



## A MESSAGE FROM THE CEO

Dear Fellow Shareholders,

Novogen Limited was listed on the ASX 23 years ago. Originally focused on activities as diverse as the promotion of veterinary products and natural supplements, the company has since that time been many different things to many different people. Indeed, our share register includes many shareholders who invested at much earlier points along the way, when Novogen had a different purpose to the oncology drug development company that it is today.

Since joining as CEO in February last year, I have met many shareholders who didn't realise the company they invested in so many years prior had changed so profoundly.

I have also received a lot of feedback from specialist investors, analysts and reporters covering the biotech industry, regarding the history that has been tied to our existing name, Novogen Limited. Almost universally, their feedback has been that the name belongs to a company that no longer exists, and that a rebranding of the company would be recommended.

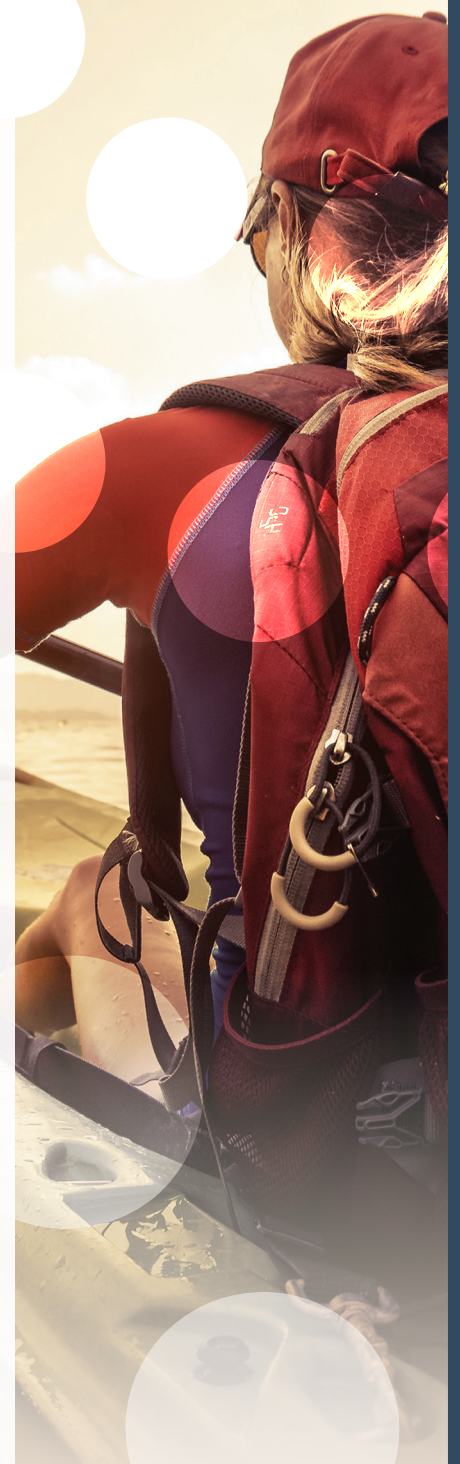
The Board has been reviewing all aspects of the company during the past 18 months and has been collecting and deliberating over the feedback received. We think that it is time to relaunch the company with a new identity, which properly reflects the new business model, strategic intent and values. We have carefully considered our values and how they should relate to our name.

The company that you now own sees itself as innovative, focused and one which moves quickly with a strong sense of purpose. We have achieved a lot during the past 18 months, and are working apace to deliver clinical data on our Phase I trial in ovarian cancer for Cantrixil. We are also moving rapidly to see GDC-0084 return to the clinic for our planned phase II human trial for patients with glioblastoma. We have cut activities that didn't fit with our objectives and trimmed our resources and spend.

We will never cease to be grateful to shareholders for their longstanding support of Novogen, and we ask you to bring the same insight, boldness, and commitment to Kazia Therapeutics.

All best wishes,

James Garner  
CEO and Executive Director



Norvet Ltd floated on ASX; primary business is veterinary products

1994

Changes name to Novogen Limited

1997

Phenoxodiol, a potential anti-cancer drug, begins phase I clinical trials

2000

Divestment of Marshall Edwards, Inc, now MEI Pharma, with in specie distribution to Novogen shareholders

2012

Appointment of new management and licensing of GDC-0084 from Genentech turns Novogen into a mid-stage clinical drug developer

2016

1997  
Launches Promensil™ in Australia, a natural product for menstrual symptoms

1999  
Lists on NASDAQ

2003  
Novogen subsidiary, Marshall Edwards, Inc, floated on NASDAQ

2013  
Reverse merger of Triaxial re-establishes Novogen as an anti-cancer drug discovery company

## BRINGING THE NAME TO LIFE

---

Any good brand needs a strong logo to help bring it to life. Below is a first look at what a new logo might look like if Kazia Therapeutics is approved as a new name for Novogen.



### Pronunciation tips:

You say poh-tay-toh, I say poh-tah-toh, Kazia is a bit the same.

When we say it, we pronounce Kazia as **kar-zee-ah**.

---

### Related words and associations:

Kazia doesn't mean any one thing to us. Instead our proposed name was influenced by a number of words from different cultures which fit with our vision and values. Here are a few examples:

**Kaizen:** a Japanese business philosophy of continuous improvement of working practices, personal efficiency

**Cassia:** a type of tree, which is significant in several cultures. In Ayurvedic medicine, it was considered the 'disease killer', with therapeutic benefit in brain diseases

**Kazia:** plant with cinnamon. For thousands of years cinnamon has been used in traditional medicine to treat a range of illnesses.

---

