CollabRx, Inc. (NasdaqCM: CLRX)
Southern California Investor Conference
August 8, 2013
This presentation and the accompanying commentary include forward-looking statements about CollabRx’ anticipated results that involve risks and uncertainties. Some of the information contained in this presentation, including, but not limited to, statements as to industry trends and CollabRx’ plans, objectives, expectations and strategy for its business, contains forward-looking statements that are subject to risks and uncertainties that could cause actual results or events to differ materially from those expressed or implied by such forward-looking statements. Any statements that are not statements of historical fact are forward-looking statements. When used, the words "believe," "plan," "intend," "anticipate," "target," "estimate," "expect" and the like, and/or future tense or conditional constructions ("will," "may," "could," "should," etc.), or similar expressions, identify certain of these forward-looking statements. Important factors which could cause actual results to differ materially from those in the forward-looking statements are detailed in filings made by CollabRx with the Securities and Exchange Commission. CollabRx undertakes no obligation to update or revise any such forward-looking statements to reflect subsequent events or circumstances.
Informing Next Generation Healthcare

CollabRx is a data analytics company that uses cloud-based expert systems to inform healthcare decision-making by aggregating and contextualizing the world’s knowledge on molecular medicine with specific insights from the nation’s top clinical experts.
**Large Market**
- Genetic Sequencing Market $18B
- NGS sequencing ~$1.5B
- Oncology is hot space:
  - 1.6M diagnosed with cancer annually
  - 12M in US have or have had cancer
  - NGS testing for cancer growing at 100% pa

**Cutting Edge**
- Convergence of multiple mega trends:
  - Genomics
  - Precision Medicine
  - Web and Mobile Apps
  - Big data analytics
- CollabRx combines AI-based expert systems with leading expert advisors

**Proven Business Model**
- Diverse, scalable business model
- Multiple Revenue Sources, incl Software-as-a-Service (SaaS)
- 90%-plus gross margins
- Virtually no CapEx
- Approximately $14M invested in platform to date

**Disruptive**
- Democratizes “thought-leader” medicine
- Just now entering commercialization phase with strong partners
- No other pure-play public companies in this sector
Genomics-based medicine is driving drug development for a range of diseases

- DNA sequencing costs falling rapidly – “$1K Genome”
- Explosion of genetic data for predictive and interpretive analytics
- “Precision” medicine now possible

Clinical Interpretation of genomic data is a critical unmet need

- Better decision-support solutions needed for clinical use at the point-of-care
- Scalable, interpretive solutions needed for rapid deployment and adoption of multi-gene panels

Problem: Too much data and not enough information

- How to turn data into information and make it easily accessible and useful?
Area of Greatest Need…
► 12 Million Americans have, or have had, cancer
► Cancer is the cause of ~600 thousand deaths per year in the US and 6 million deaths per year worldwide
  – 1 in 3 females will be diagnosed in their lifetime
  – 1 in 2 males will be diagnosed in their lifetime
► Annual direct cost of care $104B in 2006 to $173B in 2020

Is also the Area of Greatest Development…
► There are more than 500 new therapies in clinical development
► More than 10,000 cancer related trials underway
► 100,000 + papers published on cancer in last 12 months
► Information changes rapidly calling for a successful content aggregation solution
Integrating Content and Software and Process to provide
A SCALABLE SOLUTION

Products
Point-of-care access to knowledgebase for physicians and patients

Independent Experts
Clinical context provided by physician experts

Software Platform
Semi-automate data aggregation/curation; Dynamically update knowledgebase; Interface with external databases

Knowledgebase
Biomarkers, drugs, diagnostic tests, clinical trials, and other (clinical) data
Top Tier Clinical Partnerships

Over 75 medical and scientific advisors provide BEST PRACTICE INSIGHTS

David Fisher, MD
Chief Editor Melanoma

Keith Flaherty, MD
Chief Editor Melanoma

Ravi Salgia, MD
Chief Editor Lung

Laura Esserman, MD
Chief Editor Breast

Laura J. van ’t Veer, PhD
Chief Editor Breast

Heinz-Josef Lenz, MD
Chief Editor Colorectal

George Demetri, MD
Chief Editor Sarcoma

Frederick Appelbaum, MD
Chief Editor Acute Leukemia

and many more...

The University of Chicago Medical Center
Keck School of Medicine
Dana-Farber Cancer Institute
MGH 1811
Harvard Medical School
UCSF Helen Diller Family Comprehensive Cancer Center
MD Anderson Cancer Center
Fred Hutchinson Cancer Research Center

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NASDAQ CM: CLRX
**CollabRx Models**

Molecular Disease Models
Therapy Finders
Pan-Cancer

**Semantic Integration Platform (SIP)**

**Knowledge Base**

**External Databases**
- Citeline (drugs)
- CT.gov (clinical trials)
- Pub Med (literature)
- ASCO abstracts (literature)
- Various Others

**External Experts**
- Advisory Board
- Editorial Boards (9)
- ~75 Clinicians and Researchers

**Clinical Products**

**Lab Products**

**Other Products**
## Products in Two Segments

<table>
<thead>
<tr>
<th>Category</th>
<th>CLINICAL</th>
<th>LAB</th>
</tr>
</thead>
</table>
| Description   | Therapy Finder™ Apps  
*Web-based expert systems for clinical decision support*  
Molecular Oncology App  
*Mobile app with reference tools, social media, and expert systems* | Genetic Variant Annotation App and Services  
*Clinical interpretation of sequencing-based cancer mutation panels* |
| Customers     | Pharma/Biotech, Physicians                                               | Diagnostic Companies, Testing Platforms Providers, Labs              |
| Revenue Models| Sponsorship, Advertising, Analytics & Services, Subscription             | SaaS (subscription, per use), Fee for Service                        |
## Proven Revenue Sources

<table>
<thead>
<tr>
<th></th>
<th>LABORATORY</th>
<th>CLINICAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorships</td>
<td></td>
<td>✓ Pfizer</td>
</tr>
<tr>
<td>License Fees</td>
<td></td>
<td>✓ Everyday Health</td>
</tr>
<tr>
<td>Ad Revenue</td>
<td></td>
<td>✓ BI GSK</td>
</tr>
<tr>
<td>Customization</td>
<td>✓ Life Tech</td>
<td>✓ (On-Line Media)</td>
</tr>
<tr>
<td>(Fee-for-Service)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subscription</td>
<td>✓ (Academic</td>
<td>✓ (Physicians and</td>
</tr>
<tr>
<td></td>
<td>Med Centers)</td>
<td>Patients)</td>
</tr>
<tr>
<td>Per-Test Fees</td>
<td>✓ OncoDNA</td>
<td>✓ (Pharma)</td>
</tr>
<tr>
<td>(SaaS)</td>
<td>Sengenics</td>
<td></td>
</tr>
<tr>
<td>Custom Data</td>
<td>✓ (Pharma)</td>
<td>✓ (Pharma)</td>
</tr>
<tr>
<td>Analytics (BI)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Physicians and patients experiencing INFORMATION OVERLOAD

► Cancer an area of significant need
  – 500+ new therapies in development
  – 10,000+ cancer related trials underway
  – 100,000 + papers published annually
  – Estimated 1.5M molecular diagnostic and genetic tests ordered each year

► CollabRx solutions provide interpretive analytics that are:
  – Actionable
  – Personalized
  – Trustworthy
  – Expert vetted
  – Current
  – Easy to access

85 % of cancer patients are treated in the community setting, not in academic medical centers!
Therapy Finder™ Apps

Decision support tool that interprets COMPLEX DATA FOR CLINICIANS

- Jointly developed with physicians, for use by physicians and their patients

Personalized output

Currently cover lung, melanoma and colorectal cancers. Others in development.
EVERYDAY HEALTH PARTNERSHIP

Custom version of Lung Cancer Therapy Finder™ for Everyday Health Professional Site

Medpage Today
- Serves 96% of oncologists
- Over 1.6M unique monthly visitors

“Medpage Today’s partnership with CollabRx illustrates our commitment to providing innovative and state-of-the-art tools for physicians.”

- Ben Wolin, CEO and Co-Founder
  Everyday Health, Inc.
Validation of Need and Usability

Oncologists reaction to the Therapy Finder™: 
EXTREMELY POSITIVE AND USEFUL

► Overall satisfaction: 70% “extremely positive”
  – Clinical trial finder (88%)
  – Enabling “thought leader” medicine (74%)
  – Pharmacogenomics education (72%)

► Overall impression: 72% “extremely useful”
  – Speed (84%)
  – Ease of use (78%)
  – Depth of results (76%)
  – Look and feel (72%)

► Would definitely use again (70%) and tell others (72%)

“Excellent tool, clinical resource”
“The format is clear and concise”
“It's a quick, easy tool, that may affect what I am able to offer my patients”
“I liked it very much as it gives you the correct guidelines”

Physicians need to contextualize newly discovered GENETIC VARIANTS FOR CLINICAL USE

► NGS data explosion
  – Costs falling rapidly
  – Multi-gene panels under development in many laboratories
  – Becoming part of routine clinical care for multiple diseases including cancer
  – Need to know which genetic variants are actionable
  – Physicians cannot easily stay current

► CollabRx solutions enable simplified annotation of genetic variants
  – Ease of use at the point of care
  – Personalized and actionable info to drive individual treatment decisions
  – Ability to track variants of uncertain significance as the science and medicine evolve
Workflow that educates and drives

PHYSICIAN DECISION MAKING

- **Learn** about clinically relevant molecular biomarkers (e.g., genetic mutations).
- **Interpret** molecular tests already conducted.

Select specific biomarkers or export test results

- Map to CollabRx knowledge base
- Annotate for clinical strength of evidence
- Assemble interpretation and supporting material for export

Provide results to interactive user-interface & enable report generation

- **Decide** which biomarkers should be tested.
- **Participate** in cancer treatment planning based on biomarker status.

Genetic Variant Annotation™ App
WEB PORTAL FOR LAB CUSTOMERS

Content Engine

Testing Platform

Test Result

Drugs

Clinical Trials

Therapeutic Strategies

Treating Physician Portal

Patient Portal

Report
Commercial Partnerships

Alliances and customers to reach
MULTIPLE HEALTHCARE MARKETS

- Diagnostic/Laboratory
- Life Sciences/Platform
- Online Media
- Oncology Networks
- Contract Research Organizations
- Data Analytics
- CME Providers
Proprietary tools and processes to move **BEYOND CANCER**

- Developmental Disorders
- Metabolic Disease
- Diabetes
- Prenatal / Neonatal
- Others

Information Overload
Data Explosion
Empowered Patients
Mobile Health

Genetics

Clinical Experts
### Balance Sheets

<table>
<thead>
<tr>
<th></th>
<th>March 31, 2013</th>
<th>March 31, 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current assets:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Property and equipment, net</td>
<td>142</td>
<td>56</td>
</tr>
<tr>
<td>Intangible assets, net</td>
<td>1,490</td>
<td>-</td>
</tr>
<tr>
<td>Goodwill</td>
<td>603</td>
<td>-</td>
</tr>
<tr>
<td>Investment in convertible promissory note</td>
<td>345</td>
<td>312</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td>$ 6,982</td>
<td>$ 8,662</td>
</tr>
<tr>
<td><strong>LIABILITIES AND</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>STOCKHOLDERS’ EQUITY</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total current liabilities</td>
<td>193</td>
<td>582</td>
</tr>
<tr>
<td>Deferred tax liability</td>
<td>581</td>
<td>-</td>
</tr>
<tr>
<td>Promissory Note</td>
<td>504</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td>$ 1,278</td>
<td>$ 582</td>
</tr>
<tr>
<td><strong>Stockholders’ equity:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Par Value</td>
<td>19</td>
<td>17</td>
</tr>
<tr>
<td>Additional paid-in capital</td>
<td>130,601</td>
<td>129,052</td>
</tr>
<tr>
<td>Accumulated other comprehensive loss</td>
<td>(141)</td>
<td>(142)</td>
</tr>
<tr>
<td>Accumulated deficit</td>
<td>(124,775)</td>
<td>(120,847)</td>
</tr>
<tr>
<td><strong>Total stockholders’ equity</strong></td>
<td>5,704</td>
<td>8,080</td>
</tr>
<tr>
<td><strong>Total liabilities and stockholders’ equity</strong></td>
<td>$ 6,982</td>
<td>$ 8,662</td>
</tr>
</tbody>
</table>

**Capital Structure:**  TSO = 2.0M  Fully-diluted =2.9M  
**Warrants Outstanding = 100K**  **Employee Options = 840K**
## Income Statements

<table>
<thead>
<tr>
<th></th>
<th>Three Months Ended</th>
<th>Twelve Months Ended</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>March 31,</td>
<td>March 31,</td>
</tr>
<tr>
<td></td>
<td>2013</td>
<td>2012</td>
</tr>
<tr>
<td>Total revenue</td>
<td>275</td>
<td>25</td>
</tr>
<tr>
<td>Cost of revenue</td>
<td>18</td>
<td>--</td>
</tr>
<tr>
<td>Gross profit</td>
<td>257</td>
<td>25</td>
</tr>
<tr>
<td>Operating expenses:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Engineering</td>
<td>243</td>
<td>--</td>
</tr>
<tr>
<td>Research and development</td>
<td>169</td>
<td>--</td>
</tr>
<tr>
<td>Sales and marketing expenses</td>
<td>73</td>
<td>--</td>
</tr>
<tr>
<td>General and administrative expenses</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>620</td>
<td>742</td>
</tr>
<tr>
<td>Total operating expenses</td>
<td>1,105</td>
<td>742</td>
</tr>
<tr>
<td>Operating loss</td>
<td>(848)</td>
<td>(717)</td>
</tr>
<tr>
<td>Net loss</td>
<td>(811)</td>
<td>(2,227)</td>
</tr>
<tr>
<td>Other comprehensive income</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net (loss) income and comprehensive (loss) income</td>
<td>$ (811)</td>
<td>$ (2,227)</td>
</tr>
<tr>
<td>Net (loss) income per share:</td>
<td>$ (0.43)</td>
<td>$ (1.32)</td>
</tr>
<tr>
<td>Weighted-average shares:</td>
<td>1,896</td>
<td>1,689</td>
</tr>
</tbody>
</table>

**Net Operating Loss Carry-forwards:** Federal $100M  State $40M
Leadership Team

► Thomas Mika, MBA, Chairman, President & CEO
  – Tegal, IMTEC, Cresap, National Science Foundation, HBS

► George Lundberg, MD, Editor-In-Chief
  – AMA, WebMD, Medscape, Stanford (professor, pathology)

► Gavin Gordon, MBA, PhD, Vice President of Bus Dev & Alliances
  – Harvard Medical School (professor; molecular pathology)

► Smruti Vidwans, PhD, Chief Scientist
  – McKinsey & Company (GSK, Roche), MIT, UCSF

► Randy Gobbel, PhD, Head of Engineering
  – PARC (XEROX), XEROX, MDL, UCSD
Large Market
- Genetic Sequencing Market $18B
- NGS sequencing ~$1.5B
- Oncology is hot space:
  - 1.6M diagnosed with cancer annually
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- Precision Medicine
- Web and Mobile Apps
- Big data analytics
Combines AI-based expert systems with leading expert advisors

Disruptive
- Democratizes “thought-leader” medicine
- Just now entering commercialization phase with strong partners
- No other pure-play public companies in this sector
Contacts

Thomas R. Mika
Chairman & CEO

tmika@collabrx.com
415-248-5350 ext. 5323 (office)
415-686-2198 (mobile)

CollabRx, Inc.
44 Montgomery St., Suite 800
San Francisco, CA 94104
www.collabrx.com
NASDAQ CM: CLRX

Investor Relations Contact:

James Carbonara
Hayden IR
469 7th Avenue, Suite 424
New York, NY 10018
Office:(646)-755-7412
james@haydenir.com
www.haydenir.com