

# How Patient Focus Contributes to Launch Success

Lori Lyons-Williams,  
*Chief Commercial Officer*

January 6, 2019



# Forward-Looking Statements

---

This presentation contains "forward-looking" statements that are based on our management's beliefs and assumptions and on information currently available to management. Forward-looking statements include all statements other than statements of historical fact contained in this presentation, including information concerning our business strategy, objectives and opportunities; our goals relating to quality access and contracted coverage for U.S. commercial lives; future business and product development, clinical, regulatory and commercialization plans; product goals, attributes and performance. Forward-looking statements are subject to known and unknown risks, uncertainties, assumptions and other factors that may cause our actual results, performance or achievements to differ materially and adversely from those anticipated or implied by our forward-looking statements, including, but not limited to, those related to our dependence on third-party clinical research organizations, manufacturers, suppliers and distributors; our ability to obtain necessary additional capital; market acceptance of our product; the impact of competitive products and therapies; our ability to attract and retain key employees; the costs of our commercialization plans and development programs; the design, implementation and outcomes of our clinical trials; our ability to manage the growth and complexity of our organization; our ability to maintain, protect and enhance our intellectual property; and our ability to continue to stay in compliance with applicable laws and regulations. You should refer to the section entitled "Risk Factors" set forth in our Annual Report on Form 10-K, Quarterly Reports on Form 10-Q and other filings we make with the Securities and Exchange Commission (SEC) from time to time for a discussion of important factors that may cause our actual results to differ materially from those expressed or implied by our forward-looking statements. You should not rely upon forward-looking statements as predictions of future events. Neither we nor any other person assumes responsibility for the accuracy and completeness of the forward-looking statements. We undertake no obligation to update any forward-looking statements after the date of this presentation except as may be required by law.

This presentation also contains statistical data made by independent parties and by us relating to market size and growth and other data about our industry. These data involve a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates. Projections, assumptions and estimates of the future performance of the markets in which we operate are necessarily subject to a high degree of uncertainty and risk. The trademarks included herein are the property of the owners thereof and are used for reference purposes only.

We use our website ([www.dermira.com](http://www.dermira.com)), LinkedIn page ([www.linkedin.com/company/dermira-inc-](https://www.linkedin.com/company/dermira-inc-)), Instagram account and corporate Twitter account (@DermiraInc) as channels of distribution of information about our company, product candidates, planned announcements, attendance at upcoming conferences and other matters. Such information may be deemed material information and we may use these channels to comply with our disclosure obligations under Regulation FD. Therefore, investors should monitor our website, LinkedIn page, Instagram page and Twitter account in addition to following our SEC filings, press releases, public conference calls and webcasts.

# Meeting the Needs of People Living with Chronic Skin Conditions



# Moving Patient Centricity From Cliché to Core Competency

1

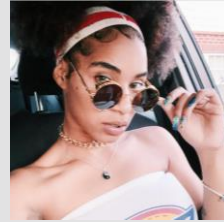
Really **Centering** on Patients and the Value We Can Bring

2

Truly **Hearing** What is Most Vital to Patients

3

Honestly Being **Interested** in Building Solutions that Bring Value to Patients



# 10 Million Americans Suffer from Primary Axillary Hyperhidrosis<sup>1</sup>



**Hyperhidrosis** is a medical condition in which the eccrine glands are overactive and produce more sweat than is necessary to regulate normal body temperature.<sup>2</sup>



Hyperhidrosis impacts  
**men and women  
equally.<sup>2</sup>**



People with hyperhidrosis produce  
**4-5x**  
than average to deal with heat or stress.<sup>3</sup>



Those affected with hyperhidrosis worry about over-sweating, causing them to often.<sup>4,5</sup>



**Frequently  
Changed Clothes**



**Freshen up  
by wiping or  
bathing**



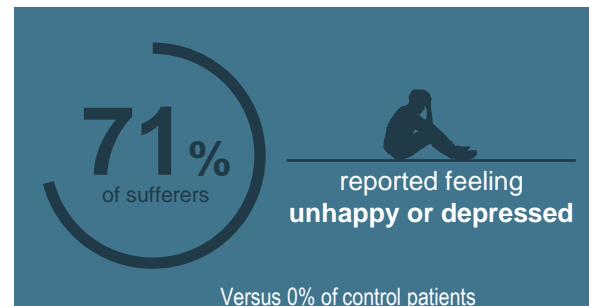
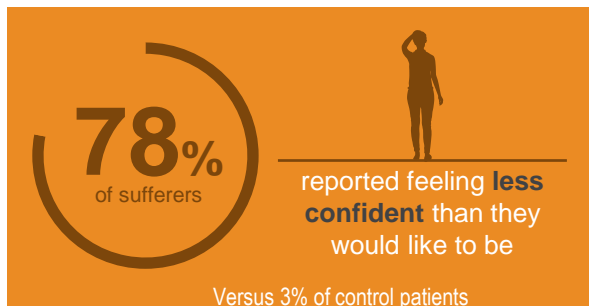
**Place napkins  
or pads under  
their arms or  
in pockets**



**Hide under  
dark-colored,  
bulky clothes**

1. Doolittle J, et al. Arch Dermatol Res. 2016;308:743-749. 2. Haider, A., & Solish, N. (January 4, 2005). CMAJ. 2005 Jan 4; 172(1): 69-75. Focal hyperhidrosis: diagnosis and management. 3. Hund, M. (2002). Definition of Axillary Hyperhidrosis by Gravimetric Assessment. Arch Dermatology, vol. 138, pp. 539-541. 4. Kamudoni P, et al. Health Qual Life Outcomes. 2017;14:121. 5. International Hyperhidrosis Society. (2016). Diagnosing Hyperhidrosis

# What We Also Learned from Research<sup>1, 2, 3</sup>



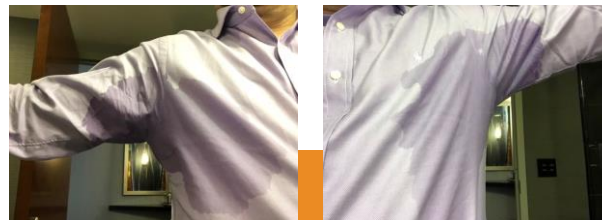
1. Doolittle J, et al. Arch Dermatol Res. 2016;308:743-749. 2.Hamm H, et al. Dermatology. 2006;212:343-353. 3. Kamudoni P, et al. Health Qual Life Outcomes. 2017;14:121.

# Interactions with Patients Have Brought The Burden of Hyperhidrosis to Life



KORTNEY

- Axillary hyperhidrosis (HH) sufferer since childhood. Aspiring Olympian with busy training schedule, with added difficulty of seeing doctor during business hours
- Hesitant to share story before treatment. Currently partnering with Dermira to share the burden of living with the condition and her personal treatment experience with physicians, other patients and Dermira reps
- **Result:** Development of a robust patient (and physician) speakers bureau program and the incorporation of patient testimonials on the “CYS” website, **building a community of sufferers** unafraid to discuss the challenges of living with their sweat



TIM

- HH sufferer (multiple sites) since childhood
- Participated in advisory boards and meetings with key commercial payers who until then, did not recognize HH as a medical condition nor its severity
- Insights led to the creation of Dermira Connect, Dermira's patient assistance program
- **Result:** At launch, **58%** of commercial lives covered. Dermira target raised to **70% three months post launch**. Nearly all payers cited Tim's willingness to share his experience as the reason for their decision to cover treatment



# Pre-Launch Awareness Activities Drove Unprecedented Response

## Cameran Eubanks

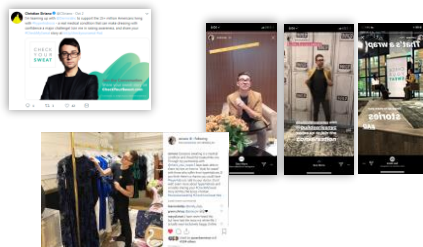
### Twitter & Instagram

“Hyperhidrosis isn't something that affects people who are extra nervous or don't shower, it's an actual medical condition, and there's help available.”



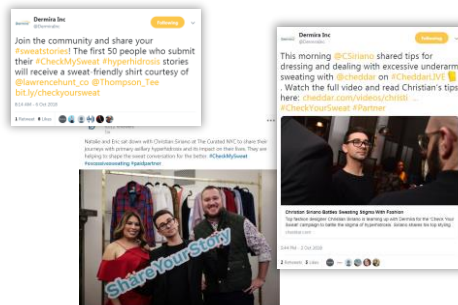
## Christian Siriano

### Twitter, Facebook & Instagram



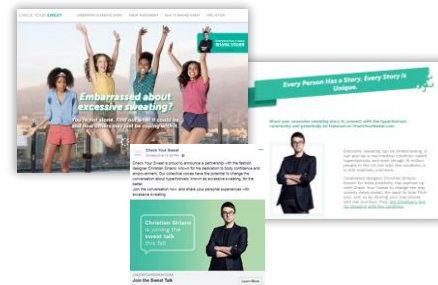
## Dermira Corporate

### Twitter & LinkedIn



## Check Your Sweat.com

### Website, Facebook & Instagram



## TV



National Cable



## To Date

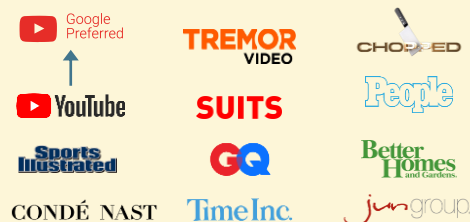
> 1 million

Assessments

120K+

Sign-Ups

## Online Video





# QBREXZA™ Cloth – Launched October 1, 2018

Approved for the treatment of primary axillary hyperhidrosis, or excessive underarm sweating  
[www.qbrexza.com](http://www.qbrexza.com)



**Qbrexza™**  
(glycopyrronium) cloth



# The Clinical Profile for QBREXZA™ Is Differentiated



**Indicated for Topical Treatment of Primary Axillary Hyperhidrosis**

- Treatment can be self-administered
- Largest population of hyperhidrosis sufferers



**Approved for Children and Adults**  
( $\geq 9$  years of age)

- Only axillary hyperhidrosis therapy approved for use in children as young as 9 years of age



**Clinically Meaningful Results**

- Established efficacy
- Patient reported outcomes (PRO)
- ASDD (PRO-tool) developed in consultation with the FDA



**Patient Safety**

- Safety evaluated following one year of treatment
- Low discontinuation rates (anticholinergic side effects)

# QBREXZA™ Important Safety Information

---

## CONTRAINDICATIONS

QBREXZA is contraindicated in patients with medical conditions that can be exacerbated by the anticholinergic effect of QBREXZA.

## WARNINGS AND PRECAUTIONS

**Worsening of Urinary Retention:** Use with caution in patients with a history or presence of documented urinary retention.

**Control of Body Temperature:** In the presence of high ambient temperature, heat illness (hyperpyrexia and heat stroke due to decreased sweating) can occur with the use of anticholinergic drugs such as QBREXZA.

**Operating Machinery or an Automobile:** Transient blurred vision may occur with use of QBREXZA. If blurred vision occurs, the patient should discontinue use until symptoms resolve. Patients should be warned not to engage in activities that require clear vision such as operating a motor vehicle or other machinery, or performing hazardous work until the symptoms have resolved.

## ADVERSE REACTIONS

The most common adverse reactions seen in  $\geq 2\%$  of subjects treated with QBREXZA were dry mouth (24.2%), mydriasis (6.8%), oropharyngeal pain (5.7%), headache (5.0%), urinary hesitation (3.5%), vision blurred (3.5%), nasal dryness (2.6%), dry throat (2.6%), dry eye (2.4%), dry skin (2.2%) and constipation (2.0%). Local skin reactions of erythema (17.0%), burning/stinging (14.1%) and pruritus (8.1%) were also common.

It is important for patients to understand how to correctly apply QBREXZA (see Patient Product Information). Instruct patients to wash their hands with soap and water immediately after discarding the used cloth.

Please see Full Prescribing Information at [www.qbrexza.com](http://www.qbrexza.com).

# No Sweat: QBREXZA™ Launch Update

~13,000

The number of QBREXZA prescriptions filled in the U.S. through Dec. 31, 2018

9,000

The number of prescribers visited in the U.S. since launch

112

The number of sales representatives, with **705** years of combined dermatology sales experience

70

The targeted percentage of commercial lives covered in the U.S. at month 3 of launch

# How Patient Focus Contributes to Launch Success

Lori Lyons-Williams,  
*Chief Commercial Officer*

January 6, 2019

