



# CLINICAL CELL CULTURE\*



**Company Update  
June 2008**

\* To be re-named Avita Medical Limited



# Corporate Overview

- Global, multi-enterprise, medical device company
- Expanded entity created through merger of C3 and Visiomed in February 2008
- Offices on 3 continents: UK, USA, Australia
- Two product lines in large and rapidly growing markets:
  - Respiratory
  - Tissue Engineering
- Sufficient cash to drive growth





## Our Mission:

To achieve sustainable profitability and improved health outcomes through the commercialization of innovative, performance-driven medical technologies.





**Growth Strategy is clear, focused and consistent**



# Growth Strategy

## Key areas of strategic growth plan:

- **Increase sales in domestic and international markets**
  - Focus sales efforts on key high demand, high potential markets with regulatory clearance in place
- **Improvements to operations and manufacturing**
  - Application of “Continuous Improvement” model
- **Obtain regulatory approvals for current products in key markets**
  - US FDA approval for ReCell



# Growth Strategy

- **Enhance product portfolio and expand applications of intellectual property**
  - Acquire market leading products in early stages of commercialisation
  - Seek acquisitions, strategic partnerships, licensing opportunities and other corporate relationships
- **Tight management of working capital**
  - Secure high operating margins as company grows.
  - Continuous improvement to increase operational efficiencies



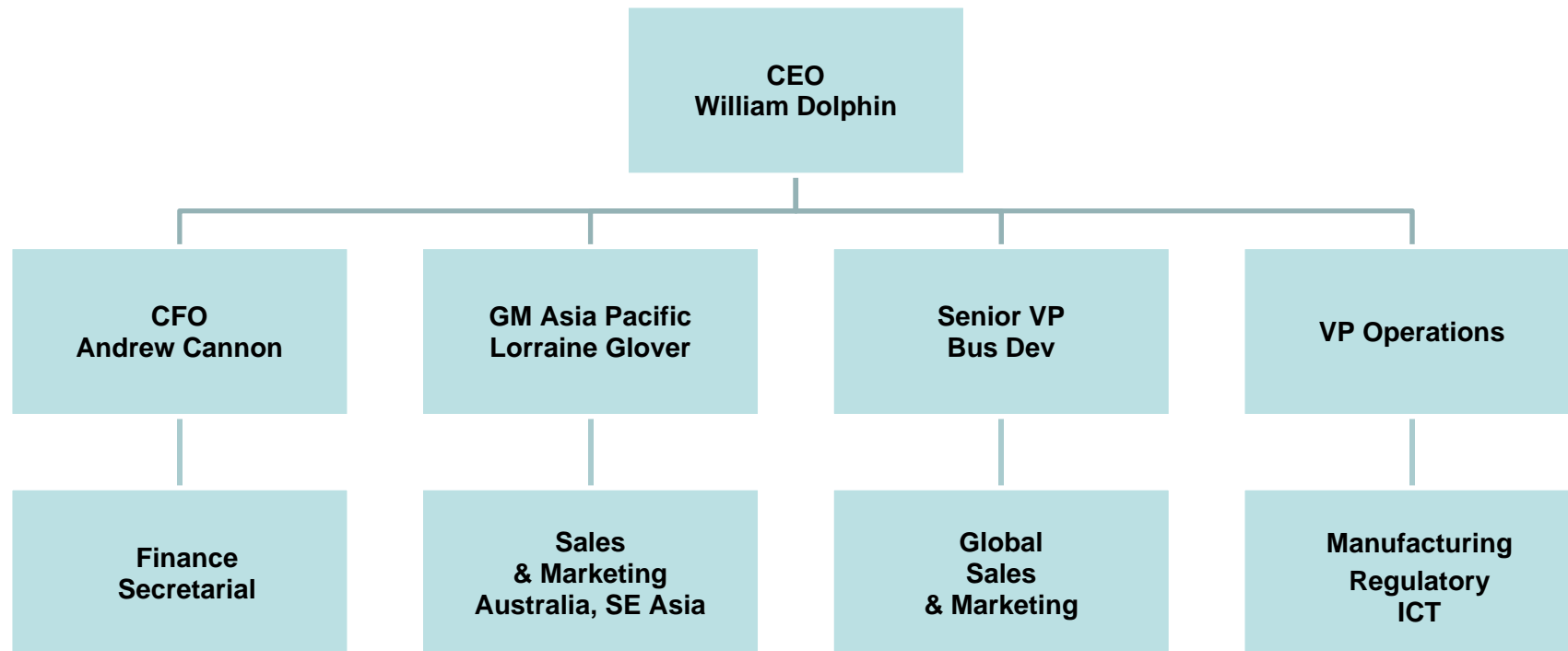
# **New Name. New Vision. Fresh Beginning.**

- **New branding**
  - Name change to Avita Medical Limited
- **Consolidation of capital structure**
  - 1 for 10 share consolidation
- **New, highly experienced management team**





# Corporate Structure







# Corporate Snapshot

Clinical Cell Culture Limited (ASX: CCE)		
	Current	Post Share Con
Shares on issue	934.7m	93.5m
Market Capitalisation (3June 08)	\$14.0m	\$14.0m
Cash (31 March 08)	\$10.2m	
Products in market	<u>Tissue Engineering</u> <ul style="list-style-type: none"><li>• ReCell®</li></ul> <u>Respiratory</u> <ul style="list-style-type: none"><li>• Funhaler®</li><li>• Breath-A-Tech</li></ul>	



# Revenue Streams

- **Sales of current product lines**
  - **Mixed distribution model**
    - **Direct sales force**
    - **Distributors**
    - **Clinical specialists**
- **Licensing agreements with 3<sup>rd</sup> party**
  - **Royalty streams from third party sales**
  - **Joint marketing / sales partnerships**



# Our Products

## Tissue Engineering

### ReCell®

- Skin cell spray using patient's own cells
- Single use cell harvesting device
- Burns, plastics



## Respiratory

### Funhaler®

- Incentive Asthma Spacer
- Specifically designed to improve compliance in children



### Breath-A-Tech

- Spacer designed for adolescents & adults
- 75% market share in Australia
- 2 products versions in the marketplace





# Tissue Engineering

- **Proprietary autologous tissue engineering processes for wound treatment**
  - Provides clinicians with range of options for treatment of
    - Burns
    - Acute or chronic wounds
    - Reconstructive and cosmetic skin procedures.
- **Key Product : ReCell®**
  - Innovative medical device for harvesting patient's skin cells
  - Sold as '*lab-in-a-box*' kit replacing skin graft techniques





# Tissue Engineering

- **Major customers:**
  - Burns surgeons
  - Plastics and Reconstructive Surgeons
  - Dermatologists
- **Advantages include:**
  - On-site processing for immediate harvest and application
  - Increased viability and increased healing rates
  - Minimized scarring and improved pigmentation
  - Ability to be processed by clinician, not require specialized laboratory staff.
- **Estimated 2-3 million patients could benefit from ReCell each year.**
  - Regulatory clearance in EU (CE); Australia (TGA)
  - Seeking US FDA clearance



## Respiratory Product Line:

- **Target:**
  - asthma and COPD
  - inhaled medication device market
- **Spacer (valved delivery chamber)  
for delivery of inhaled medication**



# Respiratory Product Line:

- Products:
  - Funhaler: Premium paediatric incentive spacer
  - Breath-A-Tech: Low cost adolescent / adult spacer
  - High gross margin
  - 75% market share in Australia with strong brand recognition
- Expanding market





# Respiratory Product Line:

- Worldwide distribution –
  - Licensing agreement with Respironics (NASDAQ:RESP)
  - In place: AUS
  - Developing: EU, US, So Am, ME, Asia
- Patents and regulatory approvals in place (FDA, CE, TGA)







# Respiratory: Markets

**The worldwide market for respiratory pharmaceuticals and drug delivery: US\$22 B**

	Paediatric		Adult	
	Population	Incidence	Population	Incidence
<b>Asthma</b>	55,000,000	12 – 16%	85,000,000	8 – 10%
<b>COPD</b>	5,000,000	1 – 2%	100,000,000	10 -15%

- *Lung disease 3rd leading cause of death in the US, responsible for 1 in 7 deaths*
- *Asthma is the most common chronic childhood disease*



# Financial Position

- **Healthy cash balance**
  - \$8.7m at 30 April 2008
  - Australian Operations profitable
- **Platform for growth**



## Near-Term Corporate Objectives

- Increase sales penetration in key markets: Australia, Europe, United States
- Refocus and accelerate FDA clinical trial for ReCell® in the US
- Secure regulatory approval and initial sales in other identified high potential markets: Asia, Latin America
- Improve operational efficiencies and tightly manage cash flow
- Deliver improved returns to shareholders.



# Experienced Board

## DALTON GOODING

### Chairman

*BBus, ACA, FCA*

- Partner Gooding Pervan Chartered Accountants
- Former partner at Ernst & Young
- Board member of several listed companies



## IAN MACPHERSON

### Deputy Chairman

*B.Comm, CA*

- Founder of accounting firm Ord Partners Chartered Accountants
- Former partner at Arthur Anderson & Co
- Joined Visiomed as Finance Director in 1995



## ANDREW CANNON

### Chief Financial Officer and Joint Company Secretary

*BCom, FCCA*

- CFO since January 2005
- Over 10 years experience in senior financial roles with multinational companies
- Ex-PriceWaterhouseCoopers



## DR WILLIAM DOLPHIN

### Managing Director

*PhD in biophysics*

- 22 years senior executive roles in international medical technology companies
- Extensive M&A experience
- Twice recipient of US NIH Research Service Award
- Appointed as CEO and Director of Visiomed in 2005



## DR FIONA WOOD

### Non-Executive Director (Founder)

*FRCS, FRACS*

- Director of Burns Service, WA
- 2005 Australian of the Year
- Order of Australia
- Chairman McComb Research Foundation



## DR PAUL WATT

### Non-Executive Director

*Doctorate Oxford University Post Doctoral Research Fellow at Harvard University Insert details*

- Inventor of the Funhaler incentive asthma spacer and a founder of InfaMed Limited, now a wholly owned subsidiary of the Company
- Joined Visiomed as a Non-Executive Director in May 2002





**CLINICAL CELL CULTURE**

**Questions?**

**Investor Roadshow  
June 2008**