

Universal Biosensors, Inc.
ARBN 121 559 993

1 Corporate Avenue
Rowville Victoria 3178
Australia

Telephone +61 3 9213 9000
Facsimile +61 3 9213 9099
Email info@universalbiosensors.com
www.universalbiosensors.com



24 July 2020

**Chief Executive Officer's Address
Annual General Meeting**

Universal Biosensors, Inc. (ASX:UBI) is furnishing the attached presentation that will be delivered by UBI's Chief Executive Officer, John Sharman, to the shareholders at its 2020 Annual General Meeting.

Yours sincerely,



Salesh Balak
Company Secretary
+61 (0) 414 508 852



Universal Biosensors

Annual General Meeting

24 July 2020



Important Disclaimer



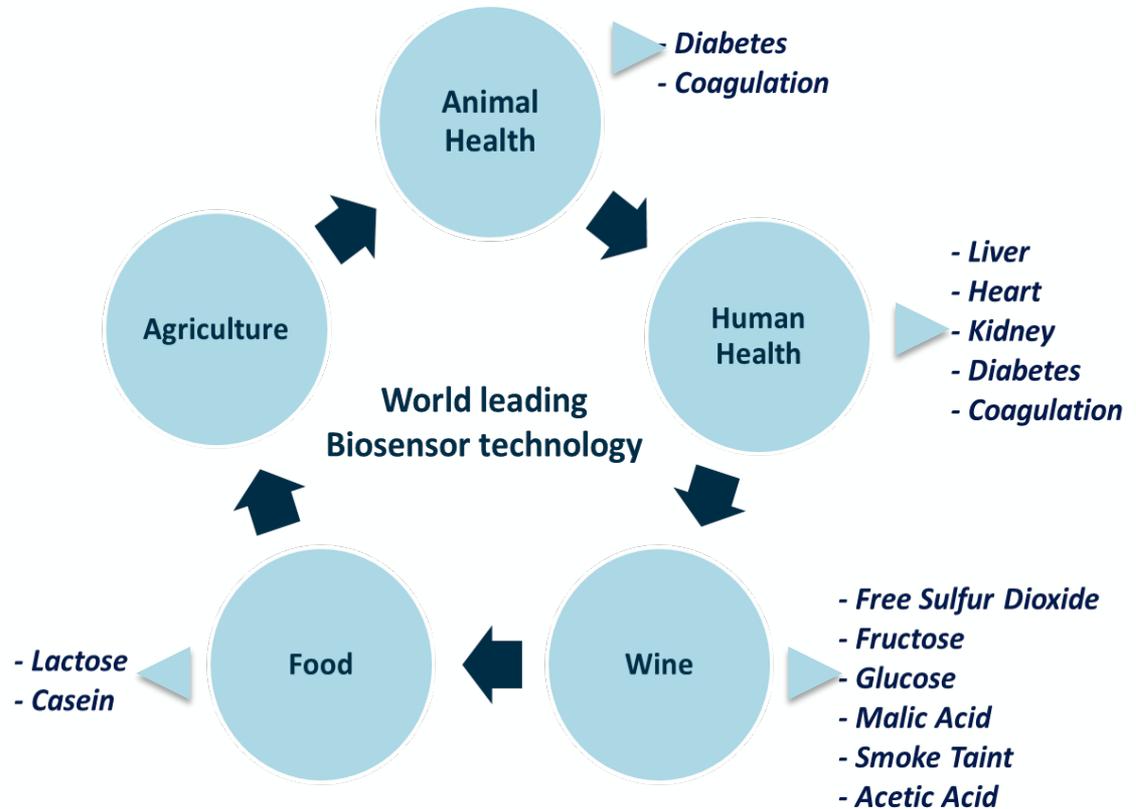
- This presentation is intended to provide a general outline only and is not intended to be a definitive statement on the subject matter. This presentation is not financial advice and has been prepared without taking into account the objectives, financial situation or needs of a particular person.
- Neither the Company, nor its officers or advisors or any other person warrants the accuracy of the analysis herein or guarantees the investment performance of the Company. Investors must make their own independent assessment of the Company and undertake such additional enquiries as they deem necessary or appropriate for their own investment purposes.
- The statements contained in this presentation that are not purely historical are forward-looking statements within the meaning of the United States Exchange Act. Forward-looking statements in this presentation include statements regarding our expectations, beliefs, hopes, intentions or strategies. All forward-looking statements included in this presentation are based upon information available to us as of the date hereof, and we assume no obligation to update any such forward-looking statement as a result of new information, future events or otherwise. Our actual results could differ materially from our current expectations.
- The Company is subject to a number of risks. For a summary of key risks, refer to the Company's most recent Form 10-K filed with the United States Securities and Exchange Commission and the Australian Securities Exchange.
- Under applicable United States securities laws all of the shares of our common stock are "restricted securities" as that term is defined in Rule 144 under the Securities Act of 1933, as amended. Restricted securities may be resold in the public market to United States persons as defined in Regulation S only if registered for resale or if they qualify for an exemption from registration under the Securities Act. We have not agreed to register any of our common stock for resale by security holders.

Expanding our vision



UBI's technology platform has been used to deliver more than 10 billion diagnostic tests to patients worldwide in glucose and coagulation products

We are moving away from defining ourselves as an R&D company and will focus on developing products that generate near term revenue



New product launch



SENTIA

for the Wine Industry



SENTIA

Global opportunity

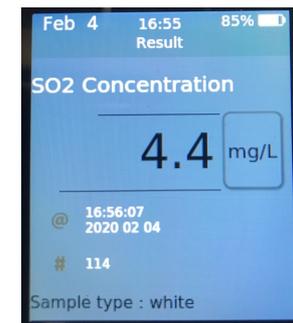
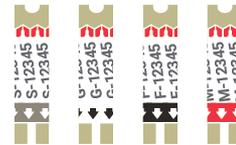


SENTIA is UBI's first new product launch in more than 6 years.

SENTIA is a hand held, portable testing device which will change the nature of laboratory testing in the wine industry

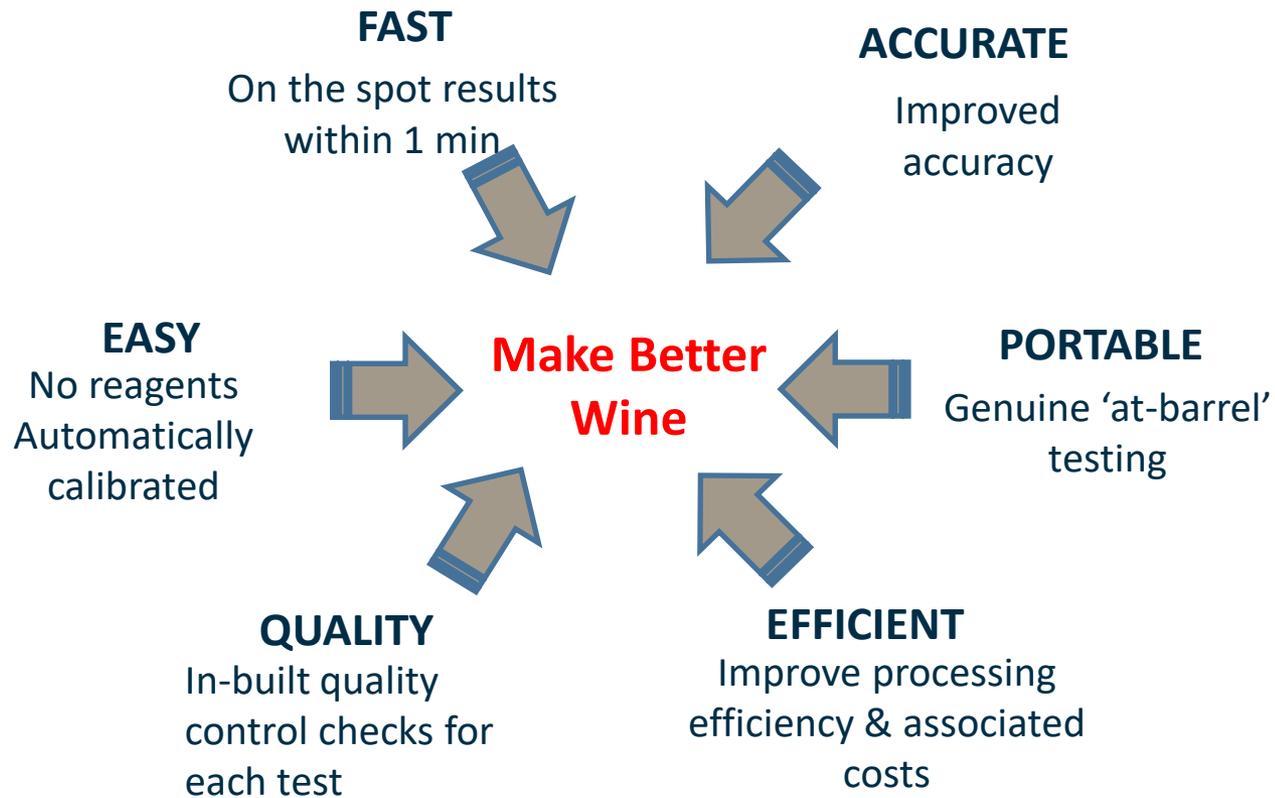
SENTIA delivers to the wine industry

- *medtech biosensor technology*
- *gold-standard specificity and sensitivity for*
 - *Free SO2 testing*
 - *Glucose*
 - *Fructose*
 - *Malic acid testing (during 2021)*
 - *Smoke taint acetic acid testing to follow during 2022*
- *significant cost savings*
- *productivity gains.*



SENTIA

A superior solution



SENTIA

A superior solution



	SENTIA	Aeration Oxidation	Smart Analyzer	Thermo Gallery	Spectrophotometer	External Testing
Cost¹	\$1,500 / \$3	\$1,000 / \$1	\$4,200 / \$7	\$75,000 / \$1	\$4,000 / \$3	\$35
Labour cost²	\$0.60	\$20.00	\$10.00	\$10.00	\$20.00	NA
Usability	Anyone	Wine / Lab staff	Wine / Lab staff	Lab staff	Wine / Lab staff	NA
Time	1 min	20 mins	10 mins	10 mins	20 mins	2+ days
Accuracy	Calibrated to Gold Standard	Operator dependent	Operator dependent	Gold Standard	Operator dependent	Operator dependent
Data transfer	Automatic	Manual	Automatic	Automatic	Manual	Manual
Competitive Advantage	Time, Cost Accuracy Simplicity Portability Quality					

1. Device / consumables
2. Calculation based on \$60ph
3. AUD

SENTIA

Product Roadmap





SENTIA delivers the most important laboratory tests and measurements used in winemaking. Current test methods are time-intensive, complex and expensive to perform.

- **Free SO₂**

- Acts as a preservative to provide microbial protection
- Balance critical; too much = adverse sensory impact; too little = risks wine stability

- **Glucose and Fructose**

- Primary sugars in wine grapes that reduce during primary fermentation
- The ability to detect their presence at low levels is critical in confirming the wine is 'dry'

- **Malic Acid**

- Presence in red wine (in particular) undesirable from sensory and stability perspective. Ability to accurately determine presence post-malolactic fermentation critical

Allows for optimisation of process

Fast results enabling corrective action to be taken as necessary

Addresses accuracy, complexity and timeliness of current testing methods

SENTIA

Launch Strategy



In discussion with global distribution partners.

UBI will create and support an environment of information and communication to ensure the success of SENTIA.



Key opinion leaders & influencers



eDM



Published Papers

SENTIA™



Early Adopter Incentives



Awareness Campaign



Sales Support



Universal Biosensors



World Wide Market

Number of tests performed pa	ANZ	USA	RoW
FSO2 - sensors	1,329,560	4,433,985	15,660,000
Sugars - sensors	2,659,120	8,867,969	31,320,000
Malic Acid - sensors	1,329,560	4,433,985	15,660,000
Total sensors	5,318,240	17,735,938	62,640,000
Devices	2,311	7,929	50,100

Company estimates



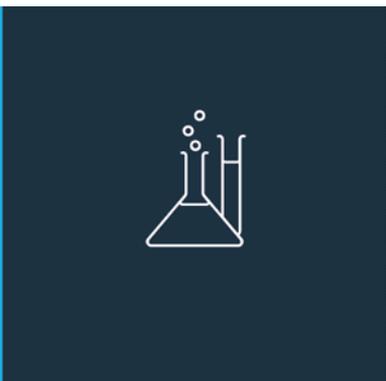
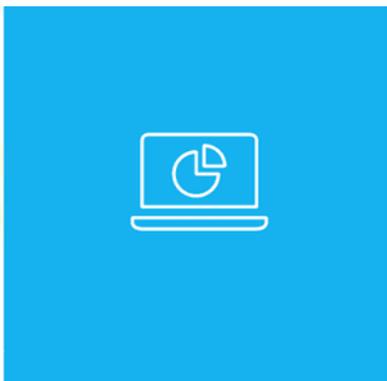
World Wide Market				
\$AUD value of the market pa	ANZ	USA	RoW	Total
	\$	\$	\$	\$
FSO2 - sensors	3,988,680	19,002,791	67,114,286	90,105,756
Sugars - sensors	7,977,360	38,005,581	134,228,571	180,211,513
Malic Acid - sensors	10,636,480	50,674,109	178,971,429	240,282,017
Total sensors	22,602,520	107,682,481	380,314,286	510,599,286
Devices	3,466,500	16,990,604	107,357,143	127,814,247
Total - sensors & devices	26,069,020	124,673,085	487,671,429	638,413,533

Company estimates

Coagulation



UBI is developing a new coagulation product and has purchased the global distribution rights to its existing coagulation products

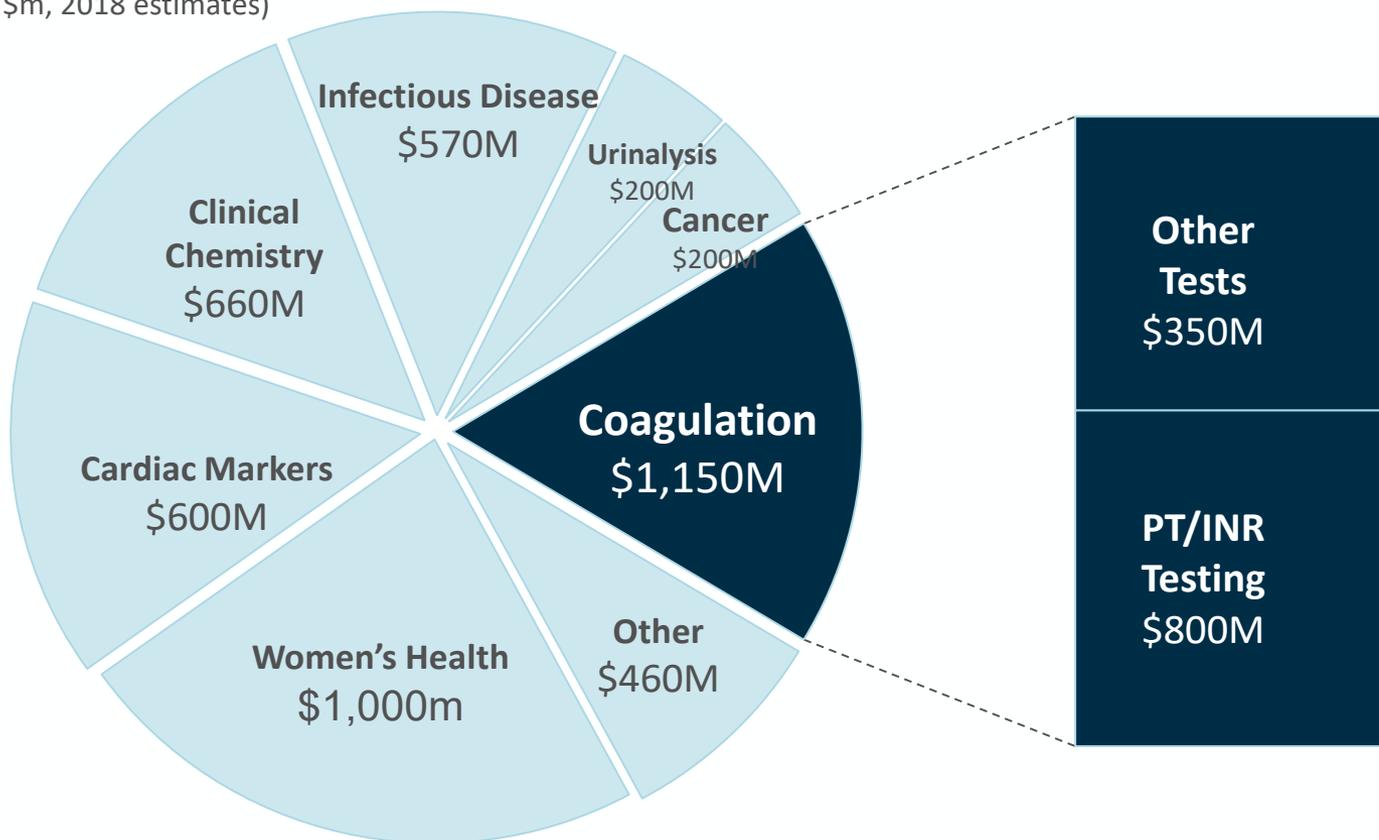


Coagulation market



POC Diagnostics Market, Excluding BGM

(US \$m, 2018 estimates)



Coagulation market



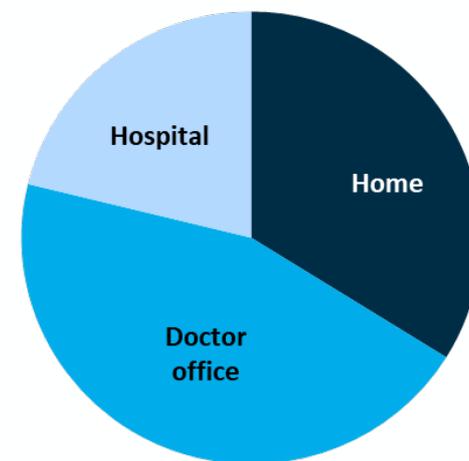
PT-INR Global market (USD million)	USA	EU	ROW	Total
Total Hospital POC PT-INR	145	125	76	346
Total Doctor Office POC PT-INR	98	84	51	233
Total home-testing PT-INR	<u>93</u>	<u>79</u>	<u>49</u>	<u>221</u>
Total POC PT-INR	336	288	176	800

Segments value based on average IVD Manufacturer retail price in USD million

Market Opportunities

- Growing anti-coagulated population
- Out-of-hospitals patients monitoring
- Reimbursements incentivising home-monitoring

PT-INR testing segments (2018)



Coagulation

Sales network



Coagulation

UBI next generation product



Feature	UBI Next Gen	iLine MicroINR	Roche CoaguChek Vantus	Roche CoaguChek Plus
Sample Type	Capillary, Venous, LQC <input checked="" type="checkbox"/>	Capillary, LQC	Capillary	Capillary, Venous, LQC
Sample Size	At least 8µL <input checked="" type="checkbox"/>	At least 3µL	At least 8µL	At least 8µL
Unit of Measure	INR INR & SEC (ROW) <input checked="" type="checkbox"/>	INR	INR	INR, SEC %Q
Measuring Range	PRO: 0.8 to 8.0 PST 0.8 to 6.0/8.0 <input checked="" type="checkbox"/>	0.8 to 6.0 - PRO	0.8 to 6.0	PRO: 0.8 to 8.0 PST: 0.8 to 8.0
Touchscreen	Yes <input checked="" type="checkbox"/>	No	No	Yes
Data Communication	Ethernet - Wired (USB, Wireless (Wifi, IR) Bluetooth) <input checked="" type="checkbox"/>	Mini USB	USB Wireless Bluetooth	Infrared to Base Unit USB to Computer
Power	Lithium Battery (rechargeable) <input checked="" type="checkbox"/>	Lithium Battery (rechargeable)	4 AAA batteries	Rechargeable battery pack
User Types	Operator <input checked="" type="checkbox"/>	Operator	Operator	Administrator Operator
Lockout Types	QC <input checked="" type="checkbox"/>	No	No	QC, Operator
Memory	Patient: 2000 QC: 500 <input checked="" type="checkbox"/>	Patient or LQC: 199	Patient: 400	Patient: 2000 QC: 500
Market price (US\$)	< \$500 <input checked="" type="checkbox"/>	< \$500	\$500-\$700	\$800-\$1,200



Coagulation

UBI next generation product



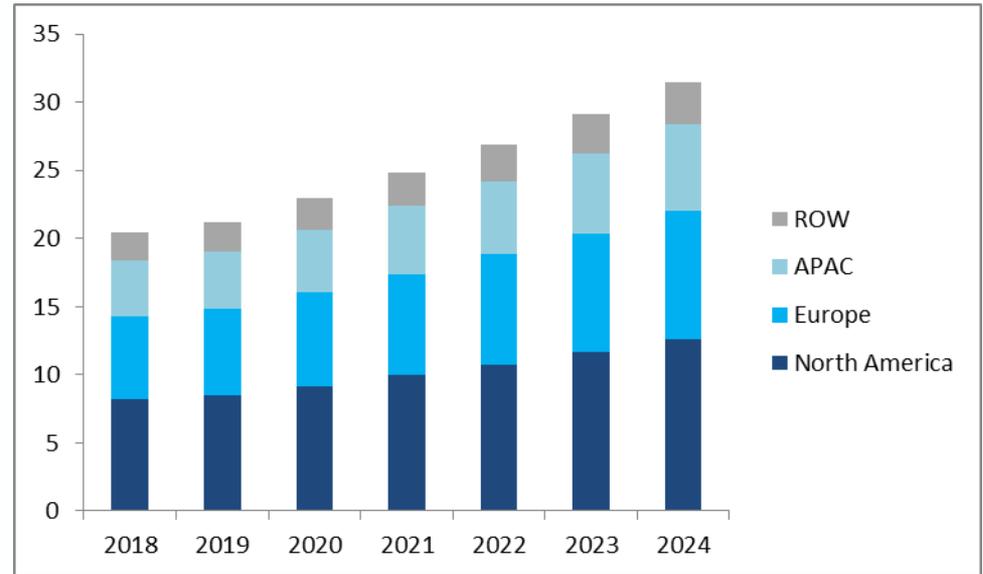
Expanding our vision



The Biosensor market is forecast to grow to 31.5 billion in 2024

Advancements in biosensors technology and its applications including environmental monitoring, miniaturization, Point of Care diagnostics and screening are among the key reasons for the overall increase in global demand for biosensors.

Biosensors market by region (USD Billions)



Biosensors Market

Published Date: May 2019 | Report Code: SE 3097

Expanding our vision



UBI intend to leverage its

- Biosensor technology platform
- Strong balance sheet, and
- Newly acquired access to a global distribution network to:
 1. Commercialise biosensor, detection and diagnostic products in large global markets that will deliver near term revenue
 2. Strategic review of existing coagulation opportunities
 3. Aggressively pursue M&A transactions; to

Maximise shareholder value

Universal Biosensors



For further details please contact

John Sharman
Chief Executive Officer
Universal Biosensors, Inc

END