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## PRODUCT NAMING SURVEY CONFIRMS MARKET DEMAND FOR RESPIRI'S REVOLUTIONARY ASTHMA MONITORING SOLUTION

**Respiri Limited (ASX:RSH)** is pleased to announce the appointment of **LIDA Australia**, M&C Saatchi's customer engagement business, to help launch the Gen II product in global markets. The engagement kicked off with a naming survey that has revealed valuable insights to inform the early stages of our go-to-market strategy.

- Phase 1 quantitative research undertaken in target markets of UK, Australia and Singapore aimed at parents caring for children (under the age of 14) suffering with asthma
- **'Wheezo'** the preferred brand name for the Gen II wheeze monitor
- Study outcomes include high product appeal and purchase intent
- **Professor Bruce Thompson**, Chair of Respiri's Australian Medical & Scientific Advisory Board and Product Portfolio Development Lead provides insight into the unmet need for our product and why it resonates with our target market ([video link](#))

### Background

Asthma is a chronic condition that can't be cured, but with medication and vigilant self-monitoring, it can be controlled. When people with asthma maintain good control of their asthma, they are less likely to suffer from life-threatening exacerbations.

The company's primary target market is parents of children with asthma looking for tools to help them manage their child's condition and reduce the associated stress.

In responding to this unmet need, Respiri has developed a revolutionary connected device to make self-monitoring easy and enjoyable. The product provides an objective measure of the typical symptom of wheeze so appropriate action, as advised by a doctor can be taken. The app correlates this measurement (wheeze rate) with other data including triggers and medication use to provide a complete asthma snapshot that can be shared with health care professionals to assist in the review of asthma management plans.

The modern and tactile design of the Gen II breath sensor inspired the creation of an animated character who lives in the smart app and encourages daily use of the product to help children with asthma and their carers better manage their health.

During the creative development process, it became clear that the name of the character would also be the brand name for the product.



## Naming survey, first task for new customer engagement partner

Phase 1 saw LIDA conduct an online survey of parents caring for children with asthma (under the age of 14) in the initial target markets of UK, Australia and Singapore. Using the global Toluna consumer insights panel platform\*, a sample of 1758 asthma parents, equally spread across the three geographies was identified for survey with 632 responders successfully completing the survey. (UK 216, AUS 209, SGN 207).

The overall preferred name for the product is Wheezo.

The brand name was conceived by Respiri to describe the core function of the product, help the company 'own' that function as first-mover, reflect brand heritage (WheezoMeter) and the personality of the app character.



### Survey Insights

LIDA and Respiri took advantage of the online naming survey to undertake quantitative research that has provided valuable insights on purchase behaviour, purchase intention, health care professional interactions and responder demographics to further inform our go-to-market strategy in the three target markets.

The survey revealed consistency in responses across the three geographies with intent to purchase an encouraging 75%. Of special note is the fact that over 60% of respondents provided their email addresses as registration of interest, indicating the exceptional appeal of the product for our target market. LIDA remarked that this level of opt-in is quite extraordinary.

The average email opt-in rate is 1.95% and the top 10% of marketers average a 4.77% opt-in rate.\*\* This supports the findings from the company's historic research results that there is an unmet need for objective symptom monitoring and that the company's value proposition resonates with the target market.

### Indicative customer quotes

**“Great idea and keeping track of your progress then being able to show it to your doctor, genius.”**

- Customer verbatim, UK

**“Sounds like a godsend to parents like me.... Love the concept and can't wait to be able to purchase one!”**

- Customer verbatim, Australia

**“I'm very excited that big data helps to predict the attack. I will buy whatever it takes.”**

- Customer verbatim, Singapore

Phase 2 of the pre-launch strategy has commenced with the development of the 'Register Your Interest' campaign to be piloted in Australia before the end of the year, followed soon-after by rollout in the UK. This critical campaign initiative will start the relationship and conversation with our target market, create groundswell early, gauge latent demand for the product and provide a database of customers ready to purchase Wheezo when it is available for sale in 2019.

\* [au.toluna.com](http://au.toluna.com)

\*\*[sumo.com/stories/email-signup-benchmarks](http://sumo.com/stories/email-signup-benchmarks)

## Wheezo your personal asthma coach

Over time and with regular use, Wheezo will become a personal asthma coach. Wheeze rate measurements, atmospheric conditions, personal triggers and other data will be fed into Respi's machine learning (ML) model so the app can provide notifications when the conditions/factors associated with the individual's higher wheeze rate measurements are present, before it leads to an exacerbation. According to Professor Bruce Thompson, Chair of Respi's Australian Medical and Scientific Advisory Board and Product Portfolio Development Lead, this is 'a potential game-changer worldwide'.

We invite you to watch our video update with Professor Thompson who explains the global need for Respi's revolutionary technology to help people control their asthma and prevent life-threatening asthma exacerbations.



Scan to view video

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## **About Respiri Limited**

Respiri's mission is to help improve quality of life for millions of children and adults around the world and dramatically reduce hospital admissions and the economic burden of asthma. The Company offers sensors, mobile apps and analytics to support respiratory health management. Its world first technology detects wheeze, a typical symptom of asthma, COPD and respiratory disease to provide an objective measure of airway limitation. Respiri's innovative platform provides personalised feedback and education based on the user's data and enables the sharing of that data with caregivers and health care providers. Respiri Limited's operations are based in Melbourne, Australia.

## **About LIDA Australia, part of the M&C Saatchi Group**

Moments make brands. We believe that how people feel about your brand is shaped by every interaction, everywhere, every time. So we create elastic ideas with the strength and flexibility to span every moment. Then we use our data, strategy, creative and technology smarts to make every one of those moments sing. LIDA has offices in Sydney, Melbourne, London and New York. Australian clients include; Commonwealth Bank, Woolworths, Pfizer, Lexus, Fairfax Media, Dan Murphy's, Red Rooster, APM. UK clients include; Boots, Ikea, O2, Royal Bank of Scotland, Virgin, National Trust, Blue Cross, Royal Mail

## **Forward Looking Statements**

Certain statements made in this announcement are forward-looking statements. These forward looking statements are not historical facts but rather are based on Respiri's current expectations, estimates and projections about the industry in which Respiri operates, and its beliefs and assumptions. Words such as "anticipates," "expects," "intends," "plans," "believes," "seeks," "estimates," "guidance" and similar expressions are intended to identify forward looking statements and should be considered an at-risk statement. Such statements are subject to certain risks and uncertainties, particularly those risks or uncertainties inherent in the process of developing technology and in the endeavour of building a business around such products and services. These statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and other factors, some of which are beyond the control of Respiri, are difficult to predict and could cause actual results to differ materially from those expressed or forecasted in the forward looking statements. Respiri cautions shareholders and prospective shareholders not to place undue reliance on these forward looking statements, which reflect the view of Respiri only as of the date of this release. The forward looking statements made in this announcement relate only to events as of the date on which the statements are made. Respiri will not undertake any obligation to release publicly any revisions or updates to these forward looking statements to reflect events, circumstances or unanticipated events occurring after the date of this announcement except as required by law or by any appropriate regulatory authority.