



EXIQON

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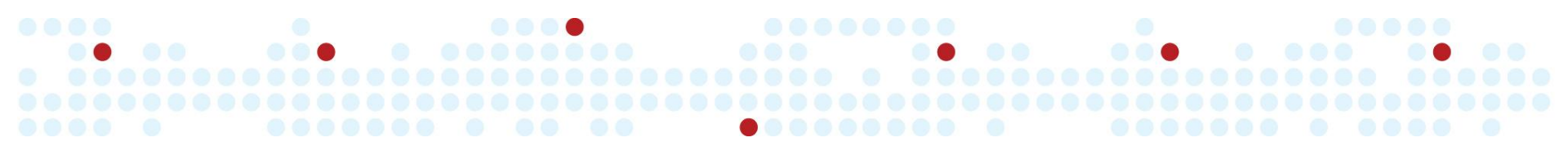
October, 2008

Lars Kongsbak, CEO

Hans Henrik Chrois Christensen, CFO

Forward looking statements

This presentation contains forward looking statements. The words “believe”, “expect”, “anticipate”, “intend”, “will”, “may”, “would”, “could” and “plan” and similar expressions identify forward looking statements. All statements other than statements of historical facts included in this presentation, including, without limitation, those regarding our financial position, business strategy, plans and objectives of management for future operations (including development plans and objectives relating to our products), are forward looking statements. Such forward looking statements involve known and unknown risks, uncertainties and other factors which may cause our actual results, performance, achievements to be materially different from any future results, performance, or achievements expressed or implied by such forward looking statements. Such forward looking statements are based on numerous assumptions regarding our present and future business strategies and the environment in which we will operate in the future. The important factors that could cause our actual results, performance or achievements to differ materially from those in the forward looking statements include, among others, risks associated with product development and commercialization, the unenforceability or lack of protection of our patents and proprietary rights, uncertainties related to product manufacturing and supply chain, the lack of market acceptance of our products, our ability to manage growth, the competitive environment in relation to our business area and markets, our ability to attract and retain suitably qualified personnel, our relationships with third parties, changes and developments in technology and third party’s intellectual property rights which our products may become dependant upon, and other factors. Further, certain forward looking statements are based upon assumptions of future events which may not prove to be accurate. The forward looking statements in this document speak only as at the date of this presentation.



Present from Exiqon



- **Lars Kongsbak, CEO**

M.Sc. in Biology from the University of Copenhagen (1988), PhD in Molecular Biology from the Technical University of Denmark (1990), was appointed as CEO in 2003. Before joining Exiqon, Lars Kongsbak served as Senior Scientist (discovery & product development) with Novozymes, Novo Nordisk and Biologie, respectively.



- **Hans Henrik Chrois Christensen, CFO**

LLM from the University of Copenhagen (1990), attorney-at-law (1993), joined Exiqon as CFO on January 1, 2007 from a similar position with OMX-listed Pharmexa A/S. Has a background as a group general counsel with Danisco A/S and as attorney with Dragsted & Helmer Nielsen law firm, Copenhagen.

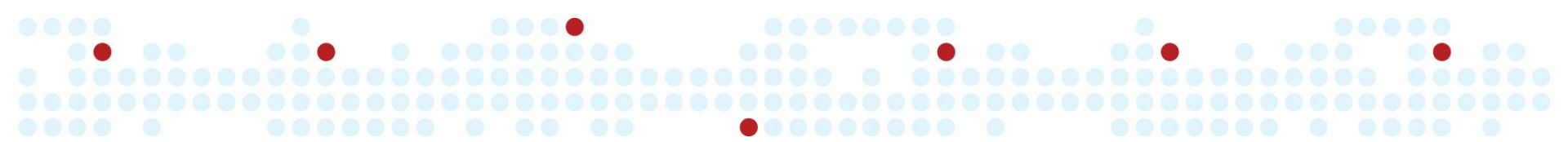
Better use of existing medicine is "low hanging fruit "

Cancer treatment today

- More than 150 drugs have been approved by FDA for cancer treatment for even more indications
- Oncologists administer more than 600,000 chemotherapies annually in the U.S. alone but only 30% benefit from the prescribed drug
- In the US, USD 8.4 bn in annual drug costs are associated with non-responding chemotherapy

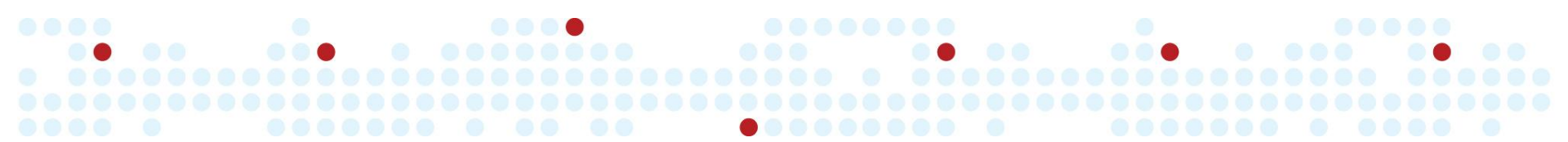
Exiqon can change the paradigm of cancer treatment

- By securing better use of existing drugs
- Through new molecular diagnostic products for treatment selection
- Immediate and significant benefit to patients and healthcare cost



Exiqon's investment case

- Exiqon addresses the large unmet medical need for disease management (initial focus on cancer)
- Molecular diagnostic products based on miRNA biomarkers can change the paradigm of cancer treatment selection
- Exiqon already has a leading market position
 - In cell based Extreme Drug Resistance testing (EDR); revenue in 2007 was USD 12 million through US based Oncotech, Inc.
 - In research products for miRNA and mRNA analysis; revenue in 2007 was USD 10 million
- Exiqon is uniquely positioned to capitalize on the trend towards personalized medicine



History

1995; Exiqon A/S was founded in Denmark

1997; Exiqon secured the exclusive rights to the LNA™ (Locked Nucleic Acid) technology

1999; Subsidiary founded to exploit therapeutic potential of the LNA™ technology

2003; Implemented the current strategy with focus on products based on LNA™ technology

2004; First LNA™ based research product launched

2005; Exiqon formed a strategic alliance with Roche

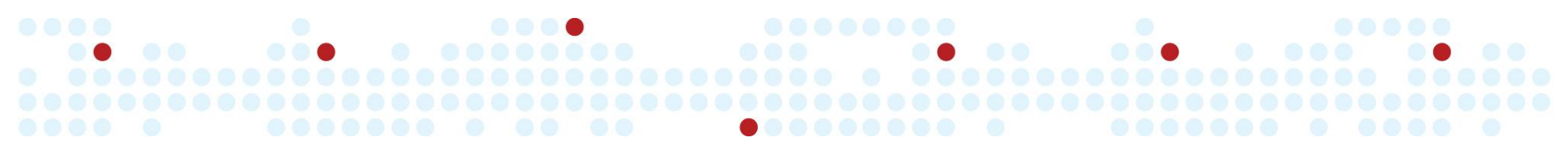
2006; Exiqon concluded license with Max-Planck-Innovation GmbH and The Rockefeller University

2006; Exiqon A/S established a subsidiary in the United States (Exiqon, Inc.)

2007; Exiqon A/S was listed (May) on NASDAQ OMX Exchange in Copenhagen, Denmark

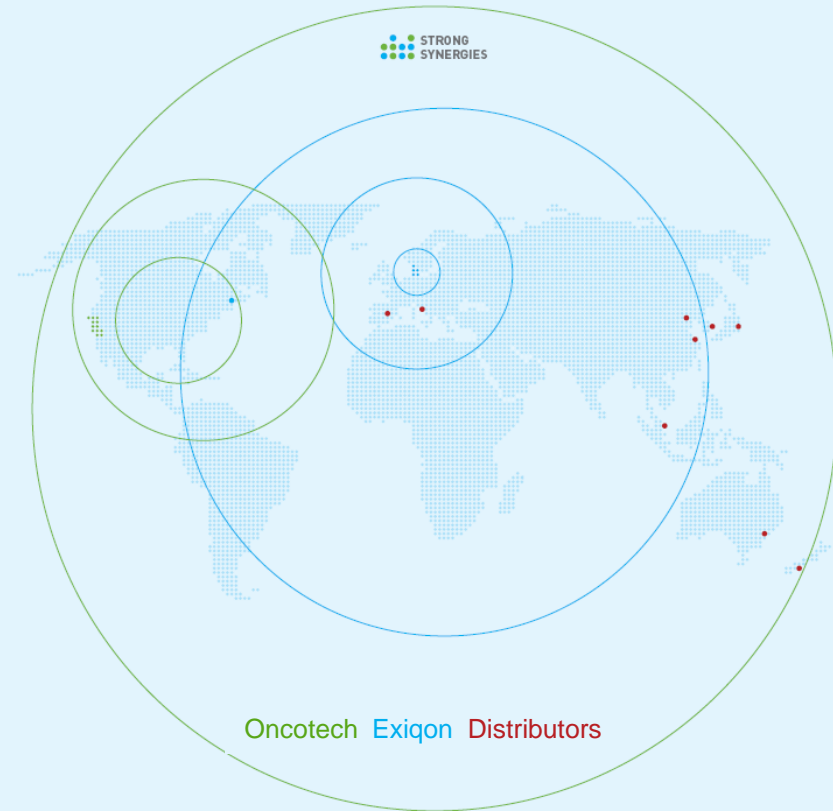
2008; Exiqon A/S acquired Oncototech, Inc.

2008; Exiqon signs major agreement with Roche Diagnostics on Universal ProbeLibrary

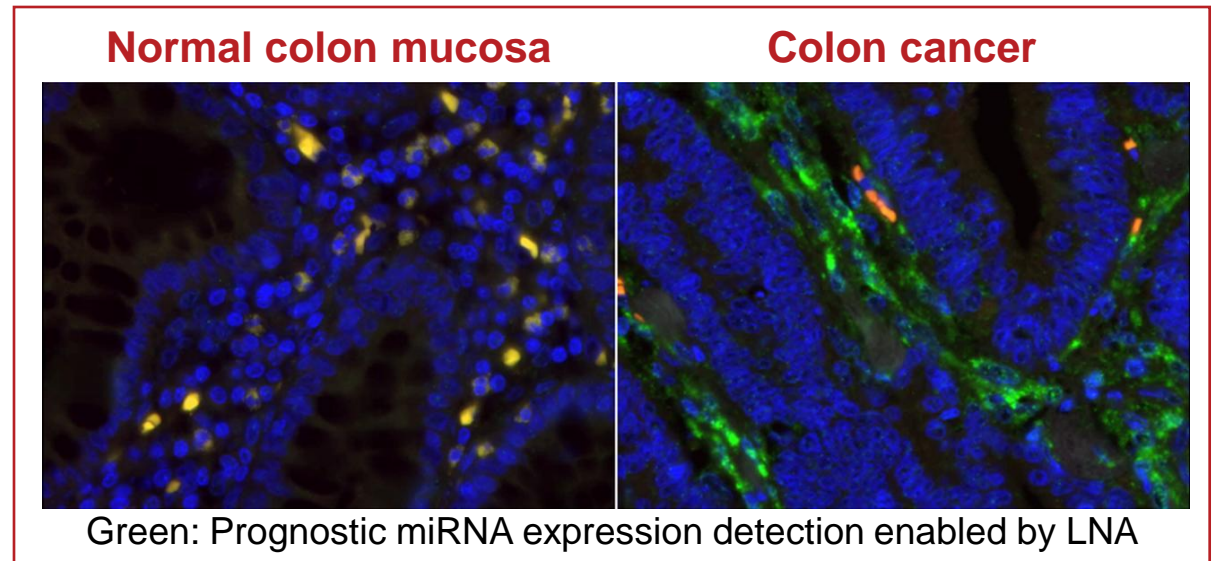


Business model

- Use proprietary miRNA biomarkers and LNA™ technology to develop, market and sell molecular diagnostic products for treatment selection (cancer) by leveraging current market leading position of Oncotech within cell based assays
- Use largest privately held human tissue bank (>150,000 tumor samples) for stratification of patients and development of companion products in partnership with the pharmaceutical industry
- Use proprietary LNA™ technology to be market leader in the field of research products for gene expression analysis (miRNA and mRNA)
- Own sales force and strong partnerships



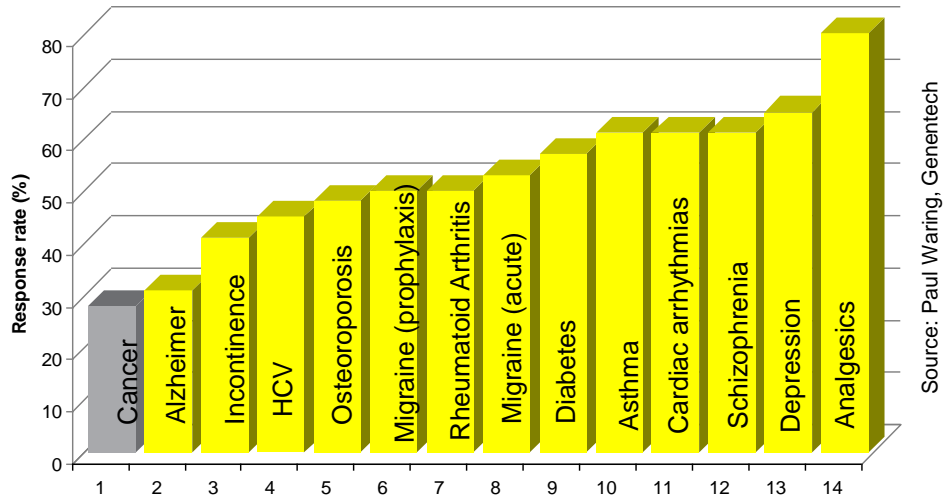
Diagnostic business



Large unmet medical need for treatment selection (cancer)

70% of cancer patients do not respond to chemotherapy

USD 8.4 bn in annual drug costs associated with non-responding chemotherapy



Objective

Be the leading oncology company in treatment selection, recurrence and prognostic tests

Strategy:

Provide products through CLIA laboratory (Oncotech, Inc., CA)

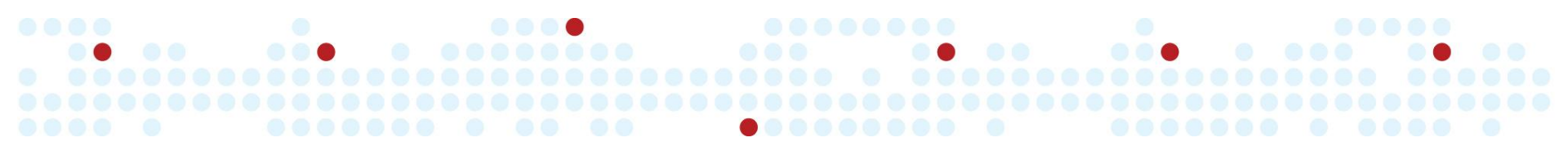
Tactic

Update current cell based *in vitro* assays with molecular diagnostic tests based on miRNA

Unmet medical need represents significant market opportunity

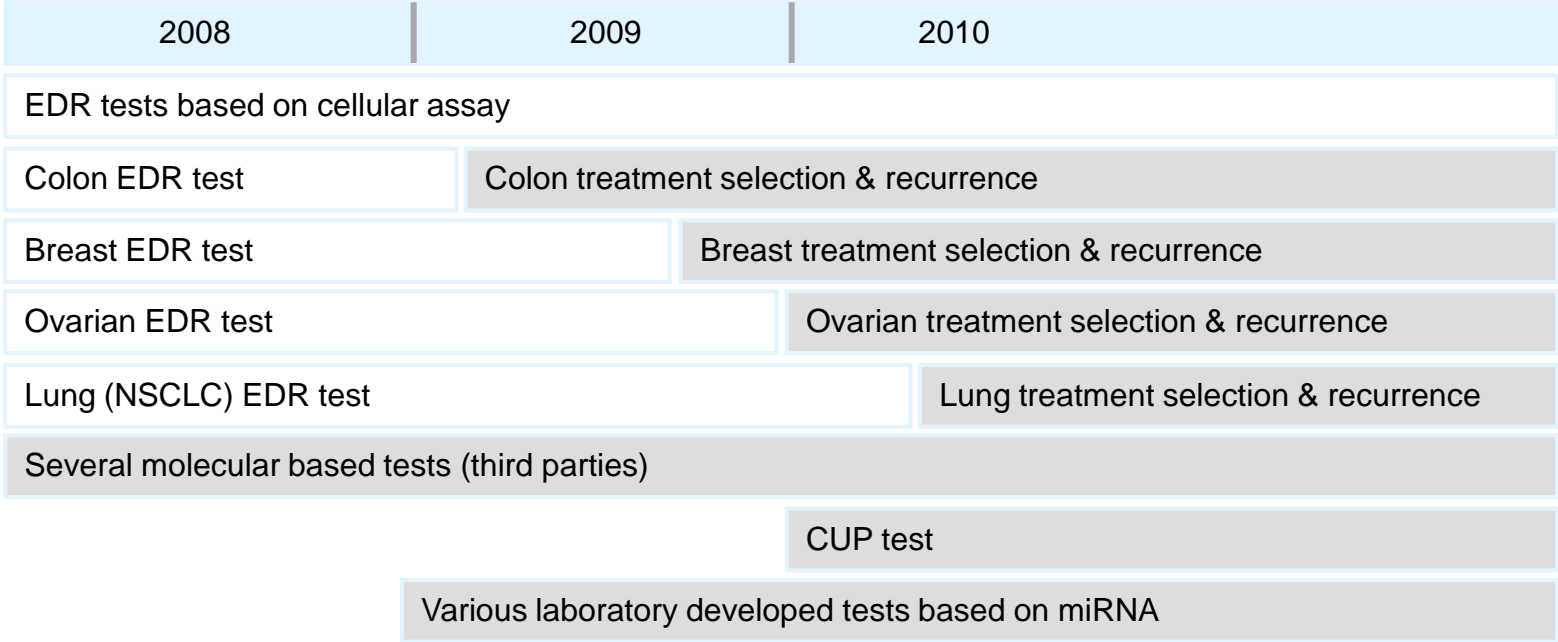
Molecular product (LNA™ & miRNA based)	Incidence (US)	Target patient population (EDR)	US market potential (mill USD)
Colon	112,340	61,600	209
NSCLC (lung)	170,704	102,000	347
Breast	180,510	72,204	245
Ovarian	22,430	20,187	69
CUP	72,246	32,000*	109
Total			979

Assuming USD 3,400 per test



Focus on *In vitro* diagnostic products for treatment selection

Tactic: Oncotech’s cell based EDR products will be upgraded with molecular diagnostic products



Molecular diagnostic based
 Cell based

EDR: Extreme Drug Resistance; CUP: Cancer of Unknown Primary



Molecular diagnostic products addresses need for treatment selection

- The use of FFPE samples will facilitate penetration through convenience
- Significantly increased sensitivity will increase market potential
- Turn around time is about 48 hours as opposed to 7 days will make test attractive

Current generation

Cellular based assays:
Drug resistance (EDR)

Second generation

Molecular based assays:
Highly sensitive drug
resistance testing

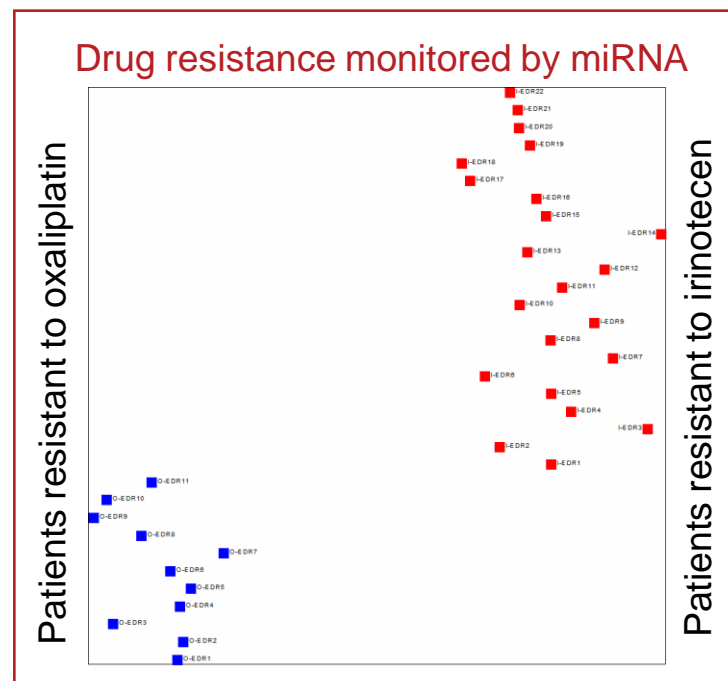
Future generations

Molecular based assays:
Drug resistance
Drug sensitivity prognosis
Recurrence
Primary origin
Drug metabolism
Sample purity etc.

Treatment selection

Disease management

Pharma services



Large unmet need for improved drug development



"One can say that, except for the very rare instance, Novartis' approach is that [unless] there is a drug with a really solid biomarker attached to it, we don't develop it," Robert Schmourer, executive director of translational medicine at Novartis, said at a Cambridge Healthtech Institute conference on translational medicine, held here last week.

Novartis peers Bristol-Myers Squibb, Wyeth, and Roche, among others, have similarly changed their R&D strategies and pharmacogenomic outlook.

Novartis is not alone in incorporating biomarkers into drug development and embracing the learn-and-confirm model. Encouraged by a willingness at the FDA to accept adaptive clinical trial designs, Novartis is following a larger shift within pharma toward more predictive drug-development strategies.

For instance, Bristol-Myers Squibb uses biomarkers and pharmacogenomics to expand the indications for existing oncologics [see [PGx Reporter 01-10-07](#)].

Also, Wyeth instated a learn-and-confirm model of its own last year, hoping that in two years the strategy will enable 75 percent of its drug program to have some kind of pharmacogenomic component.

Large unmet need to improve the cost of drug development

	Experimental design	With HER2 test	Without test
Savings in clinical trial costs ~ USD 35 million			
Income from 8 year acceleration of products ~ USD 2.5 bn			
Access to drug from acceleration ~ 120,000 patients			
	Number of patients	470	2200
	Response rate	50%	10%
	Years follow-up	1.6	10

Source: Press and Seeling, Targeted Medicine 2004.

Objective

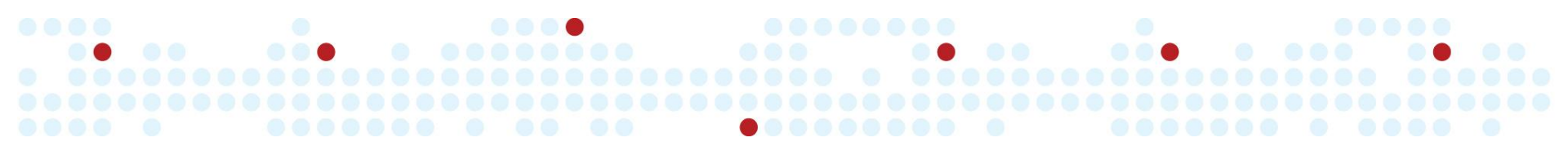
Become preferred partner for development of companion products

Strategy

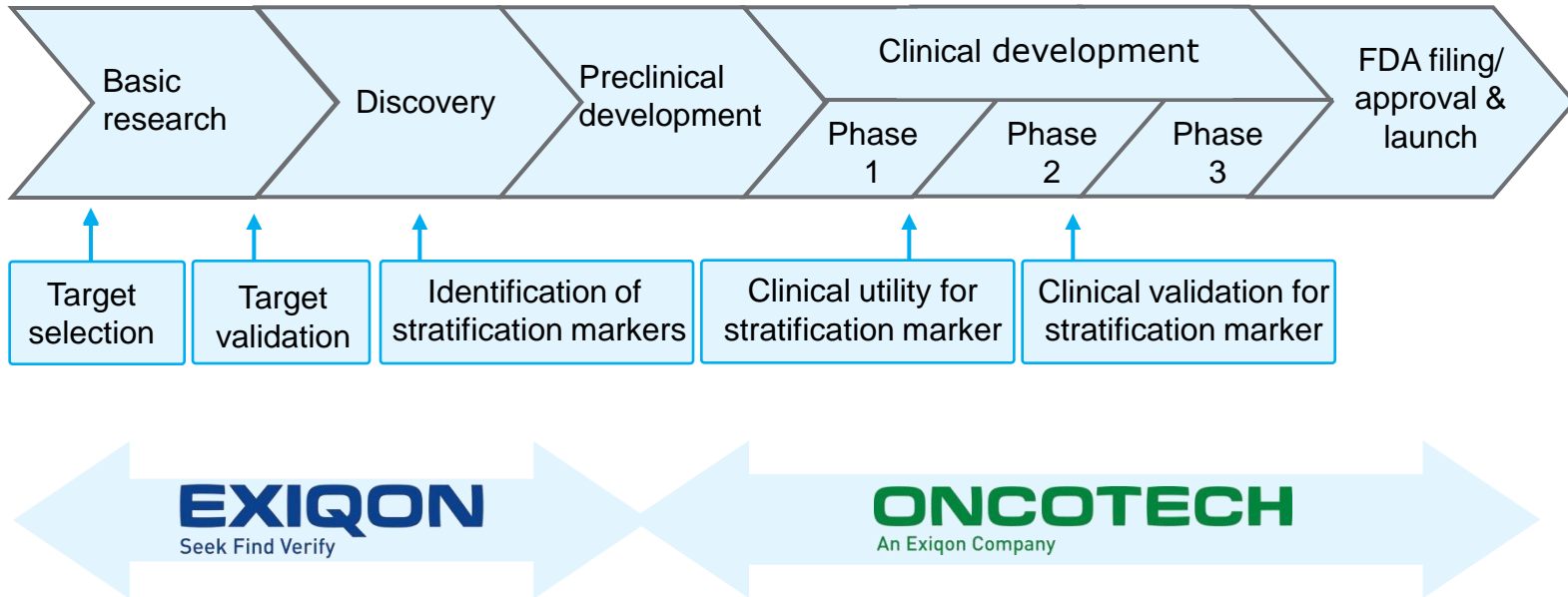
Provide stratification of patients through CLIA laboratory (Oncotech)

Tactic

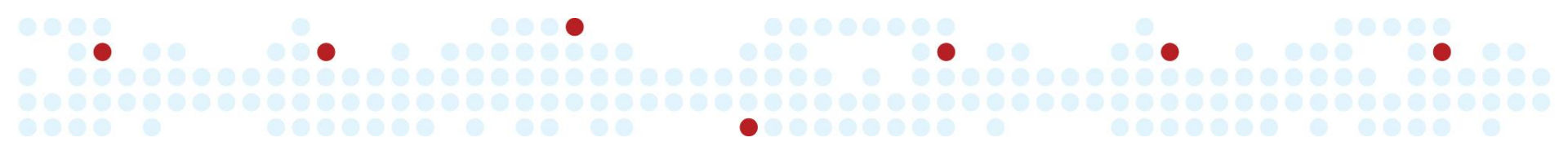
Use Oncotech's >150,000 cell bank, high throughput screening facility and proprietary miRNA



Exiqon is uniquely positioned to capitalize on personalized medicine trend



- Business unit "Pharma Services" to accommodate market needs
- Exiqon offers access to miRNA biomarkers and biobank (150,000 tumor samples)
- Exiqon is the only company to offer this including CLIA lab based services



Life sciences



Need for specific and sensitive miRNA and mRNA research products

Market segments (RNA analysis)	mRNA	miRNA
Market size (DKK mill)	6.000	120
Market growth	15-20%	80%
Business	Current (Research products)	Current (Research products)

Objective

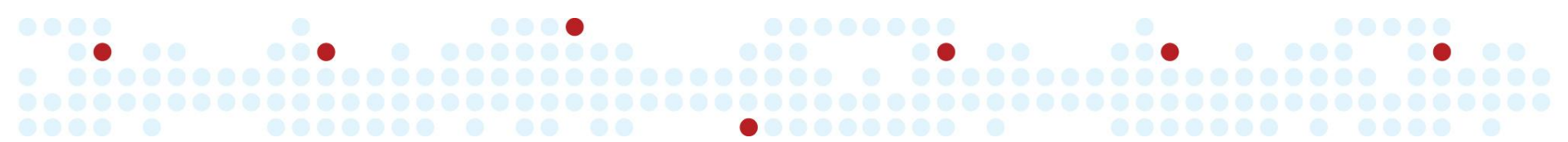
Become preferred supplier for miRNA research products

Strategy

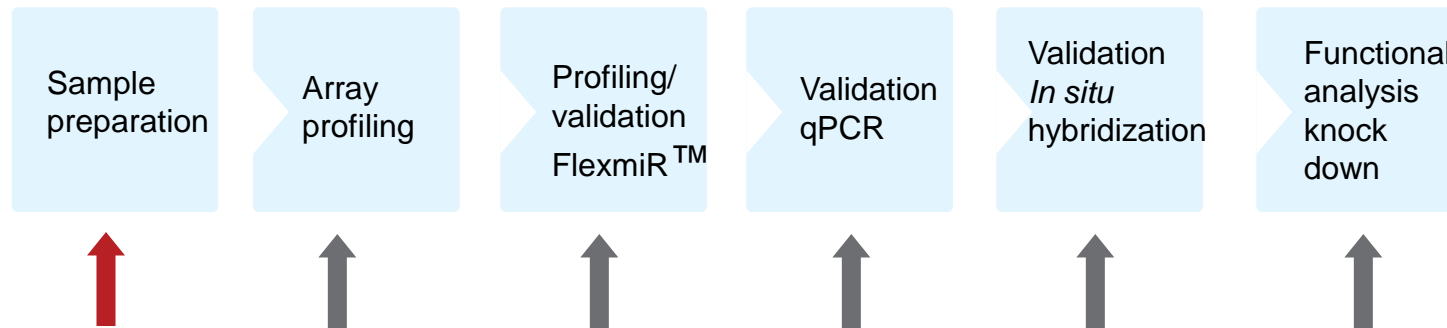
Be one stop supplier of miRNA research products

Tactic

Offer best research products for miRNA analysis (based on LNA™ technology)



Exiqon pursues a “one stop supplier” strategy for research products

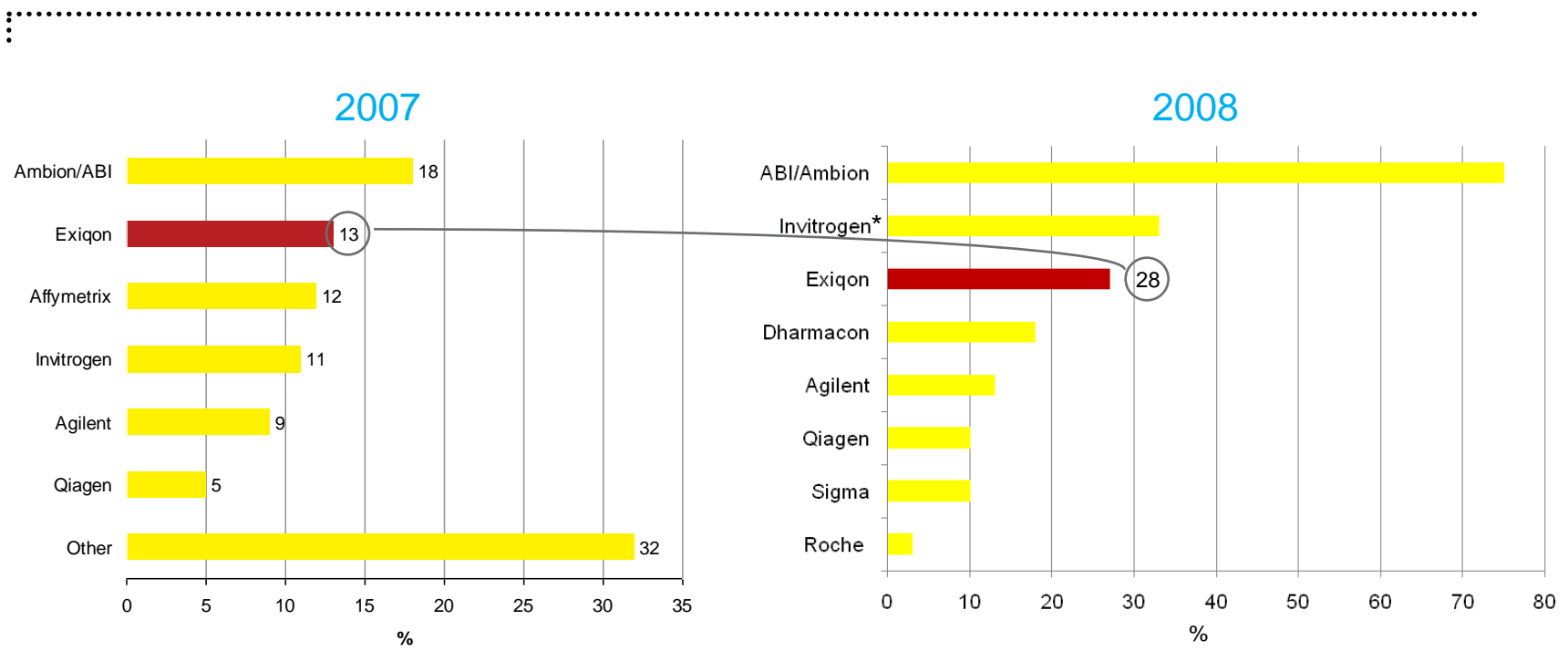


Current product offering for miRNA analysis includes:

- Array (miRCURY LNA™, launched 2006)
- Bead based assays (FlexmiR™ launched 2007)
- qPCR (miRCURY LNA™, launched Dec 2007)
- *In situ* (miRCURY LNA™, launched 2005)
- Knockdown (miRCURY LNA™, launched 2006)
- Sample isolation product still to be marketed

Established leader in the market space for miRNA research products

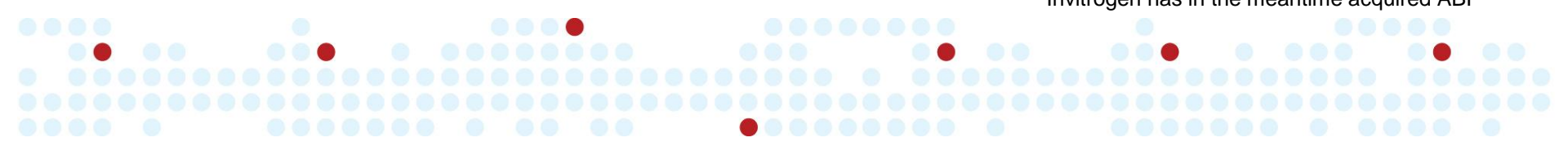
When considering a research product for your miRNA research, which manufacturers come to mind? (please list up to three)



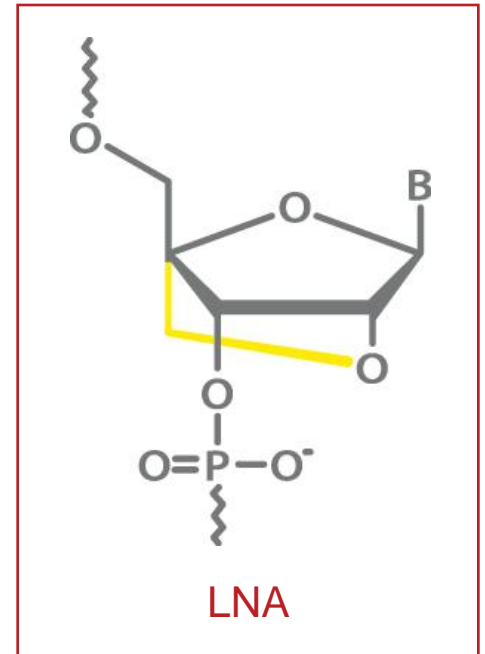
Source: Online (registered as visitors to the *Science* website) survey: life scientists working in molecular biology were asked to participate; response based on 239 and 147 completed surveys, respectively.

March 30, 2009

* Invitrogen has in the meantime acquired ABI



Technology & biomarkers



LNA™ and miRNA biomarkers provide exceptional business opportunities

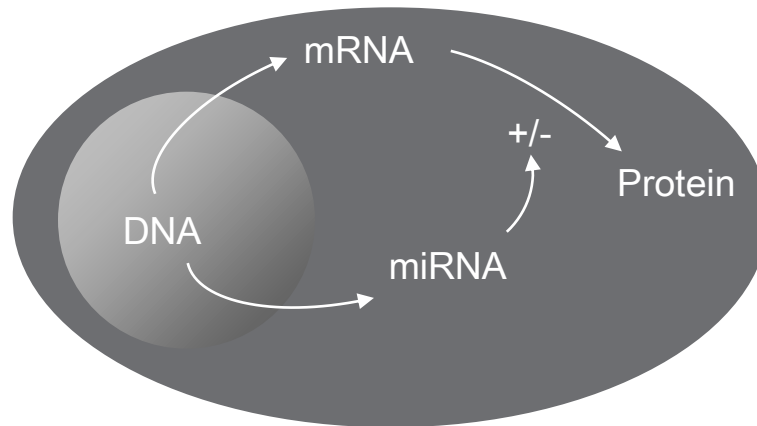
The LNA™ (Locked Nucleic Acid) technology enables Exiqon to make products for analysis of gene expression with higher specificity and increased sensitivity than competing products = *most specific analyses of mRNA and miRNA*

Life Sciences Products:

Research products for mRNA and miRNA analysis are being applied in drug discovery, target validation, biomarker identification and basic research

Diagnostic Products and Pharma Services:

Diagnostic products to be based on analysis of miRNA as a biomarker. *"Biomarkers are crucial for individualizing, or personalizing, medical treatment...can be used to create more precise classifications of disease to target or stratify therapy."* (FDA's "Critical Path Opportunities Report and List - March 2006)



The LNA™ (Locked Nucleic Acid) technology is unique and proprietary

What is LNA™?

- LNA™ is a synthetic RNA molecule

Why is LNA™ unique?

- Provides more specific and sensitive gene expression analysis than any other technology
- Compatible with standard equipment

LNA™ vs. competing technology

LNA



DNA



RNA



OME



Exiqon has 108 issued patents and about 150 patent applications to protect our business

Financial outlook for 2008 and beyond



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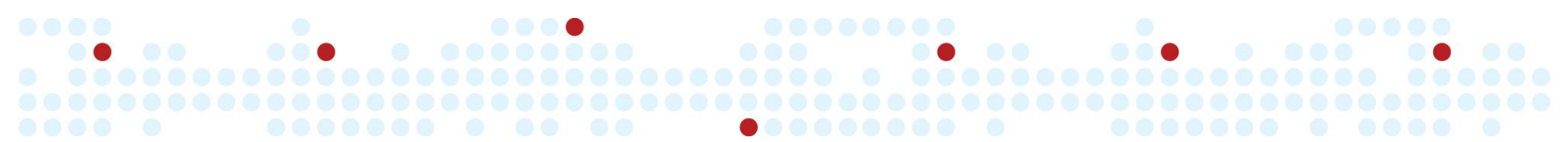
Guidance 2008 and beyond

Guidance 2008

- Revenue expected to amount to USD 28-30 mill
- Profit forecast for the year of minus USD 20-23 mill

Financial outlook beyond 2008

- Funded until expected break even by 2011
- Research business expected to be cash positive by end of 2009
- COGS expected to improve over time, particularly during 2008-09
- Margins expected to align with industry standards over time: 65-70%
- R&D costs expected to align with industry standards over time: 15% of revenue
- SG&A costs expected to align with industry standards over time: 30% of revenue



Financials H1, 2008



Key figures – P&L account H1 2008

DKK '000	H1 2008	H1 2007	2007
Product sales	40,538	14,592	38,525
License income	3,431	2,811	6,692
Contract research	505	3,636	4,261
Revenue	44,474	21,039	49,478
Production costs	(29,735)	(7,595)	(25,174)
R&D costs	(27,839)	(13,847)	(29,035)
Sales & Marketing costs	(30,804)	(15,128)	(39,080)
Administrative costs	(24,106)	(14,931)	(31,316)
Operating profit (EBIT)	(68,010)	(30,462)	(75,127)
Non-operating income	4,461	133	7,341
Profit for the year	(63,549)	(30,329)	(67,786)

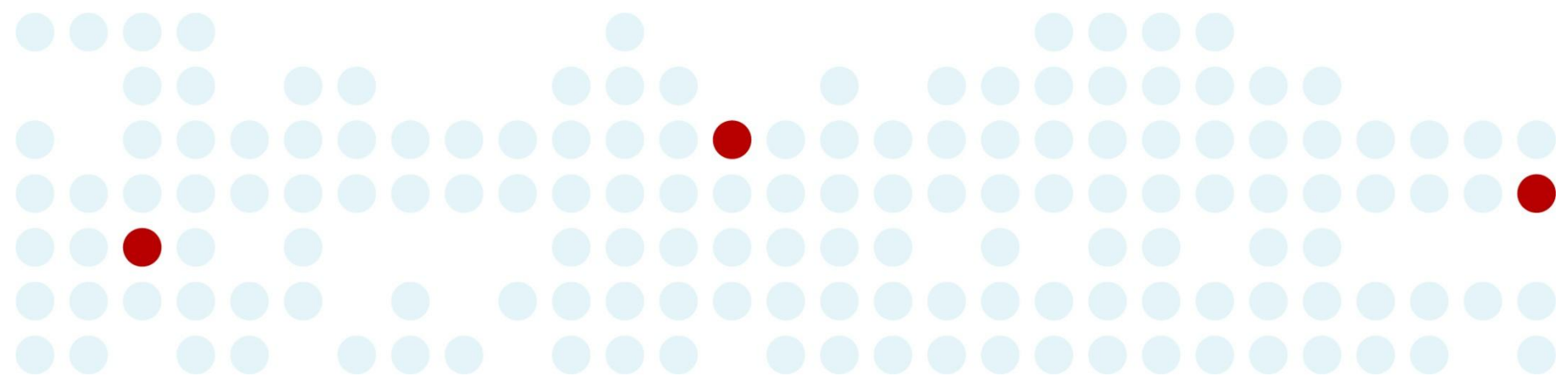
Key figures – Balance Sheet H1 2008

DKK '000	H1 2008	H1 2007	2007
Fixed assets	275,264	22,910	36,141
Inventories	12,317	6,568	7,044
Receivables	35,944	14,568	17,266
Cash	224,744	371,133	331,504
Assets	548,269	415,179	391,955
Equity	490,385	373,782	343,366
Provisions	6,458	6,925	7,818
Short term liabilities	51,426	34,472	40,771
Equity & liabilities	548,269	415,179	391,955

Breakdown of H1 2008 revenue

DKK '000	H1 2008	H1 2007	2007
Product sales	40,538	14,592	38,525
License income	3,431	2,811	6,692
Contract research	505	3,636	4,261
Total revenue – by type	44,474	21,039	49,478
North America	28,578	11,616	19,417
Europe	14,794	8,908	28,337
Asia	1,102	515	1,724
Total revenue – by geography	44,474	21,039	49,478
	Group	Tools	Diagnostics
Revenue – by segment	44,474	28,068	16,406
EBIT	(68,010)	(48,787)	(19,223)

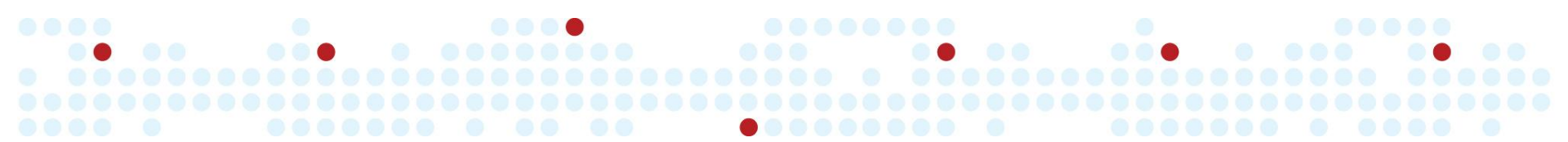
March 30, 2009



Conclusions

Conclusions

- Significant short term potential for miRNA based molecular diagnostic tests
 - Initial focus on cancer treatment selection
 - Migration of existing EDR product portfolio offers attractive risk profile
 - Significant market potential for new molecular diagnostic tests
 - Improved reimbursement profile
 - Improved COGS
 - First diagnostic product launch in 2008
- Many partnering opportunities for development of companion products
- Continued strong growth in life sciences business
- Expected profitability by 2011 and cash positive life sciences business by 2009
- Current business model leaves untapped potential; infectious diseases, neural disorders, metabolic diseases, etc.





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