
MARKETS AND SALES

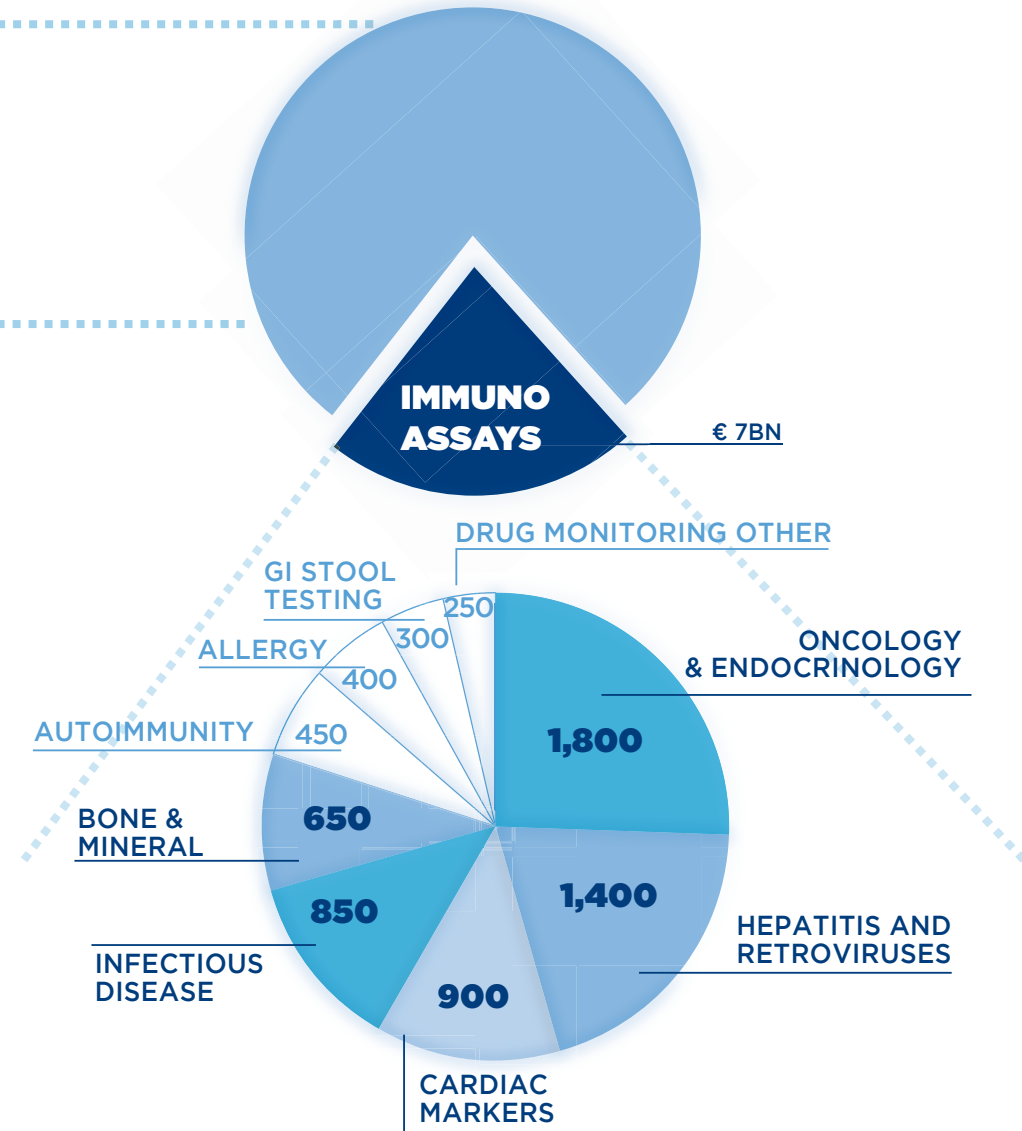
Chen Even Senior Corporate VP Commercial Operations

DIASORIN IN THE € 7BN IMMUNOASSAYS SEGMENT

**OUT OF A WW IVD MARKET OF € 33BN,
DIASORIN MAIN FOCUS IS
IMMUNOASSAY**

**OUT OF A WW IMMUNOASSAY
MARKET OF € 7BN, DIASORIN MAIN
CLINICAL AREAS OF INTEREST ARE:**

- INFECTIOUS DISEASE
- HEPATITIS AND RETROVIRUSES
- GI STOOL TESTING
- ONCOLOGY AND ENDOCRINOLOGY
- BONE AND MINERAL



DIASORIN AS A PURE PLAYER IN IMMUNOASSAY FOCUSING ON SPECIFIC AREAS

INFECTIOUS DISEASE (ex Heps & Retrovirus)

MARKET

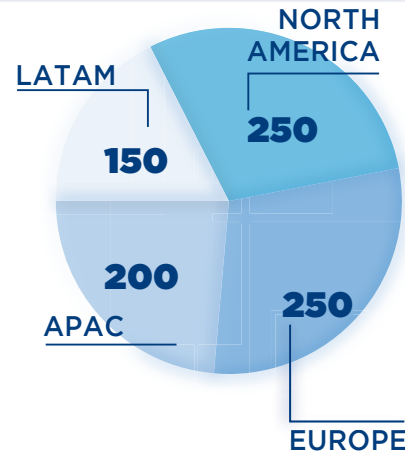
WW: € 850MLN

TRENDS

ID growing WW following demographics at 3-5% in the US and LatAm and >10% in China

PRICING

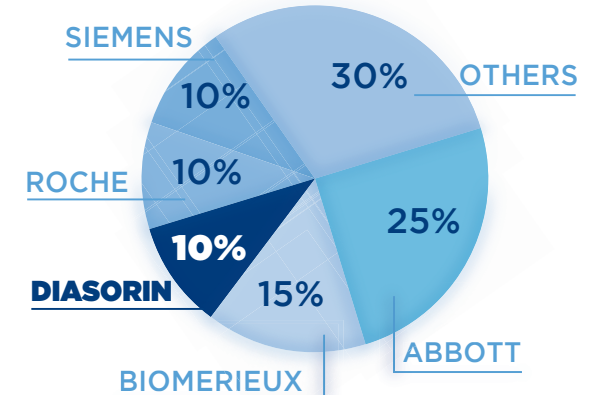
Price pressure due to increasing competition



MARKET PLAYERS

MARKET SHARE

DIASORIN: 10%
ABBOTT: 25%
BIOMÉRIEUX: 15%
SIEMENS: 10%
ROCHE: 10%
OTHERS: 30%



DIASORIN PURPOSE AND STRATEGY

PURPOSE: € 60-70MLN ADDITIONAL REVENUES

STRATEGY: NEW SYSTEM LIAISON XL FRONT LINE ANALYZER AND LAS VERSION TO:

- ACCESS MID-LARGE CLINICAL LABS
- ACCELERATE PLATE CONVERSION
- CONSOLIDATE ID

BROAD ID MENU WITH HOOKS:

- PARVOVIRUS
- MMRV PANEL IN THE US
- MYCOPLASMA

DIASORIN POSITIONING

EU

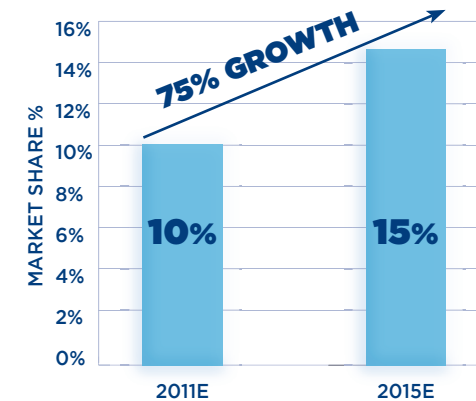
Leadership reinforced with >30% MKT Share

USA AND LATAM

Increased penetration with >10-15% MKT Share

CHINA

Torch leadership on CLIA Platform



Market Growth estimated at 5% CAGR

DIASORIN TO REINFORCE ITS ID LEADERSHIP POSITION, LEVERAGING ON INSTALLED BASE

HEPATITIS & RETROVIRUS

MARKET

WW: € 1.5BN

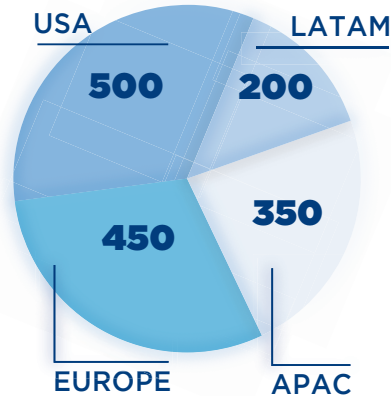
WW ex US, ex JAPAN: € 750MLN

TRENDS

Growing volumes due to demographics, patients access to testing and urbanization in emerging markets

PRICING

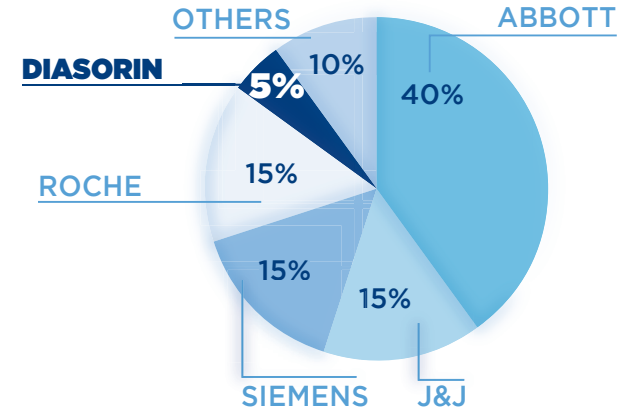
Price erosion for HCV due to patent expiration



MARKET PLAYERS

MARKET SHARE

DIASORIN: 5%
ABBOTT: 40%
SIEMENS: 15%
ROCHE: 15%
J&J: 15%
OTHERS: 10%



DIASORIN PURPOSE AND STRATEGY

PURPOSE: € 40-50MLN ADDITIONAL REVENUES

STRATEGY: LEVERAGE ON ID

NEW SYSTEM: LIAISON XL FRONT LINE ANALYZER, TO ACCESS MID-LARGE LABS SEGMENT

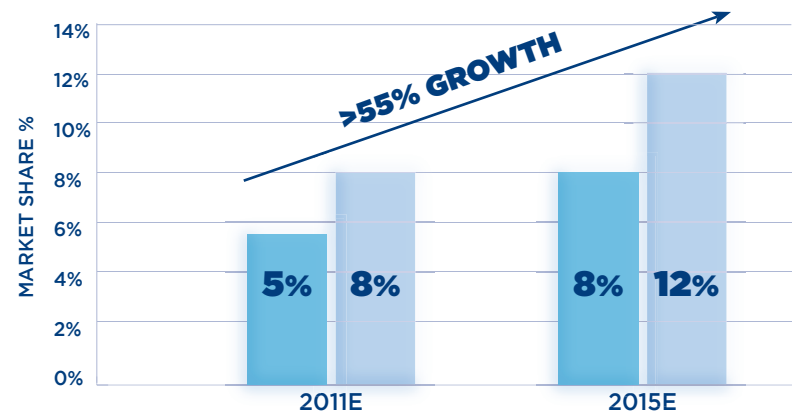
FULL MENU: INCLUDING HCV, HBV, HIV, HTLV, SYPHILIS, AND CHAGAS ON LIAISON XL

LARGE INSTALLED BASE IN KEY EU MARKETS (>2,000) IN CLINICAL LABS

LEVERAGE THE MUREX BRAND

DIFFERENTIATION: HBsAg WITH ENHANCED DETECTION OF MUTANTS ON LIAISON XL

DIASORIN POSITIONING



Market Growth estimated at 2% CAGR

■ TOT MKT ■ TOT MKT ex US, EX JAPAN

DIASORIN AS A RELIABLE ALTERNATIVE TO THE MARKET LEADER

GI STOOL TESTING

MARKET

WW: - € 300MLN
EUROPE: € 90MLN

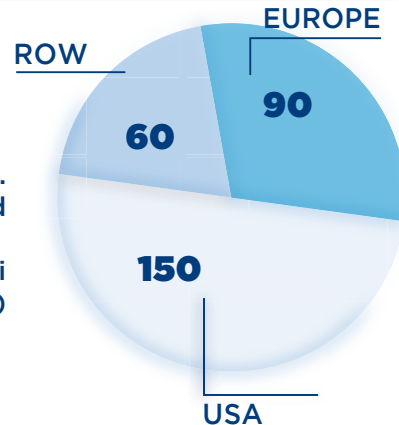
TRENDS

CAGR at +10-15%
 Increasing incidence of C. Difficile (hospital acquired infections)

Low penetrated H. Pylori prevalence (Stomach Ulcers)

PRICING

Premium prices



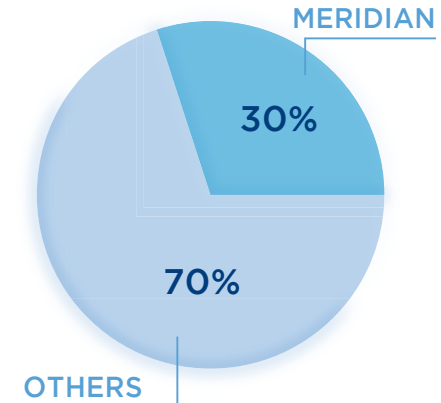
MARKET PLAYERS

MARKET SHARE

MERIDIAN: 30%

OTHER SMALL-MEDIUM PLAYERS: 70%

Market size not attractive to big IVD players



DIASORIN PURPOSE AND STRATEGY

PURPOSE: € 15-20MLN ADDITIONAL REVENUES

STRATEGY: FIRST TO OFFER A GI STOOL PANEL ON A FULLY AUTOMATED PLATFORM USING MERIDIAN TECHNOLOGY

LEVERAGE ON DIASORIN ID BUSINESS

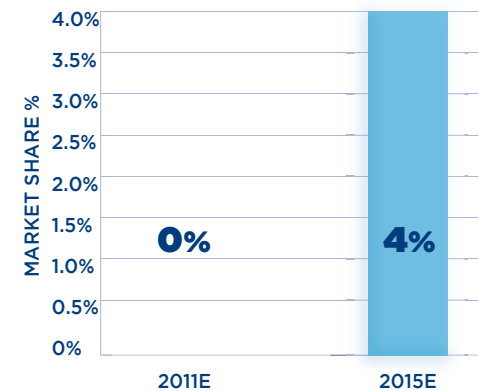
AGREEMENT WITH MERIDIAN TO CO-DEVELOP HIGH QUALITY STOOL PANEL TO BE MARKETED WW ex US

MENU AVAILABLE ON LIAISON AND LIAISON XL TO GROW AND ANCHOR THE ID BUSINESS

LEVERAGE ON ID BUSINESS

DIASORIN POSITIONING

DIASORIN WW MKT SHARE IN 2015 EXPECTED ~ 4%



Market Growth estimated at 12% CAGR

ONCOLOGY / ENDOCRINOLOGY

MARKET

WW: € 1.8BN

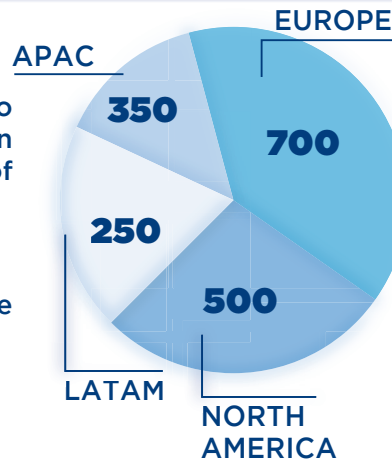
TRENDS

ID increase in volume due to higher prevalence, population ageing and promotion of urban lifestyle

PRICING

Low and stable in high routine

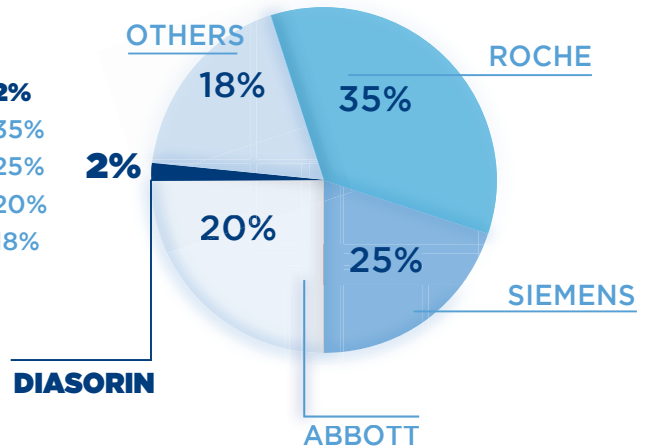
Specialties high priced



MARKET PLAYERS

MARKET SHARE

DIASORIN: > 2%
ROCHE: 35%
SIEMENS: 25%
ABBOTT: 20%
OTHERS: ~ 18%



DIASORIN PURPOSE AND STRATEGY

PURPOSE: € 30-40MLN ADDITIONAL REVENUES

STRATEGY: NEW SYSTEM LIAISON XL FRONT LINE ANALYZER AND LAS VERSION ALLOWING TO ENTER IN MID-LARGE SIZE LABS

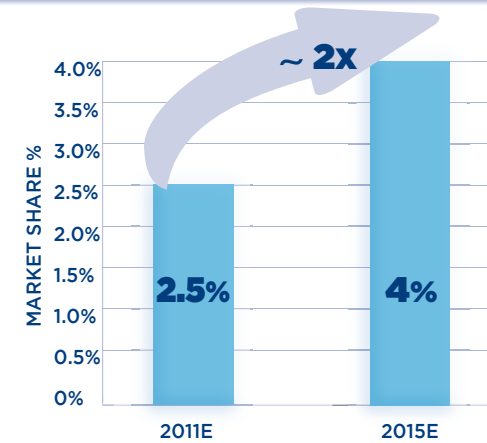
FULL MENU AVAILABLE

ENDO SPECIALTIES, SUCH AS RENIN AND ALDOSTERONE (HYPERTENSION) TO REINFORCE SPECIALIST REPUTATION TO DRIVE AND ANCHOR PLACEMENTS

US MENU EXPANSION: TO ANCHOR PLACEMENTS AND FORTIFY VITAMIN D POSITION

DIASORIN POSITIONING

DIASORIN DOUBLING REVENUE WITHIN 2015



Market Growth flat

DIASORIN TO EXPLOIT ITS LARGE ONCOLOGY AND ENDO MENU WITH LIAISON XL

NUCLEIC ACID TESTING (NAT)

MARKET

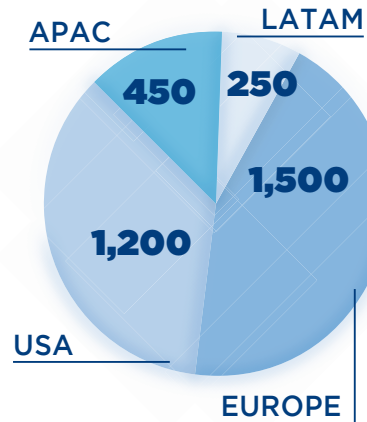
WW: € 3.4BN

TRENDS

Annual increase: +17%
 • Oncology: +34%
 • Viral infection: +12%

PRICING

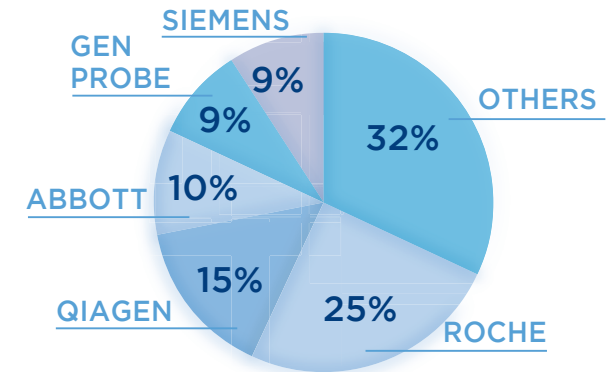
Decrease 10% due to:
 • New competitors
 • New technologies
 • Expiration of IP



MARKET PLAYERS

MARKET SHARE

ROCHE: 25%
 QIAGEN: 15%
 ABBOTT: 10%
 GEN-PROBE: 9%
 SIEMENS: 9%
 OTHERS: 32%



DIASORIN PURPOSE AND STRATEGY

PURPOSE: € 15-20MLN ADDITIONAL REVENUES

STRATEGY: NEW NAT COST EFFECTIVE PRODUCT LINE USING LAMP TECHNOLOGY

LEVERAGE ON THE LIAISON ID INSTALLED BASE (OVER 2,000) WITH COMPLIMENTARY ID NAT ASSAYS:
 LAUNCH 7 NAT ID TESTS IN 2012

LAUNCH A LAMP ANALYZER (LIAISON IAM) AND AN AUTOMATED EXTRACTOR WITHIN 2012

ENTER INTO THE ONCO-HEMATOLOGY TESTING MARKET WITH FULL TESTING MENU. LAUNCH 2 TESTS IN 2013

GEOGRAPHICAL EXPANSION



FURTHER GEOGRAPHICAL EXPANSION

LIAISON XL, THE NEW FRONT LINE ANALYZER

HIGH THROUGHPUT 180 TESTS/HOUR

FULL LSN MENU + HIV AND HCV

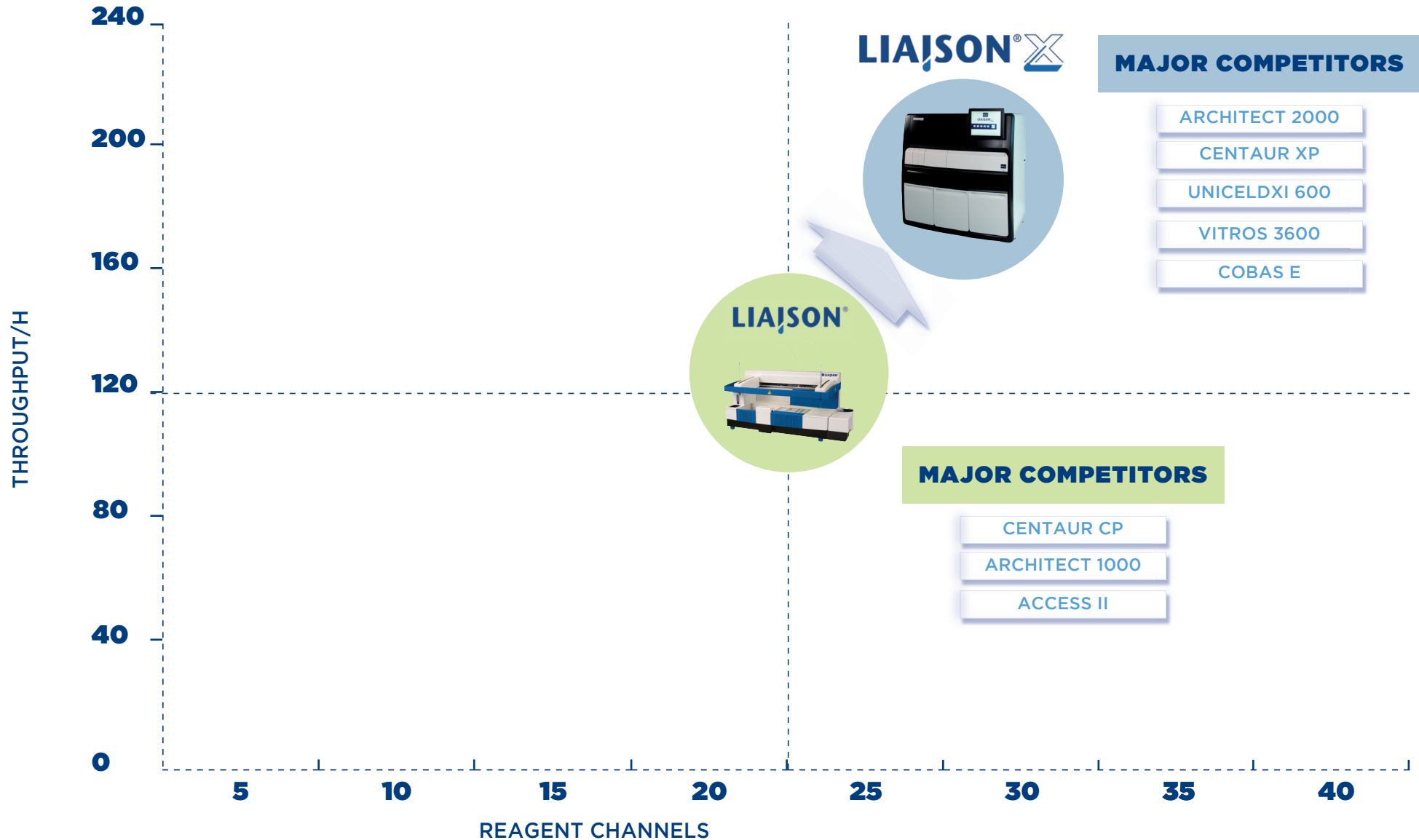
UP TO 25 REAGENTS ON BOARD

AVAILABLE TO CONNECT WITH LAS



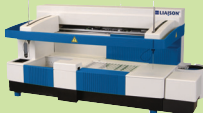

A COMPACT AND EFFICIENT DESIGN, WITH FEATURES ENHANCING DIASORIN VALUE PROPOSITION TO THE LABS

FROM LIAISON TO LIAISON XL



FROM LIAISON, BENCH TOP SPECIALTY MARKET ANALYZER TO LIAISON XL, FRONT LINE ANALYZER

LIAISON XL: COMPETITIVE ENVIRONMENT

	DIASORIN		ROCHE COBAS E	BECKMAN COULTER DXI 600	ABBOTT ARCHITECT 2000	SIEMENS CENTAUR XP	ORTHO VITROS 3600
	LIAISON® 	LIAISON®X 					
THROUGHPUT	120	180	170	200	200	240	180
TOTAL MENU	92	94	73	57	50	60	50
MENU OF "SPECIALTIES"	++++	++++	++	+	+	+	+
TECHNOLOGY	CLIA	CLIA	ECLIA	CLIA	CMIA	CLIA	CLIA
LEVEL OF AUTOMATION	++	+++	++	+++	+++	+++	++
INSTALLED BASE	> 4,000	<100	6,000	500	>10,000	5,000	500
BENCH TOP / FLOOR	B	F	F	F	F	F	F

LIAISON XL: SUPERIOR CONTENT AND BREATH OF MENU