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Photocure ASA - Capital Markets Day

Photocure's approach in Cancer

October 28, 2009

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Creating value in Cancer

Remaining committed to PDT based products

- PDT suited to cancer management in diverse therapeutic areas
- For on-market products (e.g. Hexvix)
  - Valuable market input from own commercial operation
  - Life cycle management activities
- Development projects (e.g. Cevira, Lumacan)
  - Invest through clinical proof-of-concept (PoC) then out-licence before phase III

Top priority to accelerate R&D and reduce uncertainty

Overview PDT cancer portfolio

Hexvix®	Cevira™	Lumacan™
Launched in EU Fast-track NDA review US	Phase I/II clinical study ongoing	Phase I/II clinical study ongoing
• Secure US approval • Increase public awareness • Improve reimbursement procedures • Clinical studies to increase therapeutic area	• PoC in low grade dysplasia • PoC with new device • IND opened in 2008 in the US	• PoC with oral formulation
	• Work to reduce market barriers • Investing to reduce technical risk • Secure Licence/Development partner(s) before phase III	

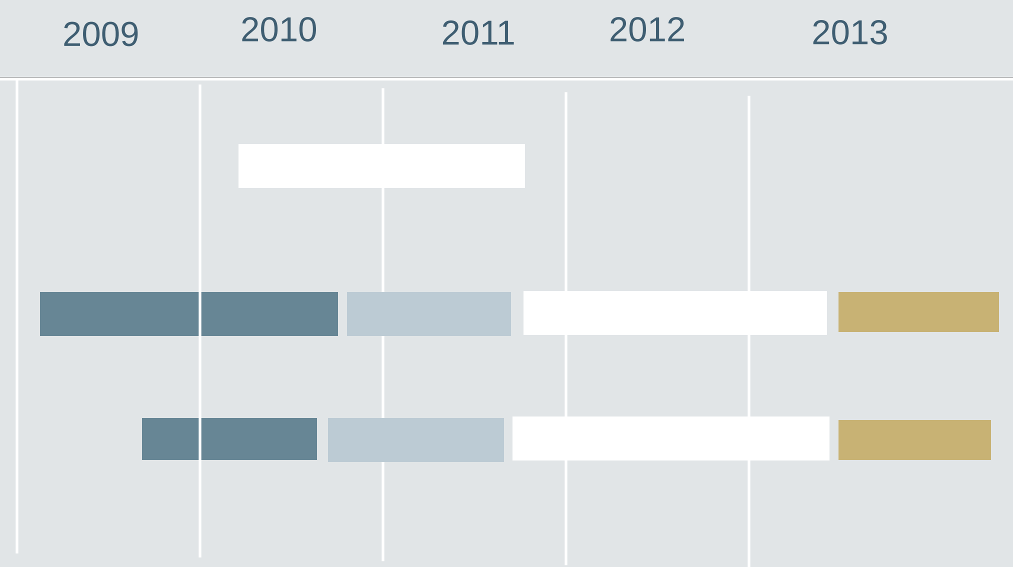
Developing strong products for out-licensing

R&D programs

Hexvix
Detection of bladder cancer in outpatient setting

Cevira ™
Treatment of low grade dysplasia in the cervix

Lumacan™
Detection of colon cancer



Phase I/II Phase IIb Phase III Submission

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Hexvix®

- a breakthrough in bladder cancer diagnostics

Bladder cancer

Prevalent, recurring, dangerous and expensive

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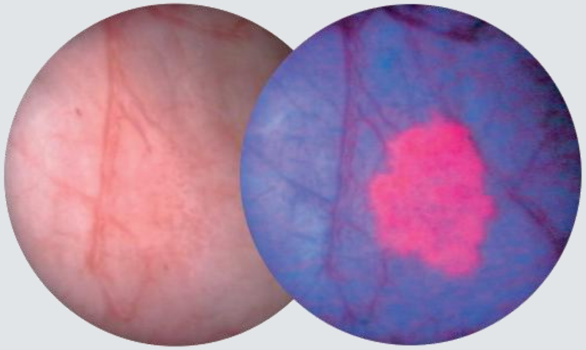
- **High prevalence:** 5th most common cancer type [3]
- **Frequent recurrences:** In 50%-70% of patients [1]
- **High mortality:** > 50% in advanced cases
- **Most expensive cancer:** USD 96-187K/patient [2,3]

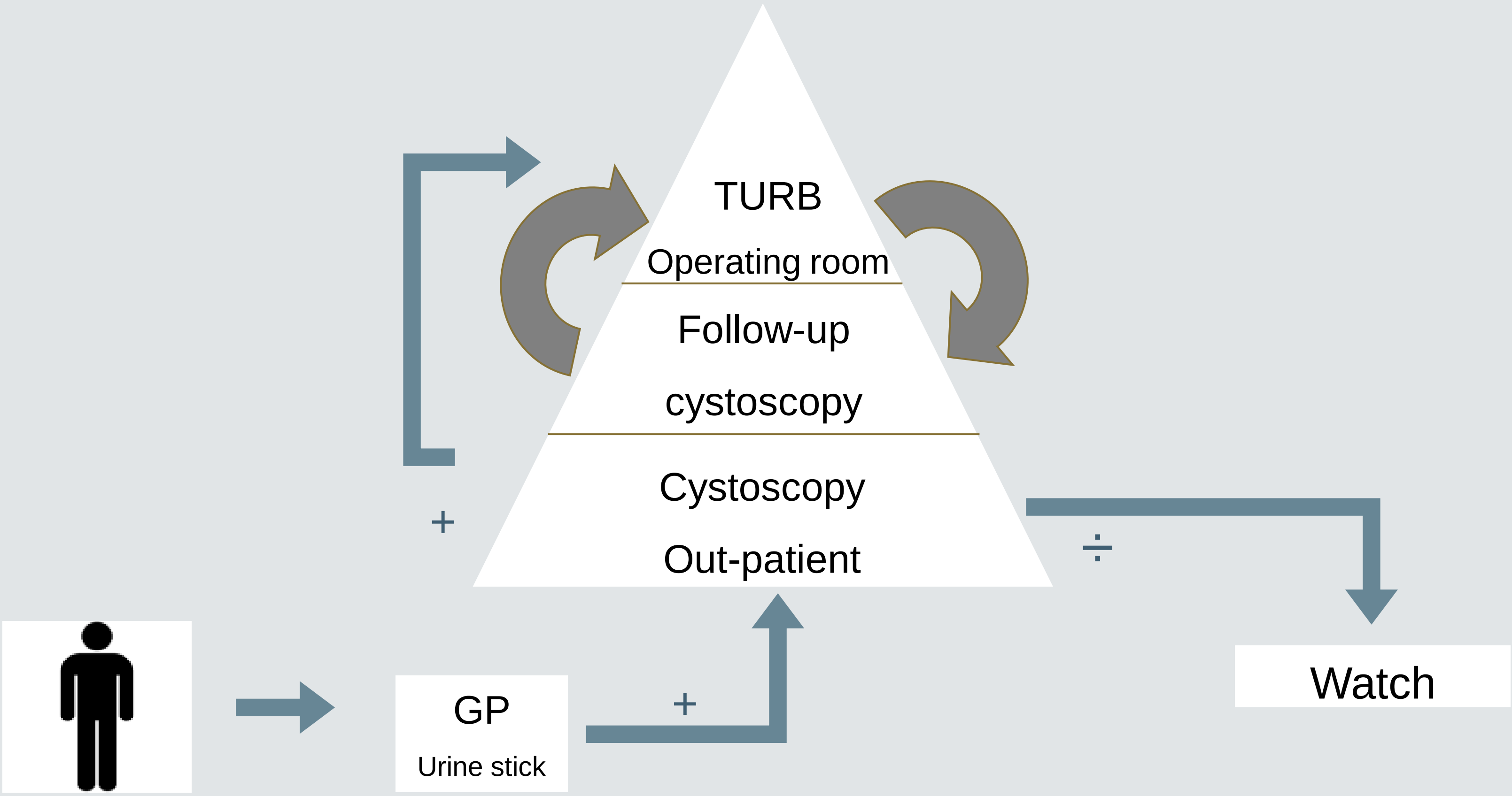
- **Large market opportunity in Europe/US:**
  - ~ 6 mill cystoscopies annually
  - ~ 600,000 procedures (TURBs) annually
  - > 200,000 new patients annually [4,5]



HEXVIX®
HEXAMINOLEVULINATE

1 Heney NM, et al. Superficial bladder cancer: Progression and recurrence. J Url 1983;130:1083-6.
3 Botteman MF et al. Pharmacoeconomics. 2003;21(18):1315-30.
5.Globocan database (World Health Organization).
2 Riley GF et al, Med Care 1995;33(8):828-841
4.U.S. National Institutes of Health. 2008.

Expanding the market for Hexvix®



Peak sales potential of EUR 130 – 240 million in EU & US

Hexvix® value proposition
- the only licensed product of its type

- Enables doctors to carry out a more effective tumour removal
- Strong improvement compared to standard diagnostic procedures

	Hexvix results
Detection of patients w/ bladder cancer	30% more[1.]
Detection of patients w/ CIS lesions	28% more[2.]
Detection of CIS lesions	67% more
Recurrence - relative reduction	**22%** [5.]
Patient management improvement	1 in 5[3.]
Cost effective	Yes[4.]

1. Jichlinski P et. al. J Urol, 2003;170:226-229
2. Scmidbauer J et. al. J Urol, 2004;171:135-138
3. Jocham D et. al. J Urol, 2005;174:862-866
4. Burger et. al. Eur J Urol, 2007;52:142-147
5. Publication in progress

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Hexvix® roadmap on track

HEXVIX®
HEXAMINOLEVULINATE

- Secure US approval
  - Fast-track NDA review
  - Action letter from FDA expected end December 2009
- Life Cycle Management:
  - Increase therapeutic area
  - Improve procedures
  - Develop new treatment options for follow up-patients

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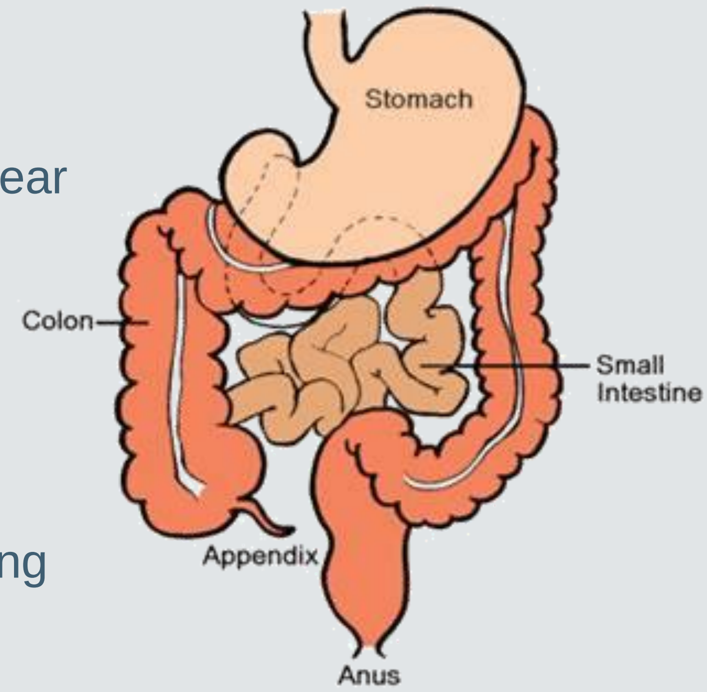
Lumacan™
- diagnosis of colorectal cancer

Colorectal cancer (CRC)
- growing health problem, among most lethal cancers

- Colorectal cancer - large and growing area
- Among the most lethal cancers
- > 500,000 cases diagnosed in US & EU per year
- Five years survival rate is 50 – 60%
- Colonoscopy screening may prevent up to 80% of deaths from Colorectal Cancer
- Use of colonoscopy is growing rapidly, and colorectal cancer screening programs are being rolled-out in many countries



Long term market growth
- driven by increased CRC screening

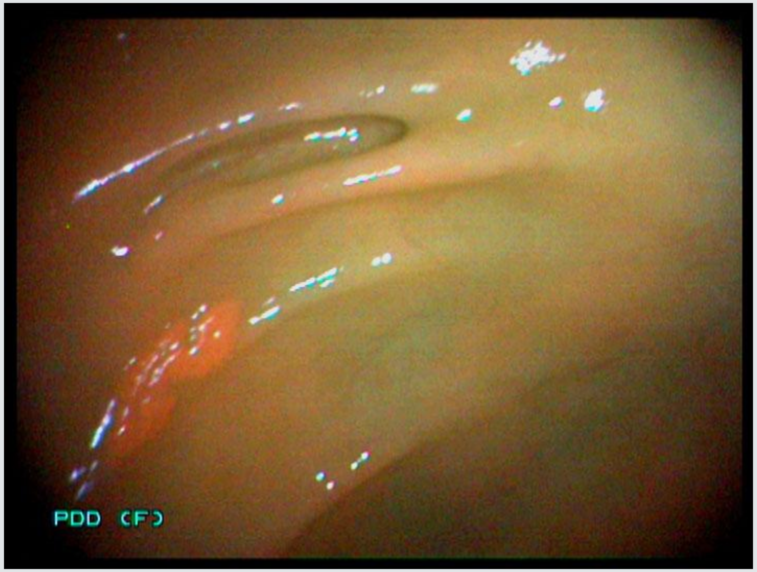
- Screening programmes for the over 50’s started in US/ EU
- The over 50’s population in US/ EU represents a potential market of 217 million patients today, increasing 15% by 2017 (US)
- Estimate approximately 13 million people per year will enter the screening pool (US and EU)

Peak sales potential of EUR 300 – 510 million in the EU & US

Lumacan™ value proposition
Diagnosis of colorectal cancer

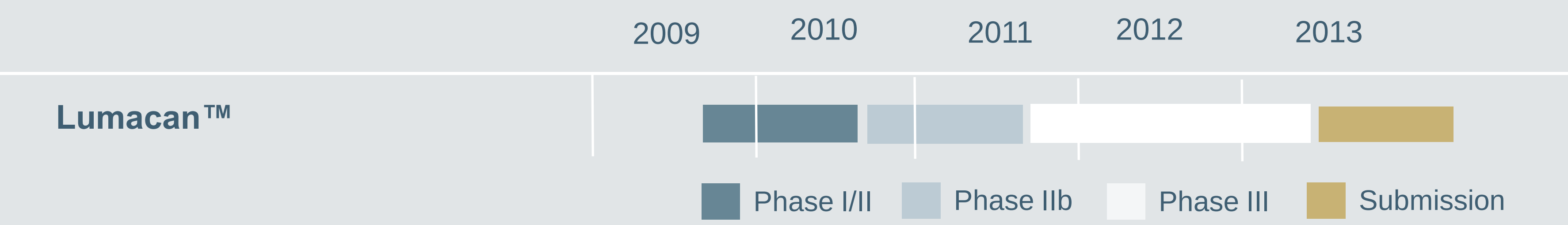
- Improves CRC diagnosis based on established technology
- Strong intellectual property
- Results from Proof of Concept using enema showed 39% increase in detection rate using Lumacan-colonoscopy.
- 2007 market research resulted in adjusted development program (simplify procedure)

→New oral formulation in development to optimize user friendliness



First PoC-study in Munich, Germany.
One flat lesion showing fluorescence in colon.
Courtesy: Prof. Dr. B. Mayinger

Lumacan™ roadmap



- Est. R&D costs 2010-2012: NOK 60 – 80 million
- Ongoing Phase I/II
  - Study with oral formulation
- Phase IIb
  - Establish dose and clinical procedure
- Phase III
  - Document efficacy and safety in clinical studies in EU and USA

Complete phase II program, cost sharing for phase III and registration

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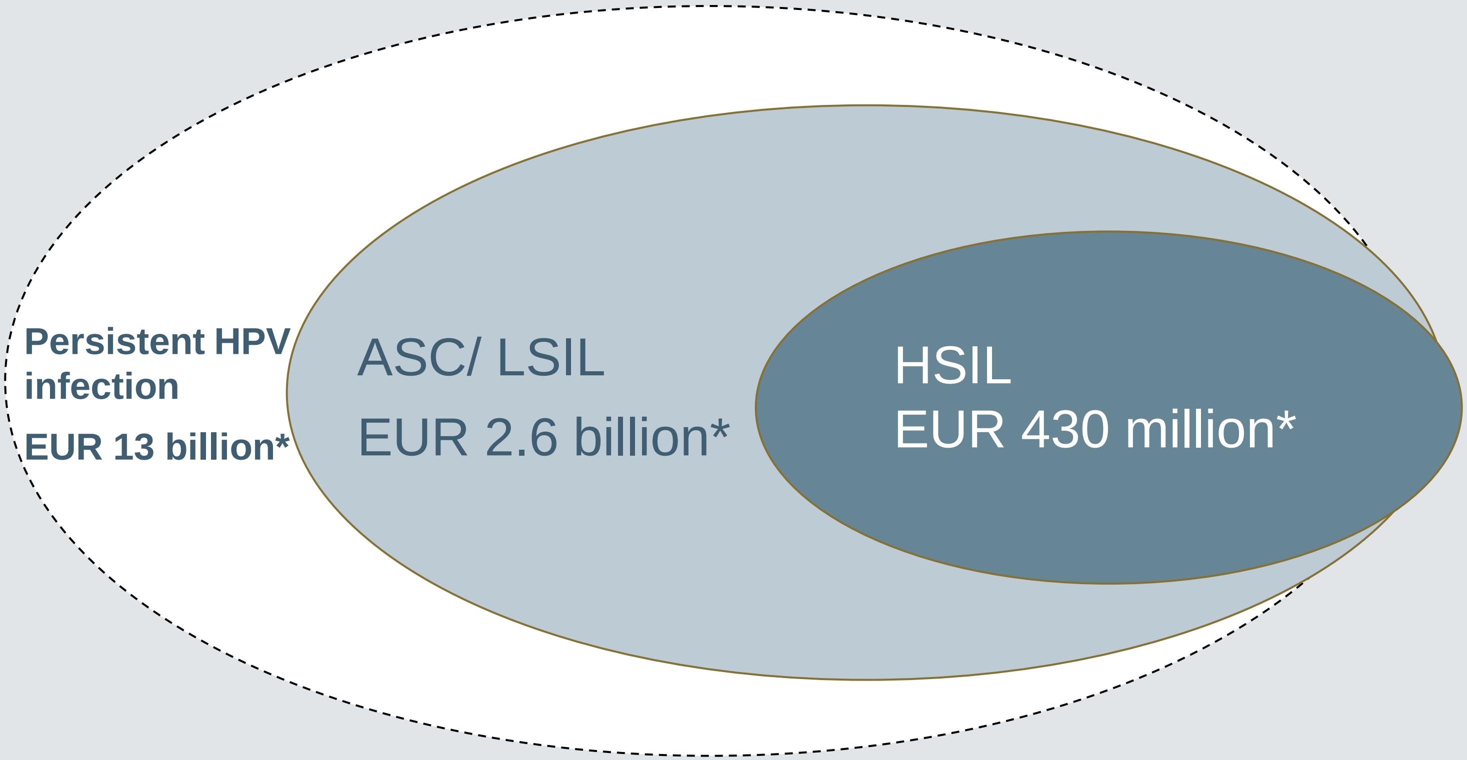
Cevira™

- treatment of abnormalities in the cervix

Significant market opportunity

High prevalence & medical need for Cevira

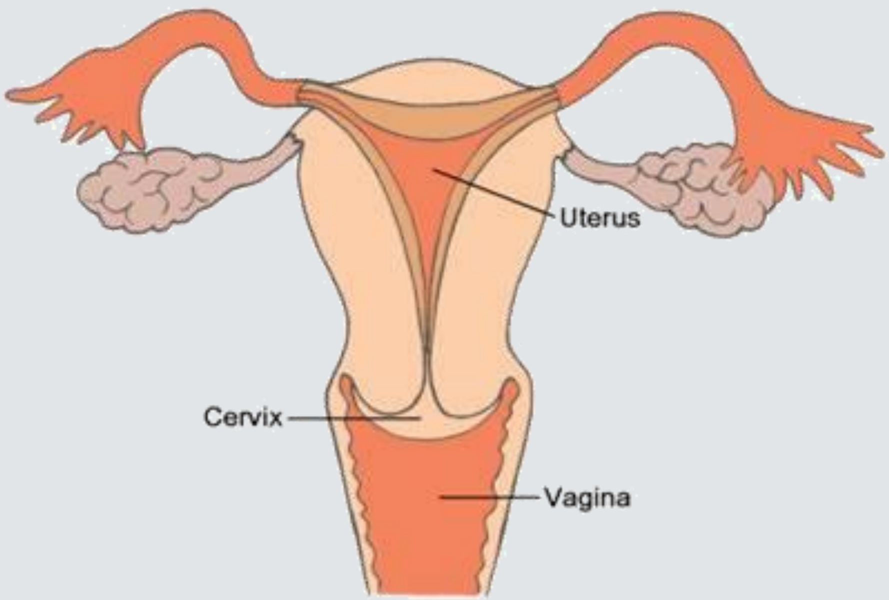


Peak sales potential of EUR 250 – 550 million in the EU & US

*Photocure estimate

Cervix
- clinical challenges

- Patients with mild lesions (CIN1)
  - Poor diagnostic sensitivity (20-30% CIN2+)
  - Positive HPV testing
  - No standard therapy
  - Patient anxiety
  - Time-consuming and costly follow-ups
  - Patients lost to follow up



- Patients with severe lesions (CIN2/3)
  - Invasive surgery
  - Requires local or general anaesthesia
  - Risk of undesirable side effects (bleeding, stenosis, infection, preterm labour)

Cevira™ value proposition

- Attractive to patients and gynecologists:
  - Simple, quick, non-invasive procedure
  - Reduces patient anxiety
  - Preserves normal tissue
- Market driven by unmet medical need and public awareness
  - HPV-infection and cervical cancer link emphasized by HPV-vaccines
- Increase in patient-led demand from emerging HPV screening, in addition to traditional cytology and colposcopy

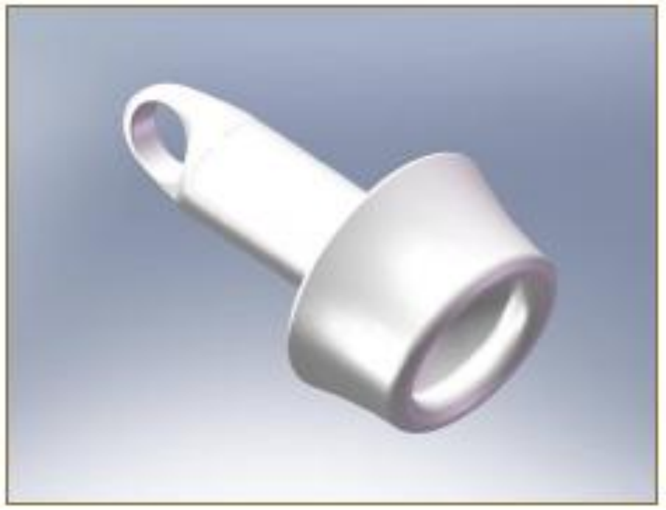
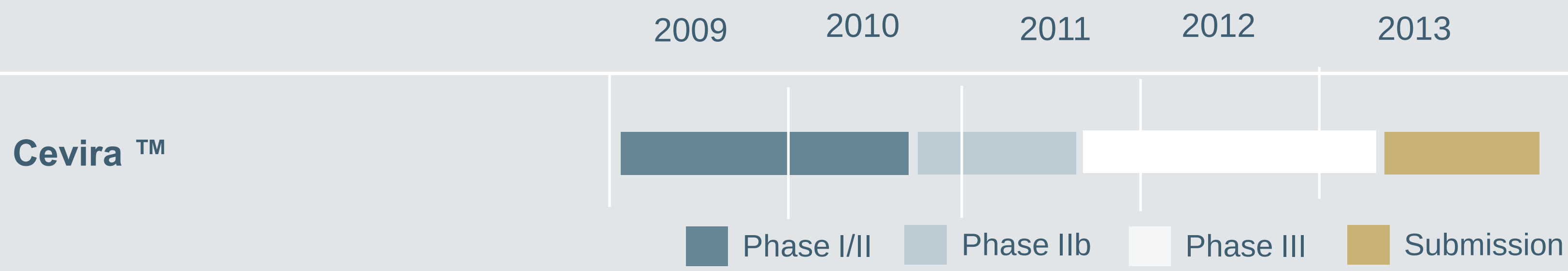


Illustration of Cevira device

Cevira™ roadmap



- Est. R&D costs 2010-2012: NOK 70 – 100 million
- Market experience - adjusted development in 2008 (simplify procedure)
- IND opened in 2008 in the US
- Phase I/II study started in Q1 2009

Complete phase II program and cost sharing for phase III and registration

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Summary

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