

PHOTOCURE ASA

Corporate Presentation
January 2019

Daniel Schneider, President and CEO



THE
BLADDER CANCER
COMPANY™

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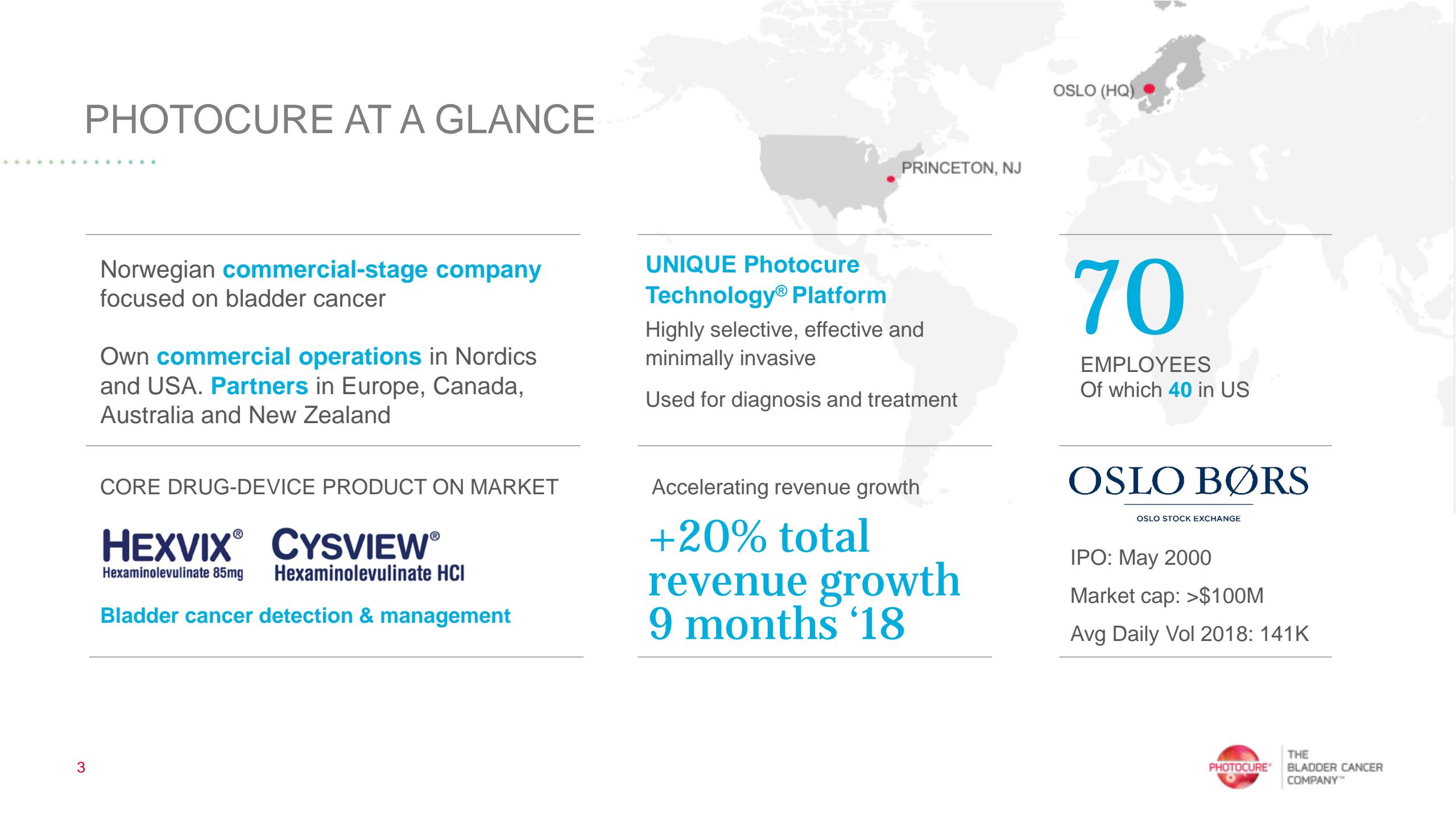
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PHOTOCURE AT A GLANCE



Norwegian **commercial-stage company** focused on bladder cancer

Own **commercial operations** in Nordics and USA. **Partners** in Europe, Canada, Australia and New Zealand

CORE DRUG-DEVICE PRODUCT ON MARKET

HEXVIX®
Hexaminolevulinate 85mg

CYSVIEW®
Hexaminolevulinate HCl

Bladder cancer detection & management

UNIQUE Photocure Technology® Platform

Highly selective, effective and minimally invasive

Used for diagnosis and treatment

Accelerating revenue growth

+20% total revenue growth 9 months '18

OSLO (HQ)

PRINCETON, NJ

70
EMPLOYEES
Of which **40** in US

OSLO BØRS

OSLO STOCK EXCHANGE

IPO: May 2000

Market cap: >\$100M

Avg Daily Vol 2018: 141K

STRATEGIC FOCUS ON TRANSFORMING BLADDER CANCER DETECTION AND MANAGEMENT

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Profitable commercial franchise

Hexvix®/Cysview® ~\$30M global in-market sales (FY'17)

Strong competitive position

Unique and complex drug-device procedure
Leading regulatory, manufacturing & commercial expertise

Significant growth prospects

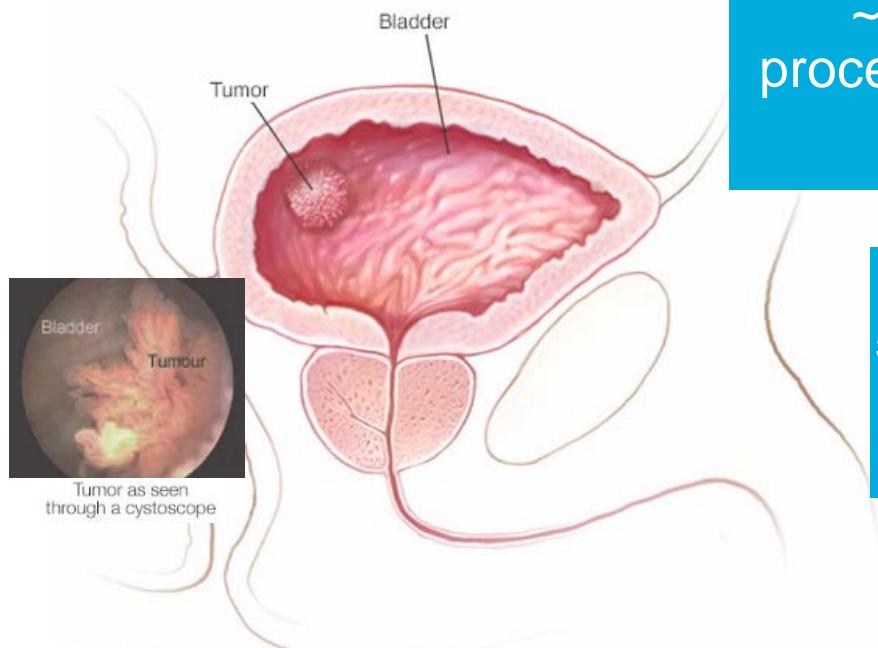
Grow in existing markets & expand into new regions
Label extension addressing larger market opportunity

Leverage commercial operations

Scalable for partnerships and in-licensing opportunities

NMI BLADDER CANCER IS ONE OF THE MOST COMMON CANCERS WITH SIGNIFICANT RECURRENCE RATE AND HIGH DISEASE BURDEN

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~600K surgical procedures annually in USA and EU

~2.2M surveillance cystoscopies annually in USA and EU

50% disease recurrence

10%-30% disease progression

\$3.7 Billion in direct medical costs/year¹

NMI: non-muscle-invasive

Picture: Mayo Clinic; Researchgate.net

1. Direct medical costs in USA in 2001: The health economics of bladder cancer: a comprehensive review of the published literature. Botteman MF et al. *Pharmacoeconomics* 2003;21 (8), 1315-1330

HEXVIX® (EU) / CYSVIEW® (USA) ADDRESSES THE NEED FOR IMPROVED DETECTION AND MANAGEMENT OF BLADDER CANCER

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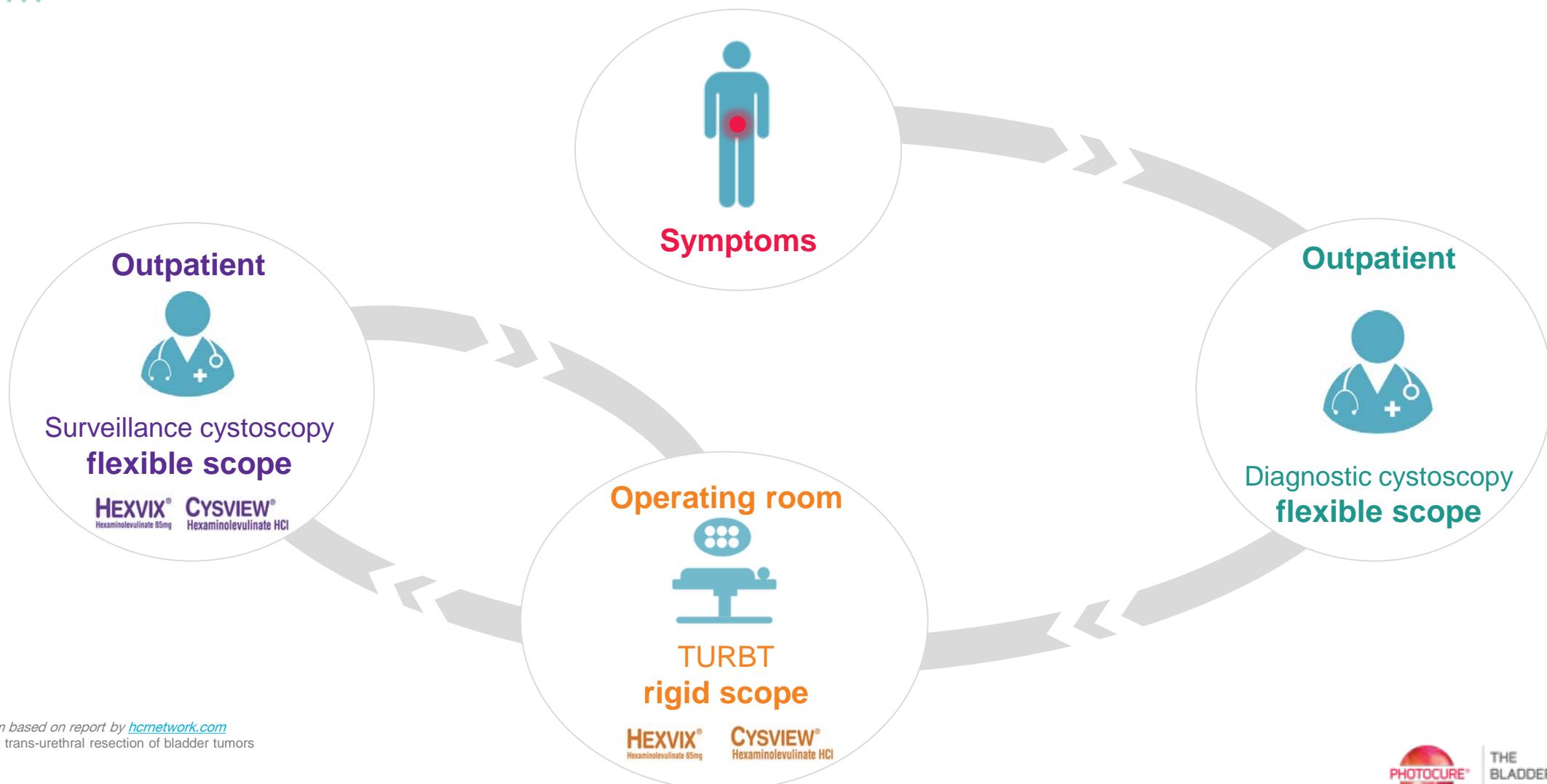
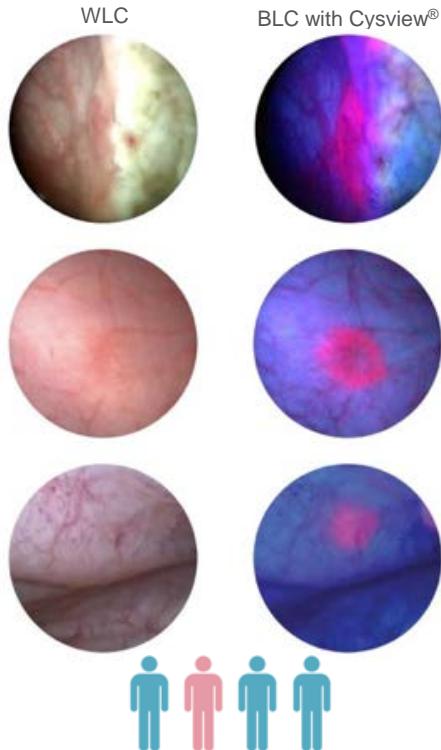


Diagram based on report by hcnetwork.com
TURBT: trans-urethral resection of bladder tumors

HEXVIX® / CYSVIEW® IS A TRANSFORMATIVE SOLUTION TO IMPROVE THE LIVES OF PATIENTS WITH BLADDER CANCER

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Additional tumors found
in 1 out of 4 patients¹

Key feature

Better visual contrast between benign and malignant cells

Key benefits

Improve diagnostic accuracy
Achieve optimal surgical results



Significant reduction of disease recurrence
Reduction in disease progression
Potential for reduction in cystectomies
Improved cost-effective health outcomes

¹ Burder et al, Eur. Urol. 2013

WLC: White Light Cystoscopy; BLC: Blue Light Cystoscopy™ + Cysview®

CYSVIEW® TO BECOME THE NEW STANDARD OF CARE FOR THE DETECTION AND MANAGEMENT OF BLADDER CANCER IN THE USA

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Supportive environment

Strongly recommended by national guidelines and expert panels
New reimbursement (Jan '19) for Medicare and Medicaid patients



American
Urological
Association



High adoption rate in leading sites

in 74% NCCN centers



National
Comprehensive
Cancer
Network®

Established in >130 key cancer hospitals and leading institutions
And the numbers are growing

in 56% of NCI centers



in 74% of top 25 Best Hospitals



HEXVIX® TO BECOME THE NEW STANDARD OF CARE FOR THE DETECTION AND MANAGEMENT OF BLADDER CANCER IN EUROPE

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Supportive environment



European Association of Urology

DANSK UROLOGISK CANCER GRUPPE

NICE National Institute for Health and Care Excellence



Helsedirektoratet



REGIONALA
CANCERCENTRUM
I SAMVERKAN



Continued growth in the Nordics

25% to 70% penetration rate
14% revenue growth during first 9 months of 2018
Further leverage commercial infrastructure

Improve penetration in Rest of Europe

Well established in Germany with 30% penetration rate
Significant untapped potential in Rest of Europe

CORE FINANCIALS

RESULTS FOR THE FIRST NINE MONTHS OF 2018 (9M '18)

For the nine months ended 30 September \$ million	9M '18	Proforma 9M '17	Change
Commercial Franchise			
Total Hexvix/Cysview revenue	15.8	13.2	20%
Nordics	4.2	3.7	14%
USA	5.6	3.9	45%
Partners	6.0	5.6	6%
Other revenue	0.6	0.5	18%
Total revenue	16.4	13.7	20%
Gross profit	14.9	12.7	18%
EBITDA recurring	0.9	1.4	-37%
Development Portfolio			
Operating expenses	-1.7	-3.3	-50%
EBITDA recurring	-1.7	-3.3	50%
TOTAL			
EBITDA recurring	-0.8	-1.9	58%
Ending cash balance	11.4	15.4	-26%

The statement is prepared on the proforma basis as if the accounting principles IFRS 15 and IFRS 9 had been adopted 1 Jan '17

Commercial Franchise

Strong revenue growth in US, up 45% YTD
Continued growth in Nordic, up 14%

Development Portfolio

Significant cost reduction – limited R&D

Cash position

Cash balance end of Q3' 18 at \$11.4 million
Q3 '18 net cash flow of -\$0.7 million

OUTLOOK

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Financial guidance

- 2020 revenue outlook (USA) will be communicated at FY18 results

Growth drivers USA

- Larger commercial team
- Included in AUA and NCCN guidelines
- Favorable reimbursement
- Penetration into large surveillance market
- Target 400 largest hospitals
- Total market potential of >\$1.4 Billion

Growth drivers Europe

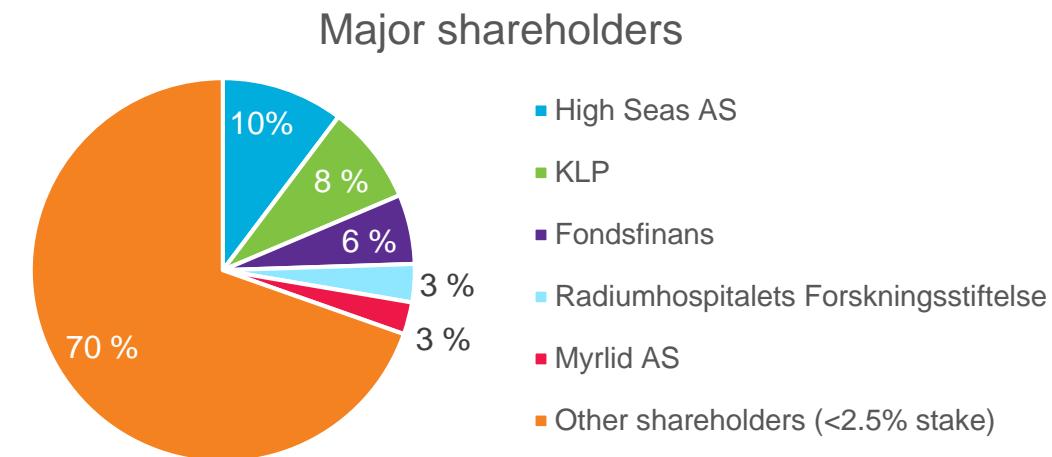
- Continued growth in key Nordic countries
- Potential additional partnerships

Addendum



SHARE INFORMATION

Listed on Oslo Stock Exchange
21,779,008 shares issued
Market cap: >\$100M
Avg Daily Vol 2018: 141K

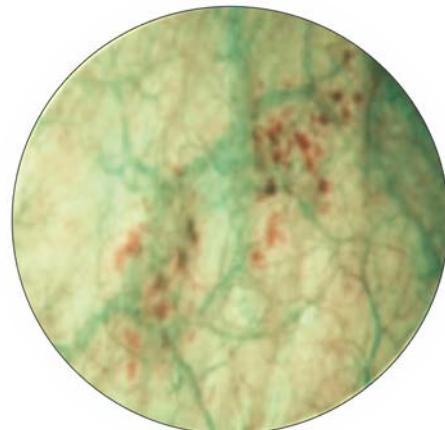


BLC CYSVIEW® VERSUS NBI VERSUS WLC

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BLC with Cysview®



NBI image with Olympus



WLC image with Olympus

NBI is a surrogate marker for cancer as it enhances visualization of the blood vessels and surface structures, not cancerous cells

BLC™ + Cysview®/Hexvix® is highly selective as it is absorbed specifically by cancerous cells leading to complete resection of the tumor

NBI: Narrow Band Image