



THE
BLADDER CANCER
COMPANY

Photocure announces Endotherapeutics Group as New Commercial Partner for Hexvix in Australia & New Zealand

Press release – Oslo, Norway, 4 March 2022: Photocure ASA (OSE: PHO), the Bladder Cancer Company, announces that it has entered into an exclusive distribution agreement with Endotherapeutics Group for the commercialization of Hexvix® in Australia and New Zealand, and has terminated its distribution agreement with Juno Pharmaceuticals (Juno). Under the new agreement, Endotherapeutics will hold Marketing Authorizations and will re-launch Hexvix in the two territories. All three parties will work closely together to ensure a streamlined transfer and uninterrupted Hexvix supply to customers.

Endotherapeutics is a leading diversified medical technologies company focused on improving healthcare in Australia and New Zealand for over 20 years across several specialty areas. Its subsidiaries in Australia (Endotherapeutics Pty. Ltd) and New Zealand (Endotherapeutics NZ Ltd, trading as Endoventure) will be responsible for the commercialization of Hexvix in their respective territories.

Urology and men's health represent important treatment segments for Endotherapeutics, with a highly qualified and experienced urology team that is customer focused and provides access to technologies and clinical support to the private and public health care sectors. Endotherapeutics Pty. Ltd and Endoventure are the exclusive distributors of the HIVEC™ bladder recirculation system in Australia and New Zealand used in the treatment of bladder cancer*. Endotherapeutics' already established relationships with Urologists treating bladder cancer offers clear synergies for the simultaneous promotion of Hexvix.

Photocure and Juno have mutually agreed to terminate their distribution agreement dating back to 2015. Since in-licensing Hexvix, Juno's business model has evolved towards a focus on off-patent hospital tender products and away from the regular sales, service and support required to market Hexvix. Photocure and Juno will support Endotherapeutics to ensure a smooth transition and uninterrupted supply of the product.

"We are pleased to enter into this agreement with Endotherapeutics to distribute and market Hexvix in Australia and New Zealand. Their regional presence, expertise and relationship with urologists is impressive. We are looking forward to working with them to bring the benefits of BLC with Hexvix to patients who suffer from bladder cancer," said Dan Schneider, President and CEO of Photocure.

"We look forward to adding Hexvix to our suite of products in urology care and bringing it to more clinics and hospitals in Australia and New Zealand to improve the quality of bladder cancer management. Our preliminary discussions with top clinicians who treat bladder cancer confirm that there is a significant need for Hexvix. It is a privilege to work with the Photocure team and the blue light cystoscopy equipment providers to broaden the use of Hexvix in our region," said Ivan Srejber, Group Executive Chairman, Endotherapeutics Australia and New Zealand.

**Photocure is the exclusive distributor for the HIVEC™ system in the Nordic countries*

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About Endotherapeutics

Endotherapeutics was founded in 1999 by Ivan Srejber with a small team, with a focus on innovative, specialised medical technologies that provided access to life-improving solutions to healthcare professionals and their patients.

With its mission of "Improving Healthcare" and a strong focus on its values, Endotherapeutics is proud of its strong reputation and relationships with customers and partnering with leading international healthcare companies.

Over 20 years of experience has allowed Endotherapeutics to develop extensive knowledge of the Australian and New Zealand healthcare systems. This includes the registration and reimbursement of new medical technologies and their successful sales and marketing.

Today Endotherapeutics is a leading Australian healthcare technologies company that operates across both Australia and New Zealand. In New Zealand Endotherapeutics is known and trades as Endoventure, and is a highly regarded and customer focused organisation, whose Managing Director is Rachelle Hodgson.

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About Bladder Cancer

Bladder cancer ranks as the seventh most common cancer worldwide with 1 720 000 prevalent cases (5-year prevalence rate)^{1a}, 573 000 new cases and more than 200 000 deaths annually in 2020.^{1b}

Approx. 75% of all bladder cancer cases occur in men.¹ It has a high recurrence rate with an average of 61% in year one and 78% over five years.² Bladder cancer has the highest lifetime treatment costs per patient of all cancers.³

Bladder cancer is a costly, potentially progressive disease for which patients have to undergo multiple cystoscopies due to the high risk of recurrence. There is an urgent need to improve both the diagnosis and the management of bladder cancer for the benefit of patients and healthcare systems alike.

Bladder cancer is classified into two types, non-muscle invasive bladder cancer (NMIBC) and muscle-invasive bladder cancer (MIBC), depending on the depth of invasion in the bladder wall. NMIBC remains in the inner layer of cells lining the bladder. These cancers are the most common (75%) of all BC cases and include the subtypes Ta, carcinoma in situ (CIS) and T1 lesions. In MIBC the cancer has grown into deeper layers of the bladder wall. These cancers, including subtypes T2, T3 and T4, are more likely to spread and are harder to treat.⁴

¹ Globocan. a) 5-year prevalence / b) incidence/mortality by population. Available at: <https://gco.iarc.fr/today>, accessed [April 2021].

² Babjuk M, et al. Eur Urol. 2019; 76(5): 639-657

³ Sievert KD et al. World J Urol 2009;27:295–300

⁴ Bladder Cancer. American Cancer Society. <https://www.cancer.org/cancer/bladder-cancer.html>

About Hexvix®/Cysview® (hexaminolevulinate HCl)

Hexvix/Cysview is a drug that preferentially accumulates in cancer cells in the bladder making them glow bright pink during Blue Light Cystoscopy (BLC®). BLC with Hexvix/Cysview improves the detection of tumors and leads to more complete resection, fewer residual tumors and better management decisions.

Cysview is the tradename in the U.S. and Canada, Hexvix is the tradename in all other markets. Photocure is commercializing Cysview/Hexvix directly in the U.S. and Europe, and has strategic partnerships for the commercialization of Hexvix/Cysview in China, Canada, Chile, Australia and New Zealand. Please refer to <https://photocure.com/partnering-with-photocure/our-partners/> for further information on our commercial partners.

About Photocure ASA

Photocure: The Bladder Cancer Company delivers transformative solutions to improve the lives of bladder cancer patients. Our unique technology, making cancer cells glow bright pink, has led to better health outcomes for patients worldwide. Photocure is headquartered in Oslo, Norway and listed on the Oslo Stock Exchange (OSE: PHO). For more information, please visit us at www.photocure.com, www.hexvix.com, www.cysview.com