boston Scientific & Coloplast)



Collagenase

Big pharma lab is selling CCH (Endo Pharmaceuticals)



Penile Traction Devices

A urology company is selling PTD (Andromedical)

Labs players in Peyronie's disease market

There are 3 real players in Peyronie's disease market: surgery with Penile prosthesis implants (PPI), injections with Collagenase clostridium histolyticum (CCH) and medical devices based on Penile traction therapy (PTT)..

Peyronie's disease: therapies

	PPI	CCH	PTD
Method	Surgery	Injections	Medical device
Trademarks	AMS, Titan	<u>Xiaflex</u>	<u>Andropeyronie</u>
Price	\$5,000	\$24,000	\$200
Price + Doctor fees	\$55,000	\$27,000	\$500
Curvature correction	80%*	33%**	60%***
Use	15 years	8 injections	6 months
Side effects	Impotence	Penis fracture	Skin irritation
Market potential	Decreasing	Medium	High

(*) PPI, <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1473022/>

(**) CCH, <https://peyronies-disease.xiaflex.com/hcp/clinical-data/>

(***) PTD, <https://www.ncbi.nlm.nih.gov/pubmed/24261900>

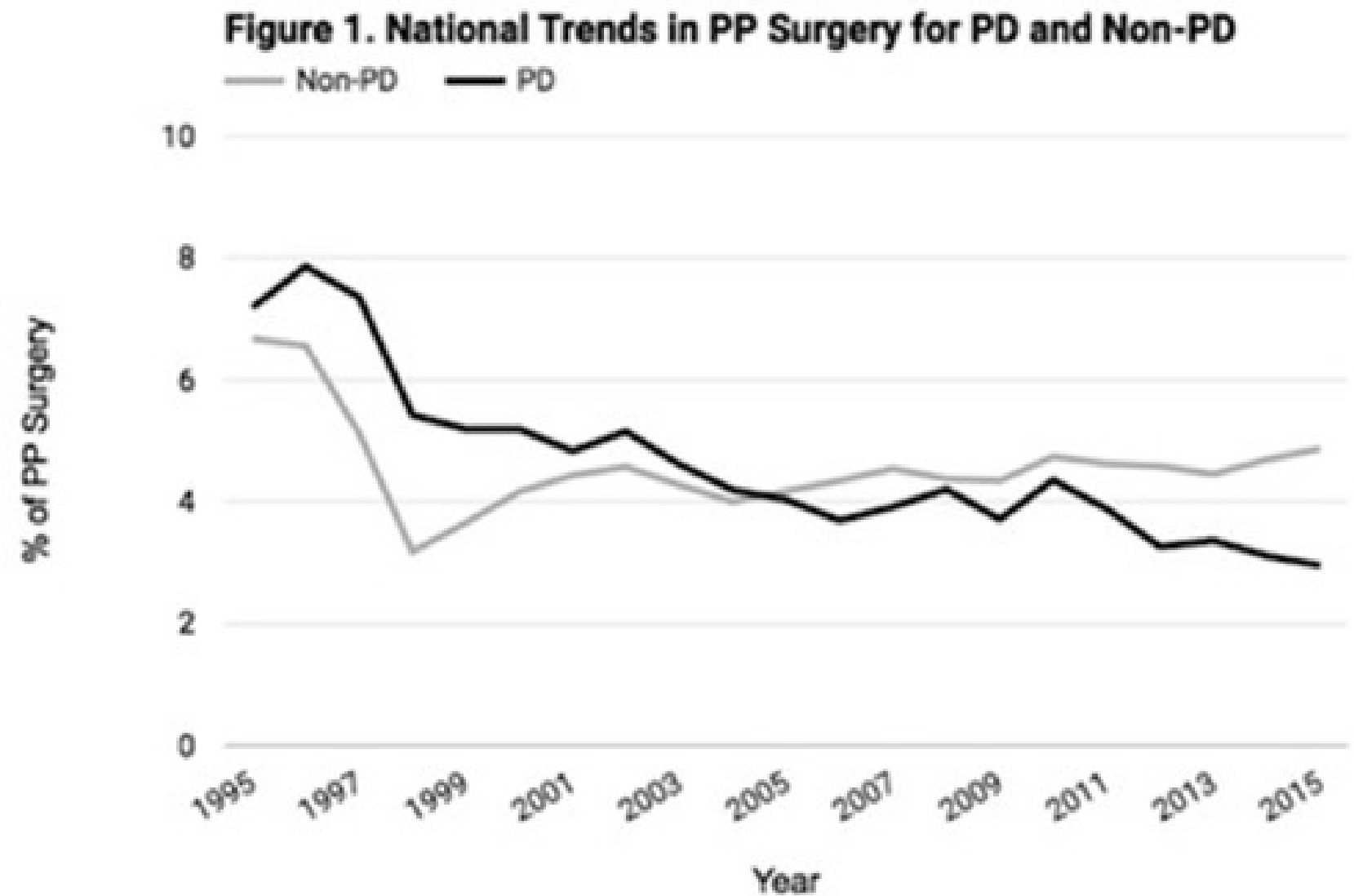


Strategic issues

Boston Scientific (BS) bought AMS company who manufactured PPI for \$1.65 billion. The PPI can be use for Erectile Dysfunction (ED) and PD, but in the following years the the PD surgery with PPI will decrease (*). In the other hand, Endo Pharmaceuticals (EP) 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).

(*) [http://www.jurology.com/article/S0022-5347\(17\)33229-9/fulltext](http://www.jurology.com/article/S0022-5347(17)33229-9/fulltext)

(**) [http://www.jsm.jsexmed.org/article/S1743-6095\(15\)31004-3/fulltext](http://www.jsm.jsexmed.org/article/S1743-6095(15)31004-3/fulltext)



Health Insurance companies

Medicare, Medicaid and Health Insurance companies are reducing their costs and are available to pay cheaper effective medical devices than surgeries or injections. Also, National Health systems in Europe are going to add cheaper therapies in Peyronie's disease.



The Peyronie market opportunity

There is a market opportunity for Penile Traction Devices in Peyronie's disease as a safe and proven method with better results than a risky penile surgery or expensive penis injections

