



# CEO & INVESTOR CONFERENCE

**Nicox' presentation**  
12 February 2013, New York

*Michele Garufi, Chairman & CEO*





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February 11-12, 2013  
New York City

## Highlights

- First commercial launch in the United States in October 2012
  - AdenoPlus™: rapid point-of-care diagnostic test that aids in the differential diagnosis of acutetis
  - Specialized sales team targeting US eyecare practitioners
- Heritage of scientific, business development and commercial expertise
- Discovered latanoprostene bunod, a NO-donating compound licensed to Bausch + Lomb and currently in a phase 3 program
- Portfolio of non-ophthalmic assets being leveraged via partnerships
- Strong cash position: €81.8 million at Sept. 30, 2012 (approx. \$110.8 million)



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## Our Vision

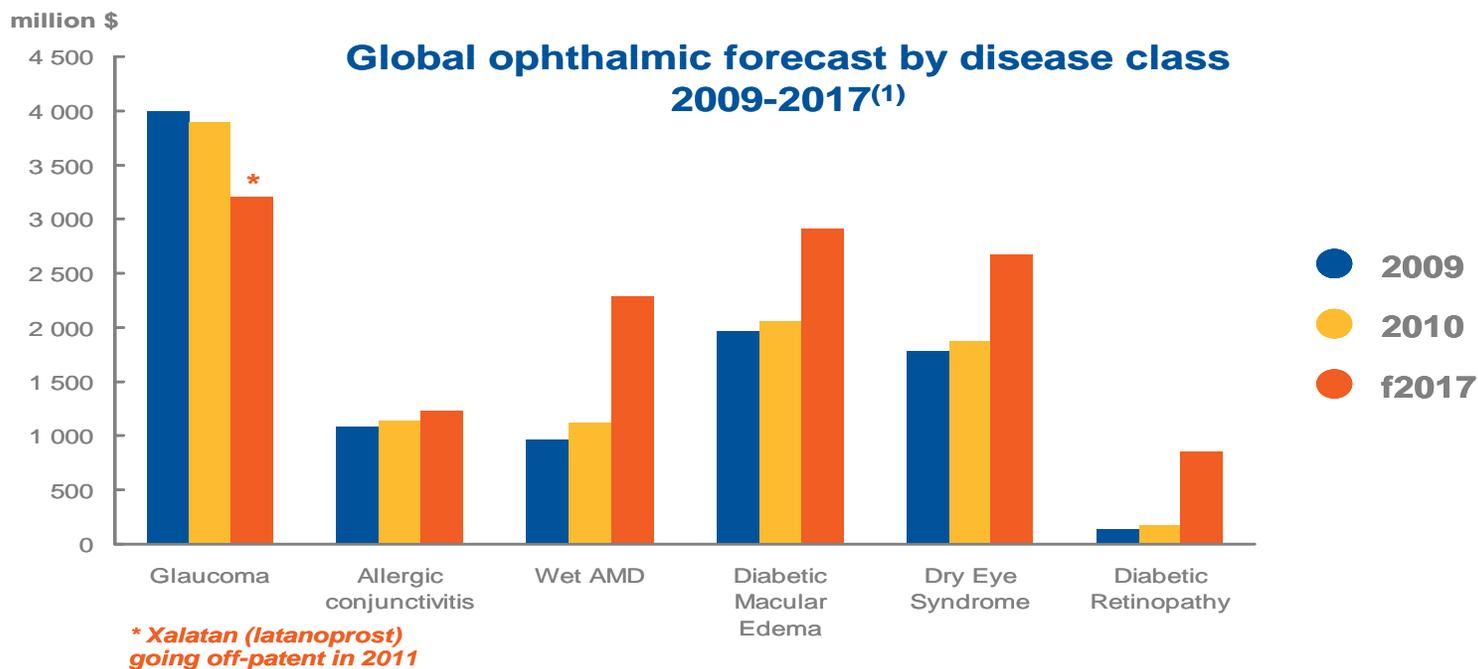
Become a new international player in the ophthalmic market with a diversified portfolio of innovative therapies, diagnostic tools and medical devices that can help people to enhance their sight



## Growing market open to new global players

**Global ophthalmic market**

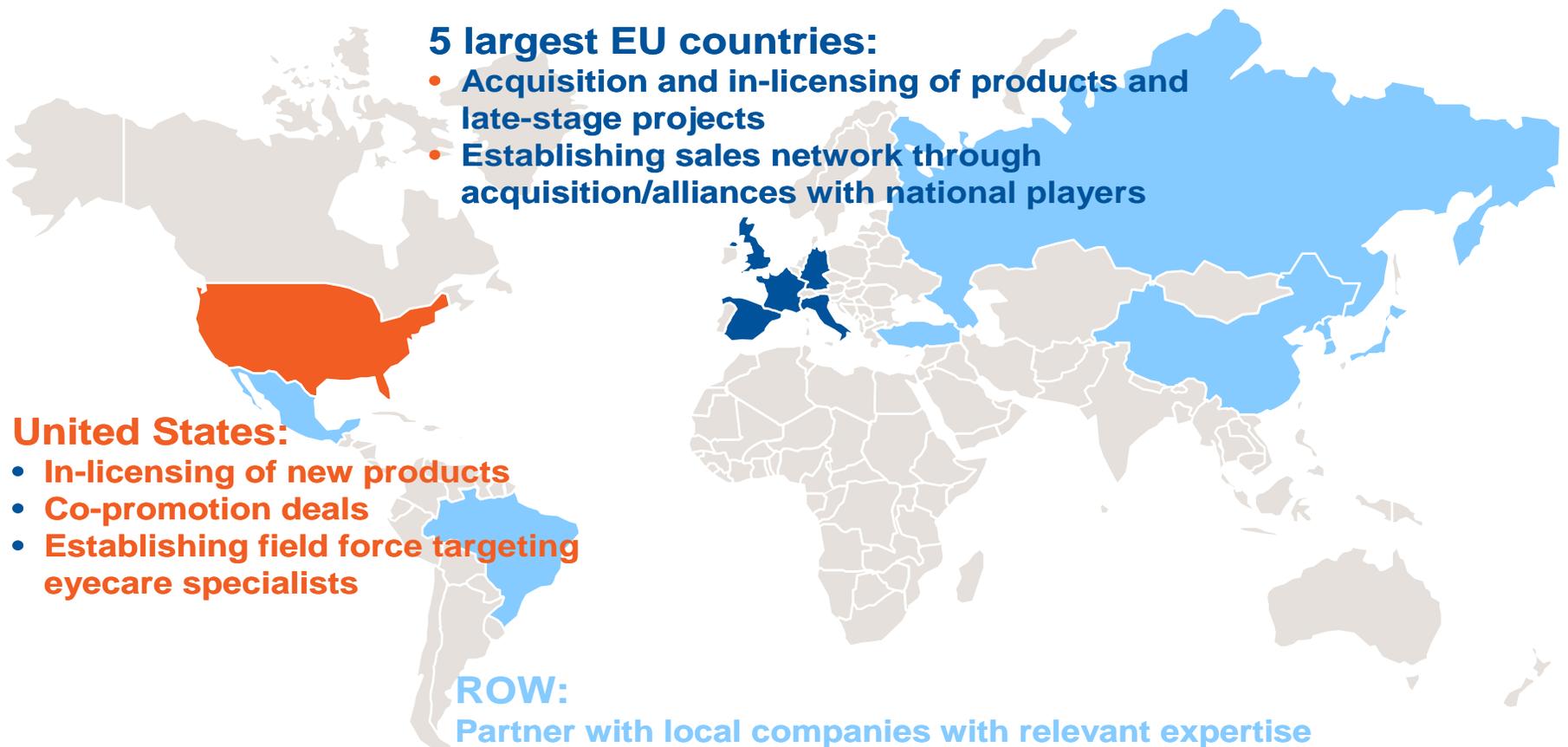
- 2010: \$10.3 billion
- 2017 forecast: \$13.2 billion



<sup>(1)</sup>Source: Ophthalmology Therapeutics Market to 2017, GBI Research, Oct. 2011



## Differentiated growth strategy





## Our targets in the ophthalmic space

### Companies

*Europe only*

- 5 largest EU markets
- National players
- Established local sales force
- Existing sales
- Locally known product brands
- Opportunity for growth

### Products

*US and Europe*

- Therapeutics
  - Diagnostics
  - Medical devices
- Disease management
- Already marketed
  - Late-stage
- Lower risks
- Worldwide rights
  - Local opportunities
- Flexibility



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## Specialized commercial team in place in the US

- North American headquarters based in Fort Worth, Texas
  - Jerry St. Peter, EVP and General Manager of Nicox Inc
  - Jason Menzo, Director of Marketing
  - Mark Puwal, National Director of Sales
  - Jason Werner, Director of Commercial Development & Strategic Alliances



- Efficient, specialized sales team targeting eyecare practitioners in key US areas, including New York City, Los Angeles, Chicago etc.



## Building commercial infrastructure in Europe and ROW

- Nicox Pharma, new subsidiary created in the Nice area, France
  - Organize global commercial activities in Europe and ROW
- Philippe Masquida, Executive Vice President and Managing Director European & International Operations
- European operations to grow in the 5 largest markets
  - New appointments, e.g. Country Managers, Director International Operations
  - Alliances with national ophthalmic companies with established infrastructures



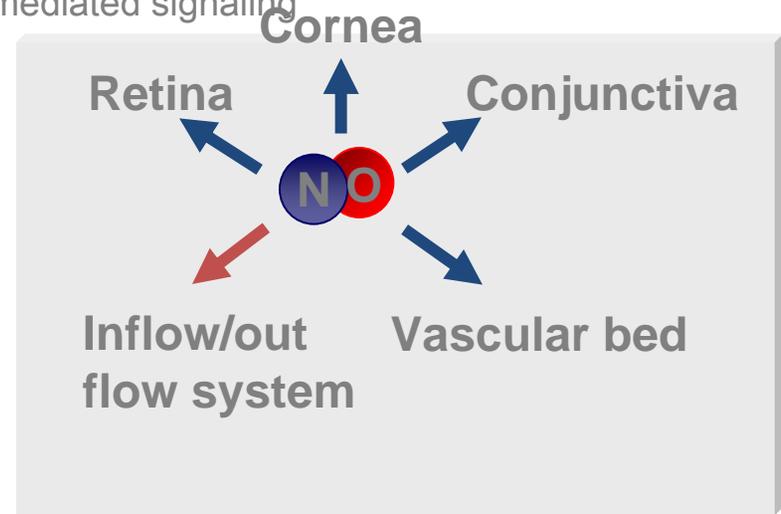


## Exploiting Nicox's nitric oxide-donating research platform in ophthalmology

- Specialized Research Team based in Bresso, near Milan, Italy
  - Targeted projects in the ophthalmic area
  - Collaborations with external research centers
  - Second generation of nitric oxide (NO)-donating compounds
  - NO donation with sustained pharmacological effect at tissue level

- Nitric Oxide (NO) and other molecules involved in NO-mediated signaling are present and play a key role in ocular tissues

- Potential of NO donation in glaucoma
  - Systemic administration of classic organic NO donors reduce IOP<sup>(1)(2)</sup>
  - Topical administration of NO-donors reduce IOP in preclinical models

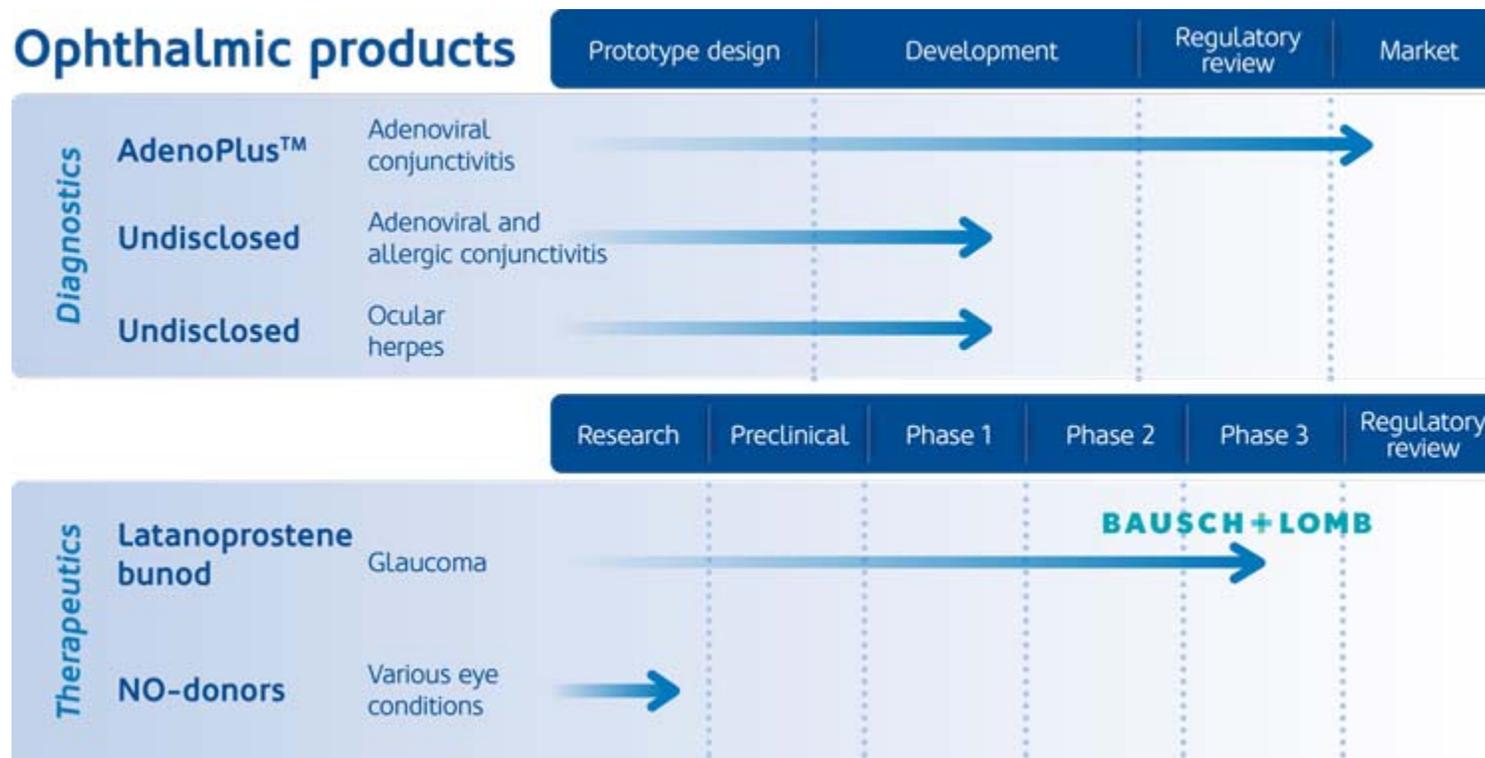


(1) IOP: Intra Ocular Pressure

(2) nitroglycerine, isosorbide dinitrate



## Ophthalmic Pipeline





## AdenoPlus™ for the differential diagnosis of acute conjunctivitis

First and only FDA-cleared, CLIA-waived, rapid point-of-care diagnostic test that aids in the differential diagnosis of acute conjunctivitis

Nicox's first commercial product



**AdenoPlus™**  
RAPID RESULTS FOR A CONFIDENT DIAGNOSIS

- AdenoPlus™ detects adenovirus in only 10 min.
- Marketed to US eyecare practitioners by Nicox's specialized sales force



## Medical need addressed by AdenoPlus™

- At least 6 million cases of acute conjunctivitis each year in the U.S.(1)
  - Most often caused by a bacteria, virus or allergen
  - Misdiagnosed in up to 50% of cases using signs and symptoms alone(2)
- Adenoviral form is highly contagious
  - Causes approx. 1 out of 4 cases seen by eyecare professionals(2)
  - Antibiotics, although ineffective against this form, are still widely prescribed
- AdenoPlus™ allows for better therapeutic decisions based on diagnostic evidence
  - May avoid spread of disease
  - May help in reducing the potential for misuse of antibiotics, reducing unnecessary costs and avoiding potential adverse reactions

(1) 2005 Thomson Healthcare Medstat

(2) O'Brien TP, Jeng BH, McDonald M, et al. Curr Med Res Opin. 2009 Aug; 25(8):1953-61.



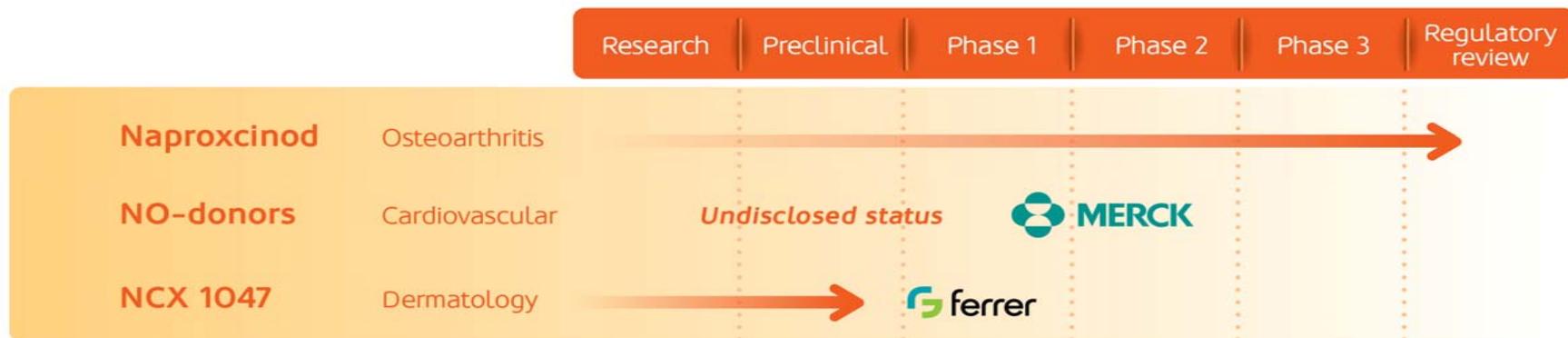
## Glaucoma drug candidate in phase 3

Latanoprostene bunod,  
a novel nitric oxide (NO)-donating prostaglandin F2-alpha analog

- Worldwide Licensing Agreement signed with Bausch + Lomb in 2010
- Global phase 3 program initiated by Bausch + Lomb in January 2013
- Only compound that showed superiority to Xalatan® in clinical trials
  - Primary efficacy endpoint met in phase 2b study: reduction in mean diurnal IOP\* on day 28
  - Positive results compared to Xalatan® on a number of secondary endpoints, including responder rate and duration of action



## Leveraging non-core assets through alliances



- New approach to NO donation discovered during joint research program
- Merck exploiting this new approach in certain cardiovascular indications
- Next announcement at the potential entry of a candidate in phase 2

- New NO-donating dermal anti-inflammatory drugs
  - Lead compound NCX 1047
- Nicox seeking new partner for the development and marketing of NCX 1047 in the U.S.

\*known as MSD outside the US and Canada



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## Key investment highlights

- Goal to become a new international player in the ophthalmic market by building a diversified portfolio of innovative therapies and diagnostic tools
- Global phase 3 program of latanoprostene bunod initiated by Bausch + Lomb in January 2013 for the potential treatment of glaucoma and ocular hypertension
- First ophthalmic diagnostic product launched in the U.S. in Oct. 2012
- Ongoing discussions for potential additional acquisition and in-licensing agreements
- Cash and cash equivalents totaling €81.8 million at Sept. 30, 2012 (approx. \$110.8 million)