

TM

**“Pharma and Imaging Companies
interactions have progressed”**

**–
2nd Quarter 2010**

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Financial Controller

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Chairman BoD

DiAGENIC

FOR EARLIER DISEASE DETECTION



Agenda: 2nd Quarter 2010 Presentation

- ◆ 2nd Quarter Highlights
- ◆ Product Development & Commercial Strategies
- ◆ 2nd Quarter Finance
- ◆ Outlook

2nd Quarter 2010 Highlights

- ◆ Distributor sales continue to be slow and below expectations
 - ◆ BCtect® is promoted by the first clinic in UK and 6 more is starting after summer
- ◆ Strength of IP and competitive position drives Pharma and PET imaging companies' interest in DiaGenic. Multiple interactions ongoing in Alzheimers area (ADtect® /MCItect®)
- ◆ New Board of Directors elected – more focus on partnering options for DiaGenic

Post quarter end

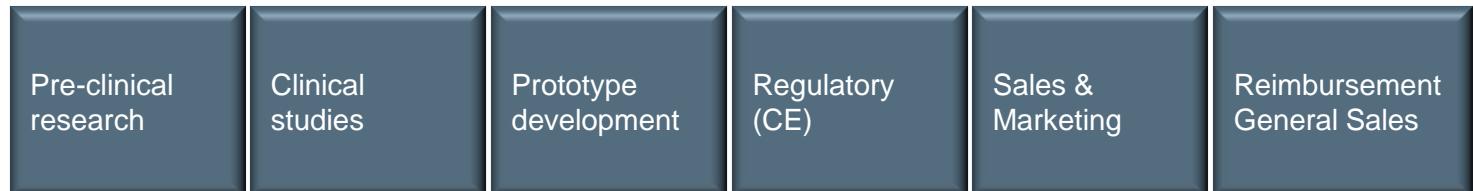
- ◆ Notice of Allowance on a family 3 Patent covering 30 countries in Europe

Agenda: 2nd Quarter 2010 Presentation

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Product portfolio

Molecular Diagnostics



ADtect
DiaGenic for early Alzheimer's Disease detection



mcitect
DiaGenic for early Alzheimer's Disease detection



BCtect
DiaGenic for early Breast Cancer detection



PDtect
DiaGenic for early Parkinson's Disease detection



FOR EARLY DISEASE SIGNATURES

Solid IP, backed by 10 years of R&D

> 100 patents accepted or granted

Patent overview

17th of August 2010

| Countries/Region | Family 1 (WO 98/49342) | | | Family 2 (WO 2004/046382) | | | Family 3 (WO 2005/118851) | | | |
|------------------|---------------------------|------|------|------------------------------|---|---|------------------------------|---|---|---|
| | Expiry year | 2017 | 2023 | 2024 | G | A | P | G | A | P |
| US | | 1 | 0 | 2 | 0 | 0 | 1 | 0 | 0 | 1 |
| Europe* | | 2 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 |
| Europe** | | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 |
| Norway | | 2 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 |
| Japan | | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 |
| Canada | | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 |
| Hong Kong | | 2 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 |
| China | | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 |
| Australia | | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 |
| New Zealand | | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 |
| India | | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 |
| South Africa | | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 |
| ARIPO* | | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 |

G Number of patents granted
 A Number of patents accepted by examiner
 P Number of patents in progress

Europe*

Designated countries

Austria, Belgium, Switzerland, Cyprus, Germany, Denmark, Spain, Finland, France, United Kingdom, Greece, Ireland, Italy, Liechtenstein, Luxembourg, Monaco, The Netherlands, Portugal and Sweden

Europe**

Designated countries

Austria, Belgium, Switzerland, Cyprus, Germany, Denmark, Spain, Finland, France, United Kingdom, Greece, Ireland, Italy, Liechtenstein, Luxembourg, Monaco, Netherlands, Portugal, Romania, Sweden, Slovenia, Slovakia and Turkey

ARIPO* (African Regional Intellectual Property Organization)

Designated countries

Botswana, Gambia, Ghana, Kenya, Lesotho, Malawi, Mozambique, Namibia, Sierra Leone, Sudan, Swaziland, Tanzania, Uganda, Zambia and Zimbabwe

List of granted patents/allowed patent applications

US 6720138; EP 0979308; EP 1323728; NO 317247; NO 20040371; JP 4163758; HK 1026003; HK 03109502.9; AU 2003286262; NZ 540750; IN 2701/DELNP/2005; ZA 2005/03797; ZA 2006/10644; HK 1057217; NO 327084; EP 156557431

Impact of Clinical Accuracy

The image features the ADdetect logo in the top left corner. Below it, the text "early detection of" is in a smaller teal font, followed by "Alzheimer's disease" in a larger teal font. To the right, a black and white profile photograph of an elderly man's face is partially visible, showing his forehead and eye area.

- Two independent validation studies of ADtect® showed a 71.6% and 71.5% agreement of the ADtect® test with the clinical diagnosis
- Clinical diagnosis is not always in agreement with true pathology
- Among the 16 AD cases and two (2) controls where CSF biomarkers also was included 13 of the AD subjects and both controls were correctly predicted
- Assuming an accuracy of 80% for the clinical diagnosis compared with definite neurologically confirmed AD, the agreement of the 96-gene array test is most likely in the range 85%-90%

FOR EARLY DISEASE SIGNATURES

How closely is the gene expression in blood of Alzheimer's disease patients associated with the known biology of the disease?



- It was found that 32 of 84 genes in ADtect® encode proteins with a biological function associated with AD, brain or neuronal function.
 - Four of them are also listed in the current AlzGene database.
 - The identity of 12 genes included in the test could not be found in available databases.

P4 - 069
Key note/late

How closely is the gene expression in blood of Alzheimer's disease patients associated with the known biology of the disease?

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Summary

A new test, AdCox[®], has been developed that can detect the early detection of Alzheimer's disease (AD). The test is based on measuring the expression of selected genes in blood and is defined as the AD-specific gene signature, AdCox[®]. The test uses a low density array of 50 selected gene assays using RNA extracted from a blood sample. The performance of each of the 50 gene assays is calculated using an algorithm resulting in a positive test if the expression of the genes is significantly higher in the blood of AD patients compared to healthy controls. The test has been evaluated from cognitive healthy controls with a 75% overall agreement with the clinical diagnosis, an imperfect "gold standard". The test performance is confirmed by a study of 100 patients with probable AD and 100 healthy controls. The test has been evaluated in a study of 100 patients with AD. It was found that 32 (38%) of genes in AdCox[®] encode proteins with a biological function associated with AD, brain or neuronal function. Four of them are known to be expressed in the human genome database. The identity of the 12 remaining genes included in the test can not be found in available data bases.

Introduction

Early and accurate detection of AD is critical for implementing active management strategies which may delay the onset of the more debilitating stages of the disease. The search for biomarkers in blood has been performed for many years. In addition to cognitive tests and memory complaints presenting at clinics, several independent studies have indicated that a peripheral blood test could be used for early detection of AD. In a study of 100 patients with probable AD and 100 healthy controls, the test AdCox[®] was developed^{1,2} and further studies also demonstrate a significant degree of co-operativity in gene expression between brain tissue and peripheral blood. The expression of the genes in the AdCox[®] test is significantly higher in the blood of AD patients compared to healthy controls. The genes are regulated in a similar way in the two tissues. This opens an alternative approach to find biomarkers for the early detection of AD using blood samples. The test AdCox[®] is based on a low density array of 50 genes. The genes are selected from a list of genes that have been previously associated with a disease like AD. Gene expression studies for selection of AD have been described by others^{3,4} but these studies were performed on post mortem brain tissue. The genes in AdCox[®] are selected from a list of genes that have been associated with AD in post mortem brain tissue. With the new blood test, AdCox[®], intended to aid the detection of AD, it is now for the first time possible to examine if there are similarities in the set of genes known to be associated with AD in brain tissue and in the genes found to be informative for the disease.

Results

AdCox[®] is associated with profound biochemical and pathologic alterations in the brain, including aberrant amyloid precursor protein (APP), amyloid- β (A β) protein metabolism, tau protein phosphorylation, oxidative stress, inflammatory cell markers^{5,6}, and lipid dysregulation^{7,8}. In the AD, the main cause of dementia is assumed to result from the progressive loss of synapse function and neurologic degeneration. Here we show that among the genes in AdCox[®] there are genes that are associated with the known biology of the disease, and that there are genes that are not.

Alzheimer

The genes in the gene list (Box 1) have been associated with processing and metabolism of APP and A β . It has been shown that APP and Presenilin 1 interact with the arylacyl GPB2 and modulate ERK 1/2 activation⁹ and that there is a correlation between decreased PEPBP1 expression and accumulation of A β . Among all 510400 immuno-reactivity in brain is concentrated to astrocytes surrounding the A β plaques¹⁰. Also, SELM has been shown to be associated with A β plaques as well as to be correlated to cognitive testing¹¹.

Tau/Microtubules

There are several genes listed with an association with Tau and microtubules. DND1, KIF18B, MAP1S and PLECT1 are all proteins associated with microtubules¹².

Mitochondria

There are genes that are associated with mitochondrial function are nuclear encoded. While COX8B is involved in ATP production the remaining HAD4C, MAP1S, and PLECT1 are all essential proteins for transportation and aggregation of mitochondria in neurons¹³.

Cytoskeleton

As a primary calcium translocation channel, CAMK2, responds to cytosolic calcium fluxes by binding to and regulating the activity of target proteins. S100A8, a Ca²⁺ binding protein, is believed to stabilize intracellular Ca²⁺ homeostasis¹⁴ while ANKRD55 is involved in disruption of [Ca²⁺] homeostasis¹⁵. S100A8 is also involved in the regulation of a calcium sensor in the regulation of neuroinflammation¹⁶.

Oxidative stress

There are genes listed in this table (Box 1) but only the ANKRD55, CALM1, and S100A8, could easily have been listed here as calcium regulation is believed to be essential to mitigate oxidative stress.

Inflammation

Inflammation is a process associated with the onset of several neurodegenerative disorders, including AD, where interleukins 1 β seem to display a neuroprotective effect¹⁷. For a detailed description of the role of inflammation in AD see the section "AD, Other Neurodegenerative Diseases, Brain and Neuron Function".

As shown in these tables (Box 1) several genes are listed and they will be described below. It is worth mentioning THRB2 that is the most upregulated gene in the blood of AD patients (Table 1) and without any significant brain specific assays (A β 1 and synaptosomal A β 1) but at the same time it is also associated with AD¹⁸. The presence of the same proteins, UBE3A, UBE4B, and UBL3 indicate that ubiquitin dependent protein degradation may be affected.

AD is multifactorial and heterogeneous in both its clinical and Histopathological appearance

The clinical heterogeneity of the disease means that the diagnosis remains uncertain until post mortem, when a histopathological examination can be performed. The heterogeneity of the disease is also reflected in the gene expression patterns. The question is whether their expression to predict the disease in blood. It is interesting to note that so many of the genes associated with AD are not only localized to brain tissue but also to blood and maybe other tissues as well. This may indicate that the disease is not only a brain disease but also a disease that has an impact on the blood and other tissues in the body. The expression of these genes may add to new aspects of the AD pathology previously not recognized.

References:
¹ Lönneborg A, et al. J Neuropathol Exp Neurol. 2002;61(10):1203-1209.
² Kristiansen L, et al. J Neuropathol Exp Neurol. 2003;62(10):1039-1046.
³ Borchelt DR, et al. J Neuropathol Exp Neurol. 2000;59(10):1039-1046.
⁴ Carlson GA, et al. J Neuropathol Exp Neurol. 2000;59(10):1047-1054.
⁵ Carlson GA, et al. J Neuropathol Exp Neurol. 2000;59(10):1055-1062.
⁶ Borchelt DR, et al. J Neuropathol Exp Neurol. 2000;59(10):1063-1070.
⁷ Carlson GA, et al. J Neuropathol Exp Neurol. 2000;59(10):1071-1078.
⁸ Carlson GA, et al. J Neuropathol Exp Neurol. 2000;59(10):1079-1086.
⁹ Borchelt DR, et al. J Neuropathol Exp Neurol. 2000;59(10):1087-1094.
¹⁰ Carlson GA, et al. J Neuropathol Exp Neurol. 2000;59(10):1095-1102.
¹¹ Carlson GA, et al. J Neuropathol Exp Neurol. 2000;59(10):1103-1110.
¹² Lönneborg A, et al. Diagn Microbiol Infect Dis. 2002;43(4):351-356.

For more information about AdCox[®] visit [Adtect](http://www.adtect.com). AdCox[®] is a trademark of DiGenic ASA.

ADtect[®] Gene List

Box 1. List of all genes associated with AD, and brain or neuron function that are included in the AdCox[®] test. The different names indicate to which tissues the genes are listed.

| Alzheimer | Information |
|-----------|------------------------|
| APP | Associated with AD |
| PS2 | Associated with AD |
| PS3 | Associated with AD |
| PS1 | Associated with AD |
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FOR EARLY DISEASE SIGNATURES

Slide 8

DiAGENIC

Business/Partnering model



RIKSHOSPITALET



BRIGHAM AND
WOMEN'S HOSPITAL
A Teaching Affiliate of Harvard Medical School

KAROLINSKA
Universitetssjukhuset

UCDAVIS
UNIVERSITY OF CALIFORNIA



AB Applied
Biosystems



ferrer inCode



DiAGENIC



FOR EARLY DISEASE SIGNATURES

DiAGENIC

Two-segment business model



MDx-business

Molecular Diagnostics

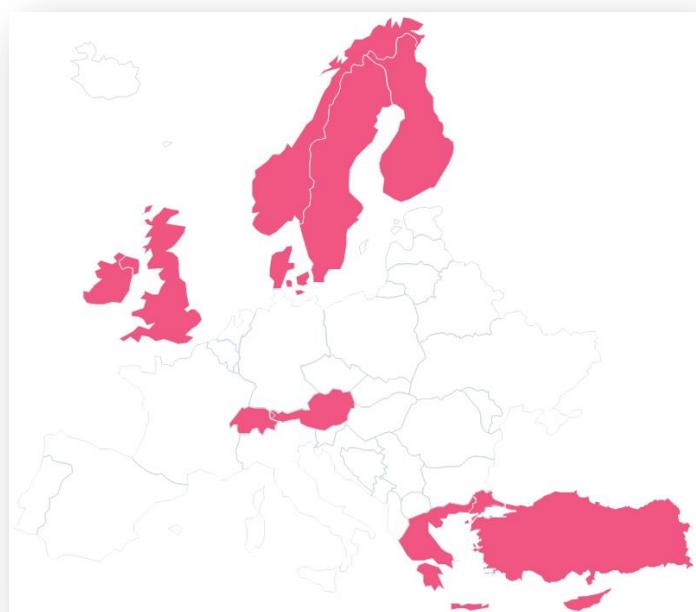


Rx– business

Biomarker for Prescription drug use



BCtect® distribution in Europe



- ◆ 5 distributors covering 10 countries
- ◆ Key activities
 - ◆ Private clinics in UK ready to promote BCtect:
 - The London Breast Clinic.
 - The London Clinic,
 - The Harley Street Breast Clinic,
 - Nuffield Health, Bristol and Glasgow,
 - Aspen Healthcare, Parkside Hospital Wimbledon,
 - BMI Healthcare, Syon.
 - ◆ Private clinic in Finland signed contract
- ◆ Congresses:
 - ◆ European Cancer Research Association, Oslo
 - ◆ IMPACT 2009 Breast Cancer Conference, Brussels



ADtect® distribution in Europe



- ◆ 6 distributors covering 20 countries
 - ◆ Main support focus area:
 - ◆ Ferrer Step wise roll out:
 - ◆ Q2-10: Spain and Germany
 - ◆ Q4-10: Benelux, France and Portugal
 - ◆ The distributors follows the scientific sales model
 - ◆ Scientific and commercial advisor board initiated
 - ◆ Congresses:
 - ◆ International Congress on Alzheimer's Disease
 - ◆ 2 presentations, one in hot topic section

Two-segment business model



Rx– business

Biomarker for Prescription drug use

FOR EARLY DISEASE SIGNATURES

DiAGENIC

Pharma Strategy

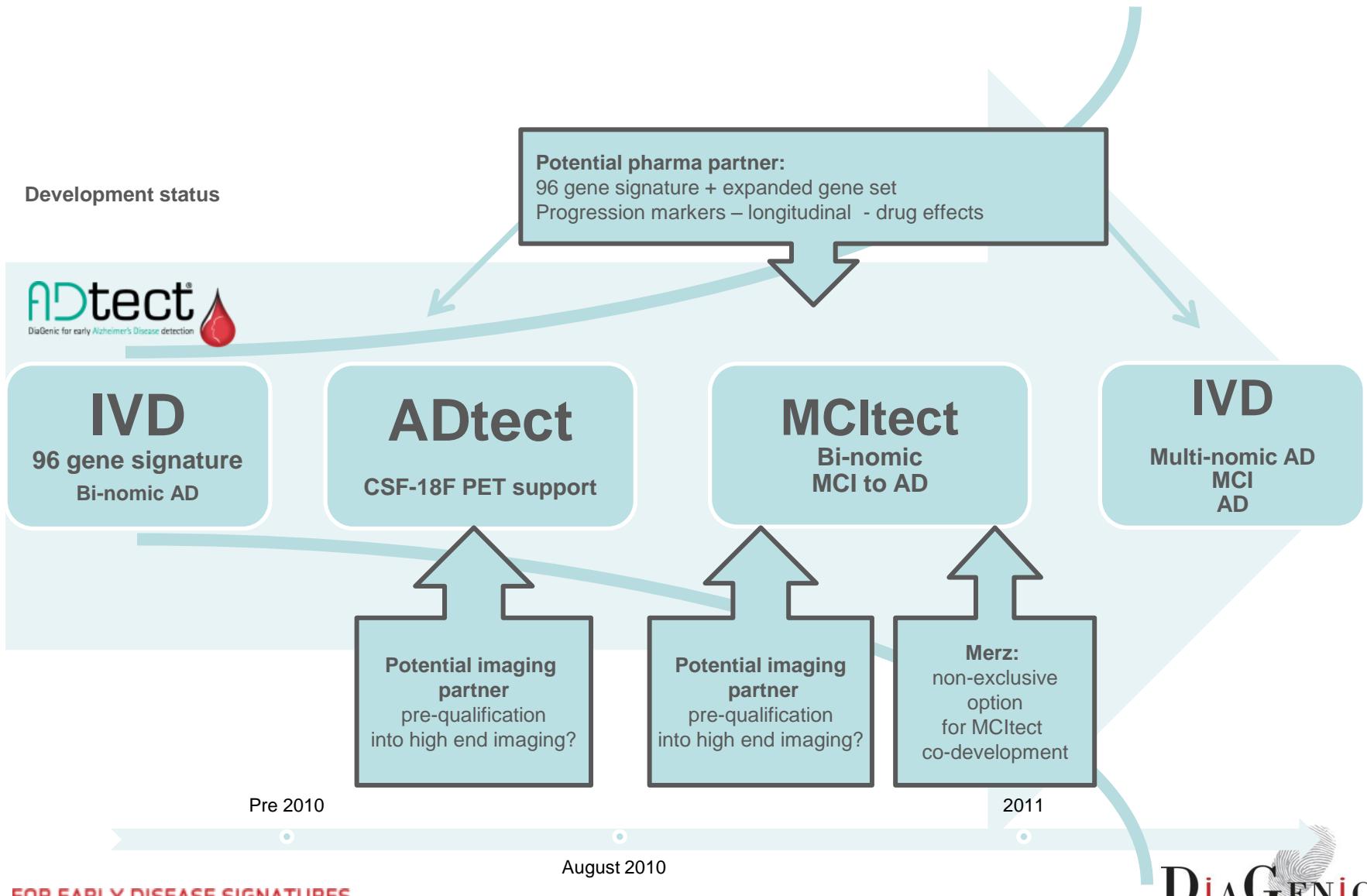
Development

Partnering

Commercialization

DiAGenic's Partner Approach

August 2010



DiaGenic's Partner Discussions

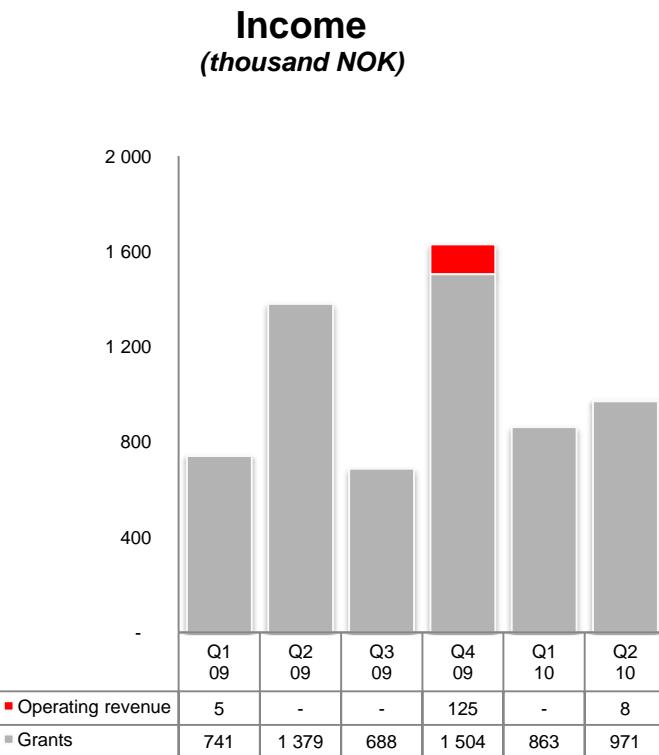
August 2010

- Multiple ongoing pharma interactions
 - Therapeutics
 - High-end Diagnostics
- DiaGenic invited into Phase II and Phase III development (R&D collaboration)
- Protocols exchanged for new progression and drug effect marker (expanded gene signature)
- Strong IP position: Freedom to operate
 - Freedom to operate as an independent 3 party provider of IVD in AD
 - Expansion of gene signatures and to piggy back on DiaGenic main patent classes/claims

Agenda: 2nd Quarter 2010 Presentation

- ◆ 2nd Quarter Highlights
- ◆ Product Development & Commercial Strategies
- ◆ 2nd Quarter Finance
- ◆ Outlook

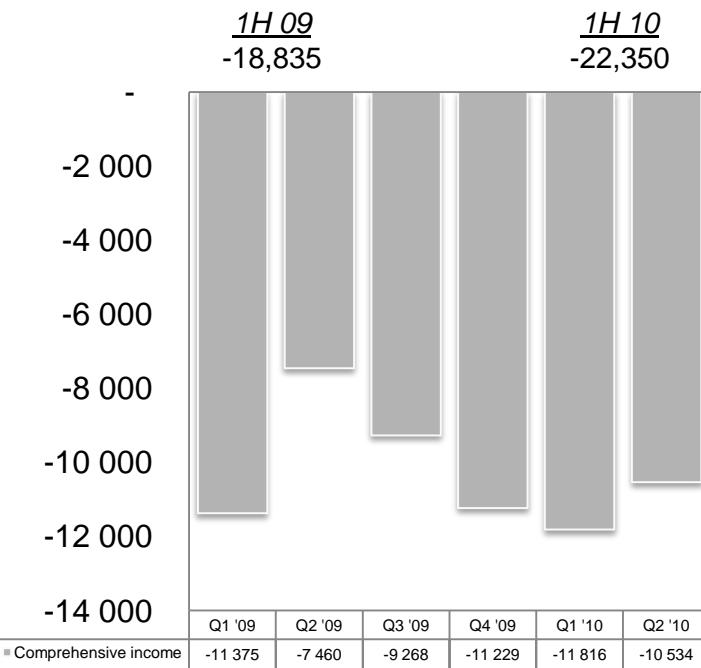
Finance, Income



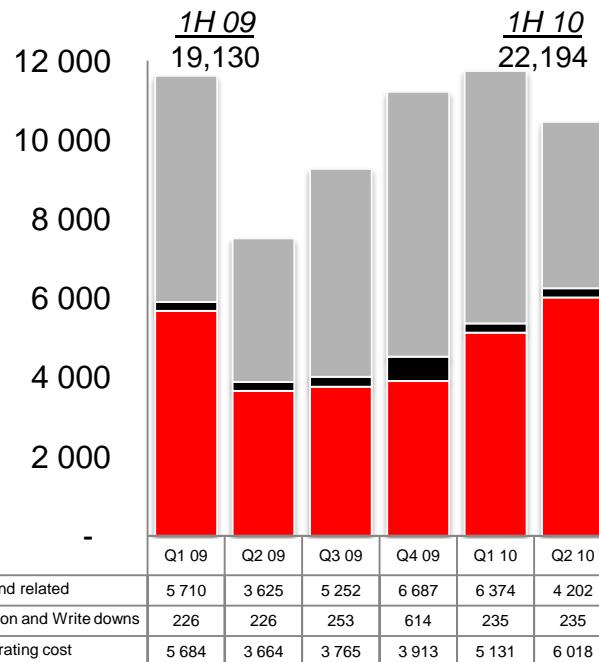
- Research grants in 1H 2010 consisted of support from:
 - Innovation Norway
 - EU Commission (SPIDIA)
 - The Research Council of Norway (Parkinson's disease)

Finance, Profit & Loss

Comprehensive income
(*thousand NOK*)



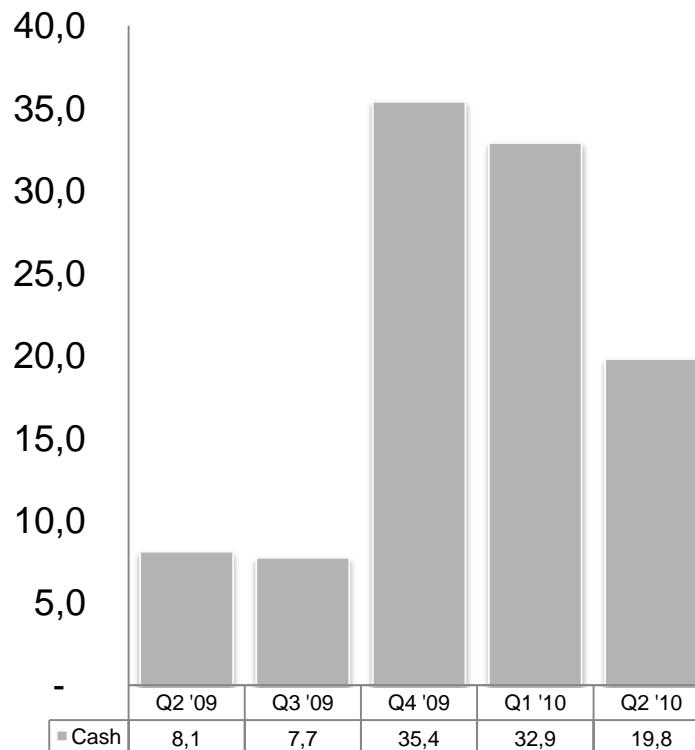
Other Operating Cost
(*thousand NOK*)



Finance, Financing

Cash and Cash equivalents

(million NOK)



- Share issue completed in the first half of 2010
 - Issue of 3,5 million shares with gross proceeds of NOK 9.6 million
- Warrants issued in the first half of 2010
 - 16 million warrants issued
 - Subscription price: NOK 3.25 per share
 - May be exercised up to 22 September 2010

Finance, Process to exercise warrants

- Process for exercising warrants
 - Reference is made to Prospectus dated 21 January 2010, section 4.12.
 - Information regarding exercising warrants will be listed on our web page: www.diagenic.com under Investor Relations
 - Key dates for exercising warrants are shown below:

Dates when share capital increases are reported to the Norwegian Register of Business Enterprises:

Due dates for requests to exercise warrants and due dates for when payment for new shares shall be made:

30 September

- 22 Sept.

Agenda: 2nd Quarter 2010 Presentation

- ◆ 2nd Quarter Highlights
- ◆ Product Development & Commercial Strategies
- ◆ 2nd Quarter Finance
- ◆ Outlook

Outlook

- Accelerate the companion diagnostics strategy, including marketing of our biomarkers to the pharmaceutical and imaging industry, leading to partnering agreements.
- Gain market acceptance of BCtect® and ADtect® in selected countries in Europe.
- Continue with ADtect® US market entry plan

Conclusion

- Rx – Companion Diagnostics – Key focus area
 - Expressed interest from multinational imaging and pharmaceutical-companies for partnership with DiaGenic.
 - Active dialogue on supporting phase II and III studies
 - New tools pursued on disease progression and on early disease stage
 - Through the development of MCItect® DiaGenic has a leading biobank of samples
 - DiaGenic has unique competitive advantage and capabilities in developing biomarkers
- MDx – Molecular diagnostics
 - BCtect® - Available now in private clinics in UK and Finland
 - ADtect® - Signed agreement with Ferrer, launching first in Spain and Germany
 - Marketing barriers remains high, large players are instrumental to drive revenue and income
- At current cost levels the company is financed for a period of less than one year. Work is thus proceeding to secure financing of the Company, including but not limited to exercise of warrants and equity financing.

For more information, see www.diagenic.com

Investor Relations | Media | About Us | Contact Us | Log In

DiaGenic

[Home](#) | [ADtect® Alzheimer's Disease Detection](#) | [BCtect® Breast Cancer Detection](#) | [Pipeline Future products](#) | [Our Technology The essential ingredient](#)

ADtect
Early detection of Alzheimer's disease using blood.

Calendar

News 25.04.2010
Lorem ipsum dolor sit amet, consectetur adipisciing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.

[Read more](#)

Press Release 25.04.2010
Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.

[Read more](#)

Notice to the Oslo Stock Exchange 25.04.2010
Notification of trade among primary insiders

[Read more](#)

25.04 - 26.04.2010 - San Antonio, Texas, USA
DiaGenic present at 32nd Annual San Antonio Breast Cancer Symposium (SABCS)
Adipisciing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

[Read more](#)

20.05 - 31.05.2010 - Bangalore, India
Participants - 2nd Asian Breast Cancer Congress (ABCC)
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[Read more](#)

Legal Disclaimer
Lorem ipsum dolor sit amet, consectetur adipisciing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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FOR EARLY DISEASE SIGNATURES



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Disclaimer

This presentation includes forward-looking statements regarding DiaGenic ASA, including projections and expectations, which involve risk and uncertainty. Such statements are included without any guarantees to their future realization. Although DiaGenic believes that the expectations regarding the Company reflected in such forward-looking statements are based on reasonable assumptions, no assurance can be given that such projections will be fulfilled. Any such forward-looking statement must be considered along with knowledge that actual events or results may vary materially from such predictions due to, among other things, political, economic, financial or legal changes in the markets in which DiaGenic does business, and competitive developments or risks inherent to the Company's business plans. Many of these factors are beyond DiaGenic's ability to control or predict. Given these uncertainties, readers are cautioned not to place undue reliance on any forward-looking statements. The Company does not intend, and does not assume any obligation, to update the forward-looking statements included in this presentation as of any date subsequent to the date hereof.

Solid IP, backed by 10 years of R&D

> 100 patents accepted or granted

4 patent families granted, accepted by examiner, or in process

| | | |
|----------|---|---|
| Family 1 | <ul style="list-style-type: none">a. Method to identify diseases using blood samples and gene expression technology, where the sample is collected distant to the area of the diseaseb. Method to identify diseases using non-sequence based gene expression methods | <ul style="list-style-type: none">a. Covers both sequence based and non-sequence based gene expression methods. Granted for Alzheimer in US, Europe, and Hong Kong. Broad patent, including Alzheimer, in Japan and Norway.b. No disease limitations, no sample limitations. Granted in Europe, Norway and Hong Kong |
| Family 2 | Describes sets of gene sequences that can be used to develop expression signature for the detection of diseases | Granted in South Africa. Granted in Australia, New Zealand and Europe for Alzheimer and Breast Cancer, and for breast cancer in India |
| Family 3 | Describes gene families and genes expressed in blood which can be used to detect cancer | Accepted in Europe, Granted in South Africa and New Zealand |
| Family 4 | Describes oligonucleotide probes in kit form that can be used to identify, diagnose and monitor breast cancer | Application filed 2010 |

20 Largest Share Holders - August 18th 17:00

| Shares | Percent | Name |
|-------------------|--------------|---|
| 3 963 795 | 5.64 | Tredje AP-Fonden C/O HANDELSBANKEN AS |
| 2 907 370 | 4.14 | LØNNEBORG ERIK ANDERS |
| 2 599 670 | 3.70 | NORDEA NORDIC EQUITY |
| 2 490 764 | 3.55 | SHARMA PRAVEEN |
| 1 903 224 | 2.71 | SIX SIS AG 25PCT |
| 1 892 178 | 2.69 | HOLBERG NORDEN V/HOLBERG FONDSFORVA |
| 1 421 959 | 2.02 | HOLBERG NORGE V/HOLBERG FONDSFORVA |
| 1 363 600 | 1.94 | JPMORGAN CHASE BANK NORDEA TREATY ACCOUN |
| 1 267 667 | 1.80 | SKAGEN VEKST |
| 1 220 000 | 1.74 | HAAVIND KARL WILHELM |
| 1 003 100 | 1.43 | LIVSFORSIKRING.NORDE JP MORGAN CHASE BANK |
| 1 000 000 | 1.42 | A/S SKARV |
| 923 082 | 1.31 | STOREBRAND VEKST JPMORGAN EUROPE LTD, |
| 848 000 | 1.21 | AMFIBIEN AS V/ JOHN HESTAD |
| 820 000 | 1.17 | NARMO SIGRID |
| 813 300 | 1.16 | VPF NORDEA SMB C/O JPMORGAN EUROPE |
| 804 231 | 1.15 | NORDNET BANK AB |
| 755 000 | 1.07 | GJØRLING KENNETH RAYMOND |
| 693 278 | 0.99 | STORHAUG DAG ERIK |
| 655 000 | 0.93 | KIKUT AS |
| 29 345 218 | 41.77 | Sum |