

KRANUS HEALTH

We cover all indications from Andrology to Uro-Oncology

All our solutions are virtual care journeys backed by clinical evidence



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Andrology:
Erectile dysfunction

- ✔ Permanent DIGA listing: Full health insurance coverage for **+33 million men**
- ✔ **Clinically proven:** effect shown in one of **largest RCT trials in ED** ever
- ✔ **Permanent DIGA listed** with second highest reimbursement price in DE



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Urology:
Prostate issues,
urinary tract
symptoms (BPH)

- ✔ Launched in April 2023, **fully MDR certified & CE marked**
- ✔ RCT-clinical trial with **250+ patients complete** in completed
- ✔ **Permanent listing** in **March 2024** in DE, **Q2 2024** in FR



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Urology:
Incontinence for
Women

- ✔ Product **CE marked** and **completed in Jan 2024**
- ✔ **RCT-clinical trial** start in Q1 2024
- ✔ **Permanent listing** already in **2024** for both **DE** and **FR**



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Uro-Oncology:
Prostate cancer
support

- ✔ Currently **in medical development**
- ✔ Increase **quality of life and life expectancy**
- ✔ **Permanent Listing** in 2025

Navigating existing challenges and embracing opportunities in the DIGA pathway

Thousands (!) of treated patients with better outcomes

Predictable & well functioning market access pathway

Positive feedback & acceptance from doctors

Medicine 3.0: addressing root causes and facilitating lifestyle change

Prescription process way too complicated for patient and doctors

Health insurances still learning how to navigate DIGA

Leave more room for growth before changes in policy

Learnings and best practices from several years as one of the leading DTx companies in Europe

Go-to-market: be close to the providers

DTx are as **new for providers** as they are for patients!

Heavily invest in **congresses** and **presence in the field** (sales representatives)

Gold standard clinical evidence is key

Conduct RCT-trials (!) with leading independent institutions

Work **with the BfArM** to align **study protocols** and approach

Data protection & security

Do not underestimate **time and resources required** for data protection & security

Patients have a right to **feel safe about their data**

Work with the policy makers early on

Spend time with policy makers and regulators to **understand their position**

We all need to **collaborate** for innovation in digital health

Outlook: Access to multiple markets & a broad product portfolio a required to succeed in the long-term



Therapeutic areas

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- + kranus Mictera
- + kranus oncera

KEY SUCCESS FACTORS:

-  Partnerships for fast international roll out & go-to-market
-  Unified tech platform for development of new products