



21 July 2010

**THE MANAGER  
COMPANY ANNOUNCEMENTS OFFICE  
ASX LIMITED**

Dear Sir/Madam

**re : PHOSPHAGENICS LIMITED - PRESENTATION  
BioBusiness Asia 2010 –Taiwan**

Attached for release to the market is a copy of the PowerPoint presentation to be given by the Company's Joint CEO, Dr Esra Ogru, at the BioBusiness Asia 2010 Conference in Taiwan today.

Yours faithfully  
Phosphagenics Limited

per Mourice Garbutt  
Company Secretary  
p\asx\biobusiness 21 07 10



# PHOSPHAGENICS

**BioBusiness Asia 2010**  
**Taiwan**

***Dr Esra Ogru***  
**CEO**

**Delivering More...**  
Through Innovation in Transdermal Delivery

Listed on the Australian Stock Exchange (POH) and OTCQX (PPGNY)

# Safe Harbor

This presentation contains forward-looking statements based on current expectations of future events. If underlying assumptions prove inaccurate or unknown risks or uncertainties materialise, actual results could vary materially from the Phosphagenics' expectations and projections. Risks and uncertainties include general industry conditions and competition; economic conditions, such as interest rate and currency exchange rate fluctuations; technological advances and patents attained by competitors; challenges inherent in new product development, including obtaining regulatory approvals; domestic and foreign health care reforms and governmental laws and regulations.

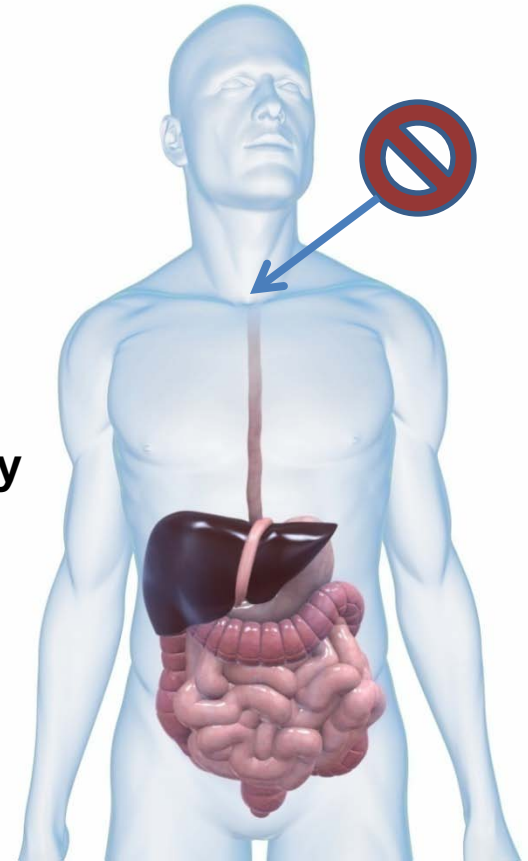
# Phosphagenics Overview

- Addressable markets that are worth more than US \$5bn p.a
- Creating value and minimizing risk by partnering TPM™ drug delivery technology across diverse markets
- Strong intellectual property position – **21 patent families**
- Listed on the Australian Stock Exchange (POH) and on the US OTCQX market (PPGNY)

# Background: Transdermal Benefits

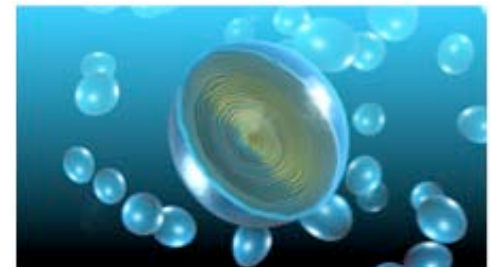
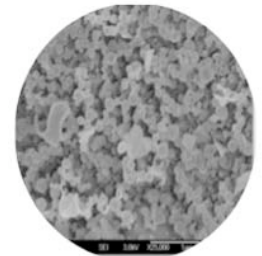
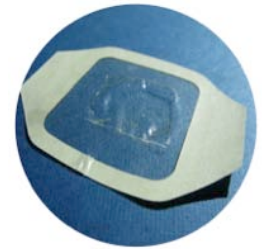
- Eliminate first pass metabolism
- Provide steady delivery/blood levels
- Increase compliance/convenience
- Reduce systemic drug interactions
- **Growing MARKETS**

**Versus  
Oral  
Delivery**



# Background: TPM Delivery System

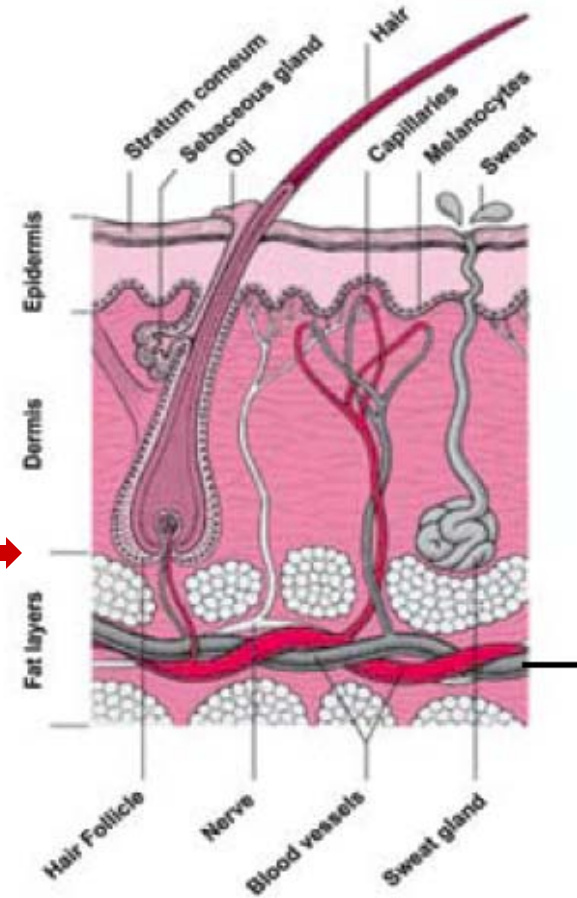
- TPM™ is a clinically-proven, first in class platform technology:
  - Able to deliver small and large molecules ✓
  - Non-irritant, patient friendly and non-invasive ✓
  - Versatile (patch, gel, emulsion...) ✓
  - Targeted/controlled delivery ✓
    - Systemic
    - Topical



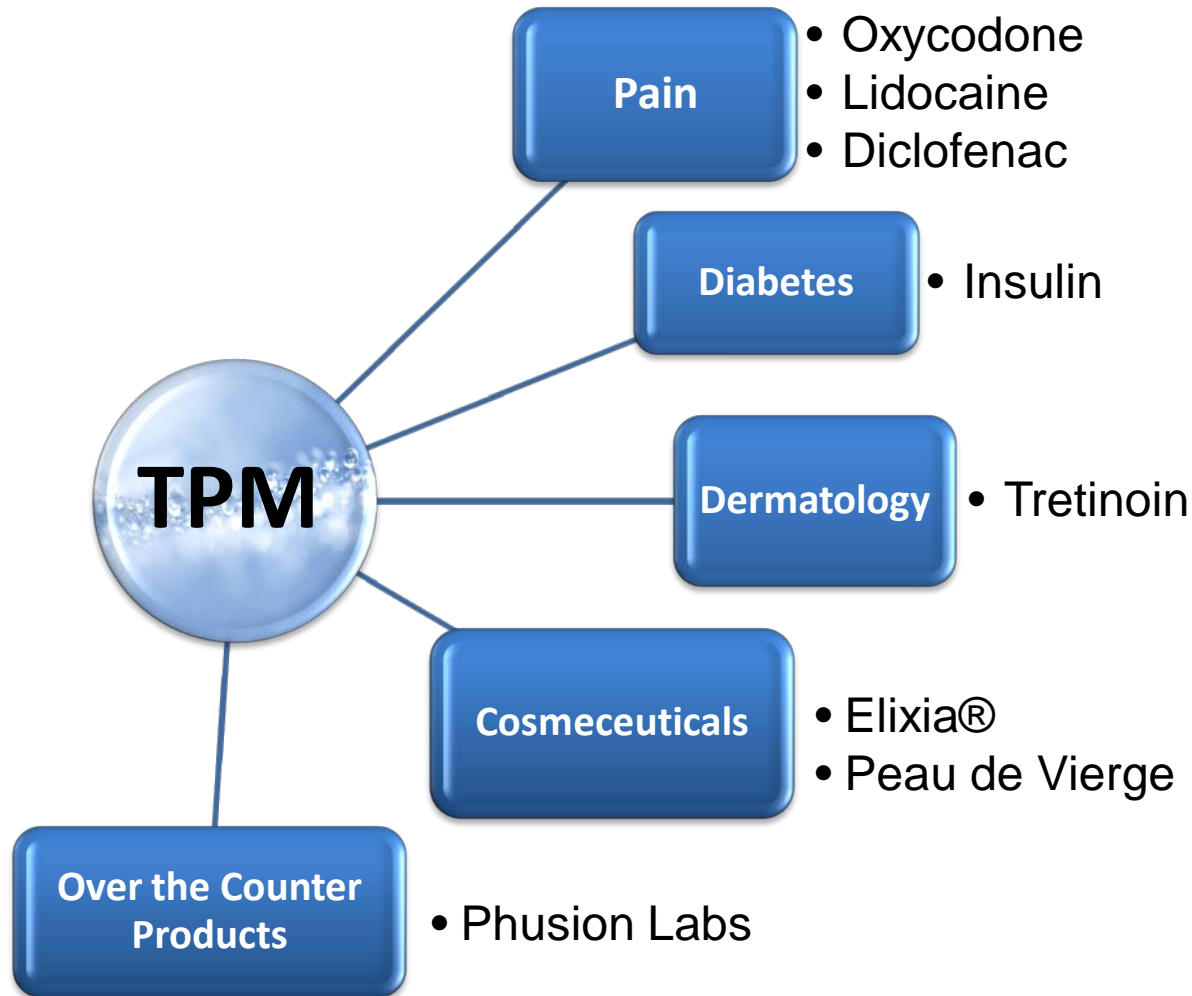
# Topical Delivery: *TPM delivers more, faster and without irritation or disruption of the skin*

Why targeted topical delivery?

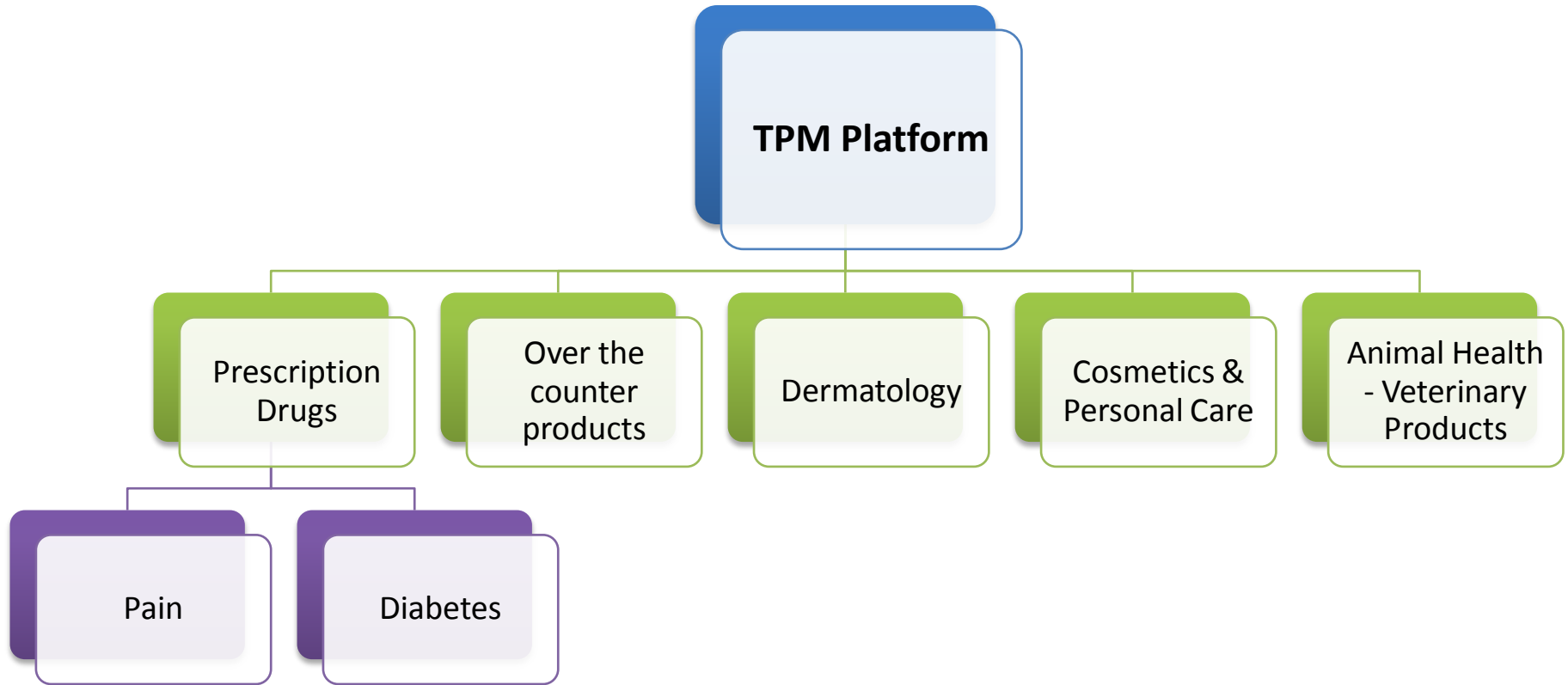
- Non-systemic / localised delivery
- Less R&D expenditure
- **Easier route to market**  
– short term returns



# Validated Technology



# Leveraging off a Platform Technology to Create Value



# Platform Technology

- Diversification and reduction of risk
- Assessing new approaches to drive value creation
- Putting focused strategies in place to drive shareholder value
- Short term returns for shareholders
- Forming multiple strategic alliances

# Strategic Alliances: Synergistic Path to Value Creation

- Partnering with biotechnology and pharmaceutical companies is a core part of our strategy
- Partnering with consumer product companies
- By combining complementary expertise and resources, we create an environment that enables us to enhance value and move projects forward
- Partnerships provide:
  - **Credibility**
  - **Capability**
  - **Funding**



# Strategic Alliances: Synergistic Path to Value Creation

- **Commercial & Research Deals**

- Novartis Animal Health
- CSL
- ProPhase (formerly known as Quigley)
- Global dermatology company
- Global cosmetic company
- Pulse Pharmacy, Vitamin Me and Roy Young
- Le Métier de Beauté
- Metabolic Pharmaceuticals

- **Product Launches:**

- Elixia® Australia
- Le Métier de Beauté USA



# Pharmaceutical Development

- **TPM/oxycodone** has the potential to be the first transdermal oxycodone – currently there is a very large unmet medical need for non-invasive, non irritating sustained release opioid delivery

## Results summary:

- Therapeutic levels ( >8ng/ml) achieved with repeat dosing
- Sustained release profile - no peaks and troughs
- Delivered via matrix patch
- No irritation observed



***Ideal product profile for chronic pain management***



# Pharmaceutical Development

- **TPM/insulin** patch system being developed for Type 1 and Type 2 Diabetes
- **TPM/insulin** will provide:
  - Sustained basal glucose regulation
  - Less variability
  - Overall better management of disease state

# Maximizing on Targeted Topical Delivery

TPM™ is currently used in:

- Over the counter products
  - Skin care
  - Topical lotions
- Cosmetics
  - Anti-aging products - high price point points
  - Novel products; AOD for cellulite reduction
- Dermatology
  - Anti-acne products
  - Dermatitis



PHOSPHAGENICS

# The Launch of Elixia®



- Shorter route to market (products on the shelf within 12 months)
- Maximize our pharmaceutical investments
- Increase our technology value
- **Increase shareholder value**
- **Provide short-term cash flow**



# Different Strategies at Play

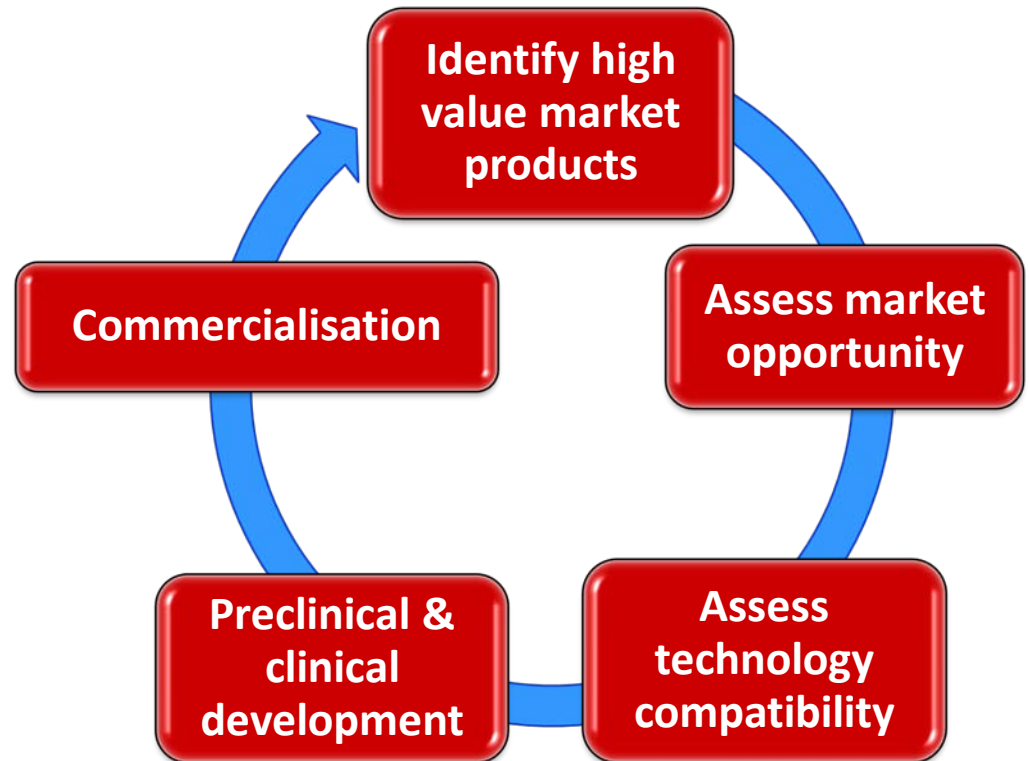
**Leveraging our technology across many areas, creating new product opportunities and maximizing share holder value**

- Launch new products for cosmetics and OTC – high value products – shorter route to market
- Expand our technology – large molecule delivery
- Short term return and long term growth for investors

# Our Strategies

**Our focus will remain on the development of:**

- **TPM/oxycodone &**
- **TPM/insulin products**



# Phosphagenics is Creating Sustainable Shareholder Value

- Leveraging off a unique platform technology to create added value in multiple markets
- Developing and implementing new approaches and strategies to drive value creation
- Forming strategic alliances in multiple markets
- Diversifying risk and maximising return on investments



# PHOSPHAGENICS

***Thank You***

***Delivering More...***

*Through Innovation in Transdermal Delivery*

*[www.phosphagenics.com](http://www.phosphagenics.com)*