



Universal Biosensors

Universal Biosensors, Inc.

ARBN 121 559 993

Bioshares Summit

Queenstown, NZ

July 2011

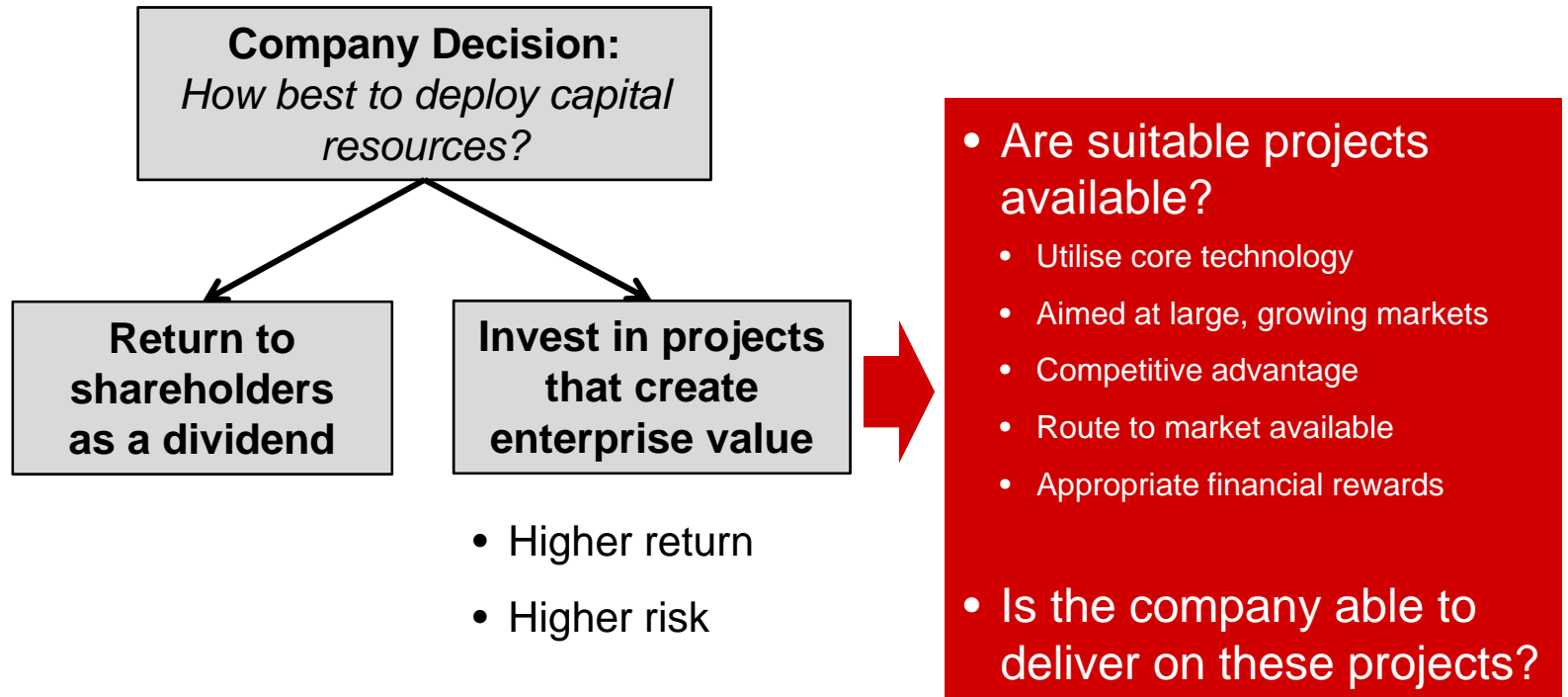


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Considering capital deployment

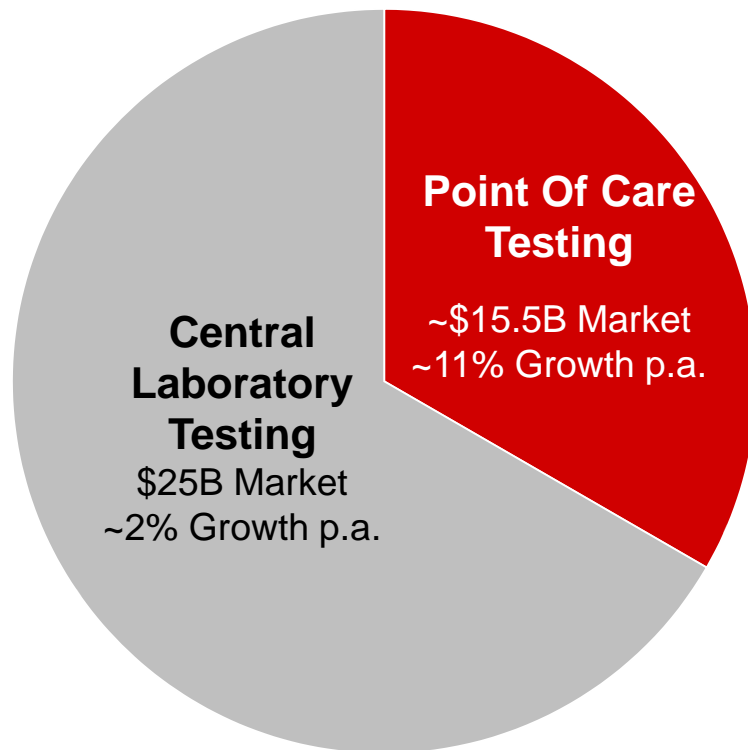


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- ➔ • **Blood Glucose: Launched**
- PT/INR: The Next Opportunity
- Beyond PT/INR

Opportunity: the \$15B, growing POC market

Global In Vitro Diagnostics Market
(2010 estimate)

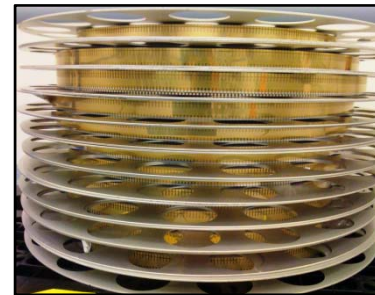
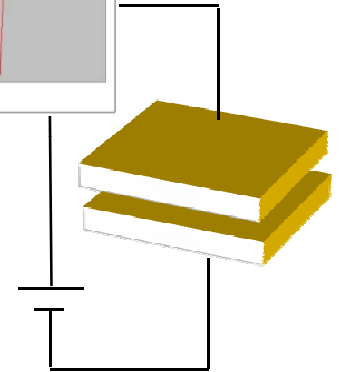
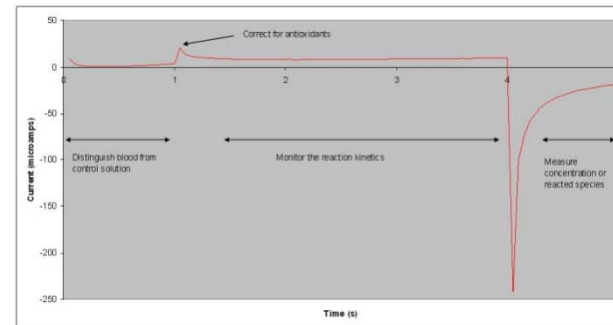


Point of Care Growth Drivers

- More timely diagnosis
- Increasing need for chronic disease management
- Increased frequency of testing for improved outcomes
- Opportunity for developing economies to “leap-frog”
- Improve health economics / access for remote & regional areas

Opportunity: UBI's POC diagnostics platform

- **Thoroughly protected**
(44 patent families)
- **Well suited to Point-of-Care**
 - ✓ Information-rich
(accurate & robust)
 - ✓ Low cost design
 - ✓ Convenient form factor
- **Broad application**
 - ✓ Across analytes
(enzymes, immunoassay, molecular)
 - ✓ Across geographies
(mature & emerging markets)
 - ✓ Across diagnostic settings
(home-use, hospital, clinic)



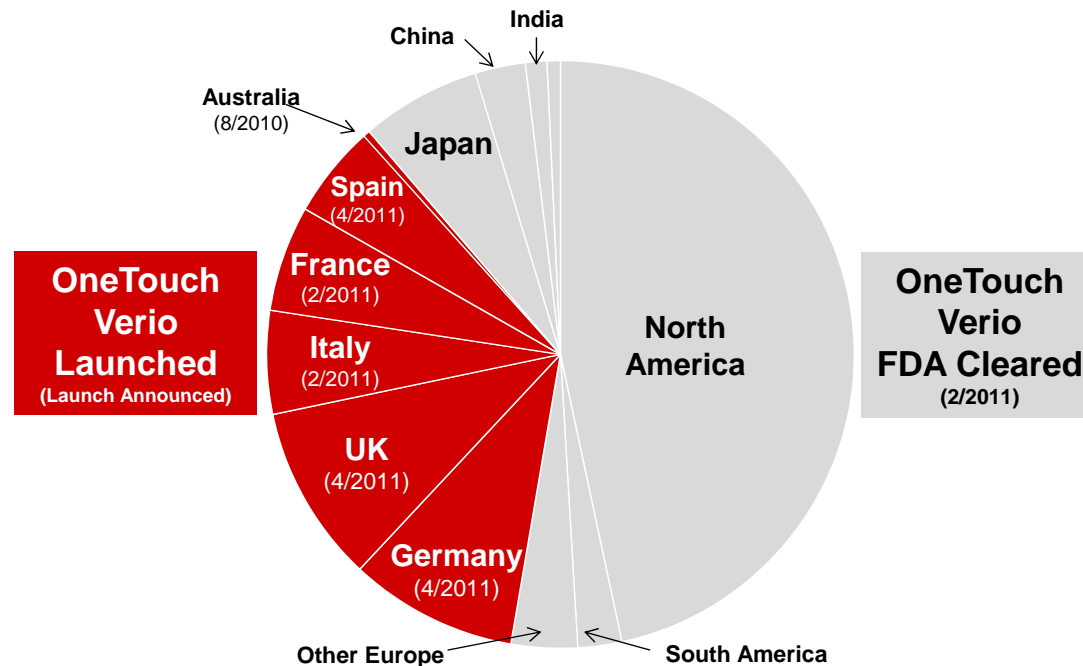


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Delivery: entry to the \$10B SMBG market



Self Monitored Blood Glucose Market
(2015 estimate*)

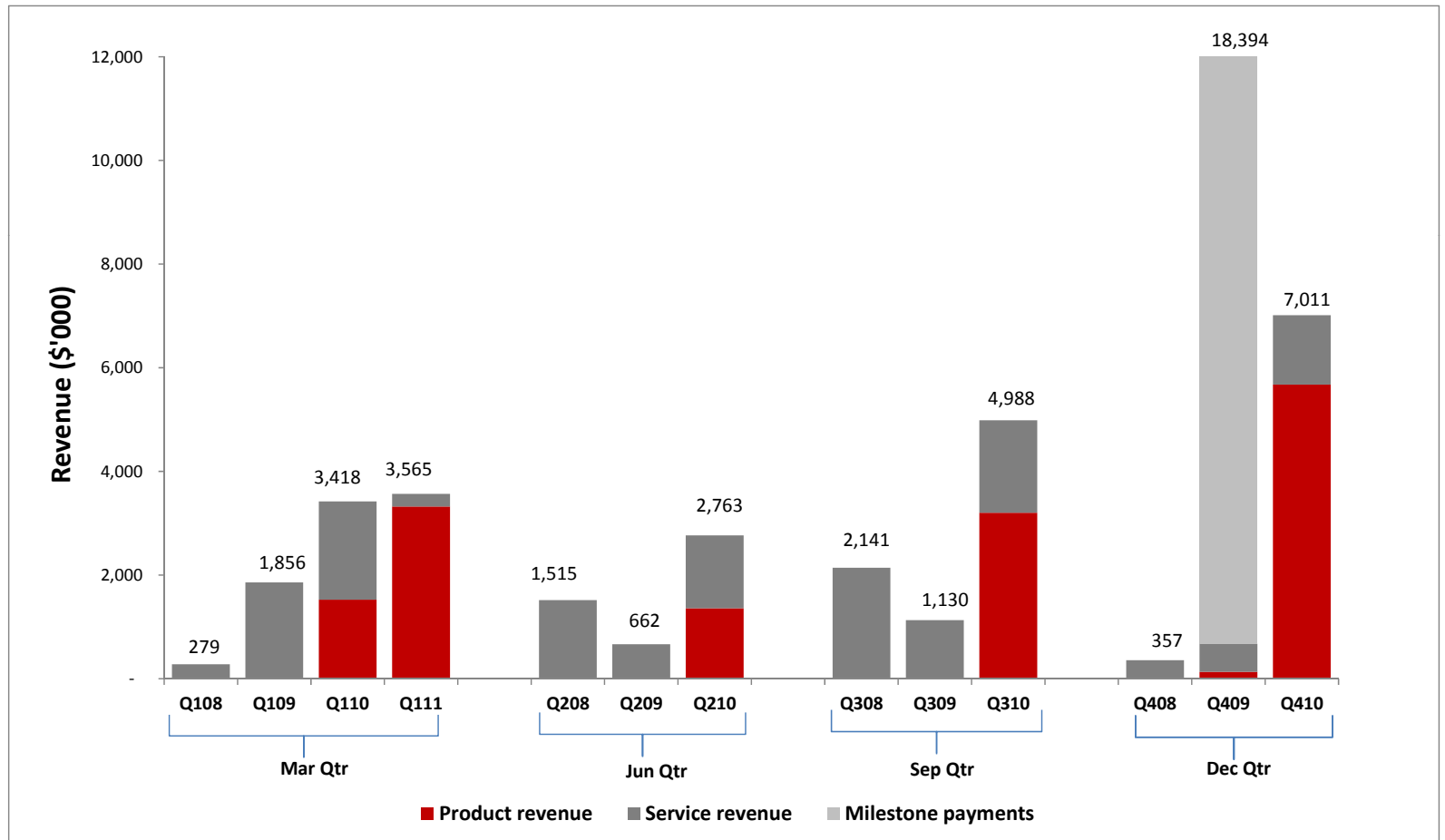


Source: Global Data, SMBG Market Study Nov 2009

Note: images on this page are not representative of actual products approved in all markets.

Delivery: UBI quarterly revenues

Year on year quarterly revenue (A\$ '000)

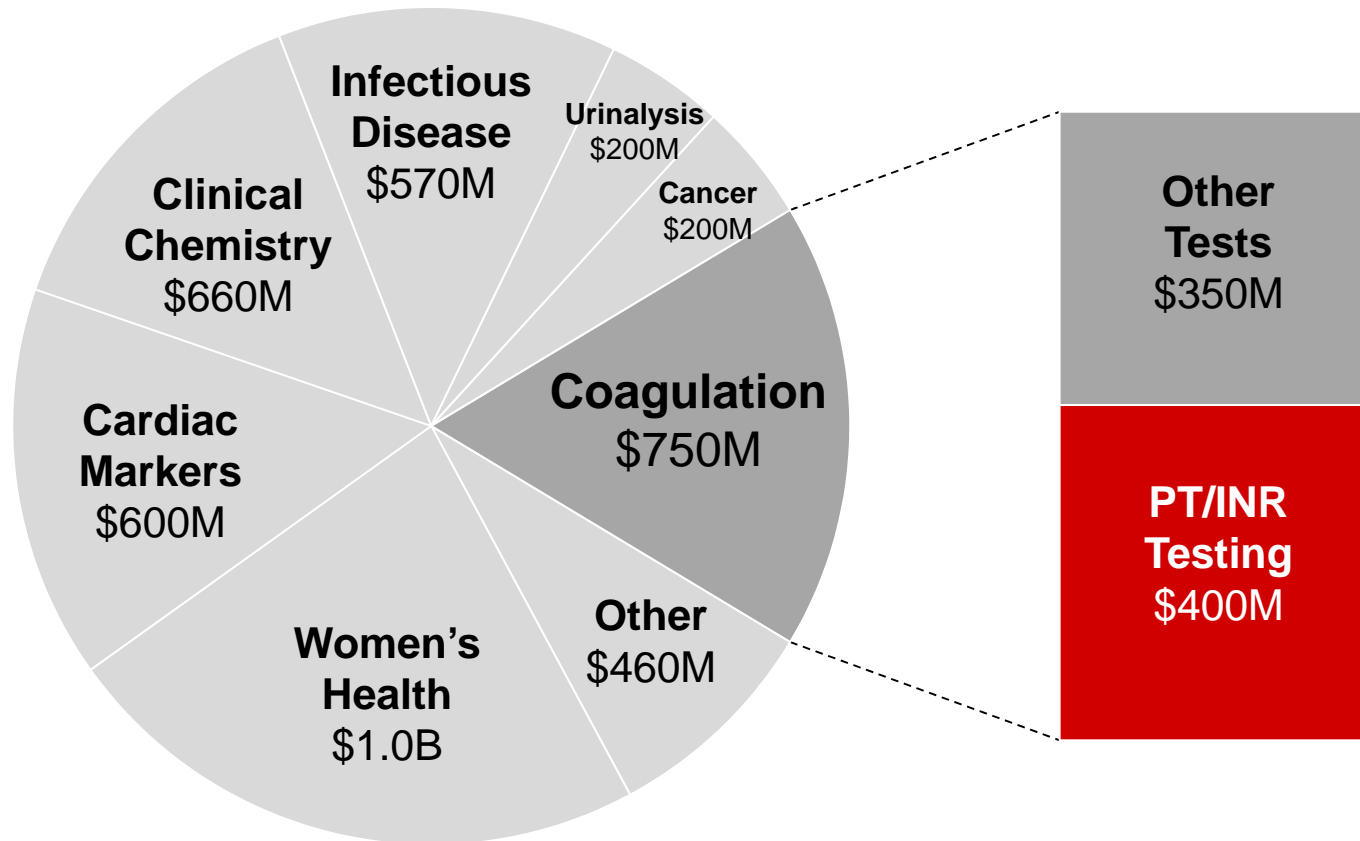


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Opportunity: POC Coagulation Testing

**Point-Of-Care Diagnostics Market
(2008)**



* Kalorama, *The Worldwide Market for In Vitro Diagnostic Tests, 6th Ed., 2008.*

* Boston Biomedical Consultants, *The Worldwide In Vitro Diagnostic Test Product Market Segment Discussions 2006, 2007 and 2012 Estimate, August 21, 2008.*

• Trimark, "Point of Care Diagnostic Testing World Markets", June 2009

• Espicom, *POC Diagnostics – Nov 2009*

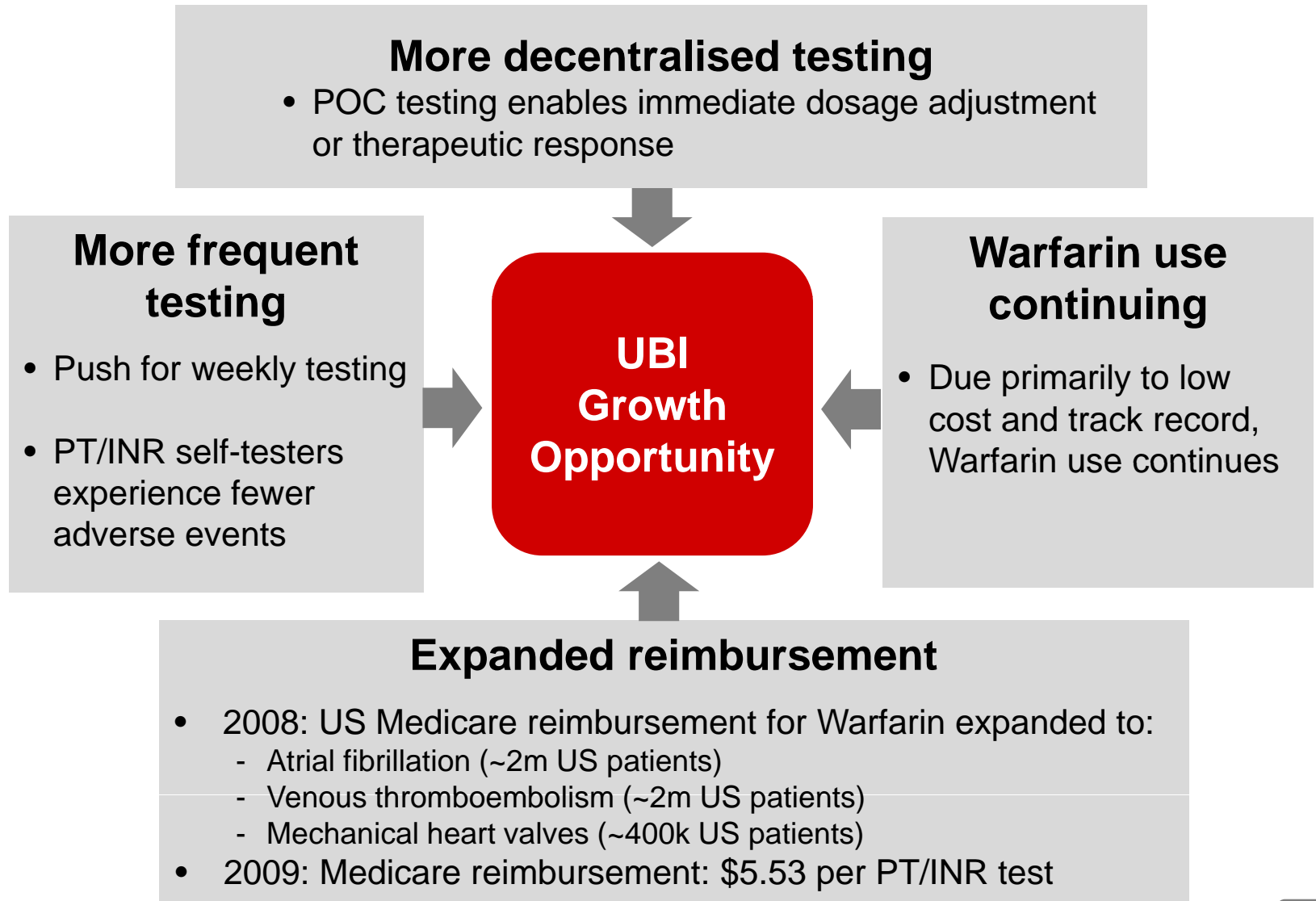
What is a PT/INR test?

- Prothrombin Time (PT) measures the clotting tendency of blood and is reported as an International Normalised Ratio (INR)
- Frequent PT/INR testing is used to ensure that Warfarin patients remain in the Target Therapeutic Range (TTR)
- PT/INR testing is carried out in hospitals, clinics and at home
- PT/INR testing is “physician managed”

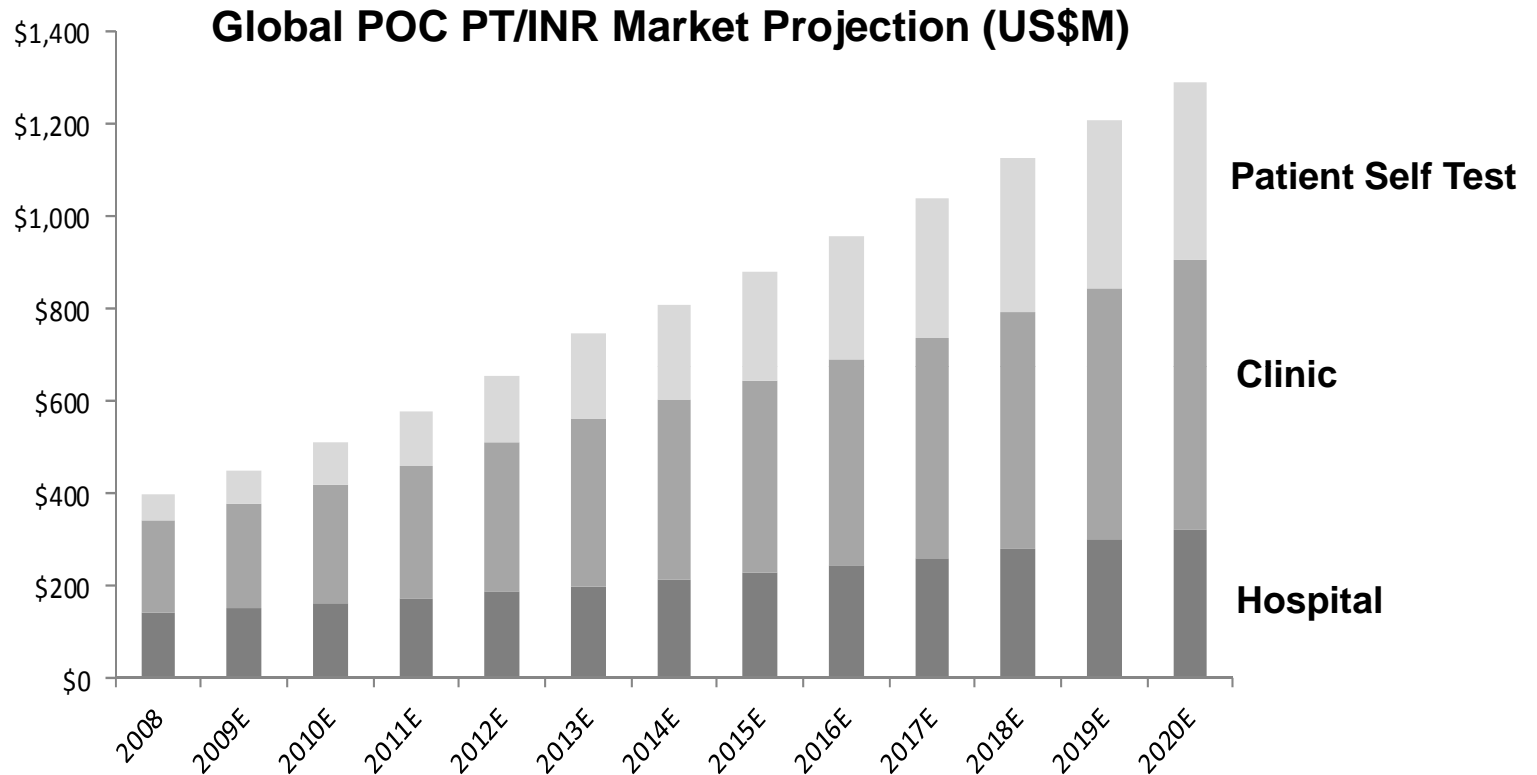




POC PT/INR has strong drivers for growth



POC PT/INR market projected to grow rapidly



- POC PT/INR market expected to double over the next 10 years
- Opportunity to drive Patient Self Testing growth with low cost technology
- UBI's technology can address Patient Self Test, Clinic & Hospital

* Kalorama, *The Worldwide Market for In Vitro Diagnostic Tests*, 6th Ed., 2008.
 * Trimark, "Point of Care Diagnostic Testing World Markets", June 2009



POC PT/INR market is segmented

	Hospital POC	Clinics	Patient Self-Testing
Market	<ul style="list-style-type: none"> Established 	<ul style="list-style-type: none"> Large & fragmented 	<ul style="list-style-type: none"> Emerging
Growth (CAGR)	<ul style="list-style-type: none"> 5-7% 	<ul style="list-style-type: none"> 13% 	<ul style="list-style-type: none"> >20%
Leading PT Products	<ul style="list-style-type: none"> iSTAT Hemochron 	<ul style="list-style-type: none"> CoaguChek 	<ul style="list-style-type: none"> CoaguChek
Reimbursement	<ul style="list-style-type: none"> \$3-5/test 	<ul style="list-style-type: none"> \$3-5/test 	<ul style="list-style-type: none"> \$5-30/test
End Users	<ul style="list-style-type: none"> Professional 	<ul style="list-style-type: none"> Professional 	<ul style="list-style-type: none"> Patient (physician supervised)
Examples of Leading Channel Players	<ul style="list-style-type: none"> Abbott Siemens Trinity Biotech Becton Dickinson Danaher bioMerieux Ortho 	<ul style="list-style-type: none"> Roche Danaher Alere Arkray Instrumentation Lab. Becton Dickinson 	<ul style="list-style-type: none"> Roche Alere Philips Home health care

Source: Company Reports; Management Estimates,; Kalorama, *The Worldwide Market for In Vitro Diagnostic Tests, 6th Ed., 2008*; Trimark, *"Point of Care Diagnostic Testing World Markets", June 2009*



Universal Biosensors

UBI will deliver a competitive advantage



- **Competitive product**

- ✓ **Cost per test**
- ✓ **Meter cost**
- ✓ **Feature set**
- ✓ **Ease-of-use**

+

- **Competitive sales channel**

- ✓ **Partnering underway**



Design for cost efficient manufacturing

Cost Type	Technology Feature	Cost Impact
Materials	<ul style="list-style-type: none">• Low complexity design• Inexpensive chemistry components• Small electrode area• Sputtered electrodes• No ablation steps	<ul style="list-style-type: none">• High yield rates• Low reagent cost • Low reagent use/cost• Low metals use/cost• Low metal waste/cost
Labour	<ul style="list-style-type: none">• Web-based, reel-to-reel manufacturing process	<ul style="list-style-type: none">• Highly automated / low labour cost
Overhead	<ul style="list-style-type: none">• Low manufacturing footprint	<ul style="list-style-type: none">• Low facility cost
Indirect	<ul style="list-style-type: none">• Large batch size• High reproduceability	<ul style="list-style-type: none">• Low calibration cost• Low QC costs



PT/INR offers good potential

Maximum annual earnings opportunity (at 100% market share):

- Consider a target audience of >7 million Warfarin patients worldwide
- Assume 100% of this market
- Consider PT/INR monitoring frequency ranging from 8-weekly to weekly
- Consider earnings per test strip ranging from \$0.50 to \$1.50

Indicative Testing Frequency	Indicative Earnings per Strip		
	\$0.50	\$1.00	\$1.50
Once every 8 weeks (~45M tests/annum)	\$23M	\$45M	\$68M
Once every 2 weeks (~182M tests/annum)	\$91M	\$182M	\$273M
Once per week (~364M tests/annum)	\$182M	\$364M	\$546M

Note: this analysis is intended to illustrate the scope of the opportunity within PT/INR testing across a range of input assumptions and in no way represents a forecast of likely UBI earnings.

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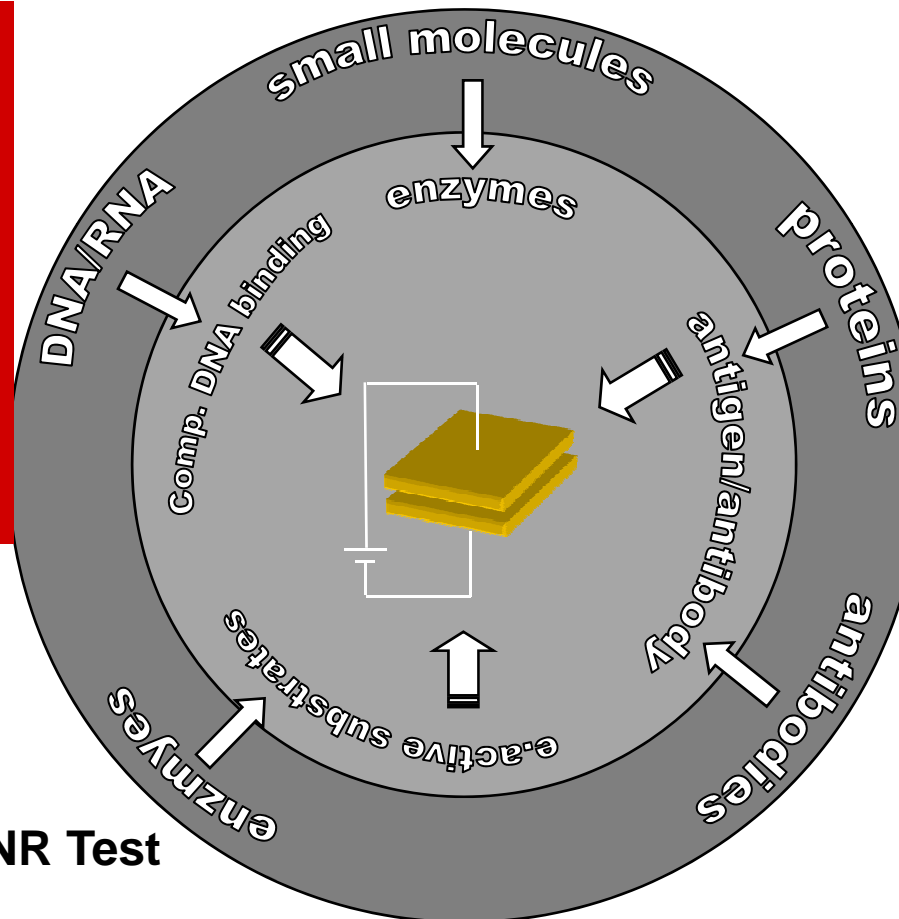
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Many future opportunities to consider

1 Glucose Test

For example:

- Oncology
- Infectious diseases
- Personal Medicine
- etc

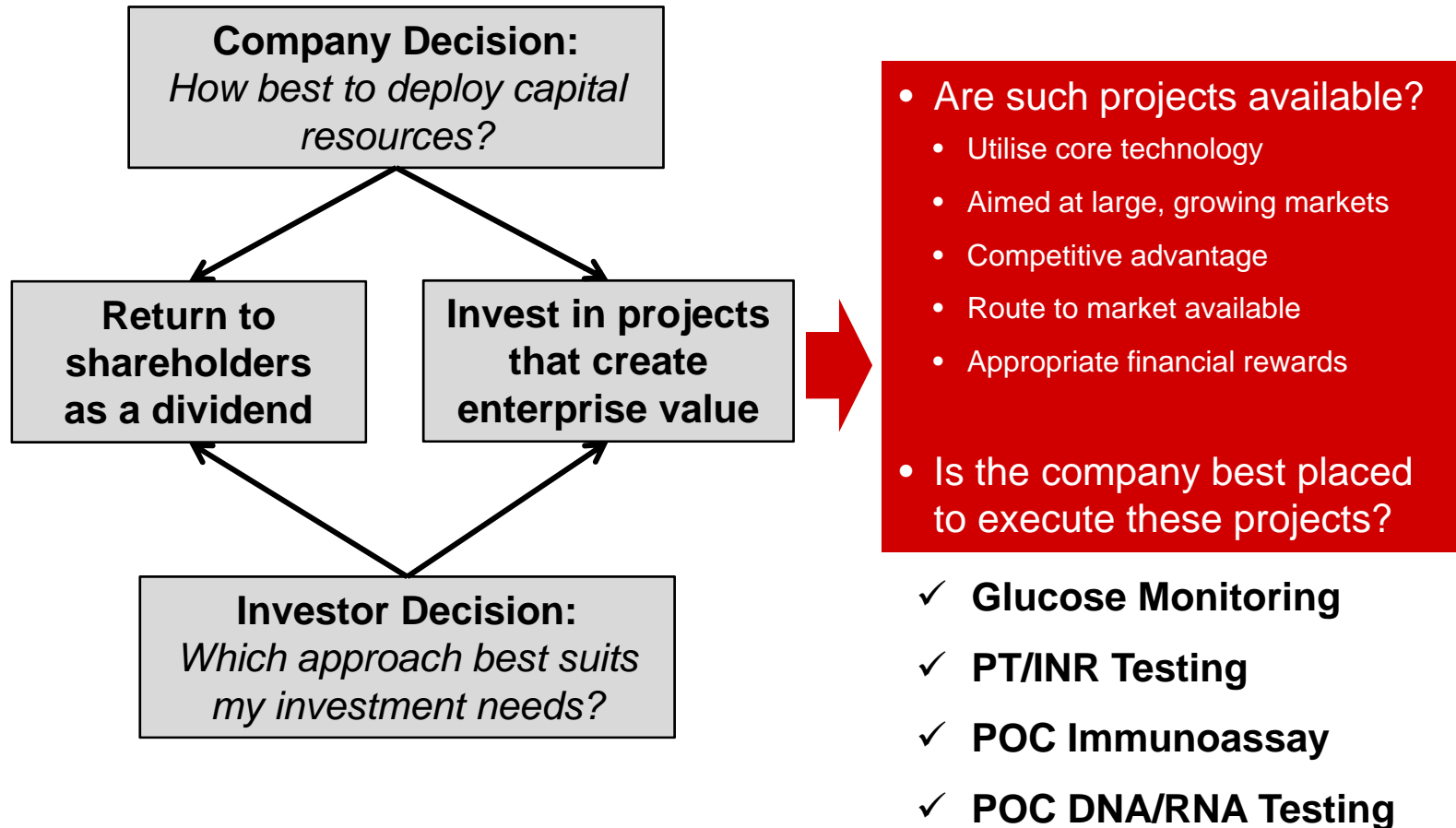


For example:

- D-Dimer
- CRP
- Cardiac markers
- Infectious disease markers
- Cancer markers
- etc

2 PT/INR Test

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