



Brilliance in photodynamic technology™

# Photocure ASA - Capital Markets Day

## Introduction

October 28, 2009

Kjetil Hestdal, President & CEO



# Agenda Capital Markets Day

- 11:30 – 12:15**      **Presentation of Third Quarter 2009 results**
- 12:15 – 12:30**      **Coffee break/ Lunch**
- 12:30 – 13:00**      **Introduction**  
Photocure's strategy: Creating a sustainable Specialty Pharma company  
Kjetil Hestdal, President and CEO of Photocure ASA
- 13:00 – 13:30**      **Cancer**  
Photocure's approach in Cancer  
Inger Ferner Heglund, Vice President Research and Development of Photocure ASA
- 13:30 – 13:40**      **Coffee break**
- 13:40 – 15:00**      **Dermatology**  
Dermatology opportunities for mid-sized pharmaceutical companies  
John Rountree, Partner of NovaSecta Limited, London  
Commercial opportunities in aesthetic dermatology and skin care  
Patricia S. Pao, Managing Partner of The Pao Principle LLC, New York  
Photocure's approach in Dermatology  
Grete Hogstad, Vice President Marketing and Sales of Photocure ASA
- 15:00 – 15:30**      **Summary and Q&A**

# Specialty pharma company

## Photocure in 3 years



- We will create a unique Specialty Pharma company
- We will continue to focus on PDT based products
- We remain committed to our Cancer portfolio
  - Continue providing PDT products to diagnosis & early stage cancer treatment
- We increase our commitment to the Dermatology market
  - Capitalize on technological and commercial capabilities

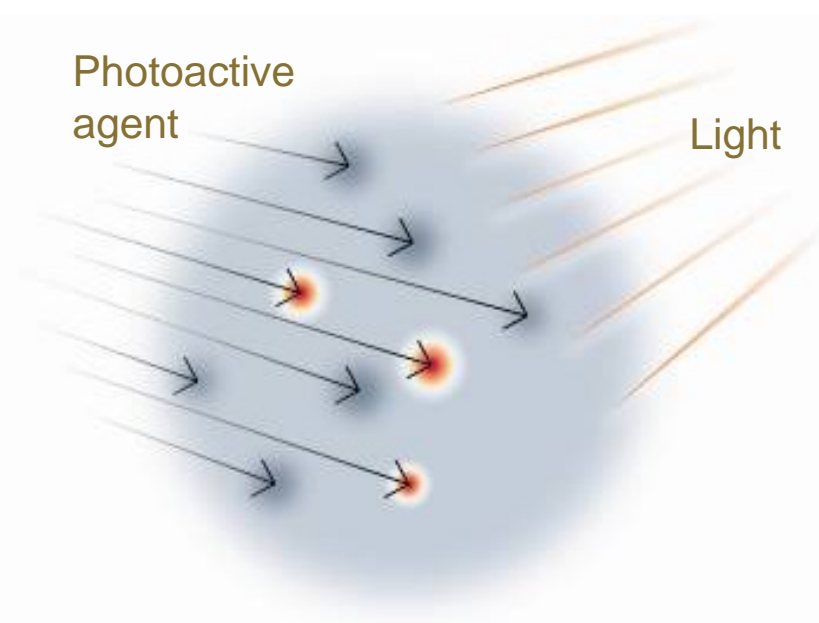
Technology and capabilities to create significant value in Dermatology



# Photocure Technology™

## Photodynamic therapy and diagnosis

- Earlier & more accurate diagnosis
- More targeted treatment
- Few/ limited side effects
- Well documented
- New standards for diagnosis & treatment of cancer





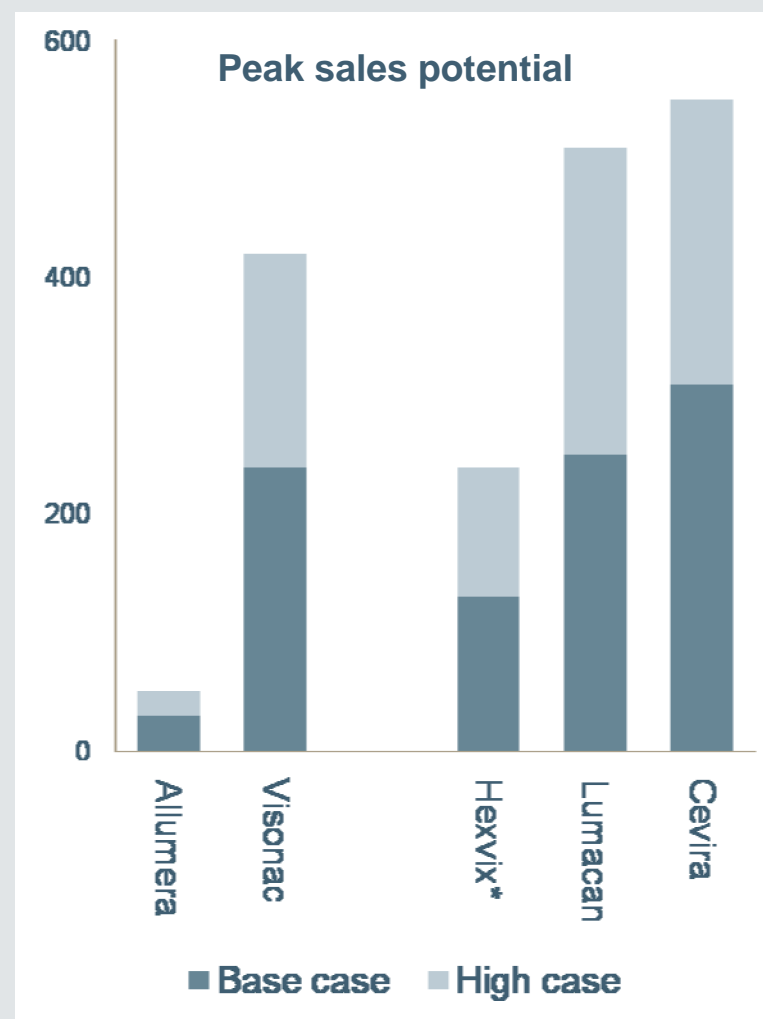
# Strong platform for future growth

## Creating value from strong IP position in Dermatology and Cancer

	Indication	Status
Hexvix®	Detection of bladder cancer (US, TURB**)	Fast-track NDA review in the US
Cevira™	Treatment of cervical cancer	Phase I/II
Lumacan™	Detection of colon cancer	Phase I/II
Allumera™	Improving the appearance of skin	Pilot trial
Visonac™	Treatment of acne	Phase II/III

**A promising pipeline with large market potential and well-defined roadmap to market**

million euro





# Synergies in PDT value creation

STRATEGY

Cancer portfolio – maintain strategy and out-license before phase III

Phase I

Phase II

Phase III

Commercialisation

Dermatology - focus on both development and commercialisation

Phase I

Phase II

Phase III

Commercialisation

- Accelerated development of Visonac™ and 2<sup>nd</sup> and 3<sup>rd</sup> generation PDT products
- Explore alternatives for in-licensing of commercial dermatology products
- Explore strategic and structural opportunities



# Creating value in Cancer

- Development projects (e.g. Cevira, Lumacan)
  - Invest through clinical proof of concept then out-licence
- For on-market products (e.g. Hexvix)
  - Strategic Marketing supported by Nordic sales
  - Life cycle management (LCM) support (eg Flexible scopes)

**Top priority to accelerate R&D and reduce uncertainty**



# Commercializing Dermatology

- Build a robust pipeline of Dermatology products
  - Visonac for Acne and *New PDT brand* (Allumera™) for improving the appearance of skin
  - Explore alternatives for in-licensing
- Demonstrated successful Sales & Marketing for PDT
  - Capitalize on Metvix experience by S&M of more products
  - Create direct distribution in chosen regions
- USA - the most attractive market for Dermatology
  - Explore strategic opportunities for US commercialization

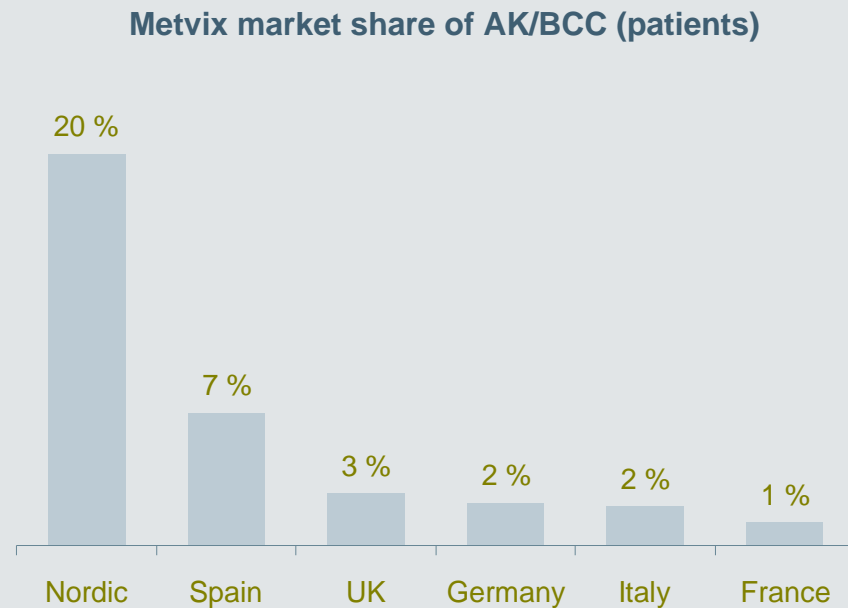
**Create further value – beyond R&D and out-licensing**

# Metvix<sup>®</sup> - a proven record

- a successful dermatology product



- Approved for AK, BCC and Bowen's in more than 30 countries on 5 continents
- > 1 million patients treated in total
- Superior sales & marketing unit in Nordic



**Taken through research, development and commercialisation**

\*Photocure estimate



# Strategic divestment of Metvix

- Accumulated profits & sales proceeds of approximately NOK 700 million
- Increases degree of freedom
  - Independence of Galderma in Dermatology
- Proceeds accelerate opportunities for increasing shareholder value

**A necessary first step for implementing Photocure's strategy**

# Transaction creates opportunities

- enabling further value creation from PDT



- Accelerate development of PDT Solutions for Dermatology

– bringing products more secure to the market

- Visonac™ for Acne
- *New PDT brand (Allumera™) for improving the appearance of skin*

***Estimated R&D cash need in 2010 – 2012: NOK 160 – 250 million***

- Initiate and accelerate development of PDT Solutions within Cancer

– improvements securing valuable license agreements

- Hexvix® for Outpatient Diagnostic Usage, Bladder Cancer Therapy.
- Cevira™ for Cervical Lesions Treatment
- Lumacan™ for Colon Cancer Diagnosis.

***Estimated cash need in 2010 – 2012: NOK 130 – 180 millio***

**Total cash after Metvix divestment NOK 512 million**



# Well positioned for further growth

- Turning Photocure into a Specialty Pharma company
  - Two synergistic value-creation engines in PDT:
    - Cancer – development & out-license before phase III
    - Dermatology – development & commercialization
- Metvix divestment – financial flexibility for strategy implementation
  - Accelerate opportunities for increasing shareholder value:
    - R&D
    - Commercialization
    - Strengthening organization
    - Pursue structural opportunities
    - Share buy-back & proposed dividend

**Investing to further increase shareholder value**