



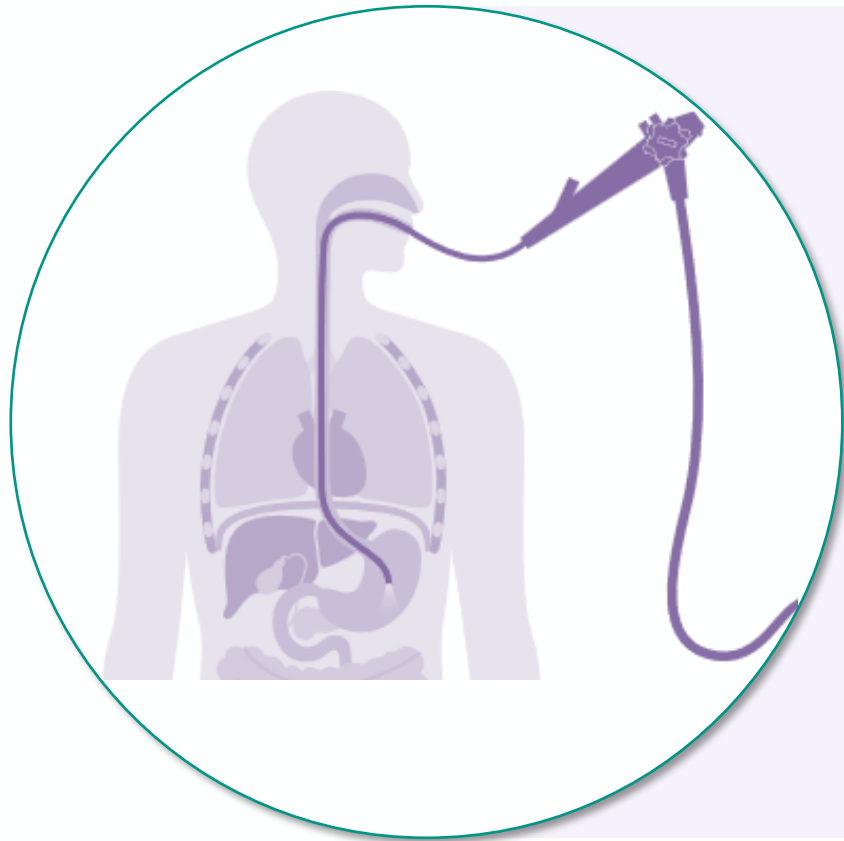
Upper Endoscopies and EoE Patients

Understanding how EP-104GI administration fits within Clinical Practice

July 2026

NASDAQ: EPRX

EP-104GI Administration Aligns with EoE Standard of Care



EP-104GI

- Novel long-acting fluticasone propionate formulation
- Currently investigated for the treatment of eosinophilic esophagitis (EoE) as a once yearly administration
- Encouraging efficacy and safety data indicating potential for a once-a-year therapy
- Injected in the esophageal wall during an **annual routine endoscopy**

Agenda

- **Introduction**

- **Jeymi Tambiah, MBChB, FRCS, MS, FAPCR, FFPM**
Chief Medical Officer
Eupraxia Pharmaceuticals

- **Overview of Endoscopies and Administration of EP-104GI**

- **Waqas Afif MD, M.Sc (Epi), FRCP(C)**
Associate Professor of Medicine
Department of Gastroenterology
McGill and MUHC GI and Hepatology Division Director

- **US Endoscopy Practices/Facilities – Logistics & Business Model**

- **Dr Mark DeLegge, MD, FACP, CNSP, AGAF, FASGE**
Senior Medical Director, GI/Hepatology Center of Excellence, IQVIA
Fellowship in Gastroenterology and Nutrition, Medical College of Virginia
Board certified in Internal Medicine, Gastroenterology and Nutrition

- **Primary Market Research on Incorporating EP-104GI into Current GI Practices**

- **Paul Brennan M.Sc., CLP**
Chief Corporate Development Officer
Eupraxia Pharmaceuticals

Overview of Endoscopies and Administration of EP-104GI

Dr Waqqas Afif, MD, M.Sc (Epi), FRCP(C)

Associate Professor of Medicine
Department of Gastroenterology
McGill and MUHC GI and Hepatology Division Director

Endoscopy: A Ubiquitous, Standardized Clinical Tool

- An endoscopy uses a thin, flexible, camera-tipped scope to visualize the inside of the GI tract in real time
- It is a common procedure used in almost all hospitals
- Usually outpatient and performed under sedation.
- It includes:
 - Upper endoscopy, colonoscopy, bronchoscopy, cystoscopy
- Mature infrastructure: standardized training, credentialing, reimbursement, and safety monitoring already exist across essentially every hospital and ambulatory surgery center.



Endoscopists Both Diagnose and Treat with the Endoscope

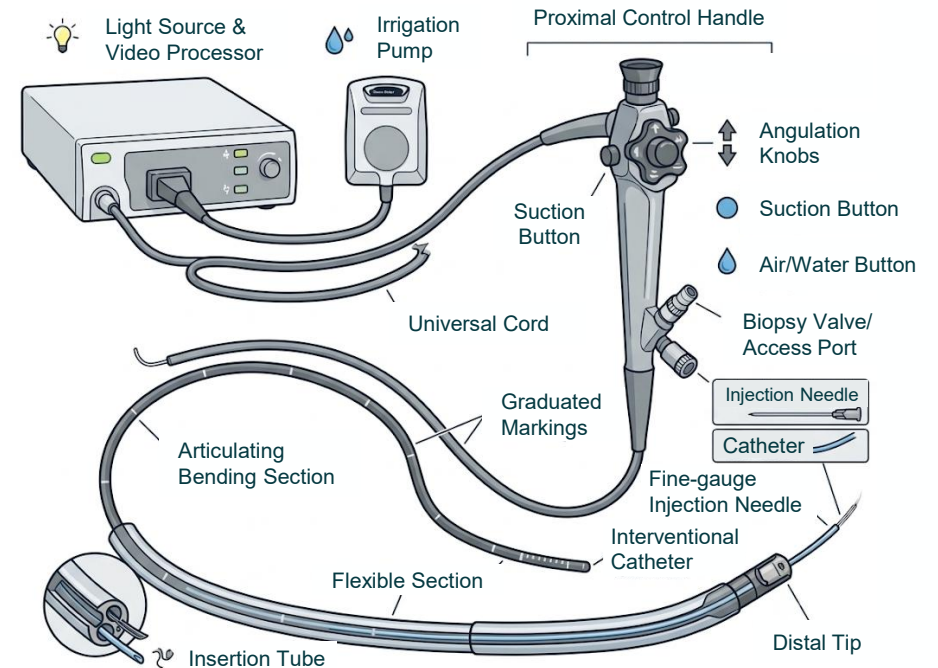
Diagnostic

- Direct visualization and grading of mucosa
- Targeted biopsy

Therapeutic

- Injection therapies (needle catheters)
- Resection: EMR / ESD for lesions.
- Dilation: balloon for strictures
- Hemostasis: clips, cautery, banding.

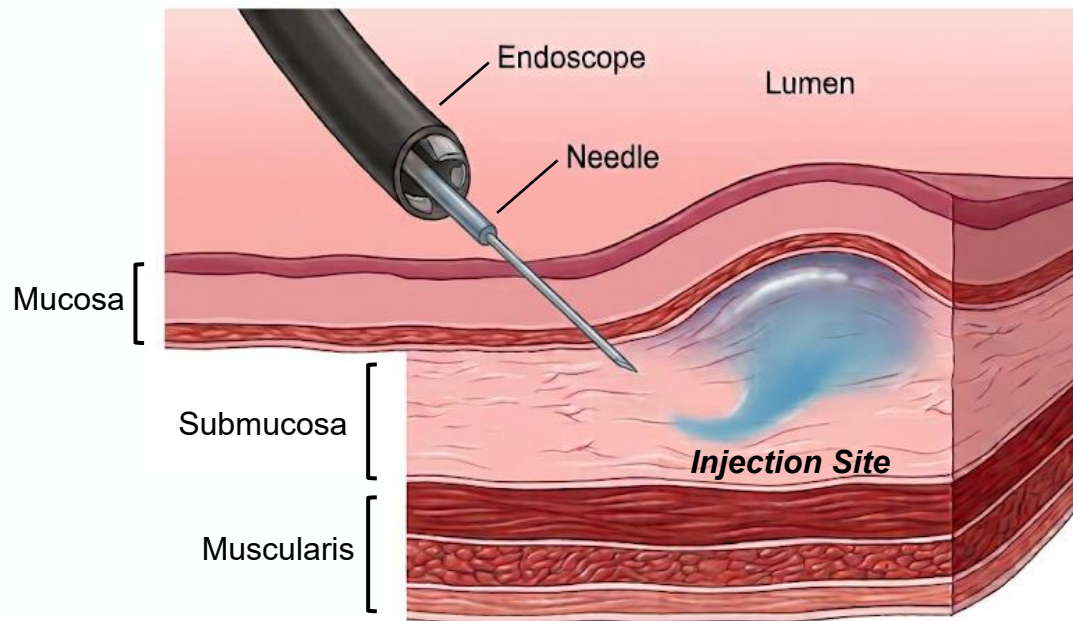
Upper GI Endoscope



Channels in the endoscope accommodate wires, forceps, needles, and catheters for procedures

Submucosal Injections in the GI Tract Are Common

Endoscopic Submucosal Injection



Common techniques use multi-site injections in patterns into the esophagus wall:



Submucosal lift to elevate lesions or polyps before resection



Hemostatic injection for bleeding



India-ink tattooing for lesion marking



Botox injections for motility disorders



Triamcinolone for strictures

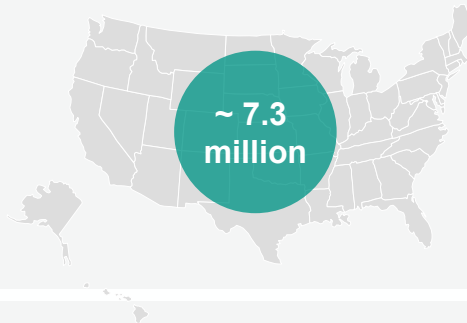
The Upper Endoscopy is a Daily, High-Volume Procedure



Upper endoscopies typically target:

The esophagus, stomach, and duodenum,
(called **esophagogastroduodenoscopy** or **EGD**)

There are ~ **7.3 million upper Endoscopies** annually in US adults (2022 figures)*



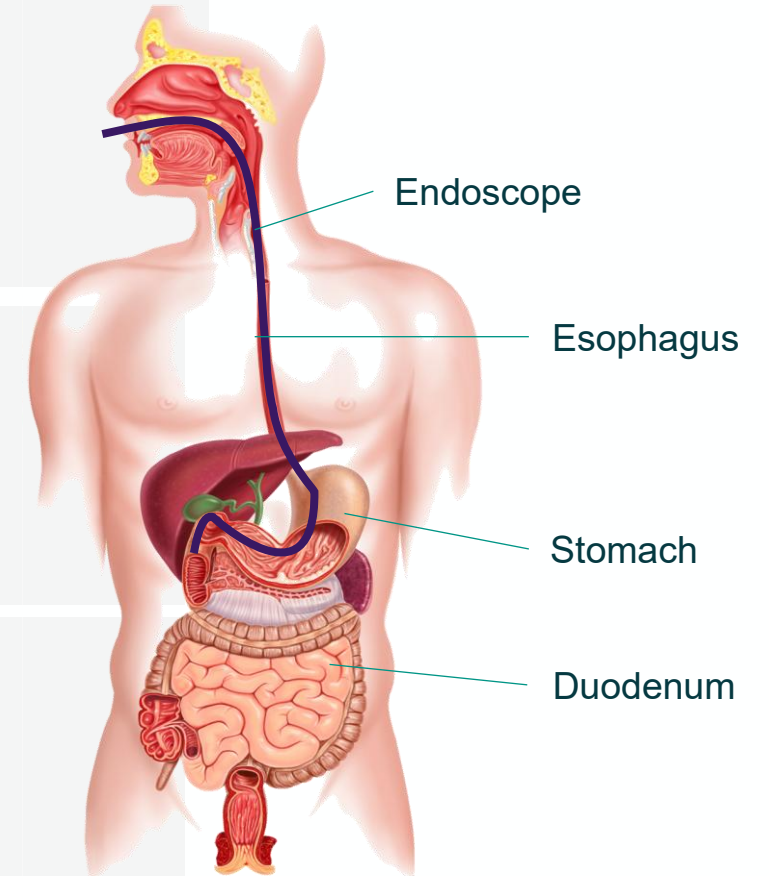
Typical procedure

Under light or
deep sedation

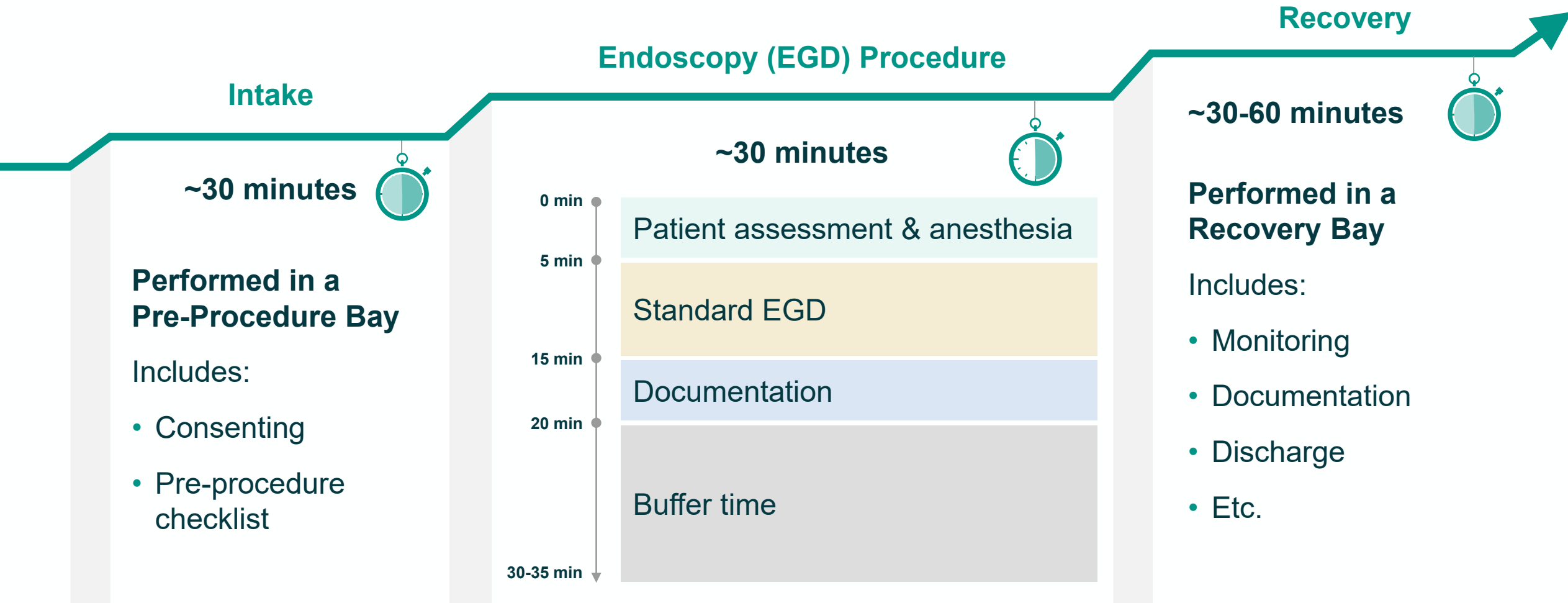
Same-day
discharge

Diagnostic
EGD duration:
10–20 minutes

Total suite
time booked:
30-45 minutes



The Endoscopy Process for an EoE Patient is Typically a Three Step Procedure



EP-104GI Administration Integrates Well With Routine Endoscopy For EoE

1. Reconstitution of EP-104GI two components by nurse during endoscopy preparation
2. EP-104GI injections performed efficiently after visual exam and biopsies

Intake, assessment & anesthesia

EP-104GI Reconstitution



Particles



Vehicle

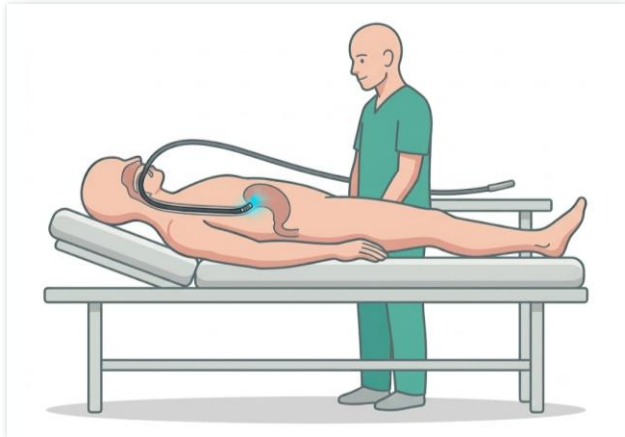


Injection-ready

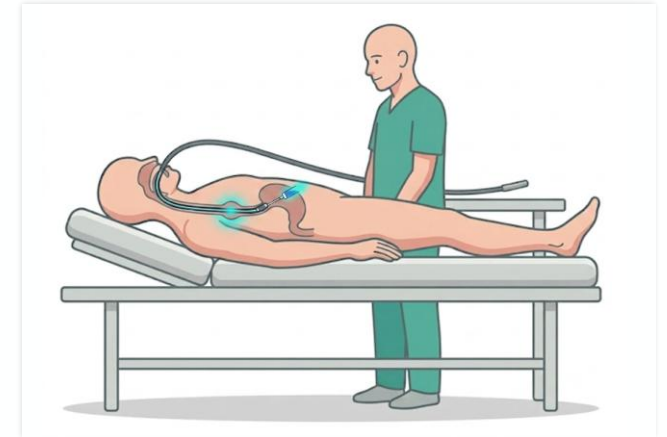


Endoscopy

Examination & biopsies

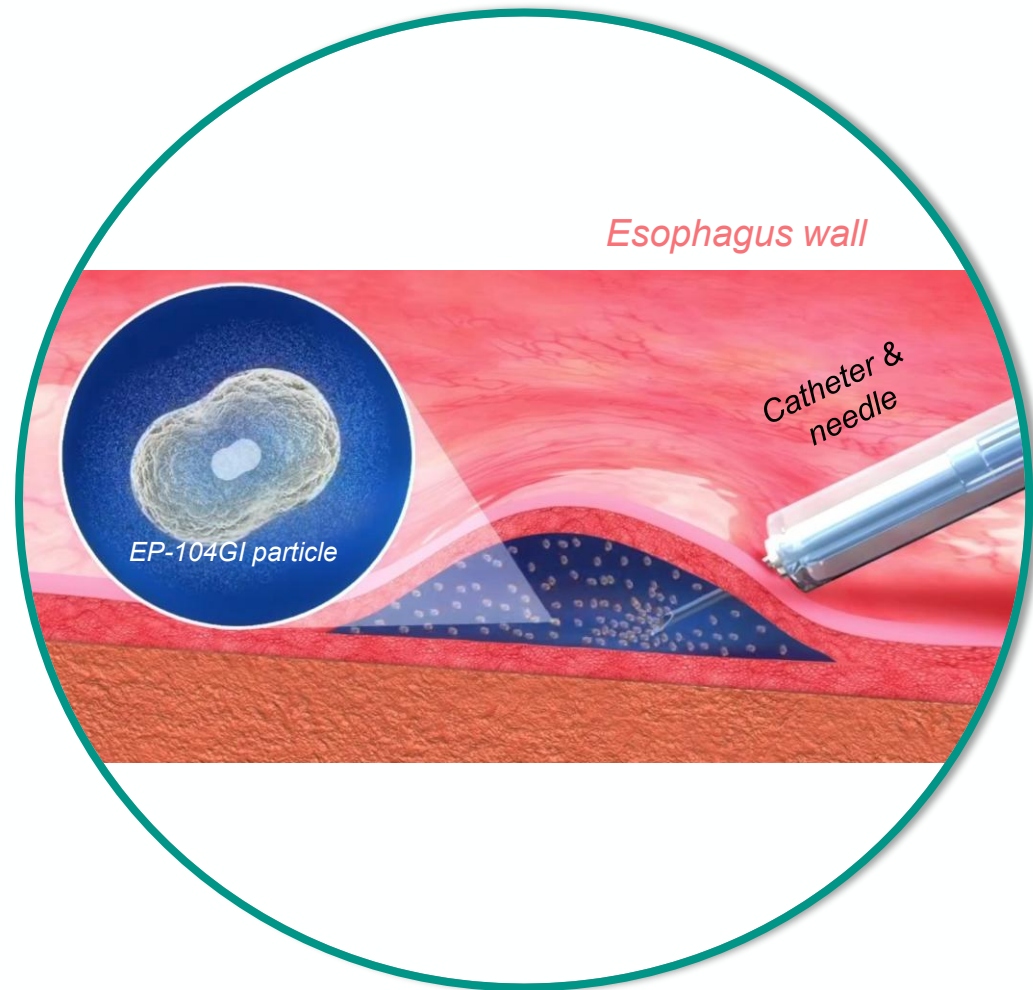


EP-104GI Administration



EP-104GI is Injected Using Standard Endoscopic Injection Procedures

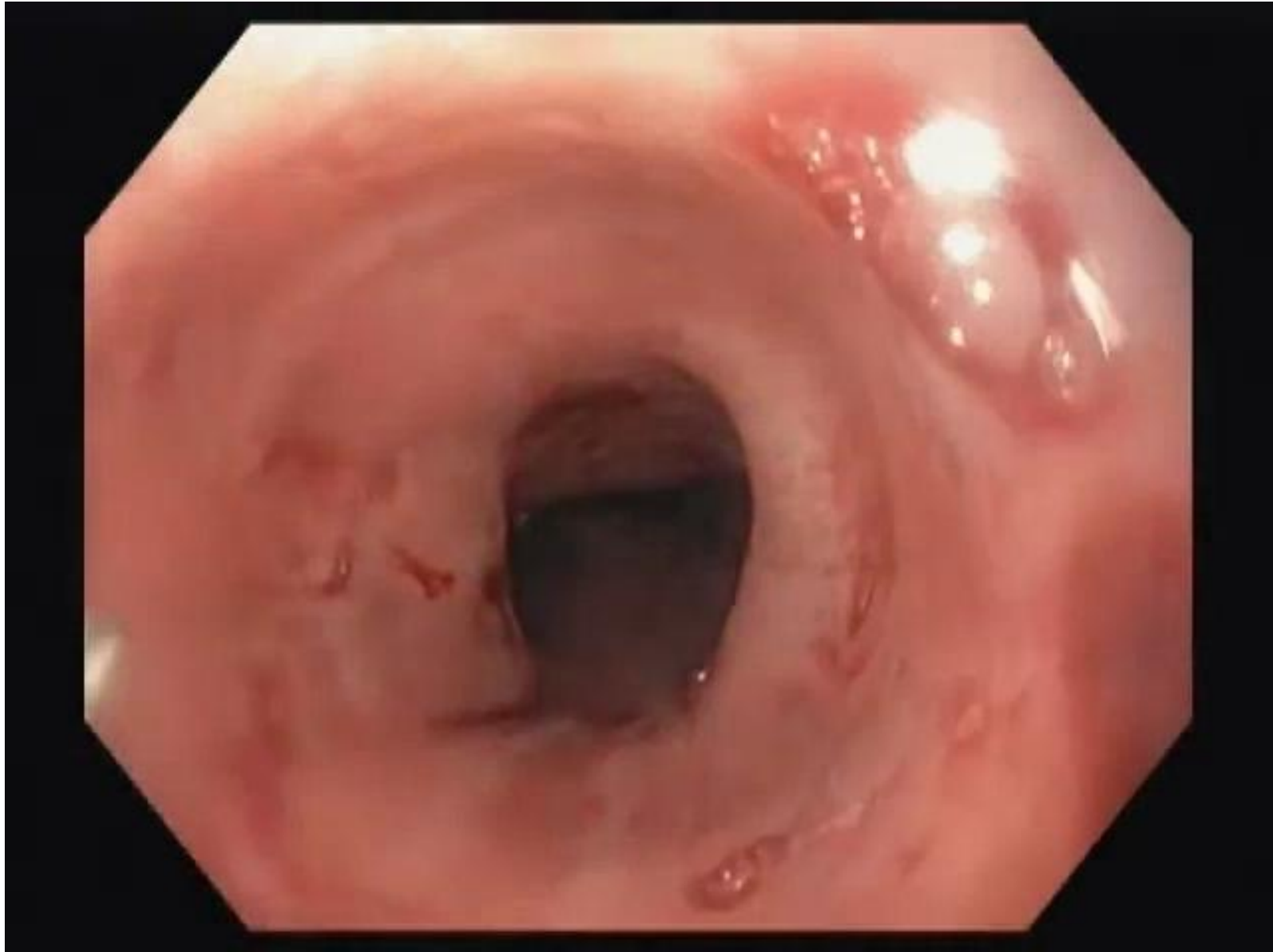
1. The needle is positioned and inserted in the submucosa
2. The suspension is injected to form a “bleb” that will dissipate after a few minutes



EP-104GI submucosal injection

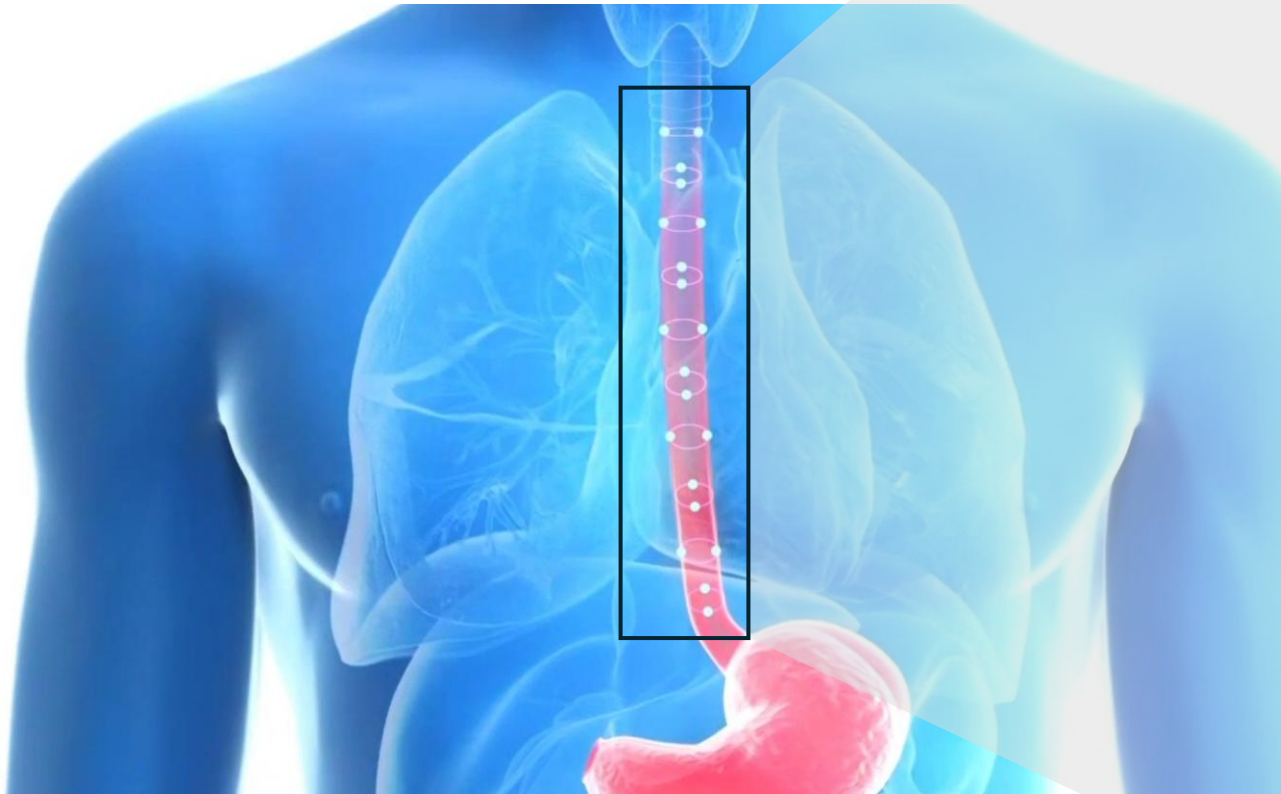
EP-104GI is Injected Using Standard Endoscopic Injection Procedures

Video of
EP-104GI
injections
into EoE
patient
following
biopsies
during
RESOLVE
study

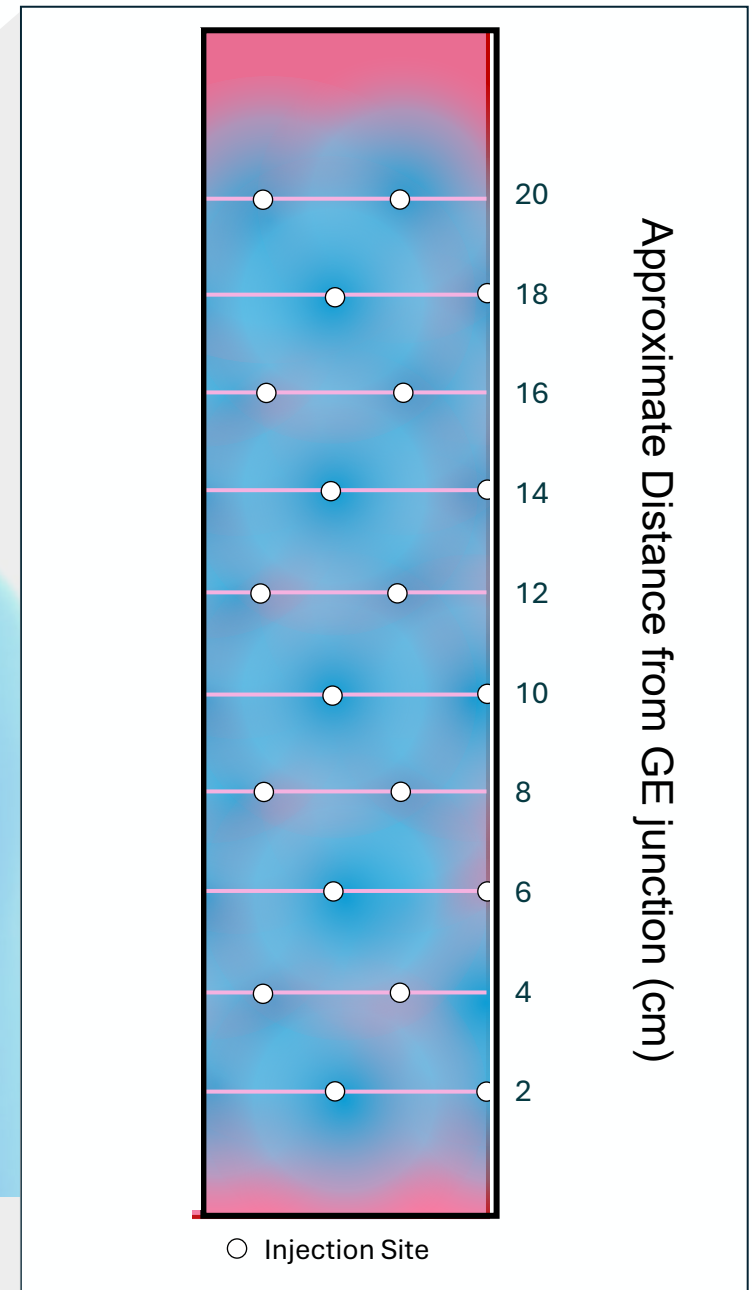


EP-104GI Injection Pattern Provides Coverage of the Full Esophagus

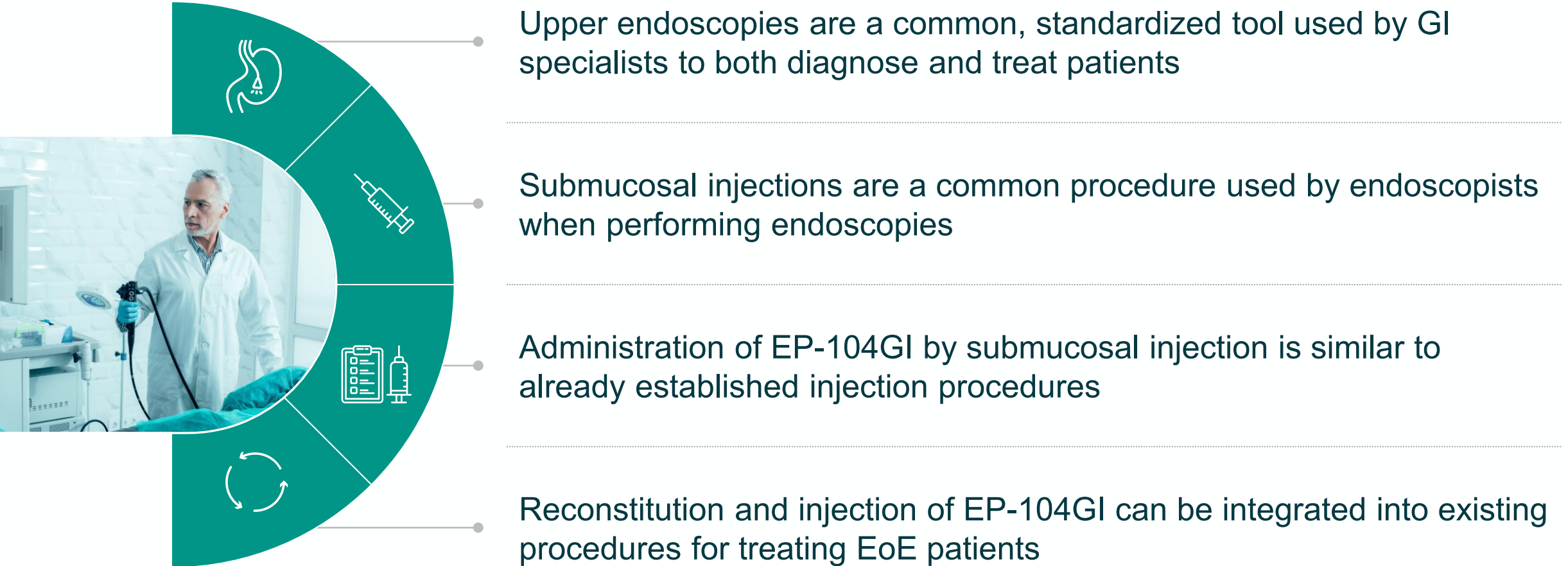
- Total of 20 injections in pairs spaced by 2cm, throughout the esophagus length



Model of Esophageal Coverage by EP-104GI Injection Pattern



EP-104GI Administration Should be Easily Integrated into GI Care for EoE Patients



Endoscopy Practices in the US – Logistics & Business Model

Dr Mark DeLegge, MD, FACG, CNSP, AGAF, FASGE

Senior Medical Director, GI/Hepatology Center of Excellence, IQVIA
Fellowship in Gastroenterology and Nutrition, Medical College of Virginia
Board certified in Internal Medicine, Gastroenterology and Nutrition

Gastroenterologists Practice Across Multiple Outpatient Settings

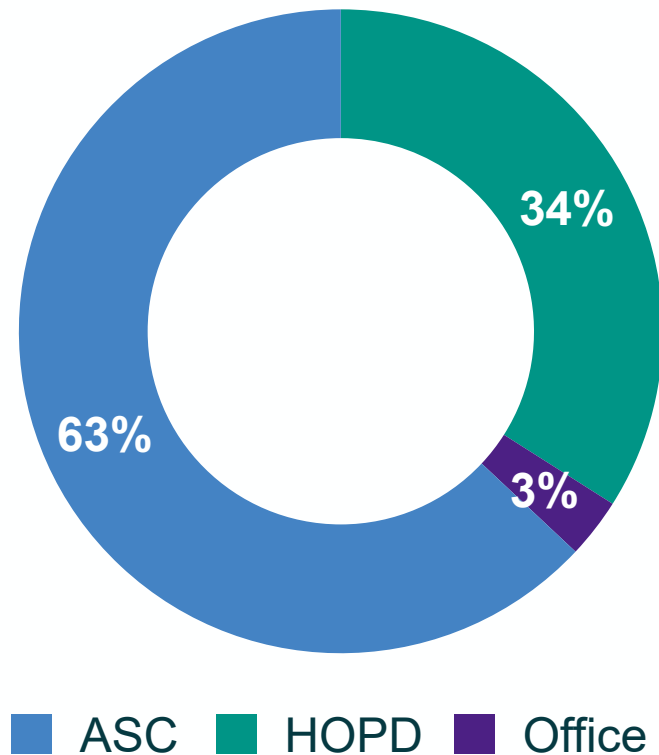
Site-of-care selection is often driven by case complexity and reimbursement

	ASC	HOPD	Office
Structure	Free-standing facility built for same-day procedures	Hospital-based unit with full clinical backup and strict oversight	Procedure suite inside physician's clinic or office
Case Type	Routine, low-risk cases in generally healthy patients	More complex and severe cases	Basic diagnostics with limited equipment
Financials	Lower overhead and cost	Highest cost and reimbursement	Lowest reimbursement, with no facility fee
Market Dynamics	Increasingly favored by payers due to lower costs	Decreasing preference due to viability of ASCs	No impact

Many HCPs, who split time between ASCs and HOPDs, elect to complete more complicated or risky procedures at HOPD where they have privileges even if they primarily practice at ASC

ASC + HOPD Dominate Endoscopy Volumes, with Site-of-Care Driving the Majority of Reimbursement Variability

Proportion of Upper Endoscopies
by Site of Care (US)*

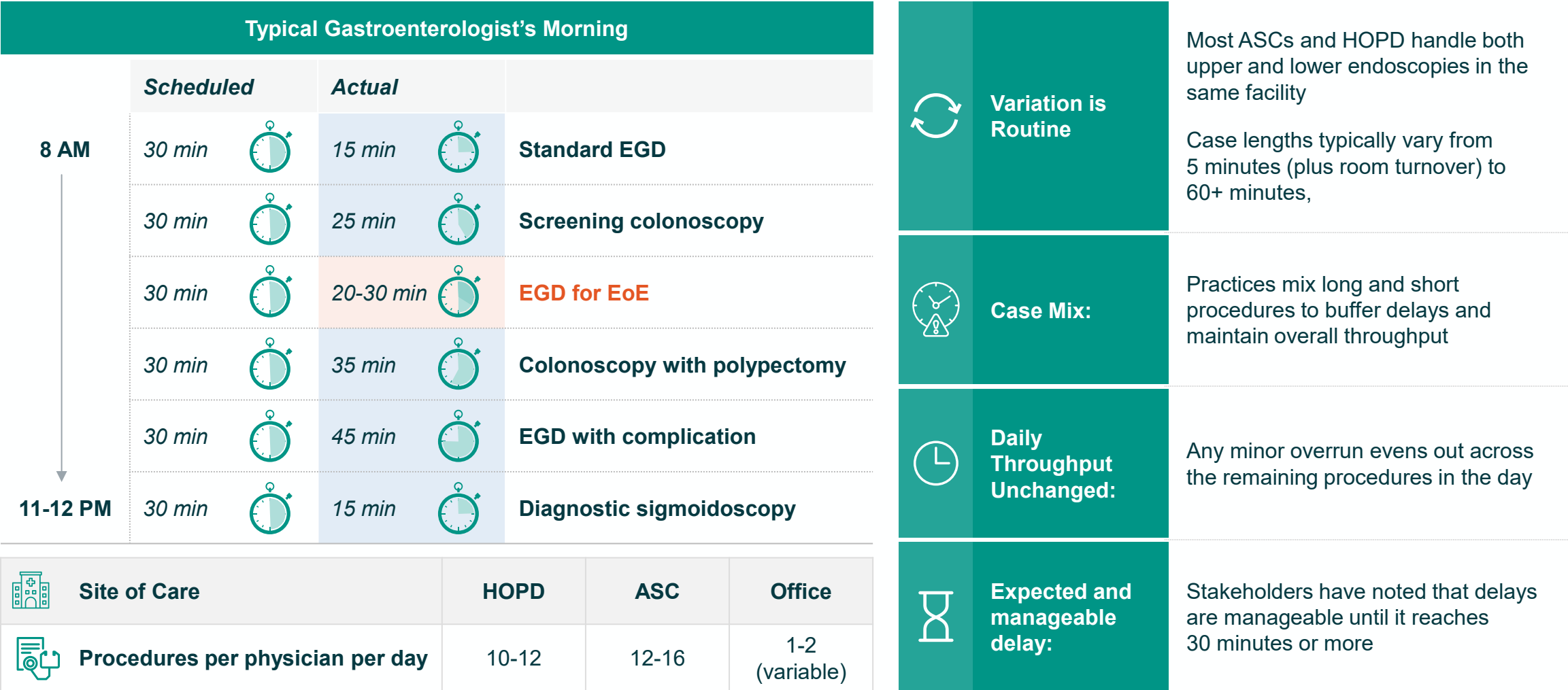


- Approximately 94% of endoscopies are conducted in outpatient settings
- Based on IQVIA claims data, **ambulatory surgery centers (ASCs)** represent the dominant site of care for common upper endoscopy procedures (~63% of volume), driven by their **ability to efficiently handle high volumes of routine cases at lower cost**, while outpatient hospitals account for a smaller share (~34%) and physician offices remain limited (~3%)
- **Reimbursement economics vary by site of care**, with HOPD payments highest and ASC payments moderately lower

Planning, Logistics and Economics for Endoscopies Involves Multiple Stakeholders

Stakeholder	Role / influence
 Patient	Experiences symptoms, consents to treatment, and adheres to follow-up
 Gastroenterologist	Diagnoses, determines treatment decision and procedure
 Endoscopy nurse(s)	Prepares the patient, supports post-procedure recovery and instructions
 Endoscopy technician	Prepares the suite, assists during the procedure, and supports cleaning and room turnover
 Practice administrator	Manages scheduling, product acquisition, billing, and the site-of-care economics that make adoption viable
 Pathologist	Performs histology central to diagnosis and to monitoring treatment response
 Anesthesia / sedation provider	Delivers sedation for the endoscopic procedure, ensuring patient comfort and safety
 Payer	Determines coverage, reimbursement, and prior-authorization pathways that shape patient access and practice margin

Most Endoscopy Practices (HOPD and ASCs) Handle a Variety of Patient Types in a Typical Morning



The Revenue Model for EGDs Considers Procedure Payments for Both the Facility and the Physician



Payment for an EGD typically involves two major components related to the procedure:



The amount paid to the physician and facility is set by the payers (Medicare, Medicaid, Private) according to the procedure(s) that are being performed, and the facility that is being used



1 Professional fees paid to the physician performing the procedure



2 Facility fees paid to the ASC or HOPD for performing the procedure

- Facility fees cover the costs of running the facility, nursing, technician, anesthesia, ancillaries, administrators, etc.



Procedures are identified by a Current Procedural Terminology Code **(CPT Code)**

The amount paid for a specific CPT code facility will vary according to:



The Payer Type
(Private >> Medicare/Medicaid)

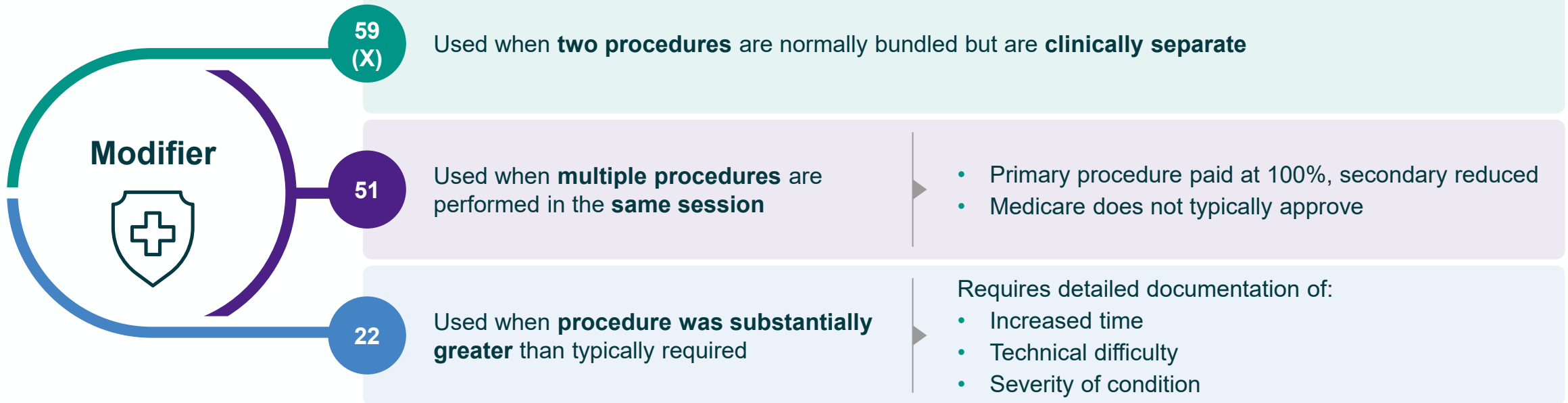


The Facility Type
(HOPDs >> ASCs)

Typical Coding Frameworks Used to Support EoE Related Endoscopies

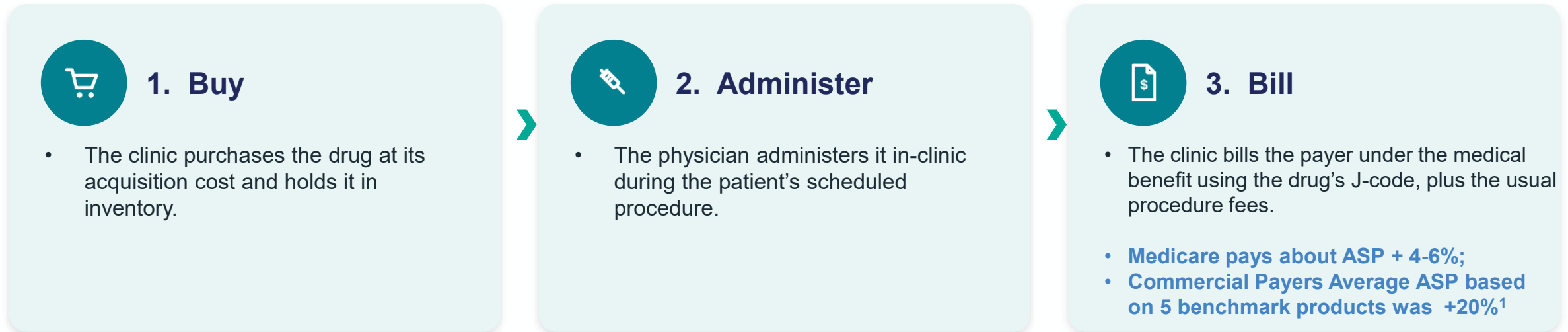
Key Reimbursement Codes & Modifiers

Scenario	EGD Family
 Diagnostic endoscopy	43235 - Diagnostic EGD, including brushing/washing
 Endoscopy with injections	43236 - EGD with directed submucosal injection(s), any substance
 Endoscopy with biopsy	43239 - EGD with biopsy, single or multiple



Endoscopy Suites Can Supplement Their Revenue by Providing Physician Administered Drugs Under Buy-and-Bill

Buy and bill is a reimbursement model in which a healthcare provider purchases a specialty medication administers it to the patient, and then submits a claim to the patient's third-party payer for both the drug and its administration



ENDOSCOPY CLINICS ALREADY HAVE EXPERIENCE WITH BUY AND BILL

- Botox – Injected via sclerotherapy needle during EGD into the LES for achalasia, the pylorus for gastroparesis, or the internal sphincter for chronic anal fissure
- Injectafer and Venofer for the iron-deficiency anemia that's endemic in IBD and GI-bleed patients
- Entyvio, administered by IV infusion to treat adults with moderately to severely active CD and UCs

Practice Economics is the Net Sum of Revenue, Cost and Volume



Revenue

Driven by reimbursement mechanics including physician and facility fees, CPT coding, payer mix, and variability in coverage, denials, and payment structures

Can be supplemented with Buy and Bill



Cost

Comprises drug, ancillary, staffing, physician time, and anesthesia expenses per procedure



Volume

Determined by procedure and injection time, room turnover, capacity constraints, case mix, and ability to optimize throughput and backfill displaced cases



Practice Economics

Per-procedure revenue and cost with throughput to estimate total revenue, cost, profit, and incremental margin vs baseline scenarios

Primary Market Research on Incorporating EP-104GI into Current GI Practices

Paul Brennan, M.Sc., CLP

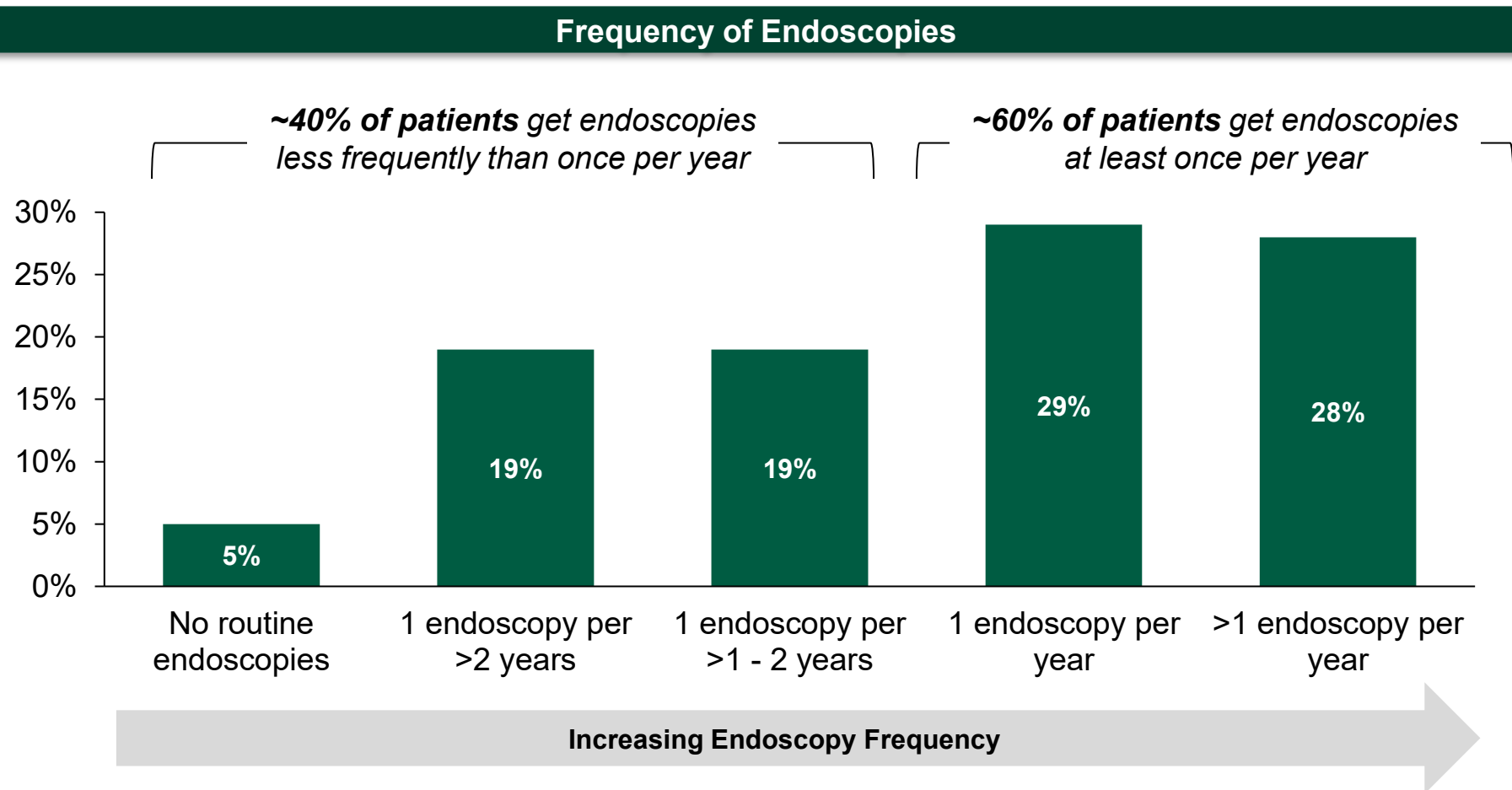
Chief Corporate Development Officer
Eupraxia Pharmaceuticals

Eupraxia Have Conducted Multiple Separate Projects to Understand How EP-104GI will Fit into Clinical Practice

1. EoE Commercial Assessment with ClearView Healthcare Partners – Nov 2023
 - To seek a commercial assessment for RP-104GI in EoE in particular, defining addressable patient populations and evaluating potential clinical development approach across that spectrum of opportunities
 - *Involved 16 GI Docs and 4 payers*
2. EoE Patient Journey and Profile Testing with ClearView Healthcare Partners – July 2025
 - Characterize the EoE patient journey and understand involvement and behavior of key stakeholders
 - Evaluate patient receptivity to the EP-104GI profile
 - Identify key points in journey where patients are lost or delayed that may impact use of EP-104GI
 - Also updated the commercial assessment
 - *Involved 65 patients, 12 KOLs and 8 Payers*
3. Practice Logistics and Economics Market Research with IQVIA – July 2026

Majority of Patients get Endoscopies at Least Once per year

80% of All Patients Receive Endoscopies at Least Once Every 2 Years



Practice Logistics and Economics Market Research with IQVIA



Eupraxia retained IQVIA to:

- (i) perform a primary market research informed assessment of Endoscopy suite workflows
- (ii) determine how EP-104GI will be incorporated into clinical practice, and
- (iii) to determine how its use will influence practice economics

The project has 3 outputs:

Primary Market Research (PMR)
directed research with key stakeholders to determine endoscopy suite workflows and related economics; and to assess the how EP-104GI would affect workflows



An assessment across different facilities and different payers of the **reimbursement rates** associated with performing EoE related endoscopies, and injecting pharmaceuticals



Creation of an Excel **financial model** of the Endoscopy Suite Practice to quantify financial effect of EP-104GI administration of practice economics

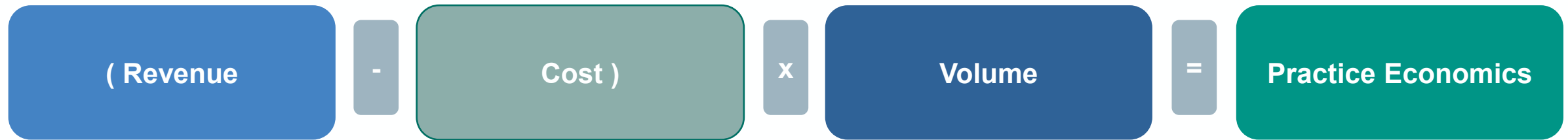


Multiple Stakeholders with Expertise Across Different Settings and Facilities Were Interviewed for Their View of EP-104GI Adoption Dynamics

Stakeholder Interviews		Virtual	Sample Sub-quotas
HCPs	Gastroenterologists	8	Variety of sub-quotas represented, including: - Geography - Urbanicity - Site of Care (HOPD, ASC, office) - Practice Size - Number of EoE patients - Roles and Responsibilities
	Nurses	8	
Other Stakeholders	Practice Decision Makers/Admins	7	
	Billing Specialists	5	
	Total Interview Sample	28	

In addition to blinded primary market research Eupraxia relied on its KOL network of EoE specialists to review the project assumptions, construct relevant discussion guide prior to starting interviews, and to review the conclusions of the project

At its Essence, Practice Economics can be Evaluated Through a Framework Calculation that Compares Revenue, Cost and Volume

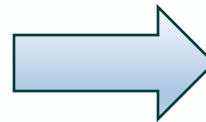


This framework served as the foundation for the analyses, assumptions, and economic model presented throughout the IQVIA project.

Administration of EP-104GI Can Supplement both Physician and Endoscopy Suite Revenue Through Upgrades to CPT Coding

EoE Patient with a Biopsy

43239: EGD with biopsy



Same EoE Patient now
receiving EP-104GI

43239: EGD with biopsy

+

50% of 43236 EGD with injection

In combined injection and biopsy sessions, 43239 becomes the primary code due to higher reimbursement, with 43236 appended as secondary; Medicare reimburses the secondary code at roughly 50% of its standalone rate

**Example of how administration of EP-104GI will change
coding for a patient undergoing biopsy**

Changes to CPT Coding – (EGD with Biopsy) versus (EGD with Biopsy plus Injection) Provide Greater Reimbursement to Both Physician and Facility

Procedure and Total Cost of Care Reimbursement by Payer Channel and CPT Code

(Jan. 2023 – Jun. 2026)

Procedure	CPT Code(s) Used	Payee	HOPD Private Average	HOPD Med. Adv. Average	HOPD Med. B Average	ASC Private Average	ASC Med. Adv. Average	ASC Med. B Average
EGD with Biopsy	43239	EGD Procedure ¹	\$646	\$1,962	\$479	\$418	\$247	\$241
		Total Visit Cost of Care ²	\$2,093	\$4,646	\$3,014	\$1,641	\$1,196	\$1,134
EGD with Biopsy plus Injections	43239 plus 43236	EGD Procedures ¹ incremental amount	\$2031 +\$1,385	\$3685 +\$1,723	\$1,907 +\$1,428	\$767 +\$349	\$496 +\$249	\$481 +\$240
		Total Visit Cost of Care ² incremental amount	\$4,690 +\$2,597	\$6,708 +\$2,026	\$4,083 +\$1,238	\$1,839 +\$198	\$1,260 +\$64	\$1,496 +\$362

1. “EGD Procedure” is the total reimbursement paid to the site of care, and the treating physician, for the specified CPT Code

2. “Total Visit Cost of Care” is the total reimbursement paid to the site of care and to the treating physician for all components of treatment received by the patient, when the identified CPT code(s) has been used. The total cost of care also includes the CPT reimbursement specific to the code

Buy and Bill Provides an Additional Opportunity to Supplement Income

Buy and Bill for EP-104GI is a Likely Outcome for Endoscopy Suites



Buy and bill common for higher-cost, provider-administered specialty medications requiring immediate in-office use

- During market research the participants spontaneously highlighted the potential upside of Buy and Bill



EP-104GI is expected to meet criteria for unique J-Code: (i.e., it is physician administered)



Inventory and storage straightforward



Pre-authorizations easily managed given endoscopies are scheduled



Not unusual for payers: Premium priced EoE treatments (e.g. **Dupixent**) already broadly reimbursed.



Not unusual for Endoscopy clinics: Already handling buy and bill products in the clinic (**Botox**, **Entyvio**)



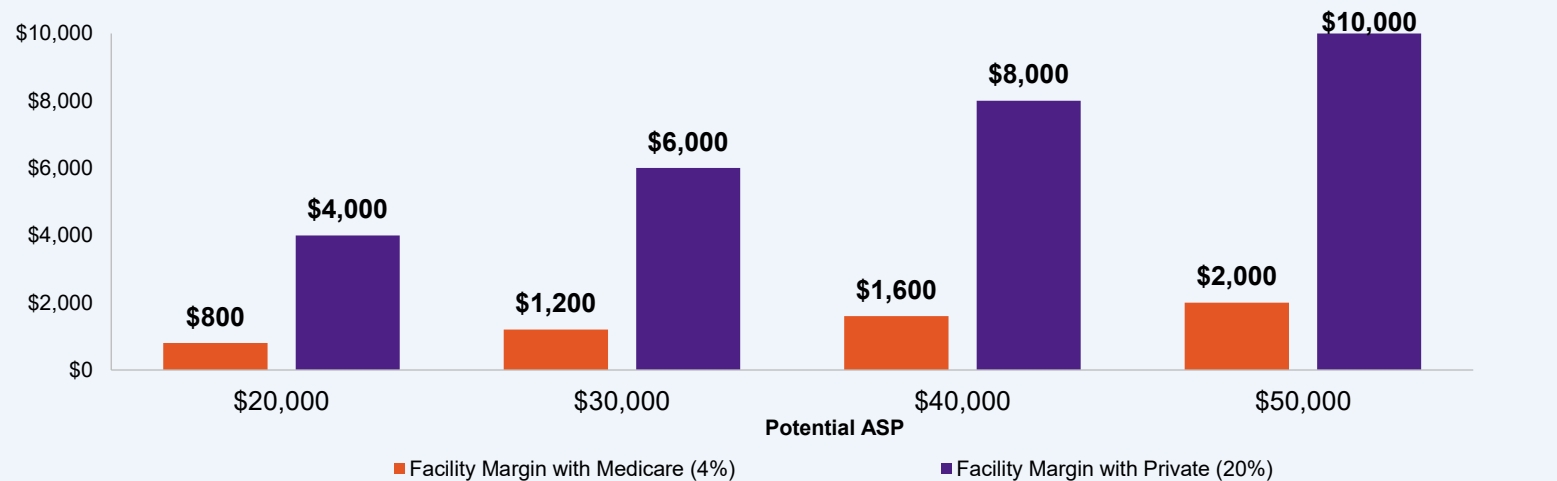
The Potential Revenue from Buy and Bill is Highly Attractive



EP-104GI likely to be a high value treatment: Single administration expected to provide coverage for full year (WAP for a year of Dupixent is ~\$109K)



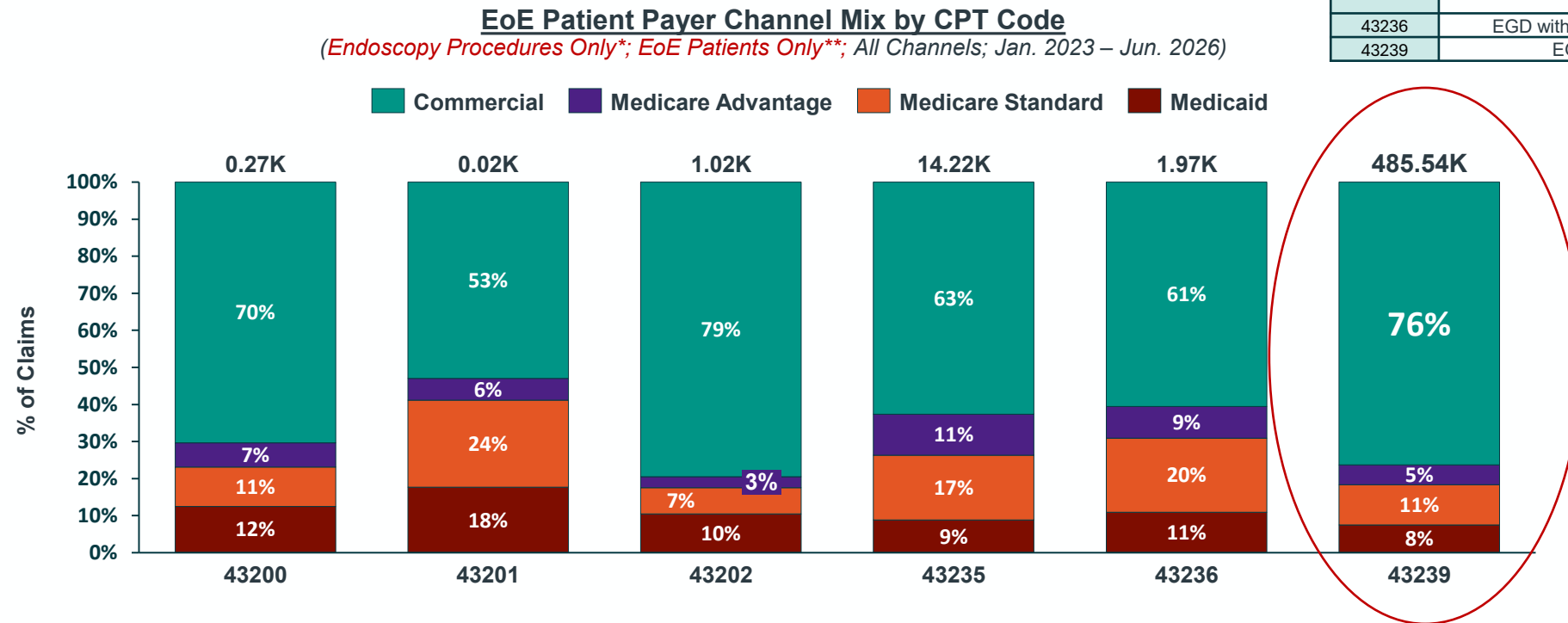
Current margins for Buy and Bill for Medicare are are **4-6%** of ASP, Margin for 5 benchmark products was **~20%** for private insurance¹



Buy and Bill could more than double the revenue an endoscopy clinic receives for treating an EoE Patient

For EoE Diagnosed Patients, Payer Channel Mix is Heavily Concentrated Within the Commercial Payer Channel

The higher concentration of Commercial payer channel volume observed for EoE patients aligns with analog market findings for EoE patients across other products



CPT Code Description	
43200	Diagnostic Esophagoscopy
43201	Esophagoscopy with Submucosal Injection
43202	Esophagoscopy with Biopsy
43235	Diagnostic Esophagogastroduodenoscopy (EGD)
43236	EGD with Submucosal Injection
43239	EGD with Biopsy

No Incremental Equipment or Overhead Cost, as EP-104GI Layers Onto Infrastructure that is Already Fully in Place



Storage

- **Storage needs minimal;** vial and vehicle storage within capabilities of practices



Equipment & Capital

- Procedure rooms, endoscopes, sedation setups, and standard ancillary **supplies are already in place for therapeutic endoscopy**
- No substantial new requirement or spacing needs



Administrative Support

- Practice administrator responsibilities for drug procurement, inventory management, and buy-and-bill tracking layer onto existing duties **without requiring new roles or dedicated headcount**
- Annual dosing creates a **predictable, low-frequency administrative event** manageable within current processes



Training & Onboarding

- **Endoscopic injections are already routine** for gastroenterologists familiar with Botox, sclerotherapy, EMR, and submucosal lifts
- Reconstitution is **within the capabilities** of all nurses
- No **simulation equipment, training rooms, or certification programs** required

Staffing Should be Unchanged; EP-104GI Integrates into Existing Team Responsibilities Without Requiring New Roles or Additional Headcount

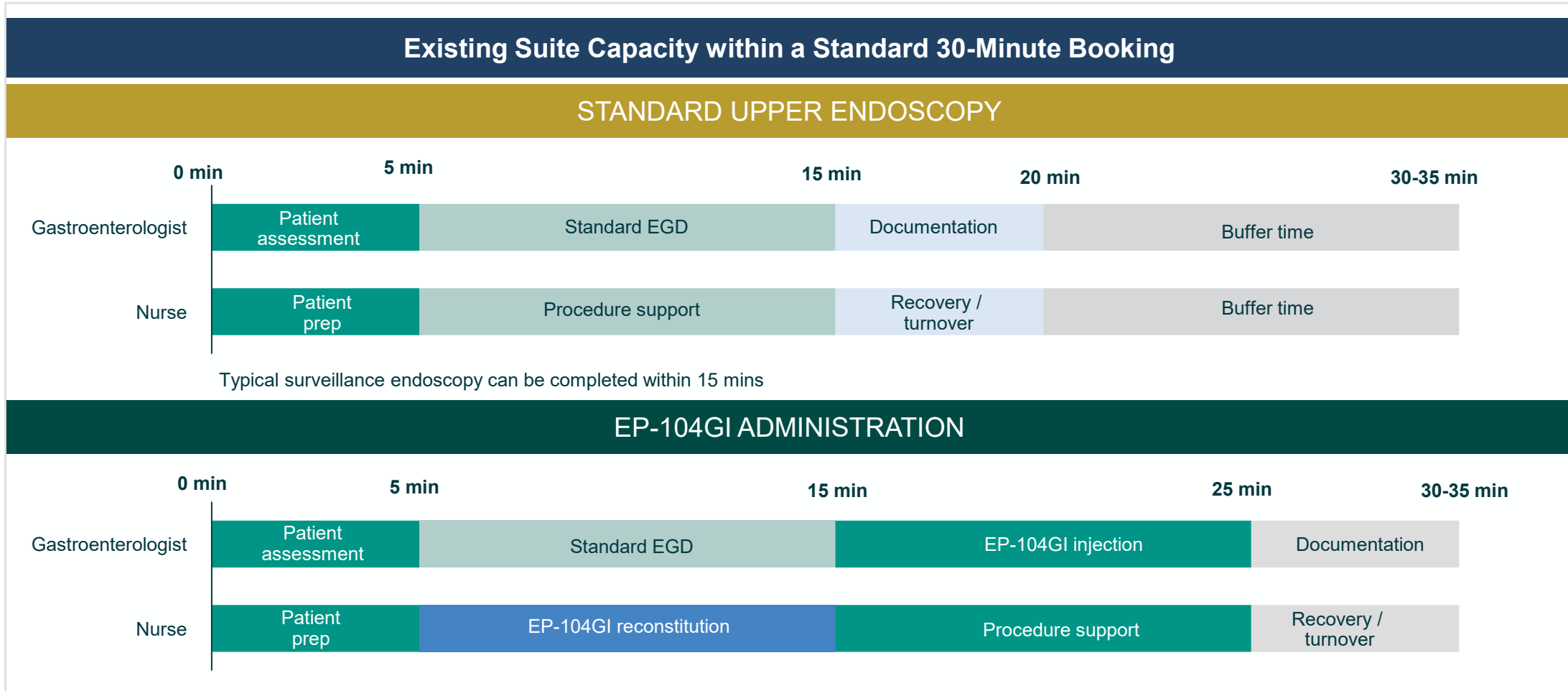
Note:
Practices
may vary
in exact
staffing
structure

	Estimated Rate	Number of Staff		Staff Time	
		Standard EGD	EP-104GI Impact	EP104GI Incremental Time	Driver of Time Increase
Circulating RN	\$50/hour	1	1	No Change	Room coordination, documentation, and materials staging remain within the standard block; absorbed by existing buffer
Pre-Op RN	\$50/hour	1	1	No Change	EP-104GI eligibility check and readiness confirmation fold into the existing pre-op checklist and consent workflow
Procedure RN	\$50/hour	1	1	+10-15 min	Reconstitution and support just prior to and as during as injections are administered
Recovery RN	\$50/hour	1	1	Small	Potential increase due to additional anaesthesia recovery time
Endoscopy Tech	\$25/hour	1	1	+10-15 min	Support as injections are performed
No impact on Staffing Needs				Minimal impact on staffing time; Impact absorbed by scheduling buffer	

*"You already have your fixed costs in place, whether it's the clinic, the staff, the nursing. It might have additional timing costs that might impact some, you know, what you could already schedule, but. No, **I don't see any material changes from an operations standpoint or financially.**"*

- Practice Administrator

EoE Procedure Frequency and Existing Scheduling Flexibility Prevent any Meaningful Throughput Impact

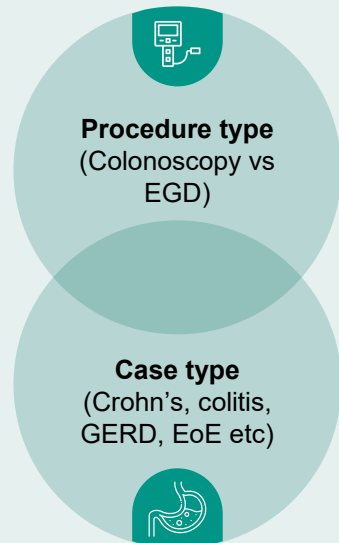


Due to Patient Type Variability, Adding EP-104GI will have Little Effect on the Total Number of Procedures a Practice can Complete in a Single Day

Patient Mix:



Practices typically mix:



Delays in procedures are frequent and anticipated:



Stakeholders have noted that delays up to 30 minutes or more for EoE patients are unlikely to disturb their daily routine

Variation in case length is routine:



Case lengths typically vary from **5 minutes** (plus room turnover) to **60+ minutes**, and practices typically mix long and short procedures to buffer delays and maintain overall throughput

5 minutes

60+ minutes

EoE makes up a small proportion of all Endoscopies:



In 2022 there were 23 million endoscopies performed in the US¹ (7.2 million upper endoscopies) and 470,000 EoE patients²

- IQVIA claims analysis tells us that **~4%** of EGD volume is for EoE⁴
- Even our respondents, who were enriched for treating EoE patients, tended not to have more than **20%** volume of EoE patients

~2%

20%

Typical Gastroenterologist's Morning³

Procedures vary from 15 to 45 minutes; all are scheduled for 30 minutes

● Actual ● Scheduled

8 Am

...

11-12 PM



Standard EGD

15 mins
30 mins



Screening colonoscopy

25 mins



EGD + EP-104GI

30 mins



Colonoscopy with polypectomy

35 mins



EGD with complication

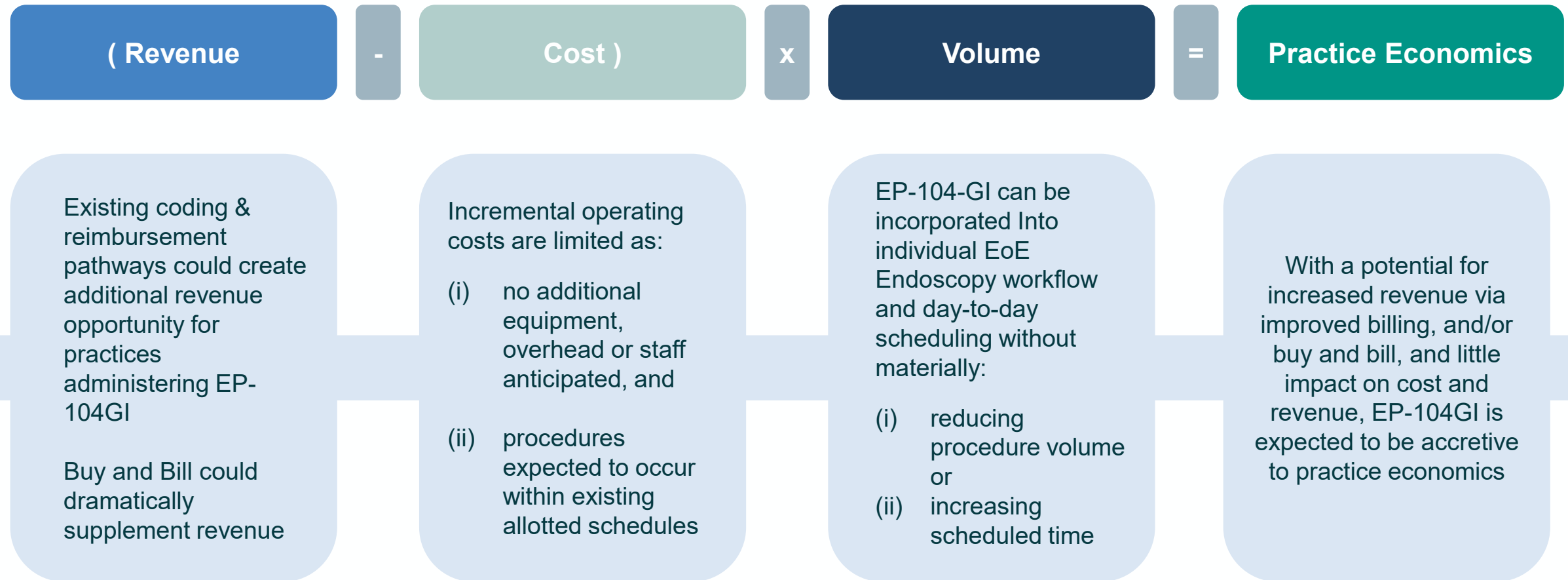
45 mins



Diagnostic sigmoidoscopy

15 mins

Viewed Through the Lens of Practice Economics, EP104-GI has the Potential to Generate Favorable Returns to Physicians, HOPDs and ASCs



Market Research Feedback

"The additional 10 to 15 minutes, that's not something that would deter us. That's reasonable."

- Practice Administrator

"If we're doing it at an ASC that we own, we benefit off that profit margin."

- Billing Specialist

"If I went over, it's not really a big deal. I'm sure I won't be doing five of them a day. So, if I'm just doing one a day and the next endoscopy takes five minutes, everything evens out."

- Gastroenterologist

Familiar with injections:

"Injection, banding, resections, stenting. Those are pretty routine things to do."

- Gastroenterologist

- In response to being shown EP-104GI's method of preparation, and administration, neither medical or administrative respondents had concerns about the ability to integrate EP-104GI into their practices.
- Several expressed the opinion that using EP-104GI would increase revenue, and making EP-104GI available to patients would be a selling feature for their facilities

"We have all the supplies. Everything is available."

- Nurse

"It actually improves my financial standpoint because during this procedure, I'm sure there's a code for it, which would be additional compensation for the endoscopy."

- Gastroenterologist

"The reconstituting is a little different than most products that we use, but the idea itself is not out of the ordinary for the staff to do."

- Gastroenterologist

"Overall, for an endoscopy, it costs us anywhere between \$800 to \$1,000 per procedure. Whether it's with this drug or without, that cost doesn't change — the room, the staff, the equipment — it's all already there."

- Practice Admin

Thank you!

NASDAQ: EPRX

