MARKETING MOVES

RHINOMED MUTE SNORING IN HOME PRODUCT TRIAL PROTOCOL & RESULTS SUMMARY

DECEMBER 2014

1. IN HOME MARKET RESEARCH STUDY METHODOLOGY

This market research study undertaken on Mute, the new Rhinomed aid to reduce snoring, involved both qualitative and quantitative research with key opinion leader, snorers, and their bed partners

The methodology undertaken and a summary of key findings from the product trial are provided here.

PLEASE NOTE THIS WAS NOT A CLINICAL TRIAL.

1.1. QUALITATIVE RESEARCH

The qualitative research involved three stages:

1. Indepth interviews with GPs who treat snorers
2. Focus groups with men who snore
3. Focus groups with the partners of men who snore (some of whom also snore themselves)

The purpose of the qualitative stage was twofold:

1. To better understand the experiences of snorers and their partners as key inputs in the development of the product trial methodology
2. To explore perceptions of the proposed brand name, marketing communications and other marketing strategy directions

One of the key objectives was to test potential user's perceptions of the Rhinomed intranasal device with regard to perceived design, comfort and utility and to uncover any barriers to trial.

1.2. QUANTITATIVE RESEARCH

The quantitative research involved:

- An in home placement of product for use over 5 nights
- Online survey pre and post product use with 118 men who snore and their spouses/partners. The total sample was 236 people of which 118 were men who snore and 118 were their female bed partners.

The purpose of the quantitative stage is to:

- Validate the findings from the focus groups with regard to the experiences of both snorers and their spouses/partners
- Identify the key areas of dissatisfaction and unmet need in relation to snoring and snoring relief products
- Test the user experience and perceived efficacy of the Mute with both snorers and their bed partners

1.3. TRIAL PROTOCOL IN DETAIL

1.3.1. Screening Respondents

The sample for the product trial was defined on the basis of the proposed primary target market for Mute, namely men who snore regularly due to nasal obstruction or congestion. Mute is not designed to alleviate snoring that resonates from the throat or snoring that is associated with sleep apnoea.

The sample was drawn from a panel of over 400,000 households representative of the Australian population across key demographic and socioeconomic characteristics.

Respondents were screened for inclusion in the trial as follows:

- Gender (male only)
- Age (35 – 64 years accepted)
- Their partner complains that they snore
  - 70% of the men screened admitted to snoring.
- They snore "most of the time" or "every night"
  - 72% of men who snore said they snore most/every night
  - This indicates that the incidence of snoring amongst 38% of all men in the Australian population aged 35-65 years snore most/regularly
- Reasons they feel contribute to snoring (those with suspected or diagnosed sleep apnoea, throat obstruction or throat snorers were screened out)

- Whether they have tried snoring solutions or not. Quotas were set for competitive products of interest to ensure we had subsamples that allow for comparison against nasal strips, nasal sprays and so on.
- BMI and fitness level (BMI>35 only accepted if respondent is Fit or Very Fit) as this is an indicator of other health problems and throat snoring
- Partner is willing to participate in the & post survey feedback process

Respondents were also shown the product and how it is used during the screening stage. They were given the opportunity to opt out of the trial for the following reasons and asked to nominate the reasons for doing so.

The reasons offered to them were:

- They don't want to participate in a 5 day product trial – it's too long
- They do not want to wear/use a product inside their nose
- They don't have the time participate in the trial as described
- Other reasons to be specified

From a total of 740 men who were eligible (during the screening process), only 44 chose not to participate in the trial because they did not want to use /wear a product in their nose. This represented only 6% of the sample men being screened for the survey, aged 35 -64 years who snore. This provides a prima facie case satisfied/very satisfied that nasal insertion is not a barrier to product adoption.

1.3.2. Survey Part 1 - Pre Product Trial

The aim of the first part of the survey was to capture the personal experiences of both the snorer and their spouse/ partner with regard to the snoring problem and its impact on their lives.

In addition, it provides a good understanding of the user, buyer and influencer relationships at play in the category and their satisfaction with existing products.

1.3.3. Product Delivered

Once Part 1 of the survey was completed, respondents were sent a product sample, instructions on the product trial protocol, and product use instructions (as would be provided with the packaging).

They were instructed to use the product for 5 consecutive nights and their spouses were asked to keep a simple record of whether they thought the product helped to reduce or stop snoring over the five days of the trial.

They were asked to note whether their partner:

- Snored less often each night
- Snored less loudly
- Snored for shorter periods
- Did not wake them as often
- Did not snore at all

1.3.4. Survey Part 2 – Post Product Trial

The aim of the second part of the survey was to capture post trial perceptions of the product from both the snorers and their partners.

The snorer's were asked to evaluate the following user experience dimensions:

- First impressions of the product
- To what extent it opened the nasal passages
- How much more air did they feel they could breathe in
- Ease of fitting
- Size
- Comfort
- How long it took to feel accustomed to wearing the product
- Quality of sleep with the product vs without
- The effectiveness of the product across a number of snoring related measures
- And so on

The partners and spouses were also asked to rate their sleep experiences and their partners snoring severity during the trial period vs without the product.

Finally, both snorers and their partners were asked to nominate likelihood of purchase and price points.

2. RESEARCH RESULT TOPLINE SUMMARY

SNORERS

- 79% of snorers felt more air flow through their nose when wearing Mute
- 76% of snorers reported that Mute helped them snore less and of this group 58% said it stopped them snoring completely
- 73% of partners reported that Mute reduced the overall severity of their partner's snoring
- 53% of snorers rated their sleep as good/excellent when using Mute versus 20% without Mute

PARTNERS OF SNORERS

- 63% of partners observed a reduction in snoring frequency with Mute
- 67% of partners described the volume of snoring as less or much less with Mute
- 60% of partners rated their sleep experience as good/excellent when Mute was used by the snorer versus only 14% without Mute