



Annual General Meeting

23 November 2012

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CEO

This presentation contains forward-looking statements that are subject to risks and uncertainties. Such statements involve known and unknown risks that may cause the actual results, performance or achievements of Cellmid to be materially different from the statements in this presentation.

Actual results could differ materially depending on factors such as the availability of resources, the results of clinical studies, the timing and effects of regulatory actions, the strength of competition and the effectiveness of the Company's patent protection.

Cellmid 2012

Significant near term revenue – OTC and diagnostics

Strong product pipeline

Track record in execution and delivery

Significant near term revenue - OTC

- évolis hair growth products with TGA listed claims:
 - **Promotes hair growth**
 - **Helps reduce hair loss and thinning**
 - **Helps restore the natural growth cycle of the hair by inhibiting FGF-5**
- Australian GMP manufactured
- Launched in June 2012
- 700 chemists already secured, revenue commenced
- **RRP \$89**



First clinically validated hair growth product in 24 years

Annual sales:

Monoxidil

\$300M*

Finasteride (Propecia)

\$1,097.6M*

*Newport Horizon



évolis[®] vs minoxidil

évolis	Minoxidil
No reported side effects, very safe due to clear mode of action	Poor side effect profile, including lethargy and depression with long term use
No initial shedding	Initial shedding often occurs, benefits take 3-4 months to start
Newly grown hair continues to grow until it reaches its limits within its natural growth cycle	Results stop almost immediately after use, newly grown hair usually falls out soon after ceasing usage
Useful for all ages and on the entire head of hair	Only claimed to be effective at the crown and vertex and limited efficacy in women
Natural extracts	Chemical (small molecule vasodilator, blood pressure medication)
Fragrance and residue free	Permeating, strong smell and sticky residue

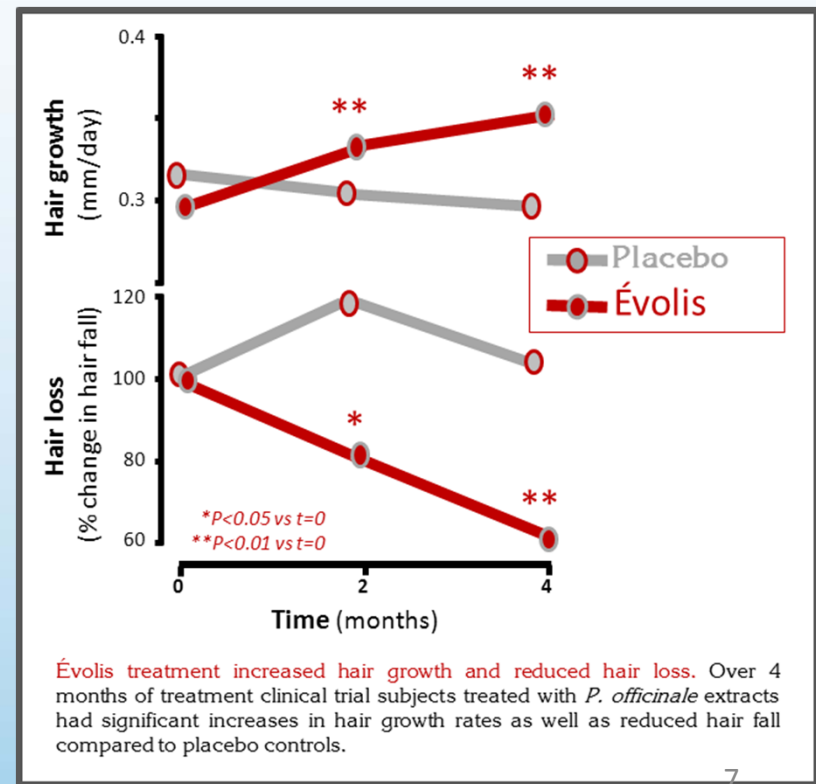
Clinical study results

Quantitative assessment

- Rate of hair growth increased by 21%
- Hair loss reduced by 35%

Qualitative assessment

- 74% found the treatment beneficial for hair growth



Distribution

Advangen
International

Australian pharmacy
sales

700 pharmacies
by EOY 2012

25% of pharmacies (1,300)
by EOY 2013

Australian
direct sales to
hairdressers

Direct sales force
(commissioned agents)

Targeting 210 salons
by EOY 2013

Electronic media and
internet sales

TVSN in Australia







Group buying deals and évolis website
TVSN in international markets

International
pharmacy sales

Distribution through OTC pharma companies

Distribution direct to pharmacy chains

Strong product pipeline based on powerful patent position

	PRECLINICAL	CLINICAL	MARKET
évolis® hair growth products			
MK-ELISA (research market)			
MK metastatic colorectal diagnostic			
MK hepatocellular carcinoma diagnostic			
MK antibodies for inflammation and cancer			
MK for heart attack			

Diagnostics pipeline

- License 1: Quest (Celera) lung cancer screening test
 - Product expected on market in mid 2013
 - Milestone payment and royalties due on and after launch
- License 2: Pacific Edge Diagnostics bladder cancer test
 - Product expected on market in 2013
 - Milestone payment and royalties due on and after launch

Therapeutics pipeline

DISEASE	Animal studies			Preclinical validation	Clinical indication	
	Reduced disease in MK-/-?	Disease reduced by MK treatment?				
		RNAi	mAbs and/or MK Inhibitors			
Cancer	YES	YES (multiple cancers)	YES	50%	Osteosarcoma Glioma/glioblastoma Metastasising carcinomas	
Surgical adhesion	YES	YES	YES	30%	Abdominal surgery	
Renal injury/disease	Acute	YES	YES	nd	30%	Multi-organ failure (Sepsis, trauma) Chemo-induced KI Kidney ischemia
	Chronic	YES	nd	Study underway	30%	Diabetic nephropathy Glomerular sclerosis
B cell disorders	YES (MK receptor KO)	nd	YES (MK receptor blockade)	30%	B-CLL Lupus	
Bone fracture	YES	nd	YES	30%	Fracture healing Osteoporosis	

Track record in execution and delivery

Dr David King

Graeme Kaufman

Martin Rogers

Maria Halasz

Funding

- Nov 2011 Rights Issue and Placement of Shortfall (1.4M)
- Feb 2012 La Jolla Funding Agreement Termination
- April 2012 Cellmid Completes \$1.5M Placement
- Oct 2012 \$748K R&D Tax Credit Received
- Oct 2012 \$545K Options Rights Issue Completed

Business

- Dec 2011 Completed Midkine Study for Normal Reference Range
- Feb 2012 TGA Registration and Launch of Cellmid's évolis Products
- Mar 2012 Annual Report on Celera (Quest) License
- Mar 2012 Media Launch of évolis Hair Products
- April 2012 Commercial website launched for évolis
- May 2012 évolis to be sold at Terry White
- June 2012 2nd Midkine Conference
- July 2012 Cellmid News – pipeline development plan released
- Sept 2012 Exclusive Distributor Appointed for évolis
- Sept 2012 évolis Hair Growth Products Exceed Distribution Targets

2012: Significant milestones

Patent

- April 2012 USA Antibody Patent for Adhesion Allowed
- May 2012 USA Treg Antibody Patent Allowed
- July 2012 USA Midkine Ischemia Patent Allowed

Board

- Aug 2012 Appointment of Graeme Kaufman
- Sept 2012 Appointment of Martin Rogers

2013 Business outlook

Advangen

- Growing distribution and sales for évolis in Australia and overseas
- Increasing brand awareness of évolis
- Building distribution for Advangen range (hairdressing salons)

Therapeutic programs

- Preclinical efficacy studies progressed and lead indication selected for the clinic

Diagnostic programs

- Progressing IVD programs (colorectal and liver cancer studies)
- Seeking out new partnerships

The statements above are subject to a number of internal and external factors including the availability of resources, the results of studies, the timing and effects of regulatory actions, the strength of competition and the effectiveness of the Company's patent protection.

Cellmid 2013



Opportunity to increase revenue from multiple channels
Convert patent portfolio into products
Increase market recognition

Thank you
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