



Annual General Meeting

Transforming ASDM

Our focus on sales, profit and shareholder
wealth creation

5 November 2010



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Building our business platform in 2010

Key Achievements

- Ran a profitable business
 - 16% increase in sales and profit of \$1.9m before R&D
- Expanded our business
 - Strategically grew sales footprint
 - NSW, Victoria, Queensland, SA
 - Europe & US
- Built shareholder wealth opportunity
 - Progressed PAD
 - Class IIa CE Mark registration and multicentre clinical trial
 - Sale of Uni-compartmental knee to Stryker for \$1.3m



ASDM a solid platform for the future

- Outstanding infrastructure and skills
- Australia's largest orthopaedic manufacturer
- CE Mark and FDA Approved Facility
- Developed Sales and Marketing reach
- A new and highly complementary product portfolio
- Key Elements in place for significant growth



Our key product – Total Active Knee

Real Advantages

FEATURES	ASDM	MULTI-NAT	NICHE
99% 10 Year Survival Published	✓	✗	✗
Local Manufacturer Support for surgeons	✓	✗	✗
Ultra-polishing	✓	✗	✗
10 Tibial Sizes	✓	✗	✗
Narrow Femoral Version	✓	✓	✗
5 Box Instrument Set/Ease of use	✓	✗	✗





Our Goal - Immediately Increase Sales and Profit

Leverage existing sales infrastructure

- Existing customer base
 - Import complementary product
 - High margin
- Crack hardened market
 - Importing “Me too” products

Our New Product Lines

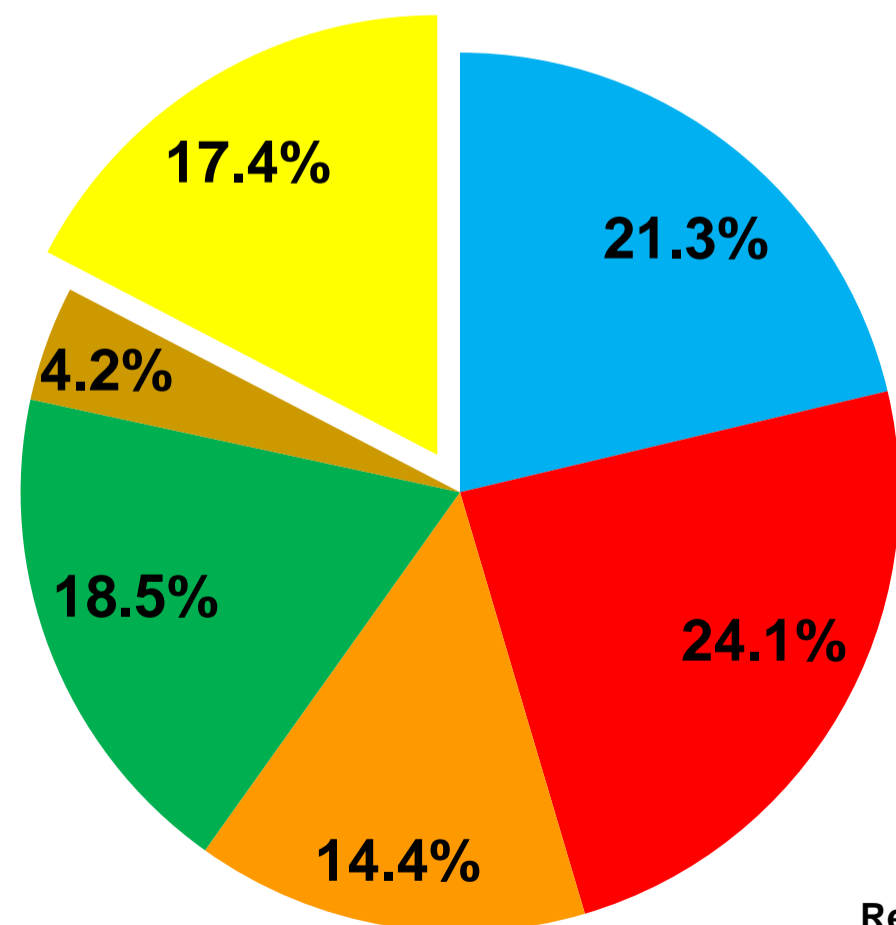
- Permedica - CE mark, full orthopaedic product range
- Arthrosurface – FDA/CE mark approved joint surfaces
- Parcus Medical – FDA/CE mark approved fixation systems



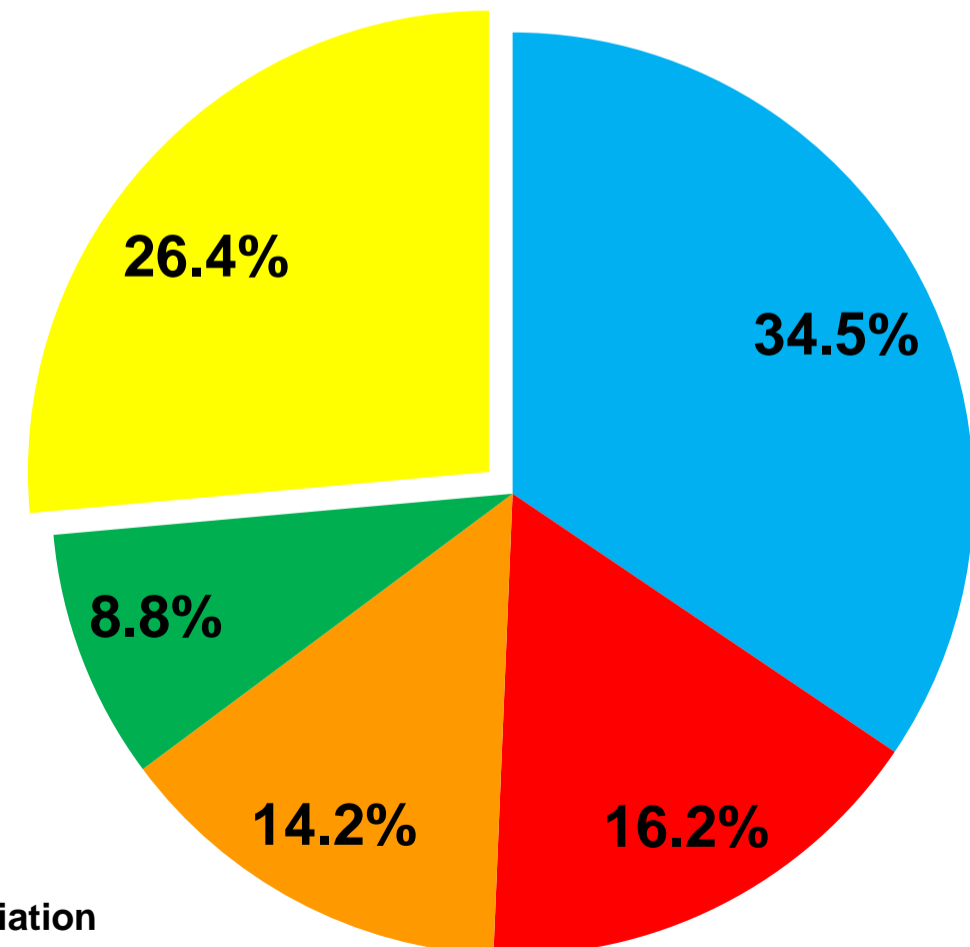
Market Potential

Australia \$400m with Strong Margins

2009 Total Knee Replacements 33,884
<2% total market share of 56 prosthesis



2009 Total Hip Replacements 23,465
Nil market share of 110 prosthesis



Reference: Australian Orthopaedic Association
2010 National Joint Replacement Registry Report

■ Stryker ■ De Puy ■ S&N ■ Zimmer ■ Biomet ■ Other

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Permedica – Value Proposition

Class III approved devices

- Hip Product – first to market
- Close to 10 years clinical history
- Extensive product range
- Immediate revenue



Arthrosurface – Value Proposition

Approval & reimbursement in place

- Existing market presence
- Opens new sales channel for current product range
- Immediate revenue



Parcus Medical– Value Proposition



Sports medicine capability enhanced

- PEEK radiolucent graft fixation screws
- Innovative soft tissue anchors
- Comprehensive instrumentation





Multiple, near term, attractive platform technologies

- Peripheral Access Device “PAD”
- Isolated Organ Cancer Treatment
- Bridge to Cardiovascular recovery



Stepping Up to Major Opportunity

Transforming ASDM into a Large, Profitable MedTech

- Leveraging a Solid Platform
- New Products – Large Market & Immediately Available
- Continue to upgrade core skills
- Execute an achievable business plan



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