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Universal Biosensors

9 September 2011

UBI Audio Update

Universal Biosensors, Inc. (ASX: UBI) provides the opportunity to listen to an audio broadcast with Paul Wright, Managing Director and CEO in a presentation titled "UBI Investor Presentation".

To listen, copy the following details into your web browser:

brr.com.au/event/86466

The presentation details are as follows:

Investor Presentation – Paul Wright, Managing Director
Presented by Paul Wright, Managing Director and CEO
Friday, 9 September 2011, 9:00am AEST

Ends

Enquiries:

Mr Paul Wright: 03 9213 9000

About Universal Biosensors

For additional information in relation to Universal Biosensors, refer to <http://www.universalbiosensors.com/announcements.html>.

Universal Biosensors is a specialist medical diagnostics company, founded in 2001, that is focused on the development, manufacture and commercialisation of a range of in vitro diagnostic tests for point-of-care use. These tests capitalise on a technology platform which uses a novel electrochemical cell that can be adapted for multiple analytes and provide for enhanced measurements in whole blood.



Universal Biosensors, Inc.

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Investor Presentation

September 2011



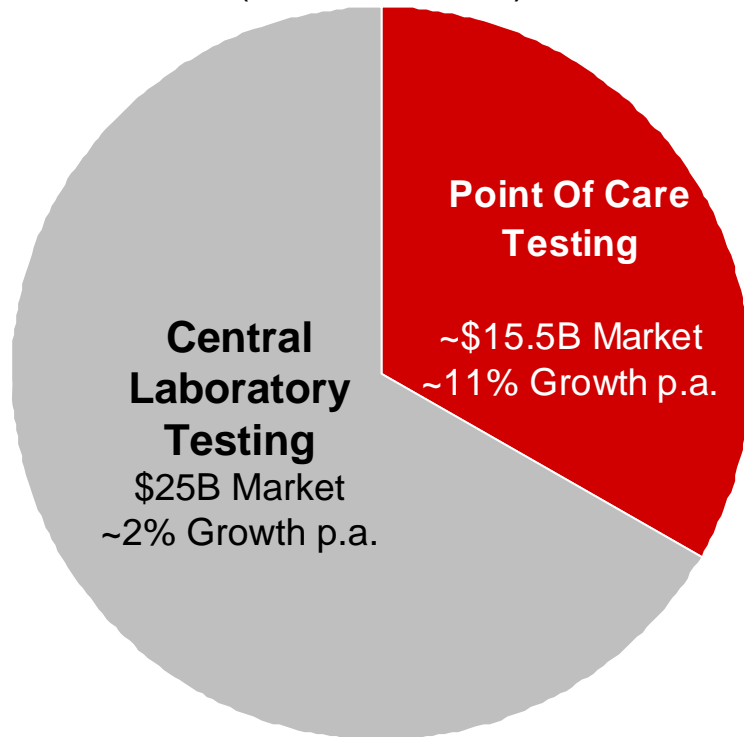
Important Disclaimer

- This presentation is intended to provide a general outline only and is not intended to be a definitive statement on the subject matter. This presentation is not financial advice and has been prepared without taking into account the objectives, financial situation or needs of a particular person.
- Neither the Company, nor its officers or advisors or any other person warrants the accuracy of the analysis herein or guarantees the investment performance of the Company. Investors must make their own independent assessment of the Company and undertake such additional enquiries as they deem necessary or appropriate for their own investment purposes.
- The statements contained in this presentation that are not purely historical are forward-looking statements within the meaning of the Exchange Act. Forward-looking statements in this presentation include statements regarding our expectations, beliefs, hopes, intentions or strategies regarding the proposed offering. All forward-looking statements included in this presentation are based upon information available to us as of the date hereof, and we assume no obligation to update any such forward-looking statement as a result of new information, future events or otherwise. Our actual results could differ materially from our current expectations.
- The Company is subject to a number of risks. For a summary of key risks, refer to the Company's most recent Form 10-K filed with the United States Securities and Exchange Commission.
- Under applicable United States securities laws all of the shares of our common stock are "restricted securities" as that term is defined in Rule 144 under the Securities Act of 1933, as amended. Restricted securities may be resold in the public market to United States persons as defined in Regulation S only if registered for resale or if they qualify for an exemption from registration under the Securities Act. We have not agreed to register any of our common stock for resale by security holders.



UBI targets the \$15B, growing POC market

Global In Vitro Diagnostics Market
(2010 estimate)



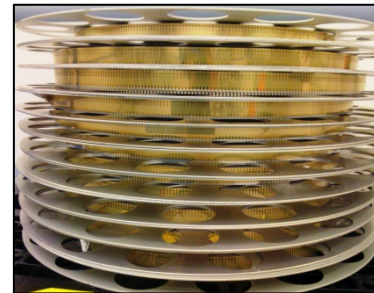
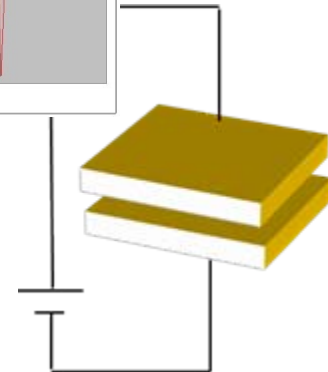
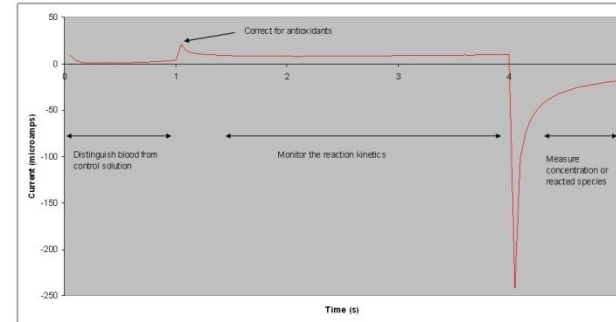
Point of Care Growth Drivers

- 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



Using UBI's powerful diagnostic technology

- **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)

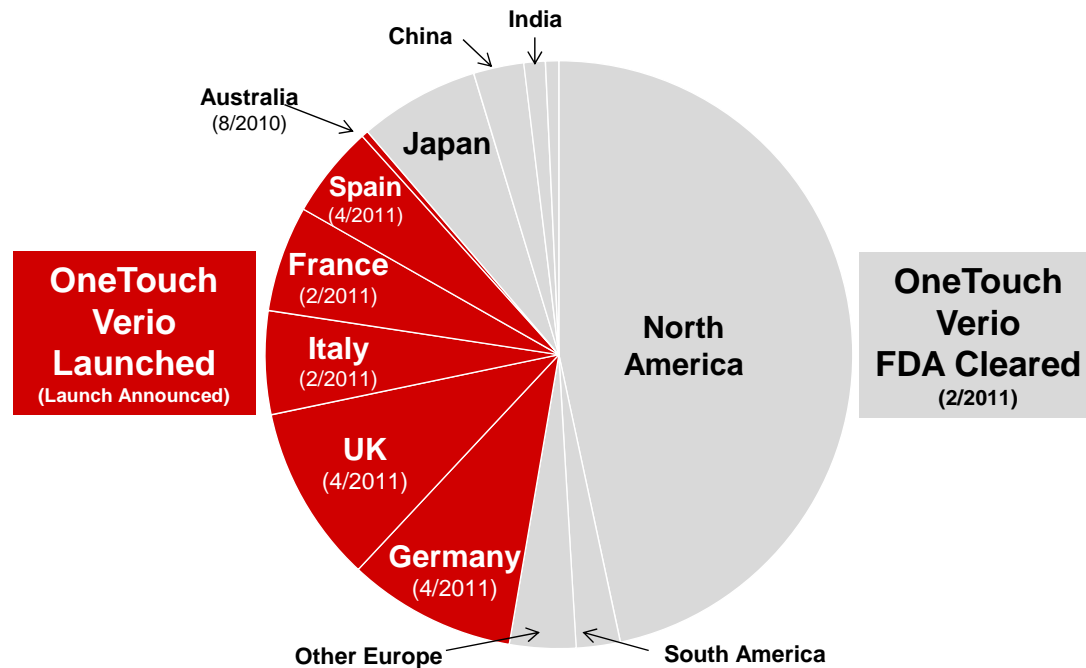




Now launched into the \$10B SMBG market



Self Monitored Blood Glucose Market (2015 estimate*)



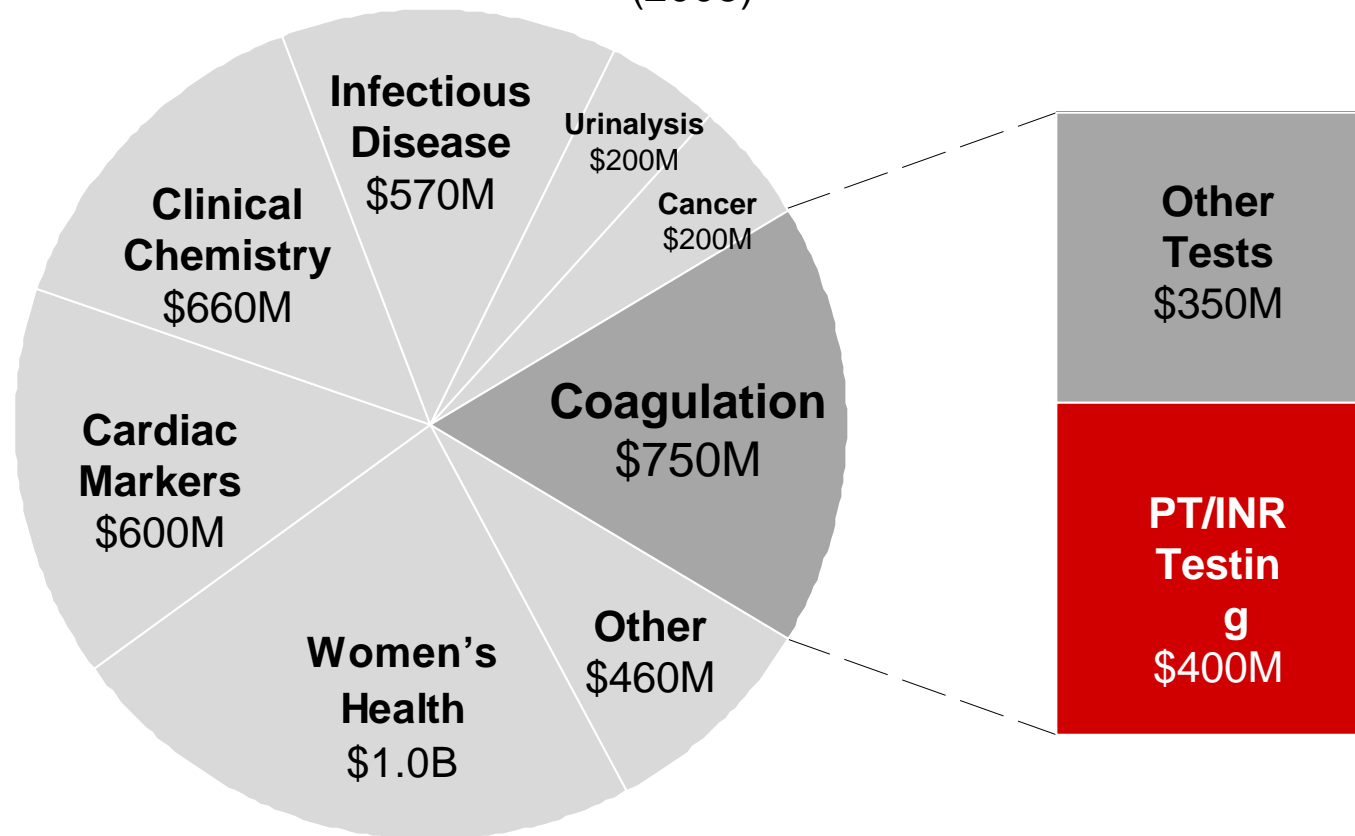
Source: Global Data, SMBG Market Study Nov 2009

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



Next 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*



Siemens – a powerful new partner for UBI

- Partnership in the worldwide Coagulation market
(excluding Patient Self Test segment)
- Multiple coagulation products to be developed
 - ✓ PT/INR product first to launch (with modified specs)
 - ✓ Further products to follow
- Initial technology fee of \$3 million and a series of 6 payments tied to product development milestones
- UBI to manufacture test strips under agreed supply terms
- Siemens to sell & distribute the products worldwide



Siemens Healthcare Diagnostics

- Siemens Healthcare Diagnostics - a powerful partner
 - ✓ >14,000 employees
 - ✓ Serving 30,000 customers worldwide
 - ✓ >130,000 instruments installed
- World leader in haemostasis, urinalysis and immunoassay
- Strong position in central laboratory and POC markets
- Corporate directions:

“...moving ahead to break new ground in ... affordable personalized healthcare...future-oriented fields in which we’ll also play a pioneering role”

“Committed to advancing patient care, we support clinicians in diagnosing disease, managing patient conditions, and monitoring medical therapies.”

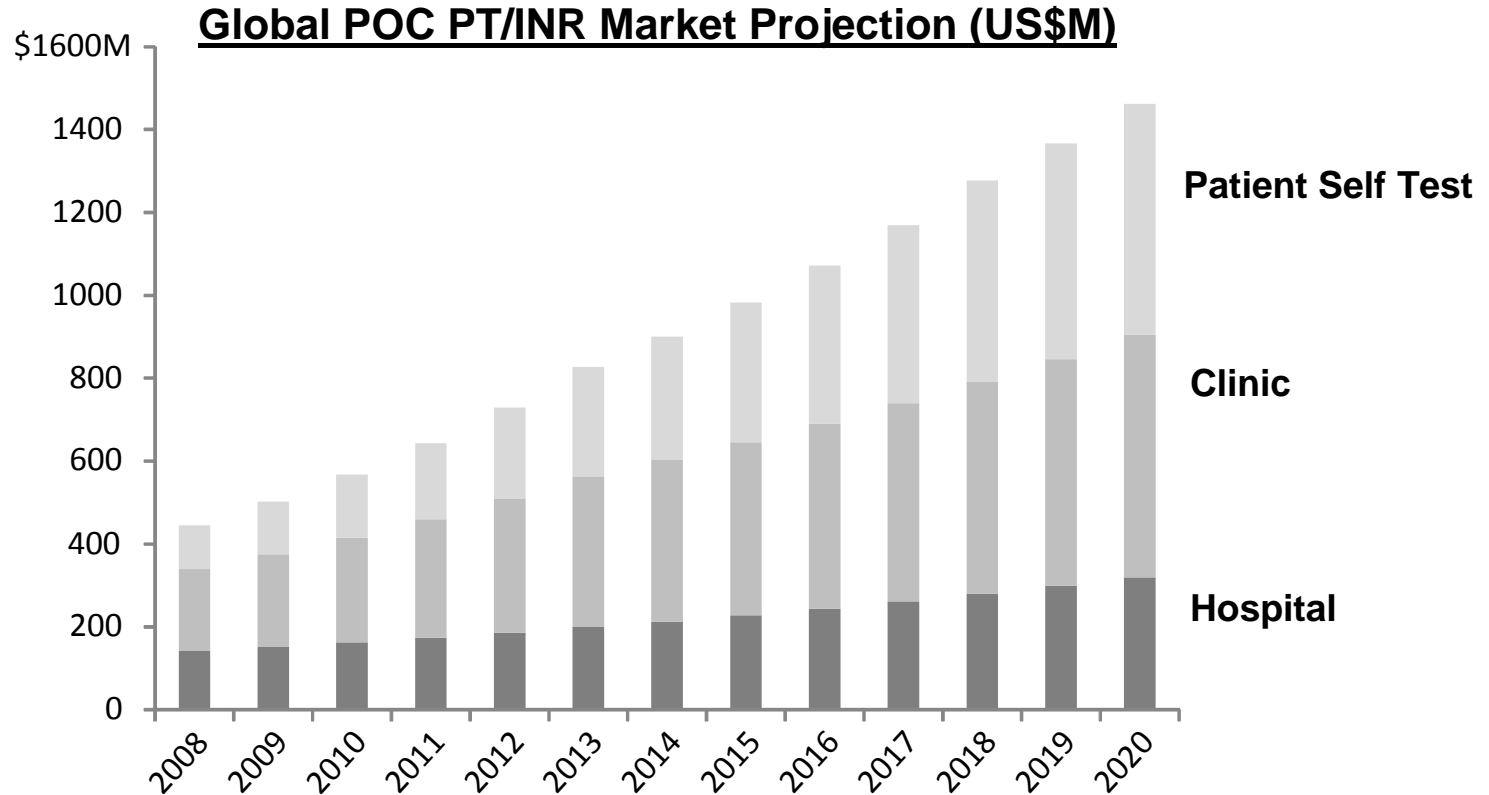


Siemens deal is a breakthrough for UBI

- Delivers on an important milestone in UBI's evolution
- Validates UBI technology beyond diabetes
- Provides a powerful global sales & distribution for PT-INR product & beyond
- Offsets UBI R&D costs via milestone payments
- Enhances competitiveness of PT/INR product specification *(impacts timing of regulatory submission)*
- Provides future annuity streams from supply of PT-INR and other test strips
- Leaves further opportunity for commercialisation of PT/INR in Patient Self Test segment



1st market, PT/INR, shows strong growth



- Market growth driven by:
 - ✓ ongoing Warfarin use,
 - ✓ increasing testing frequency

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

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



Siemens will address professional segments

PT/INR Segments:	Hospital POC	Ambulatory	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 Siemens Danaher Alere Arkray Instrumentation Lab. Becton Dickinson 	<ul style="list-style-type: none"> Roche Alere Philips Home health care

UBI and Siemens

In discussions with other potential partners

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



Partnership strengthens competitiveness



- **Competitive product**

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

+

- **Competitive channel**

- ✓ **Global healthcare brand**
- ✓ **Global distribution**
- ✓ **Technical & customer support**



PT/INR offers good economic 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.