



PACIFIC EDGE
Cancer Diagnostic Company

2016 Progress Report

10 March 2016

David Darling, CEO

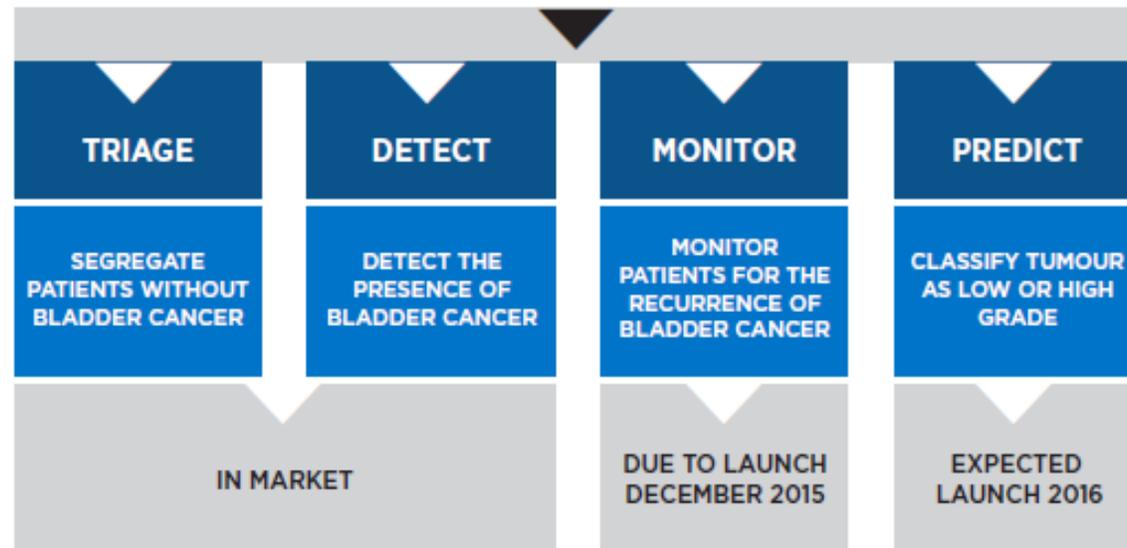
2016 PROGRESS REPORT

Chief Executive Officer, David Darling



PRODUCT DEVELOPMENT

ONE STOP SHOP OF CXBLADDER PRODUCTS



Pacific Edge is the only cancer diagnostics company in the world to offer three proprietary molecular diagnostic products for the detection and management of bladder cancer and designed to meet different clinical needs.

- Cxbladder Detect: Initially launched in New Zealand with US launch in 2013
- Cxbladder Triage: Launched in NZ in late 2014, and in the US in 2015
- Cxbladder Monitor: Launched in NZ in late 2015, on time and to specification, and now being readied for launch in US in 2016

USA HEALTHCARE MARKET

EXPANDED US SALES FORCE

- Achieved targeted sales force size with 18 sales executives covering 19 targeted major metropolitan regions
- Pacific Edge has identified these regions as covering 60% of its potential market in the USA.

LAUNCH OF NEW PRODUCTS INTO US MARKET

- Cxbladder Detect: In market since 2013
- Cxbladder Triage: Launched in the US in 2015
- Cxbladder Monitor: Being readied for launch in US in 2016

KAISER PERMANENTE USER PROGRAMME RECRUITMENT NEARING COMPLETION

- Recruitment progressing well and expected to be completed on time in 2016
- Kaiser Permanente has more than 17,000 physicians employed across 38 hospitals and more than 600 medical offices and other facilities

GOOD PROGRESS WITH CMS

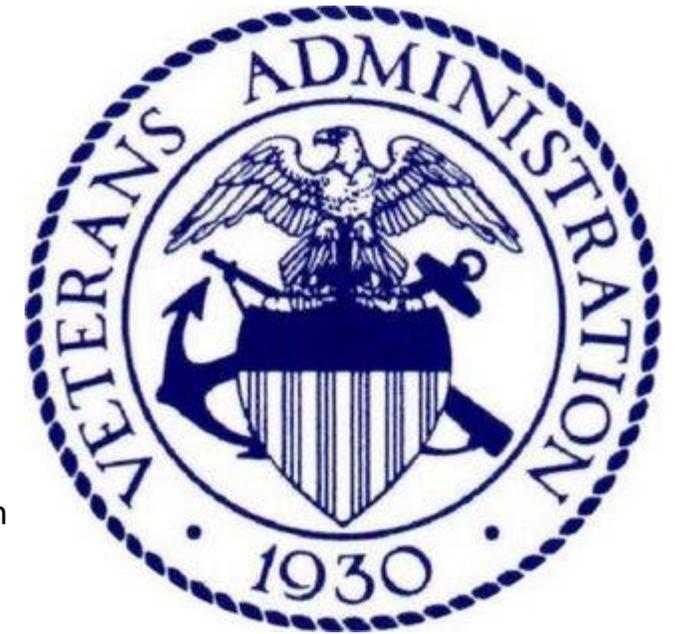
- Working to finalise the process with the Centres for Medicare and Medicaid Services (CMS), steady progress being made
- As per the Federal Supply Schedule with the VA, Pacific Edge has no direct control over this process with the CMS



VETERANS ADMINISTRATION (VA)

THE VETERANS ADMINISTRATION IS ONE OF PACIFIC EDGE'S KEY CUSTOMERS

- Federal funded healthcare for veterans and their families (funded separately to the CMS)
- Approximately 20 million people under cover:
 - 9.1 million to 10.2 million active enrollees
 - A further 10 million family members
- Network of its own clinics, hospitals and dedicated staff
 - 144 hospitals
 - 1,211 outpatient centres
 - 300 veterans centres
 - 56 regional offices
- Pacific Edge will be targeting patients who present to the VA with haematuria, both men and women
- Being in contract with the VA ensures ease of use (coded) and speedy recovery of revenue



WORKING WITH THE VETERANS ADMINISTRATION

Completed	Signed Federal Supply Schedule Agreement on 29 Feb 2016
Completed	Identify leading VA centres with volume haematuria
In progress	Receipt of Award Package (usually within 4 weeks of signing). This will allow for the following activity to commence:
Next steps	Cxbladder test to be added to the VA schedule approved for sale to veterans: <ul style="list-style-type: none">• Cxbladder will have a code• Cxbladder will have a fixed price ceiling. Sites may negotiate to this ceiling. We expect VA price to be higher than our current G.R.R.
Next steps	Following receipt of the Award Package, the Pacific Edge USA sales team will look to leverage existing relationships with high volume sites in targeted regions Expect some 'User Programs' will be required on key sites as per other large customers



OTHER MARKETS

AUSTRALIA

- February 2016: Announced new commercial partnership with Tolmar Australia Pty Limited, a specialised uro-oncology company which provides medicine and support to men with advanced prostate cancer
- Tolmar will provide sales and marketing for Pacific Edge's Cxbladder tests in Australia, supported by the Pacific Edge team in New Zealand and the company's Melbourne based in-country manager
- Tolmar has a team of eight highly skilled and specialised sales people who will encourage trial and commercial use of Cxbladder with urologists

SOUTH EAST ASIA

- Investigating the market opportunity
- Establishing a presence in Singapore as a beachhead into the rest of the SEA region
- User Programme Study is underway with a leading hospital in Singapore to generate data specific to Singapore and to enable physicians to use Cxbladder Detect in their clinical setting

NEW ZEALAND

- Continuing to develop clinical partnerships and encourage uptake of our Cxbladder technology
- Announced commercial partnership with Canterbury DHB



CANTERBURY DHB COMMERCIAL AGREEMENT

WORLD-FIRST AS CXBLADDER MOVES TO REPLACE CYTOLOGY IN CLINICAL GUIDELINES

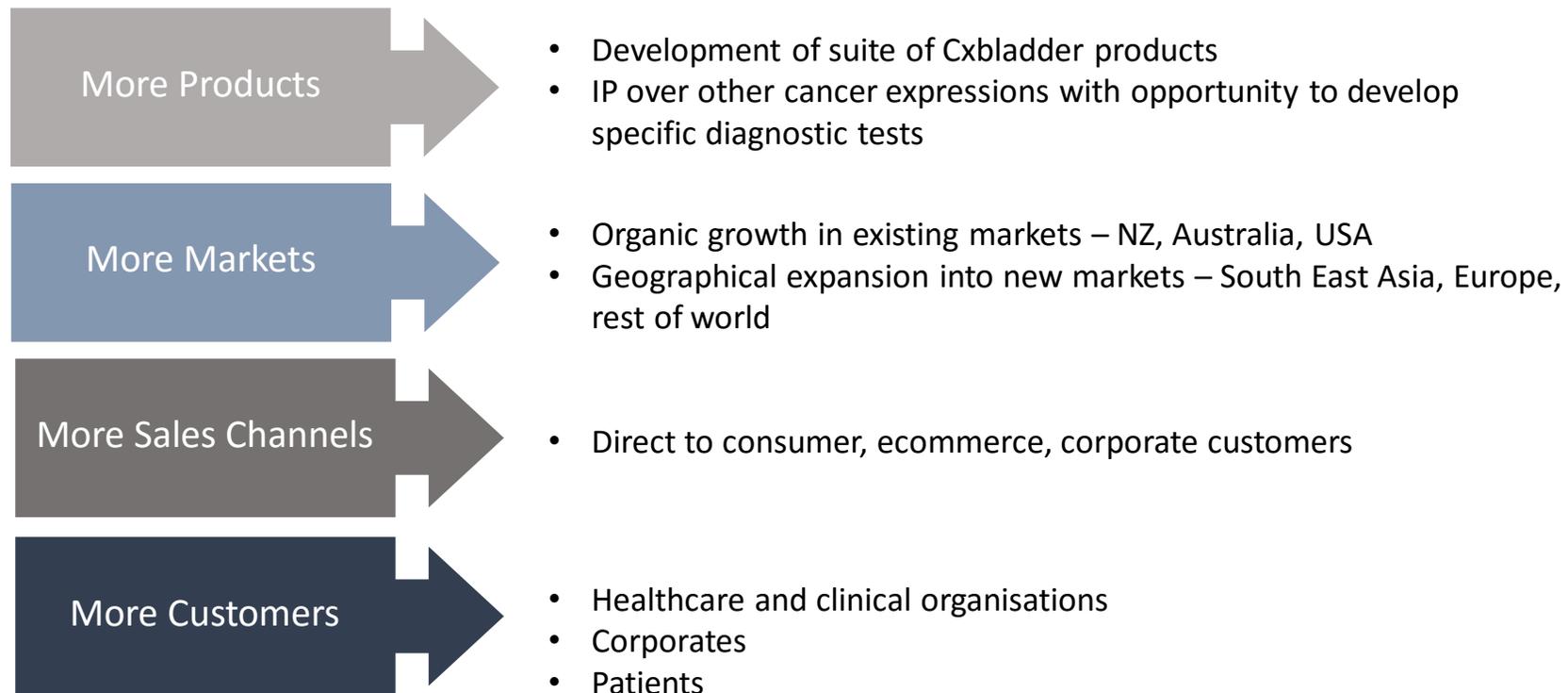
- Commercial Agreement announced on 9 March 2016
- Canterbury District Health Board will use Cxbladder technology in its new haematuria HealthPathway, replacing cytology
- This is the first time a health organisation has entered into a process to replace cytology with Cxbladder, a move that underpins Pacific Edge's business model and road to success
- To change a clinical pathway and replace an old test with a new technology is a major achievement for Pacific Edge and its Cxbladder tests
- Cxbladder test performance will be audited at the conclusion of an initial 200 tests. The expected successful performance audit will see Cxbladder formally replace cytology on the Canterbury DHB's HealthPathways, making it available through GPs to the thousands of patients cared for in the Canterbury region
- Urology Associates in Canterbury has been involved in the evaluation of the Cxbladder products for some time and is also adopting Cxbladder Triage for use in clinical practice.

Canterbury
District Health Board
Te Poari Hauora o Waitaha

urology
associates

STRATEGIC OPPORTUNITIES FOR GROWTH

Targeting High Growth Over The Medium Term by Creating More Products and Building Sales in an Increasing Number of Markets



www.pacifedge.co.nz
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