



PACIFIC EDGE

Cancer Diagnostic Company

Annual Meeting of Shareholders

25 August 2016

BOARD OF DIRECTORS

Refreshed Board With A Range Of Complementary Skills and Expertise

Chris Swann	Retiring Chairman
Chris Gallaher	Independent Director Incoming Chairman
David Band	Independent Director
David Levison	Independent Director
Anatole Masfen	Independent Director
Bryan Williams	Independent Director
David Darling	Managing Director and Chief Executive Officer

GOVERNANCE

Board of Directors

Experience in governance, finance, cancer research, biotechnology and life sciences, investment and business advisory. Two new independent directors recently appointed.

Subsidiary Board Directors

In-country commercial experience and scientific and/or clinical expertise.

Scientific and Clinical Advisory Boards

Expert advice on global clinical needs and product applications; and scientific progress and clinical opportunities.

RETIRING CHAIRMAN

Chris Swann



Appointed 2005

Company Highlights 2005 to 2016:

- Evolution of Pacific Edge from a research organisation to a commercial entity
- Development of commercial strategy in New Zealand and Australia
- Expanded footprint in the USA
- Extension of strategy to include “One-Stop-Shop” of Cxbladder products
- Development and launch of world class CLIA and CAP accredited laboratories in the USA and NZ
- Launch of multiple products in the world’s largest healthcare market, the USA

INCOMING CHAIRMAN

Chris Gallaher



Appointed 1 July 2016

Experienced business leader with a background in financial and general management

International experience in both public and private companies

Recently retired as Chief Financial Officer at Fulton Hogan Ltd

Prior to this, held CFO and CEO roles with Vector Ltd, Village Roadshow and Carter Holt Harvey and was a partner in Arthur Young, the NZ Chartered Accounting practice

Director of the Good Shepherd (NZ) and the investment committee of property development company, Substancia Pty Ltd

MEETING AGENDA

- Presentations:
 - Address from the Retiring Chair and the Incoming Chair
 - Address from the Chief Executive Officer, David Darling
- Shareholder Discussion
- Resolutions as per Notice of Meeting
 - Re-election of David Band as a Director
 - Election of David Levison as a Director
 - Election of Chris Gallaher as a Director
 - Authorise the Directors to fix the auditor's remuneration
- General Business
- Close of Annual Meeting

CHIEF EXECUTIVE OFFICER

David Darling



OUR PURPOSE AND STRATEGY

Delivering Innovative Solutions for the Early Detection and Management of Cancer

OUR OFFER

Focus on bladder cancer; building a suite of Cxbladder tests

OUR MARKETS

Targeting large scalable markets

Primary market is the USA. Cxbladder tests are also sold commercially in Australia and New Zealand

Continuing to investigate new global market opportunities including South East Asia

INVESTING FOR GROWTH

Four main areas of investment: People, Intellectual Property, Market Expansion and Product Development



POTENTIAL FOR **MILLIONS** OF TESTS IN OUR KEY MARKETS

BLADDER CANCER IS THE WORLD'S **NINTH** MOST PREVALENT CANCER

ESTIMATED MEDICAL COST PER BLADDER CANCER PATIENT **240,000**

MORE THAN 1 MILLION TESTED FOR BLADDER CANCER EVERY YEAR IN THE USA

EXCITING OPPORTUNITIES IN SOUTH EAST ASIA



COMMERCIAL PARTNERSHIPS IN **USA, NEW ZEALAND** AND **AUSTRALIA**

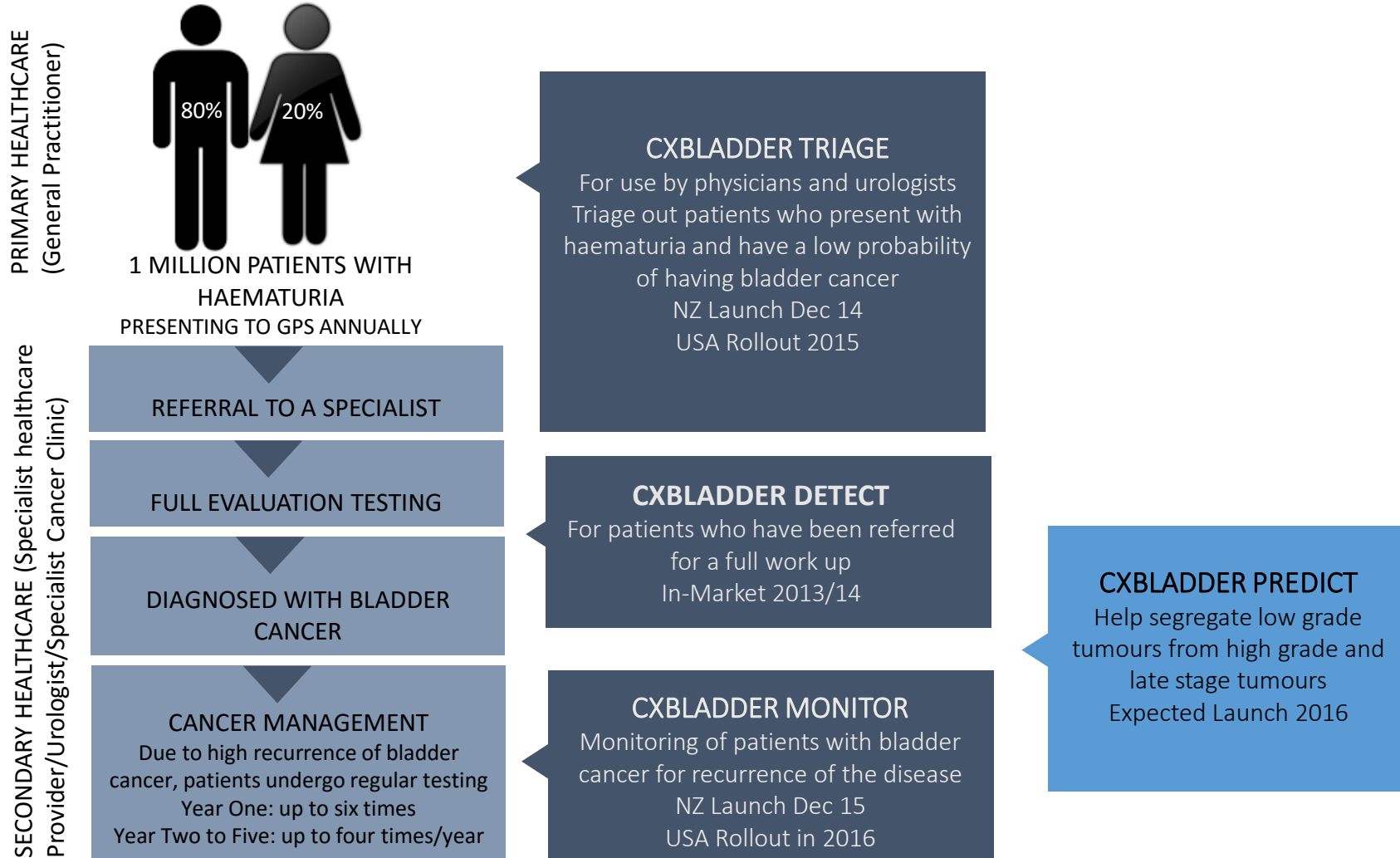
2 CERTIFIED LABORATORIES IN USA & NZ



3 **Cxbladder** PRODUCTS PLUS ONE MORE IN THE PIPELINE

ONE STOP SHOP OF CXBLADDER PRODUCTS

Non-invasive, Accurate, Fast, Easy To Use And Cost Effective



POSITIVE PROGRESS ON OUR COMMERCIAL PATHWAY

FY16 was another year of positive progress and growth for Pacific Edge as we continued to gain market traction with our Cxbladder products

PATHWAY TO COMMERCIAL SUCCESS

Establish a commercial footprint including supply chain, laboratory testing solution and transport logistics

Build awareness and trial of our technology through user programmes and peer-reviewed research

Transition user programmes to commercial sales with the assistance of specialised sales teams in targeted regions

Expand and build scale

NEW ZEALAND Cxb-T, Cxb-D, Cxb-M

AUSTRALIA Cxb-T, Cxb-D, Cxb-M

UNITED STATES Cxb-T, Cxb-D

SOUTH EAST ASIA

FY16 HIGHLIGHTS

Another Year of Commercial Progress and Growth In Targeted Markets

Uplift in Commercial Revenue

Growing customer numbers in the United States and other targeted markets

Milestone Achievements in the USA

Expanded USA sales team

Signed Federal Supply Schedule Agreement with VA

Kaiser Permanente User Programme progressing well

Good Commercial Progress in Other Markets

New commercial partnership in Australia

First User Programme started in Singapore

Cxbladder included in CDHB new haematuria HealthPathway and available to Urologists and GPs in CDHB region

Launch of Third Product, Cxbladder Monitor

Launched to plan in NZ in late 2015

Progressive rollout into other markets over 2016

FY16 REVENUE

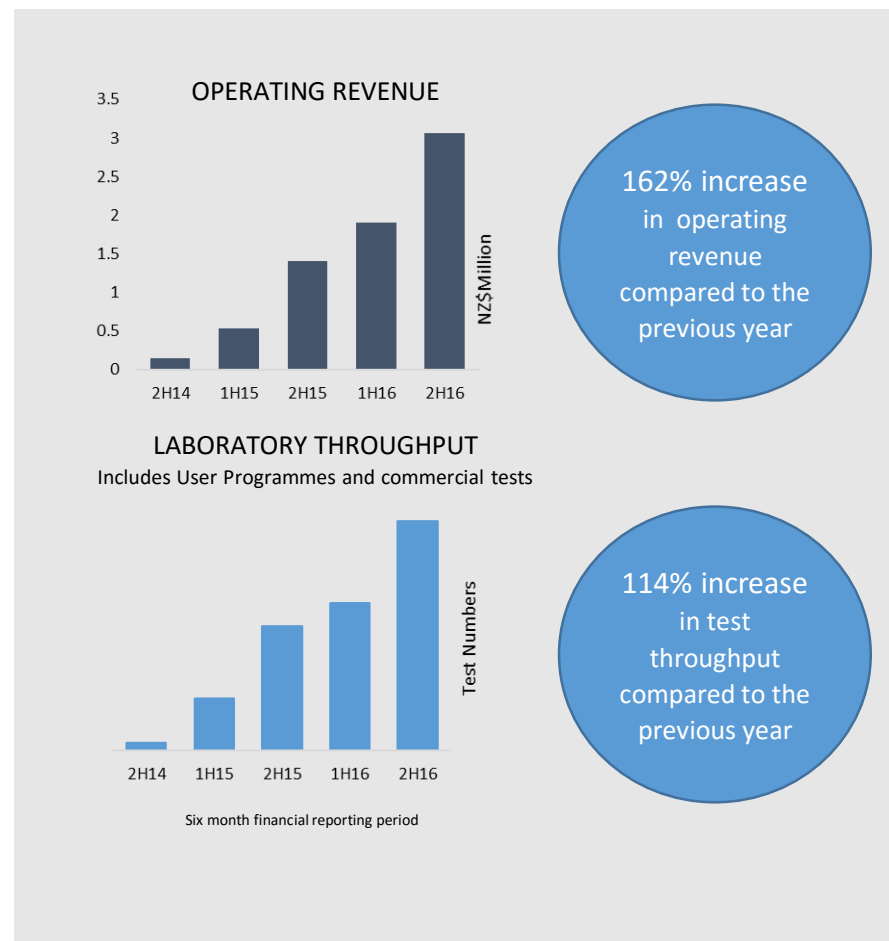
Uplift in Product Sales

In the past two years, operating revenue has grown from \$150,000 to \$4.98 million

Continuing growth in product sales, particularly in North America

Third year of funding from a \$4.5 million Callaghan Innovation Grant

	FY16 NZ\$(000)	FY15 NZ\$(000)	Change (%)
Operating Revenue	4,976	1,900	162%
Other revenue	2,218	2,232	
Total Income	7,193	4,132	74%



FY16 FINANCIAL SNAPSHOT

Continuing Investment into Four Strategic Areas

PEOPLE

- Expansion of the USA sales team to 18 executives
- Increased the commercial, marketing and product development teams in New Zealand

PRODUCT DEVELOPMENT

- Launch of Cxbladder Triage into the USA
- Launch of Cxbladder Monitor in New Zealand in December 2015

MARKET EXPANSION

- Building momentum and gaining traction in the USA
- New commercial partnership in Australia
- Increasing uptake from healthcare organisations and urologists in New Zealand
- Investigation into South East Asia

INTELLECTUAL PROPERTY

- Continuing to apply for and receive patents for Pacific Edge's diagnostic technologies

	FY16 \$NZ'000	FY15 \$NZ'000
Total Revenue and Income	7,193	4,132
Total Expenses	22,870	16,607
Net Loss Before Tax	(15,676)	(12,475)
Income Tax Expense	-	-
Net Loss After Tax	(15,676)	(12,475)
Foreign Exchange Translation	223	154
Comprehensive Loss After Tax	(15,453)	(12,322)

Pacific Edge is debt free, with cash on hand at year end of \$24.16 million

GOOD PROGRESS AGAINST FY16 GOALS

Build Infrastructure; Capture Transformational Customers

Build Infrastructure for Growth

ACHIEVED: Expand to 18 sales executives covering 19 targeted major metropolitan regions



Capture Transformational Customers

ACHIEVED: Completed the Federal Supply Schedule process to gain access to the Veterans Administration (VA)

IN PROGRESS: Working through the Centers for Medicaid and Medicare Services (CMS) processes to allow access to these patient groups and initiate commercial relationship



GOOD PROGRESS AGAINST FY16 GOALS

Awareness and Adoption; International Presence

Enhance Awareness and Foster Strong Adoption

ONGOING: Continue to roll out User Programmes to targeted urologists and clinical groups in the USA, NZ and Australia

IN PROGRESS: Complete the Kaiser Permanente User Programme and transition this into commercial sales in the following year



Grow Our International Presence

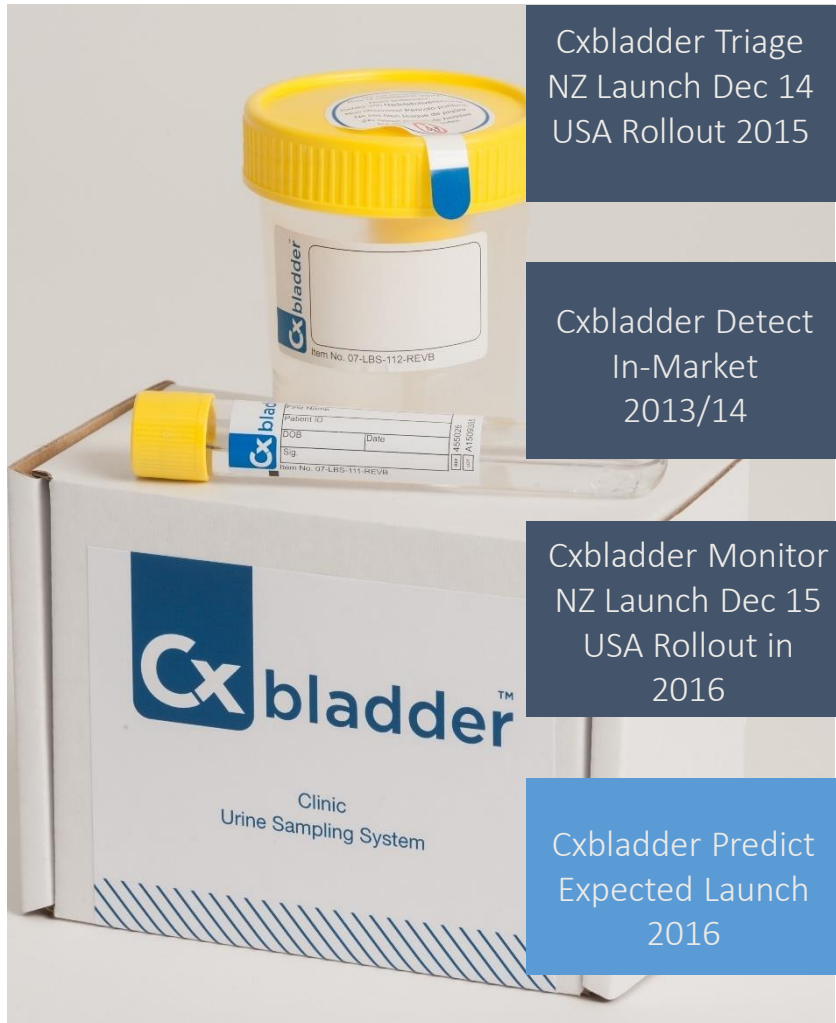
ACHIEVED: Established commercial infrastructure to enable evaluation and testing of the market

ONGOING: Continue to identify new market opportunities and expand our international presence



GOOD PROGRESS AGAINST FY16 GOALS

One Stop Shop of Cxbladder Products; Launch New Products into Market



Cxbladder Triage
NZ Launch Dec 14
USA Rollout 2015

To be used by clinicians and physicians responsible for the primary detection of bladder cancer as a frontline tool in the early evaluation of haematuria (blood in the urine)

Cxbladder Detect
In-Market
2013/14

Designed for use by physicians, for patients who have been referred for a full work up

Cxbladder Monitor
NZ Launch Dec 15
USA Rollout in
2016

Help physicians increase their resolution in the monitoring of bladder cancer in patients

Cxbladder Predict
Expected Launch
2016

Help segregate low grade tumours from high grade and late stage tumours

GOOD PROGRESS AGAINST FY16 GOALS

Intellectual Property; Engaging with the People Who Matter

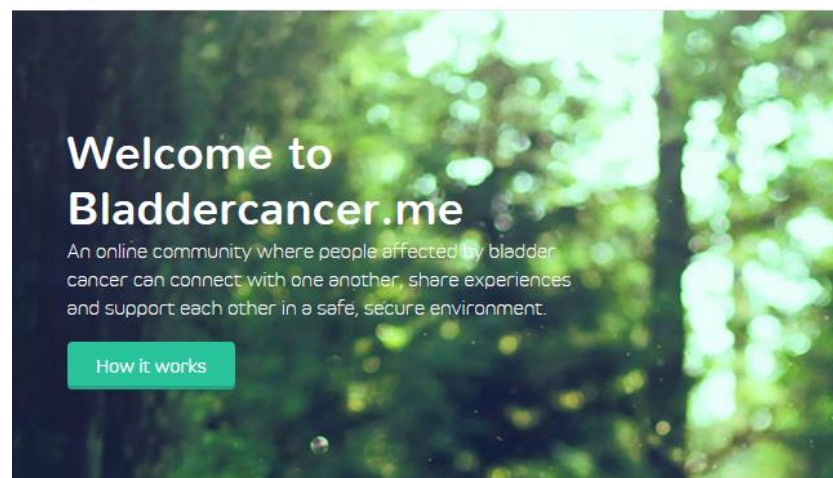
ONGOING: Protect Pacific Edge's intellectual property, over a range of diagnostic technologies, in markets around the world

PATENTS ACCEPTED/GRANTED FY16

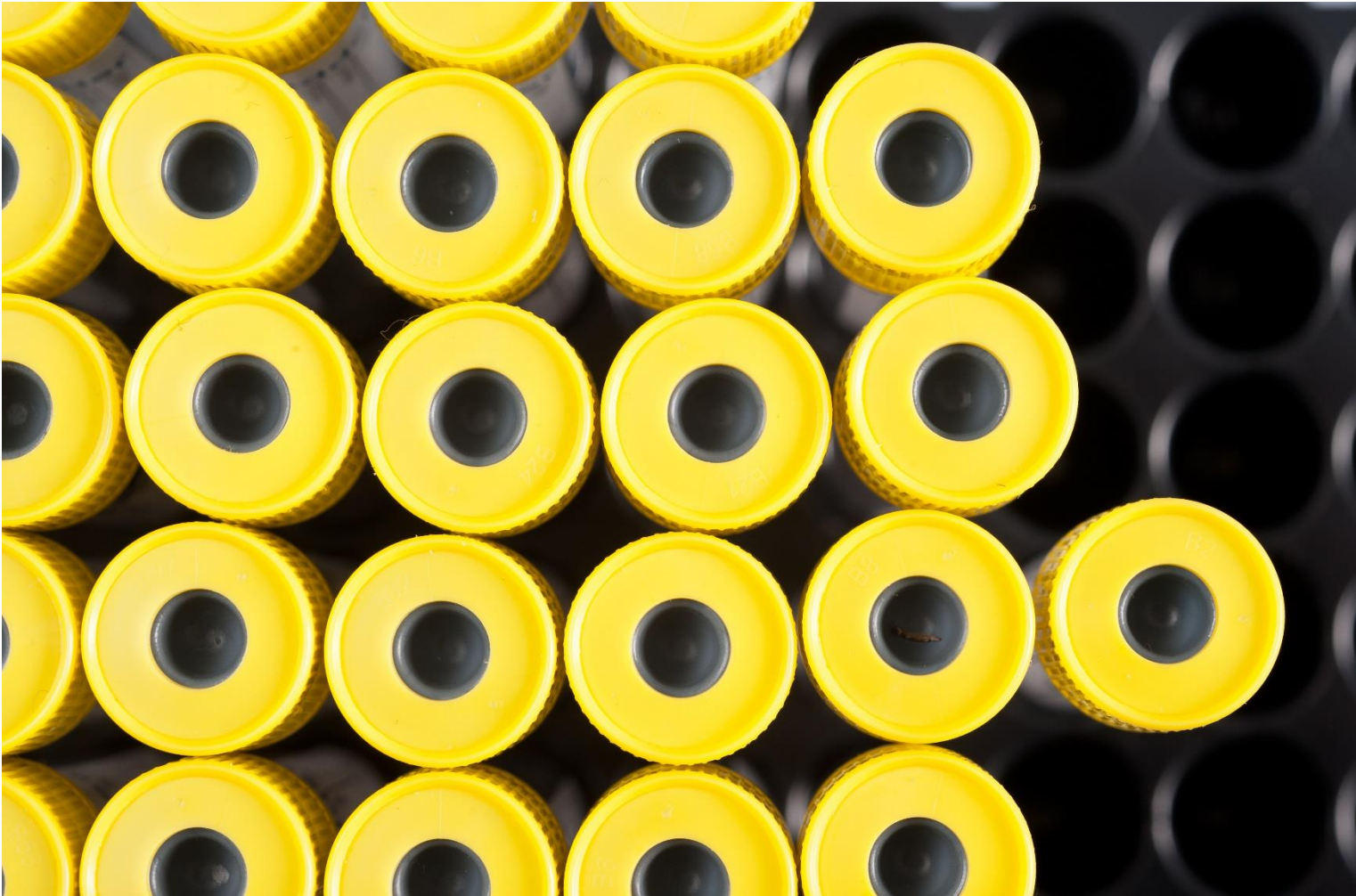
Title	Country
Gastric Cancer I	China
Gastric Cancer II	Europe
Bladder Cancer Markers	Australia, Korea, Taiwan
Gene Expression Ratios	China, Korea
Gastrointestinal Cancer – Prognosis	Japan
Colorectal Cancer – Prognosis	Korea

Engage with the People Who Matter

ACHIEVED: Launched online patient community for bladder cancer patients, *bladdercancer.me*



OUR PRIORITIES FOR FY17 AND PROGRESS TO DATE



MARKETS

Primary Focus On USA Healthcare Market

UNITED STATES:

Remains the primary focus for growth

Over 10,000 urologists and millions of potential clinical opportunities for use of Cxbladder products

Growing knowledge base and understanding of the USA market



PROGRESS TO DATE

- Sales team fully operational
- Moving at pace
- Sales are meeting expectations
- Identified key customer base
- Targeting three transformational customers – VA, CMS, Kaiser Permanente

MARKETS

Other Markets

AUSTRALIA:

Work with Tolmar Australia to build awareness and increase sales of Cxbladder tests in Australia

SOUTH EAST ASIA:

Establish a base in Singapore for further investigation into South East Asia, continue to support current User Programme in Singapore and initiate new User Programmes with targeted healthcare providers

NEW ZEALAND:

Continue to work closely with healthcare providers and urologists in New Zealand to encourage uptake of Cxbladder

PROGRESS TO DATE

AUSTRALIA:

- Building awareness with three products now available
- Tolmar Australia leveraging their existing networks
- Targeting large hospitals as well as individual urologists

SOUTH EAST ASIA:

- Singapore base is now established
- Distribution and logistics process established to allow test analysis in New Zealand
- Working on signing up new User Programmes with large hospitals

PRODUCTS

Rollout Cxbladder Monitor; Launch Cxbladder Predict

Rollout of Cxbladder Monitor into the United States and Australia

Launch Cxbladder Predict in New Zealand



PROGRESS TO DATE

CXBLADDER MONITOR INTO THE USA

- On track with launch into the USA, currently launching to targeted urologists and opinion leaders
- Launch activity will build over next two to three months
- Commercially available to all urologists by year end

CXBLADDER PREDICT

- On track to launch in New Zealand by year end

CUSTOMERS

USA sales team continuing to target individual urologists and large urology practices

Work with hospitals to gain acceptance of Cxbladder into their care pathways

Target large VA healthcare providers with marketing and sales activity

Complete the Kaiser Permanente User Programme and progress to commercial relationship

Continue to progress discussions with Centers for Medicare and Medicaid Services (CMS)



PROGRESS TO DATE

VETERANS ADMINISTRATION: Initial large VA sites have been targeted, underway with marketing

Agreed a list price with the VA that meets Pacific Edge's expectations

Focus on building awareness and overcoming clinical inertia

KAISER PERMANENTE: Completed recruitment of patients in April 2016. Currently cleaning and sorting data for joint analysis by Pacific Edge and Kaiser

Next steps: Submit outcome of analysis to Kaiser commercial team (expected by year end). Jointly draft peer reviewed scientific publication

CMS: Progressing

SALES CHANNELS

Build Awareness, Encourage Adoption, Transition to Commercial Customer

Continue to initiate new User Programmes and transition early adopters into commercial customers

Identify and investigate new sales channels

Increase online marketing and product awareness, including ongoing support for patient community, *bladdercancer.me*



PROGRESS TO DATE

USER PROGRAMMES:

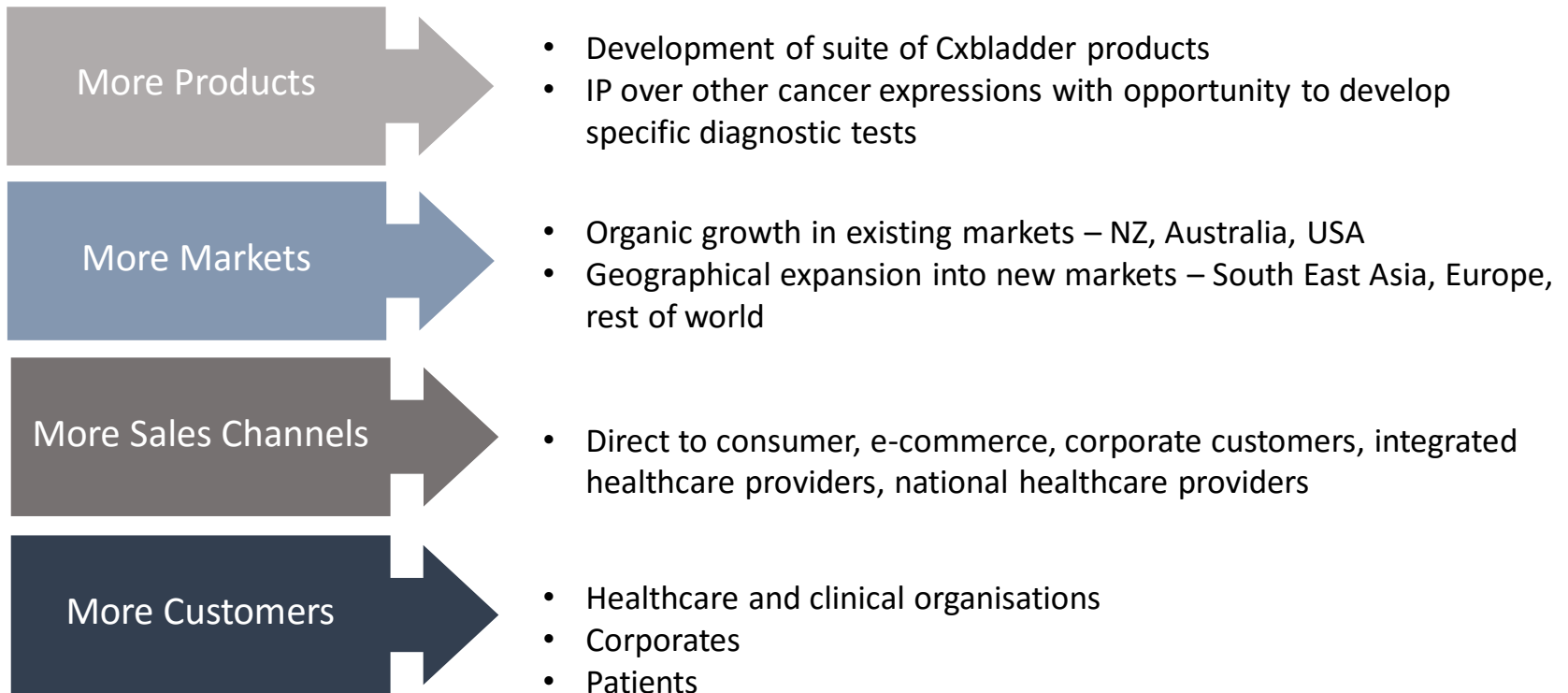
Now starting to see traction as User Programmes transition to commercial customers

Continue to identify new sales channels

bladdercancer.me offers marketing tool for urologists

STRATEGIC OPPORTUNITIES FOR GROWTH

Targeting High Growth Over The Medium Term by Creating More Products and Building Sales in an Increasing Number of Markets



OUR FUTURE



SHAREHOLDER DISCUSSION

RESOLUTION: Re-election of David Band



That David Band, who retires by rotation and is eligible for re-election, be re-elected as a Director of the Company

RESOLUTION: Election of David Levison



That David Levison, who was appointed as a Director by the Board during the year and retires and puts himself forward for election, be elected as a Director of the Company

RESOLUTION: Election of Chris Gallaher



That Chris Gallaher, who was appointed as a Director by the Board during the year, and retires and puts himself forward for election, be elected as a Director of the Company

RESOLUTION: Auditor's Remuneration

That the Directors of the Company be authorised to fix the auditor's remuneration for the ensuing year

VOTING

Voting instructions for those voting online are available at:

<http://www.linkissuers.co.nz/VirtualAnnualMeeting/OnlinePortalGuide.pdf>

PROXIES

We have received the following valid votes and proxies:

PROXIES AND POSTAL VOTES

	FOR	AGAINST	OPEN	VALID VOTES/PROXIES RECEIVED	% OF TOTAL ISSUED CAPITAL
Re-election of David Band (Resolution 1)	118,918,426 82.93%	22,568,365 15.74%	1,914,472 1.34%	143,401,263	37.57%
Election of David Levison (Resolution 2)	118,984,722 82.97%	22,511,613 15.70%	1,914,472 1.33%	143,410,807	37.57%
Election of Chris Gallaher (Resolution 3)	118,953,266 82.95%	22,537,913 15.72%	1,914,472 1.34%	143,405,651	37.57%
Authorisation to fix the auditors' remuneration (Resolution 4)	141,476,688 98.65%	28,888 0.02%	1,912,291 1.33%	143,417,867	37.57%

OTHER BUSINESS

CLOSE OF THE MEETING

Presentations are available at www.pacificedgedx.com

www.pacifedge.co.nz
www.cxbladder.com
www.pacifedgedx.com

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