



8 June 2010

**THE MANAGER
COMPANY ANNOUNCEMENTS OFFICE
ASX LIMITED**

Dear Sir/Madam

re : PHOSPHAGENICS LIMITED

BioMelbourne Network

Attached for release to the market is a PowerPoint presentation given by the Company's Joint CEO, Dr Esra Ogru, at the BioMelbourne Network breakfast in Melbourne today.

Yours faithfully
Phosphagenics Limited

per Mourice Garbutt
Company Secretary
p\asx\biomelbourne 08 06 10



PHOSPHAGENICS

*Creating Sustainable
Shareholder Value*

8 June 2010

Delivering More...

Through Innovation in Transdermal Delivery

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

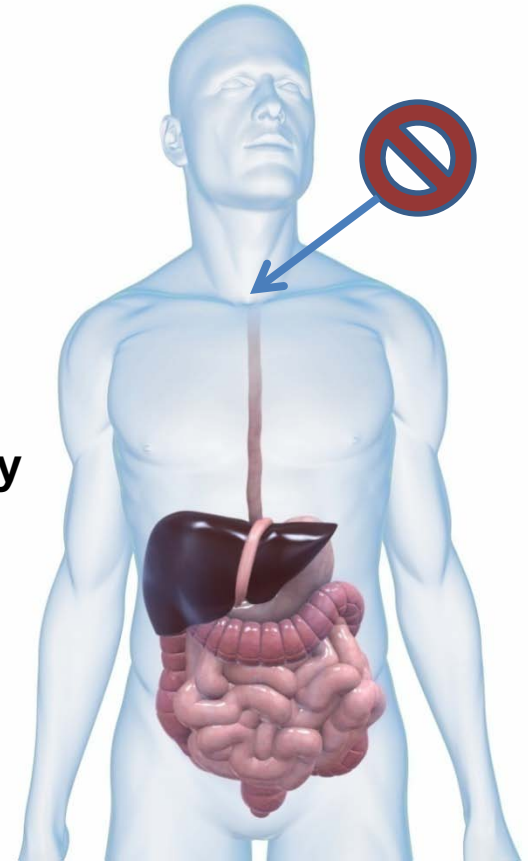
Safe Harbor

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.

Background: Transdermal Benefits

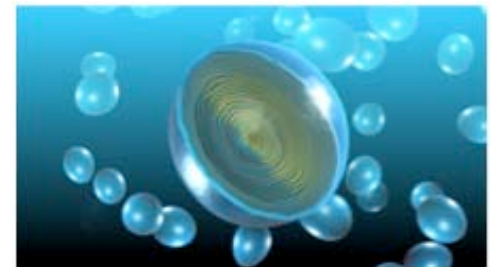
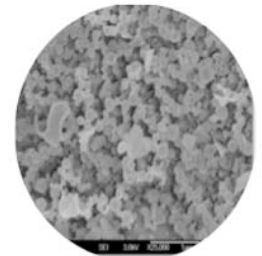
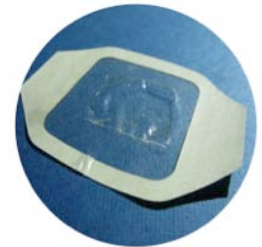
- Eliminate first pass metabolism
- Provide steady delivery/blood levels
- Increase compliance/convenience
- Reduce systemic drug interactions
- **Growing MARKETS**

**Versus
Oral
Delivery**



Background: TPM Delivery System

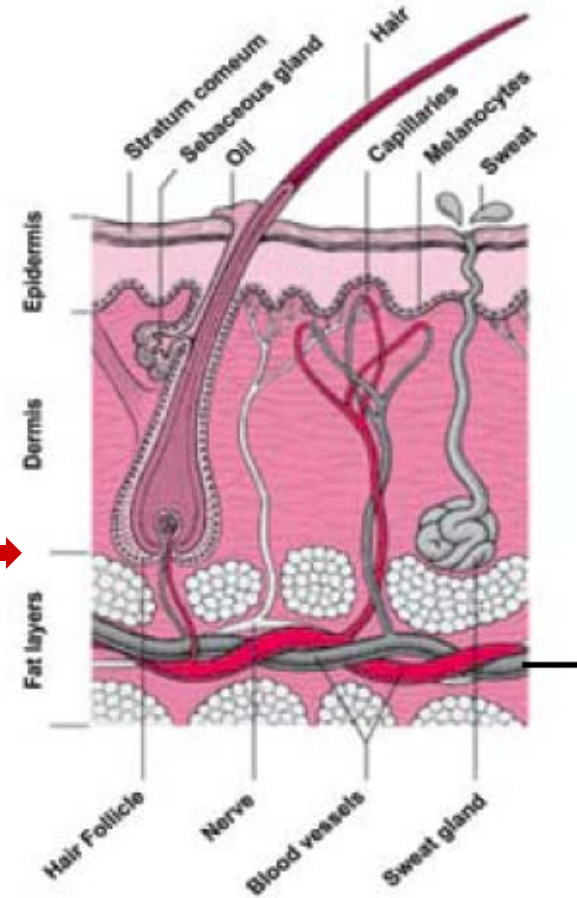
- TPM™ is a clinically-proven, first in class platform technology:
 - Able to deliver small and large molecules ✓
 - Non-irritant, patient friendly and non-invasive ✓
 - Versatile (patch, gel, emulsion...) ✓
 - Targeted/controlled delivery ✓
 - Systemic
 - Topical



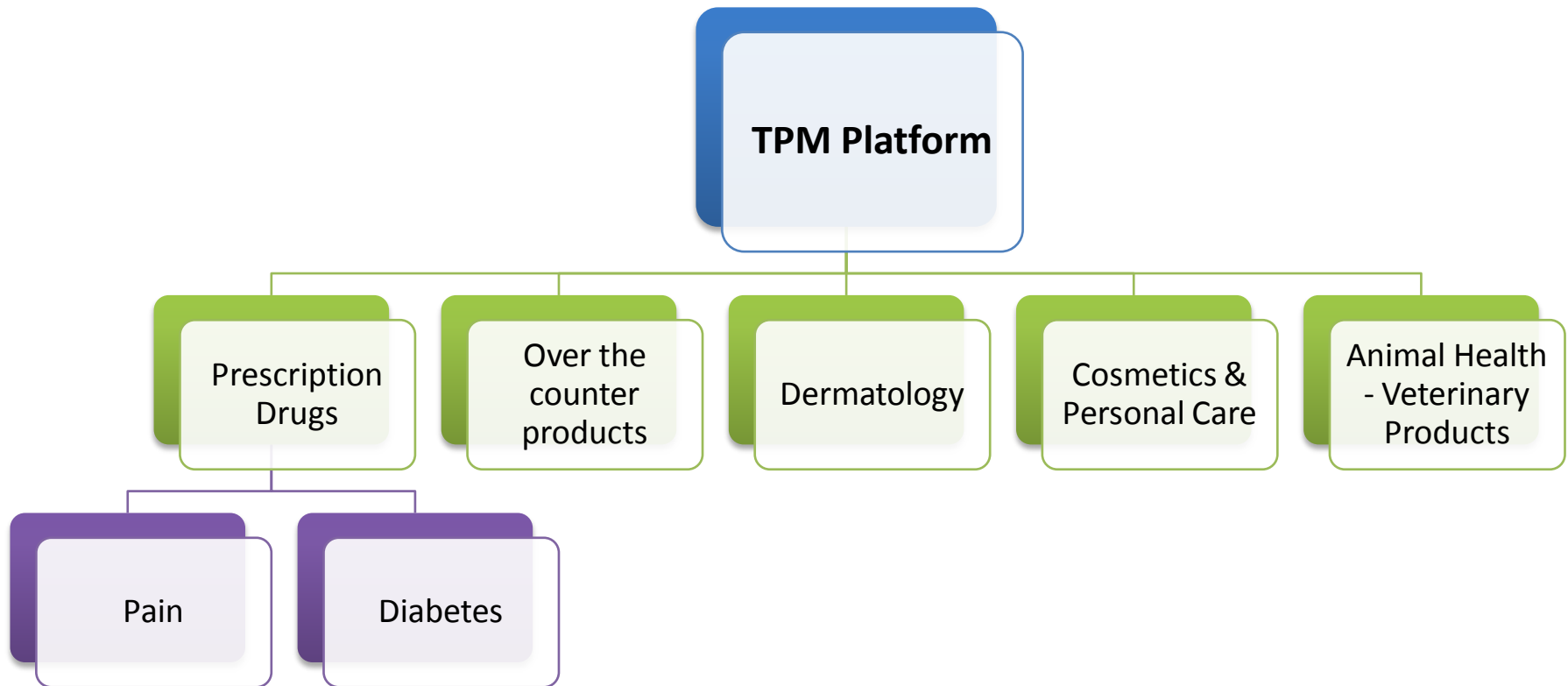
Topical Delivery: *TPM delivers more, faster and without irritation or disruption of the skin*

Why targeted topical delivery?

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



Leveraging off a Platform Technology to Create Value



Pros and Cons

Over\$pending

Lack of Focus

- Diversification & 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



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Maximising 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



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The Launch of Elixia®



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



The Launch of Elixia®



- Initial launch has been a success
- Exclusively sold through Pulse Pharmacy, Roy Young and Vitamin Me stores throughout Australia
- Products based on real science – real data
- ***Elixia Platinum*** range expected to be in-stores later this year

Different Strategies at Play

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

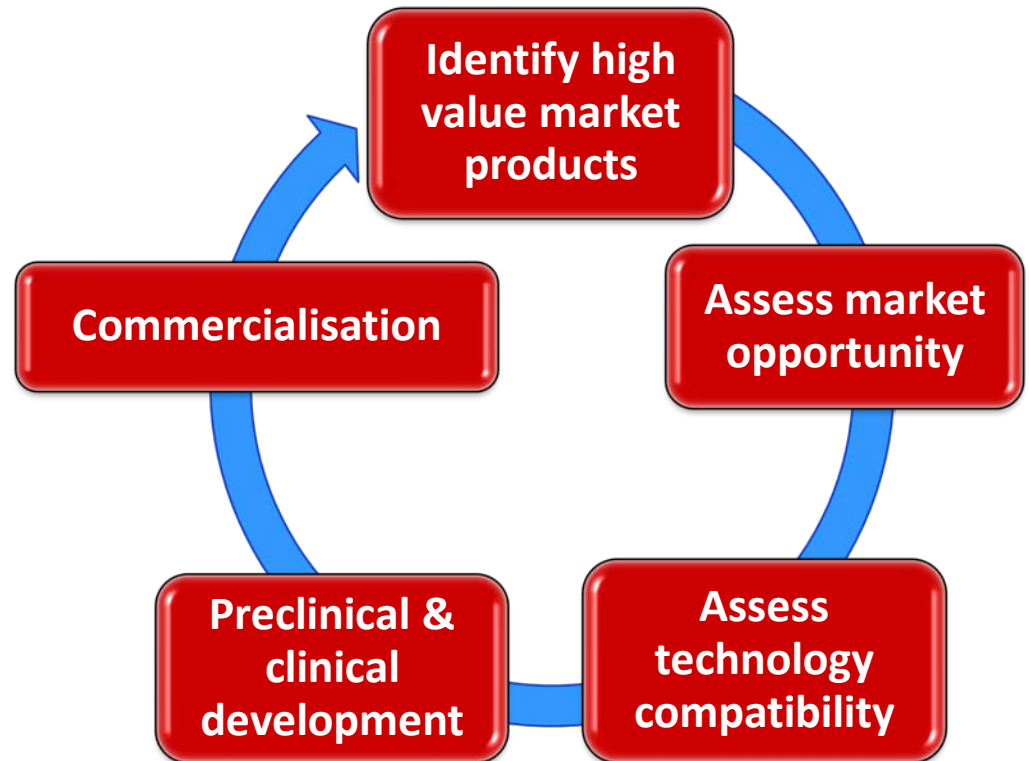
- Launch new products for cosmetics and OTC – high value products – shorter route to market
- Expand our technology – large molecule delivery
- Short term return and long term growth for investors



Our Strategies

Our focus will remain on the development of:

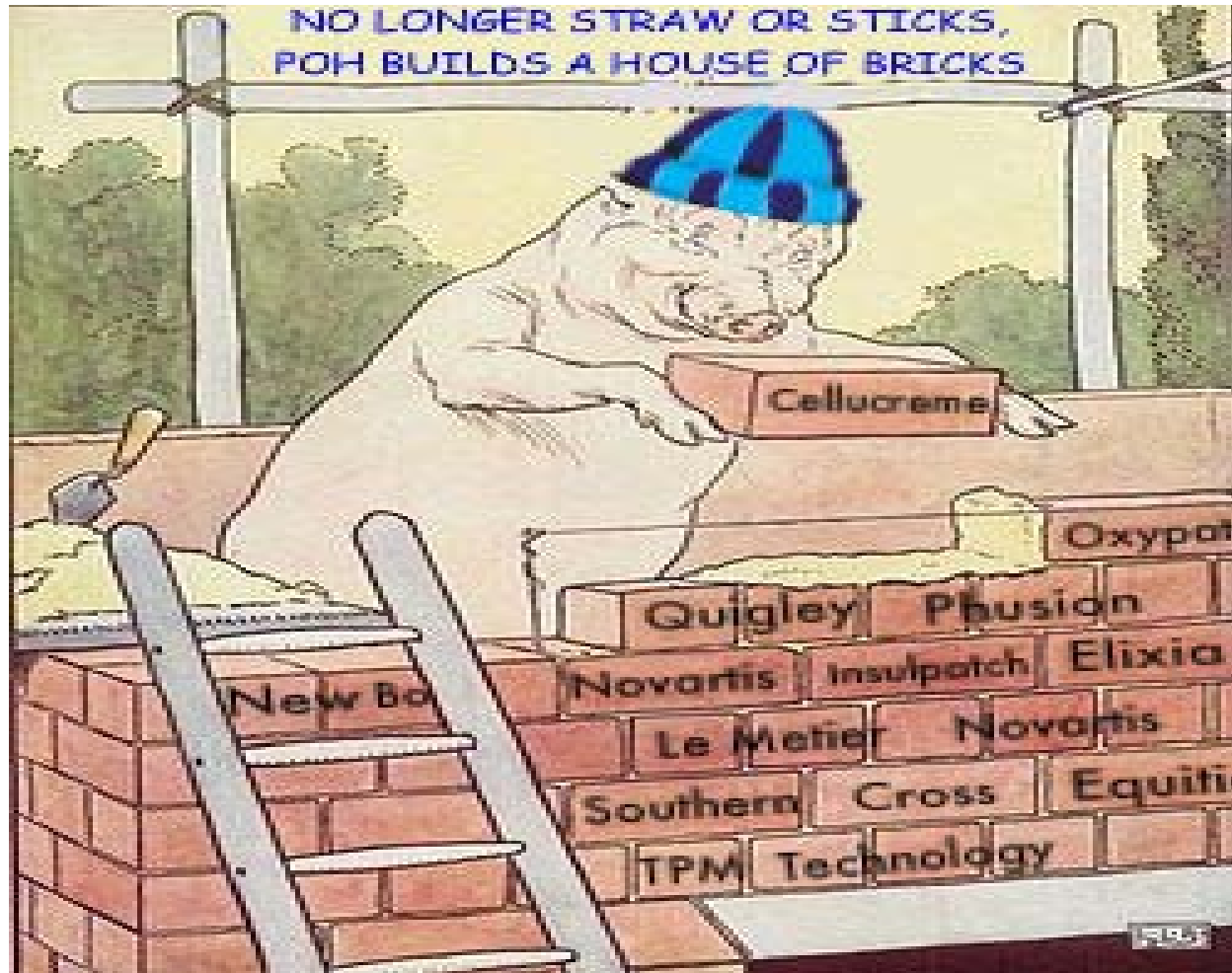
- **TPM/oxycodone &**
- **TPM/insulin products**



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 is Creating Shareholder Value



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Hot Copper May 2010



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Thank You

Delivering More...

Through Innovation in Transdermal Delivery

www.phosphagenics.com