

**ASX/Media Release**  
**2<sup>nd</sup> December 2011**

**PRIMA BIOMED TO PRESENT  
AT DEUTSCHE BANK BioFEST CONFERENCE IN BOSTON**

Australian healthcare company Prima BioMed Ltd (ASX: PRR) (Prima) is pleased to advise that Managing Director Martin Rogers will present at the Deutsche Bank BioFEST Conference in Boston, in the USA on 5<sup>th</sup> December 2011. The presentation is attached.

The BioFEST conference will host a number of leading global biotech companies who will present to an audience that will include a number of the sector's key analysts, fund managers and institutions. Prima is one of a handful of biotech companies invited by Deutsche Bank to present.

Prima BioMed is an ASX listed Australian biotech company, which is focused on technologies in the fields of cancer immunotherapy and immunology. Prima's lead product is the CVac<sup>TM</sup> ovarian cancer therapy vaccine treatment. CVac<sup>TM</sup> is a therapeutic treatment for cancer administered post-surgery and post-chemotherapy to delay relapse and control metastases.

It has completed two successful clinical trials and is progressing toward eventual commercialisation in the United States, Australia, Europe, and globally. The Company's broader, long term goal is to develop commercial cancer treatment technologies and programs for global markets.

The CVac<sup>TM</sup> ovarian cancer vaccine is targeting a major un-met medical need in the area of ovarian cancer, which has a very high morbidity rate.

There are currently no products available as maintenance-based treatments for ovarian cancer and the global market for ovarian cancer therapeutics was valued at US\$2.1b in 2007 and is expected to total US\$3.6b this year. Regulatory approval and commercialisation of CVac<sup>TM</sup> is the core focus for Prima

ENDS

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# *The Cutting Edge in the Fight Against Cancer*

Deutsche Bank BioFest Conference Presentation

5<sup>th</sup> December 2011



**Martin Rogers**  
Chief Executive Officer

(ASX:PRR)





# Important Notice

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# ***Prima BioMed: An Emerging Presence in Oncology***

- Prima BioMed is a biotechnology company focused on **developing novel oncology therapies** in the field of immunotherapy and immunology
- Prima BioMed has a clear strategy to develop and commercialize therapeutic vaccine CVac™ in ovarian cancer with an opportunity to expand to other indications
- The Company is listed on the Australian stock exchange under the symbol (**ASX:PRR**)





# ***Prima BioMed Investment Overview***

- ✓ Leadership in emerging immunotherapy arena with CVac™ poised to commence pivotal clinical trials in the U.S., EU and Australia
- ✓ Focused on major markets with unmet medical needs and limited competition
- ✓ Broad intellectual property position
- ✓ Potential to leverage future development opportunities
- ✓ Management team with a proven development and commercial track record in oncology
- ✓ Solid and disciplined financial position
- ✓ Significant near-term and long-term catalysts





# Leadership Team with Extensive Oncology Experience

**Martin Rogers**  
Managing Director  
and Chief Executive  
Officer

*Extensive business management experience &  
scientific background*



**Mathew Lehman**  
Chief Operating Officer  
*Experience in execution of over 100  
clinical trials in EU & US*

**Dr. Neil Frazer**  
Chief Medical Officer  
25+ years development experience  
*Formerly with Glaxo  
10 FDA approvals*

**Marc Voigt**  
General Manager  
European Operations  
*Extensive Experience in the  
Corporate Biotech VC and  
Biotechnology Sector*

**Dr. Sharron Gargosky**  
Senior Vice President CVac  
Program  
*17 + years experience with  
orphan drug approvals*

**Ian Bangs**  
Chief Financial Officer &  
Corporate Secretary  
*Experienced public/private  
companies for 25+ years*

# *CVac™*

## *Targeting Ovarian Cancer*



# CVac: Program Overview

- CVac is an autologous, dendritic-cell based therapy or cancer vaccine
- Proven technology with FDA approval of Provenge
- Progressing clinical studies of the “first ovarian cancer therapeutic vaccine”
- Upcoming Phase III (CANVAS) and ongoing Phase IIb trials to provide further proof-of-concept for global registration
- Granted orphan drug status by the U.S. FDA & EMA
  - Additional several years of exclusivity and priority regulatory treatment
- Phase I & Phase IIa trials are complete with promising results





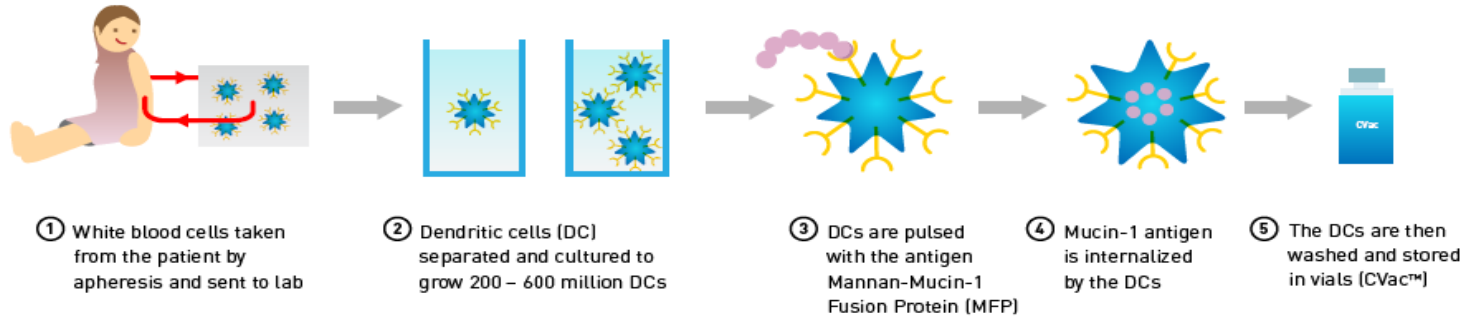
## ***CVac: Program Overview (Con't.)***

- CVac granted marketing & distribution approval in the Dubai Healthcare City
  - First sales expected in Q1 2012
  - Pilot scale commercialisation program
  - Generates revenue in growing Middle Eastern healthcare market
- Manufacturing authorization in place and ready to go
  - US partner, NeoStem (Progenitor Cell Therapies)
  - EU partner, Fraunhofer Institute for Cell Therapy & Immunology
  - Australian partner, Cell Therapies/ Peter MacCallum Cancer Centre
- Market exclusivity with broad IP position and strategy
  - Issued patents extend to 2023/2024
  - Biologic difficult to replicate
  - Granted Orphan Drug Designation by FDA and EMA

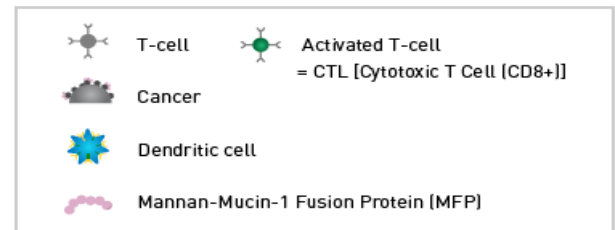
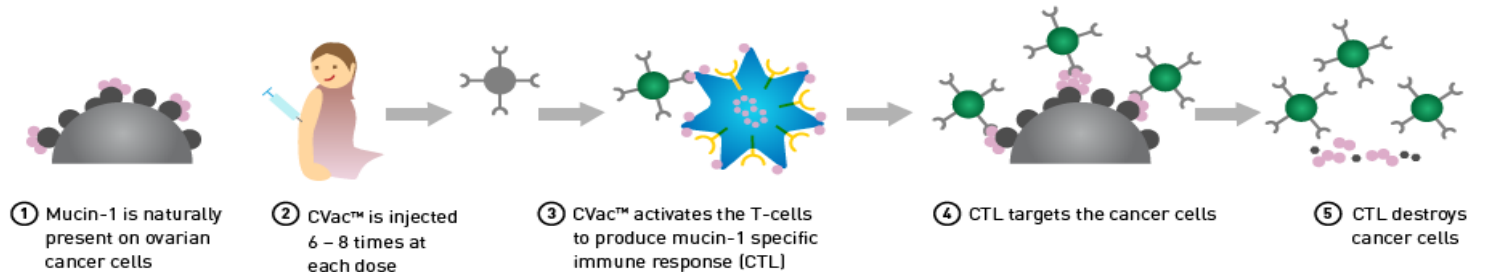


# CVac: Unique Mechanism of Action

## Manufacturing of CVac



## Mechanism after injection



# ***CVac: Basis for Maintenance Therapy in Ovarian Cancer***



- ✓ Unmet medical need in ovarian cancer
- ✓ 73,000 women diagnosed each year in the U.S., EU, Australian and Japan
- ✓ 318,000 women diagnosed globally
- ✓ Generally diagnosed at late stage
- ✓ Only 20-30% of patients with late stage disease survive 5 years
- ✓ Median progression-free survival after optimal surgery & chemotherapy is only 22 months

Reference: Thomson Business intelligence, Ovarian Cancer Therapeutics Industry Analysis 2007



# ***CVac: Evidence of Clinical Activity***

- **Phase Ib Study Design**

- 14 patients with terminal cancer (3-6 months life expectancy), broad range of adenocarcinomas including renal, breast, ovarian, fallopian tube, colon, lung & esophageal
- Objectives:
  - Primary endpoint: safety and assess toxicity
  - Secondary endpoint: assess anti-tumor efficacy, immune response & procedure feasibility

- **Clinical Trial Results**

- 13 evaluable patients, 5 had stable disease during the assessment period of 1 year
- 2 patients received ongoing therapy for >40mths
- First time that every patient had immune responses
- All patients produced desired cellular immune responses
- No treatment related toxicity
- Patients' cells successfully cryo-preserved

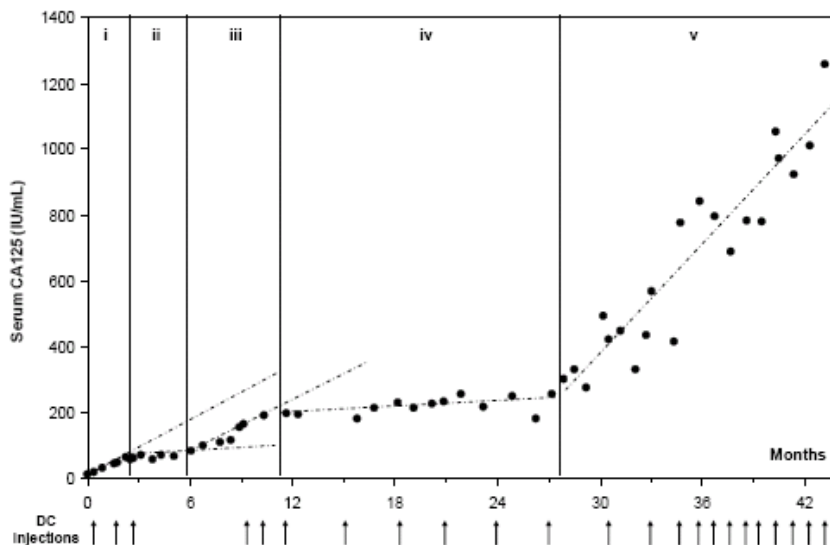


# ***CVac: Ovarian Tumours Respond to Therapy with CA125 Reduction***

- **Phase IIa Study Design (n=28)**
  - Patients received 3 CVac injections over 10 weeks, followed by 4 injections at 10 week intervals
    - 21 evaluable with incurable ovarian cancer
    - rising CA125 levels at least 25% over baseline within 28 days
    - multiple courses of chemotherapy/ radiotherapy
  - Objectives
    - Primary endpoint: CA125 response or stabilization in at least 15% patients
    - Secondary endpoint: Disease progression-free survival, immune response & safety
- **Clinical Trial Results**
  - 19% (4 of 21) of patients responded to therapy (CA-125 reduction)
  - Progression-free survival averaged 127 days (95% confidence limits 96-219 days)
  - Median survival was 219 days (95% Confidence Limits 175-409 days)
  - Importantly no drug related toxicity

# Treating Stage III Ovarian Cancer Patient

- Incurable recurrent disease, diagnosed by elevated CA125 marker
- Low 5 year survival rate and late stage detection



Stable disease

4mths

18mths

CVac treatment demonstrates stabilization of CA125 initially for 4mths, then for ***further 18mths post further injections of CVac***



# ***CVac: Targeting Ovarian Cancer***


- **Phase I and IIa** trials indicate CVac could be strong candidate for treating ovarian cancer patients in remission & for other MUC-1 over-expressing tumors
- **Phase IIb** trial (63 patients) for ovarian cancer patients after successful 1<sup>st</sup> or 2<sup>nd</sup> line therapy has completed recruiting patients in U.S. & Australia to:
  - Assure comparability of multiple manufacturing centers
  - Confirm safety & tolerability established in earlier trials
  - Compare CVac to standard of care (progression-free survival)
  - Confirm host immunologic response to CVac therapy
  - Recruitment completed in September 2011
  - Interim PFS Data in 2012
  - Final PFS Data anticipated in 2013





# CVac: Phase III (CANVAS) Study Design

Potential maintenance treatment for epithelial ovarian, primary peritoneal or fallopian tube cancer in complete remission

- 
- CANVAS(**CAN**cer **VA**ccine **S**tudy) is multinational, multi-centre, randomized, double-blinded, placebo-controlled
    - 800 patients randomized, double-blinded, well-designed efficacy trial
    - Definitively establish survival benefit – progression-free survival (PFS) & overall survival (OS)
    - Assess quality of life & pharmacoeconomic parameters
    - Support marketing authorizations globally
  - ~150 centers, 22 countries – U.S., Australia & Europe
  - Based on expected recruitment rates, full patient enrollment by ~Q2 2013\*



# ***CVac: Assessing Global Market Potential***

## **SIGNIFICANT MARKET OPPORTUNITY**

- ✓ Multi-billion dollar ovarian cancer treatment vaccine market
- ✓ Global market size is estimated to be \$3.6 billion
- ✓ First to market maintenance therapy has potential to achieve 10% of market in first year of launch
- ✓ 10% of market may capture \$500 million+ in sales throughout the developed world

# *Anti-Cripto-1 Mab*



# ***Driving Differentiation with Science: Anti-Cripto-1 Mab***



- Identification and development of a monoclonal antibody to Cripto-1
  - Protein found in high levels on the surface of many tumors
  - Neutralizing the Cripto-1 protein may enable targeting of multiple tumor types (breast, colon, lung, stomach & pancreas)
  - Effects of Cripto-1 Mab were greater in presence of cytotoxic drugs such as 5-fluorouracil, epirubicin & cisplatin
  - Injection of these antibodies into mice has been able to both prevent tumor growth and eradicate existing tumors by inducing apoptosis.
- Next steps
  - Preclinical studies underway to determine whether the human versions of the rat antibodies can cause apoptosis in a similar manner
  - Studies designed to support an Initial New Drug (IND) application in human trials in 2013

# *Oral HPV Vaccine*





# ***Driving Differentiation with Science: Oral HPV Vaccine***

- Developing technology to enable oral administration of vaccines that are currently injected
  - Reformulate large, irregular particles into smaller consistent sizes allowing higher bioavailability of lower doses in an oral formulation
- Lead target is an oral vaccine against Human Papilloma Virus (HPV) associated with development of cervical cancer
- Ongoing collaborative venture with the University of New South Wales and University of Queensland
  - Prof. Ian Frazer & Prof. Neil Foster developing dense gas technology to formulate oral HPV vaccine
- Program Status
  - Studies with Eudragit®-coated lyzosome completed & feasibility studies with ovalbumin ongoing
  - Animal studies initiated to evaluate immunogenicity



# Financial Profile – Price & Capitalisation



## Financial Profile

<b>ASX Code</b>	<b>PRR (Australian Security)</b>
<b>Shares</b>	<b>1,007.3 million</b>
	<b>58.2 million</b>
<b>Listed Options</b>	<b>(exercisable at \$0.02 on or before December 31, 2011)</b>
<b>Total Issued Securities</b>	<b>1065.3 million</b>

## Price & Capitalization

<b>Share Price</b>	<b>\$0.20 (9/13/11)</b>
<b>2011 high</b>	<b>\$0.42 (4/11/11)</b>
<b>Market Cap (diluted)</b>	<b>\$202 million (as of September 2011)</b>
<b>Cash Position</b>	<b>\$51 million (as of September 30, 2011)</b>

Figures In AUD\$



# *Executing on Milestones*

- Initiate Phase IIb randomised CVac trial (1Q 2011)
- Regulatory agreement on CVac Phase III with EMA
- Scientific Advice with European Union
- Potency assay qualified
- Phase IIb enrollment complete
- FDA meeting for registration study review 3Q '11
- European license for manufacturing 2Q-3Q '11
- Oral HPV vaccine progress update Q4 '11
- Phase III study recruitment commencement Q4'11/1Q'12
- Update Cripto 1 progress Q4'11
- Dubai sales update 1Q'12

# ***Prima BioMed: Strategically Positioned***

- Develop and commercialize new therapies to address unmet medical needs primarily in oncology
  - CVac has potential to transform treatment of ovarian cancer in remission
    - Pivotal study has been designed to seek global registration in key markets including U.S. and EU
    - First company potentially with a dendritic-cell based therapy drug in the EU
    - Granted marketing & distribution approval in the Dubai Healthcare City
  - Potential to treat other mucin-1 over-expressing tumours eg breast, colorectal, lung, gastric & pancreatic cancers
  - Pursue best value for shareholders in commercializing CVac globally
    - Pilot commercialisation in Dubai will lead the way
- Other products in development pipeline at earlier stages of development
  - Oral HPV vaccine created using dense gas technology
  - Humanized monoclonal antibody targeting Cripto-1
    - Cell Therapy - A new paradigm for the treatment of cancer

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