

PHOTOCURE ASA EXECUTING THE STRATEGY

RESULTS OF THE THIRD QUARTER 2012

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HIGHLIGHTS THIRD QUARTER 2012

Operational

- Hexvix[®]/ Cysview[®] delivering on growth expectations
 - Total Hexvix/Cysview revenues in 3Q 2012 increased 22% versus prior year
 - US sales of Cysview gaining momentum, with 27 cystoscopes YTD placed at high procedure volume urology centers
 - Partner end user of Hexvix sales increased 7% over prior year
- US Allumera[®] business exited. Resources will be used to fund other growth opportunities

Financial

- Sales revenues increased 20% to NOK 20.9 million in 3Q 2012 and 12% for the first nine months
- Operating loss for 3Q 2012 of NOK 27.3 million reflects increased investments building Photocure's commercial infrastructure in the US
- ² Solid cash position with cash and cash equivalents of NOK 273.9 million



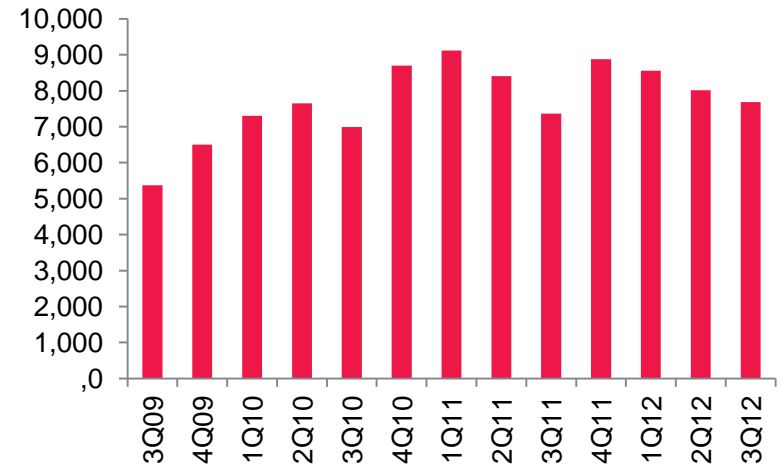
Commercial Update



HEXVIX/CYSVIEW STRATEGIC PARTNERSHIP WITH IPSEN

- Partner end user unit sales increased 7% versus prior year
- Ipsen operational in major markets
 - MAA transfers complete
 - Fully staffed and trained
- PHO funding marketing and promotion €3 million over 18 months
 - New global campaign launched with Ipsen

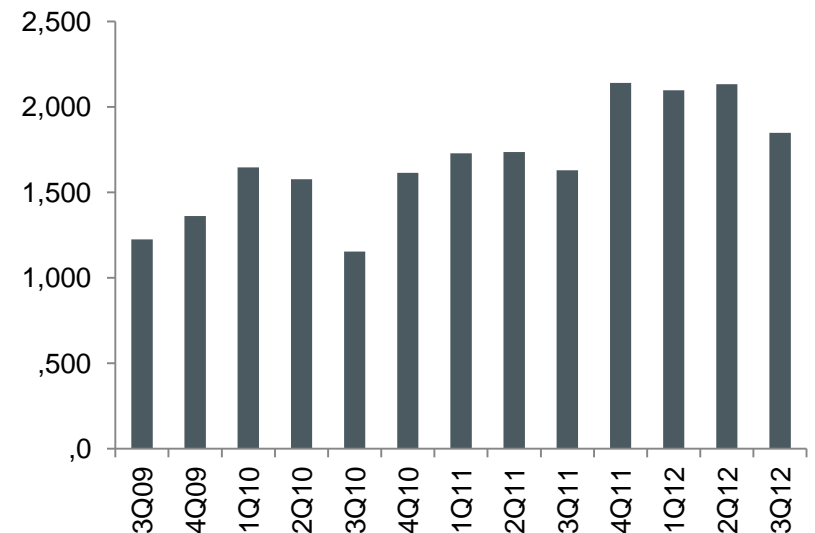
Hexvix Partner Unit Sales Per Quarter



HEXVIX/CYSVIEW NORDIC AND US COMMERCIAL OPERATIONS

- Own sales in Photocure territory increased 13% in 3Q 2012, 17% year to date
- Nordic growth 2% over prior year, 5% year to date, reflective of summer slowdown
- 10 additional high procedure volume urology centers enabled since FDA approval in May of upgraded scope
 - Installed base 27 YTD
 - On track for 40-50 by year end
- Public awareness initiatives gaining momentum

Own Hexvix/Cysview Unit Sales Per Quarter






ALLUMERA

- Photocure took the strategic decision to exit the Allumera business in the US
- Due to the highly competitive cosmetic market, current and future growth projections were below expectations
- 3Q 2012 sales NOK 0.8 million
- Customer support shifted to customer service center model
- Restructuring costs of ~NOK 4 million in 4Q 2012
- Allows for redirection of resources to growth opportunities

Pipeline Update

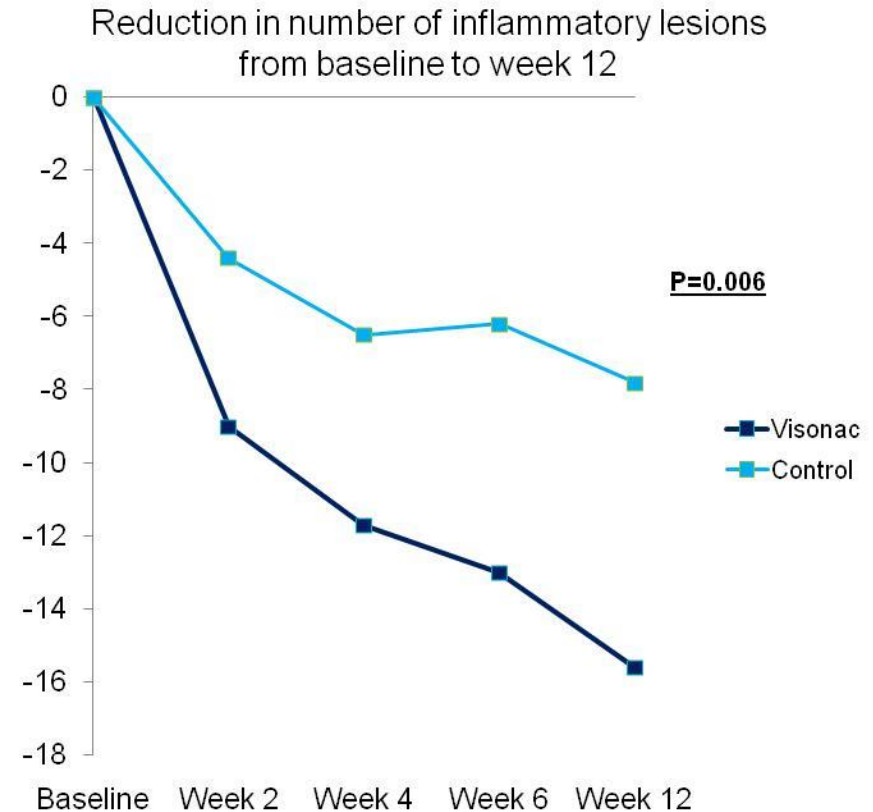


CREATING VALUE DIVERSE PRODUCT PORTFOLIO

	Technology	Indication	Phase 1	Phase 2	Phase 3	Status
Cevira®	PDT	Treatment of precursors of cervical cancer				<ul style="list-style-type: none"> Phase 2b results to be reported in 4Q 2012 Commercialization through partners Significant interest from potential partners
Lumacan®	PDD	Detection of colorectal cancer				<ul style="list-style-type: none"> Formulation prototypes in the clinic in 2012 First development milestone expected in 2013 Worldwide license with Salix
Visonac®	PDT	Treatment of moderate to severe acne				<ul style="list-style-type: none"> Positive Phase 2b results End of Phase 2 meeting complete SPA in preparation

VISONAC

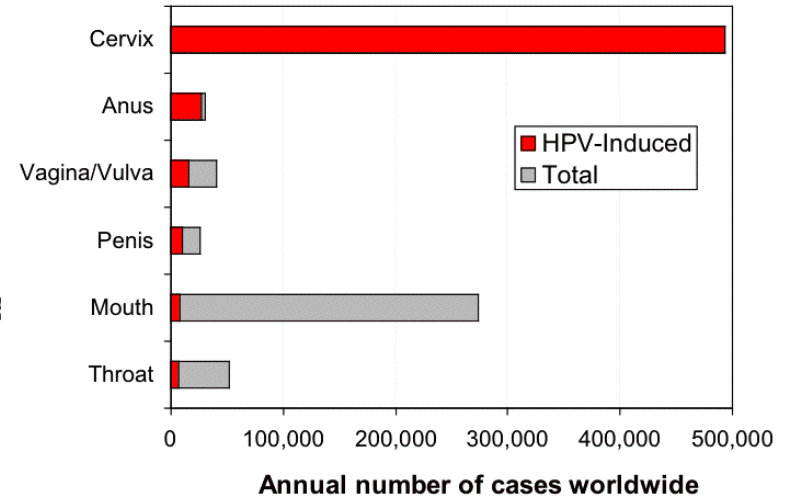
- High unmet need for novel treatments for moderate – severe acne
- Positive phase 2b results
 - Significant reduction in inflammatory lesions
 - Overall improvement in acne severity
 - Well tolerated regimen
- Preparing for phase 3 registration trials
 - End of phase 2 meeting with FDA
 - Finalizing clinical trial design
 - SPA submission in preparation



CEVIRA

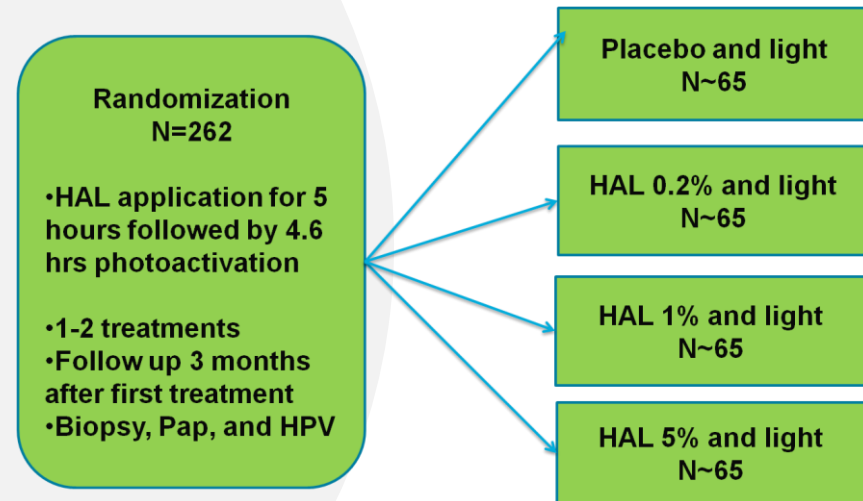
- Cervical HPV infection highly prevalent and growing
 - 80% of all women have HPV infections during their lifetime
 - Represents 4-5 million women in US alone
 - At least 10% may become CIN 2/3
 - May lead to cervical cancer without intervention
- Potential alternative to protracted surveillance and invasive surgery
- Breakthrough technology, integrating drug and light into compact, convenient single use device

Cancers induced by HPV



CEVIRA PHASE 2B TRIAL RESULTS IN 4Q

- Phase 2b study with integrated drug-delivery device started in June 2011
- Enrollment completed – 262 patients at 23 centers in Europe and the US
- Primary endpoint: complete or partial response 3 months after treatment (histology, cytology and HPV)
 - Results expected 4Q
 - Sets platform for initiation of pivotal Phase 3 program

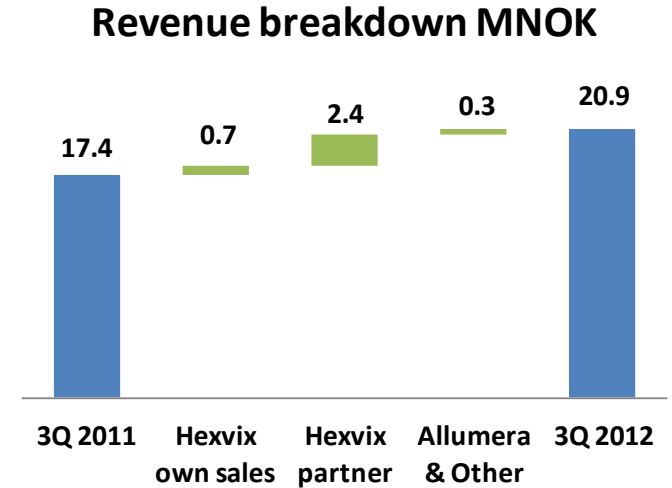


Financials



DRIVING SOLID REVENUE GROWTH

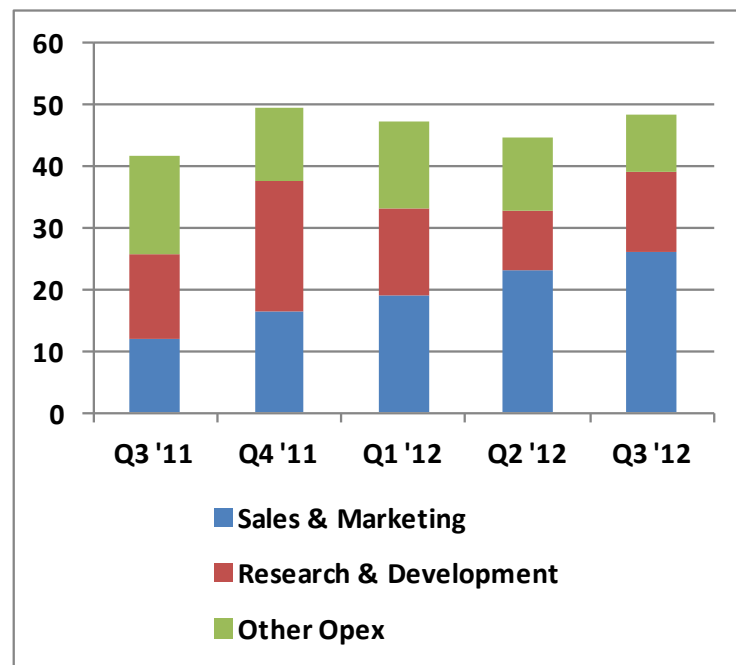
- Total sales revenues up 20% in the quarter, 12% YTD
- Hexvix sales up 22% in the quarter, driven by new installations in US and partner performance
- Own sales Hexvix up 13% in the quarter
- Increased installed base of cystoscopes in US - 27 at quarter end
- Allumera revenue 0.8 MNOK for the quarter and 3.0 MNOK YTD



<i>MNOK</i>	<u>Quarter</u>	<u>YTD</u>
Hexvix own sales	6.5	19.8
<i>YoY growth</i>	12.8 %	16.6 %
Hexvix partner sales	11.3	28.5
<i>YoY growth</i>	27.6 %	0.3 %
Total Hexvix sales	17.8	48.4
<i>YoY growth</i>	21.8 %	6.4 %

INVESTING IN COMMERCIAL ORGANIZATION AND R&D ACCORDING TO PLAN

- R&D expenses at 13.1 MNOK in 3Q and 36.8 MNOK YTD
 - Main R&D activities were ongoing phase 2b study in EU/USA for Cevira
- S&M expenses increased to 26.1 MNOK in 3Q and to 68.3 MNOK YTD , an increase of 102%
 - Increased commercial activities in the US
 - Supporting Ipsen in commercial activities for Hexvix in EU
- Allumera direct spending YTD at 17 MNOK



MNOK	YTD '12	Change
Research & Development	36.8	-18%
Sales & Marketing	68.3	102%
Other Opex	35.1	-3%
Operating expenses	140.2	22%



PROFIT & LOSS

THIRD QUARTER 2012

<i>MNOK</i>	Cancer	Derm	Q3 '12	Q3 '11	YTD '12	YTD '11
Sales revenues	18.1	2.8	20.9	17.4	58.3	51.9
Signing fee and milestones	0.0	2.9	2.9	14.9	31.1	20.6
Total revenues	18.1	5.6	23.8	32.3	89.5	72.5
Gross profit	15.1	5.5	20.5	30.4	81.4	64.1
Operating profit/loss(-)	-19.2	-8.2	-27.3	-10.6	-57.1	-48.9
Profit/loss(-) before tax			-25.7	-6.8	-51.2	-41.2
Total comprehensive income			-26.1	-18.1	-57.6	-50.7

- Total revenues for 3Q 2012 NOK 23.8 million, down from prior year due to reduced milestone revenues (Ipsen deal closed Sept 2011)
- Operating loss NOK 27.3 million in 3Q 2012 and an operating loss of NOK 57.1 million for first nine months, driven by spending in establishing US commercial organizations

CASH FLOW

THIRD QUARTER 2012

<i>MNOK</i>	<u>Q3 '12</u>	<u>Q3 '11</u>	<u>YTD '12</u>	<u>YTD '11</u>
Cash flow from:				
- Operations	-24.9	-15.3	-82.4	-51.8
- Investments	2.9	1.9	7.4	5.1
- Financing activities	-1.7	0.6	-6.3	-6.3
Net change in cash	-23.7	-12.8	-81.3	-53.1
Ending cash balance	273.9	336.1	273.9	336.1

- Net change in cash from operations of NOK -24.9 million in 3Q 2012 and NOK -82.4 million for 1st nine months of 2012
- Cash and cash equivalents on 30 September 2012 were NOK 273.9 million

BALANCE SHEET

PER 30 SEPTEMBER 2012

- Other investments

includes NOK 51.8 million
in shares in PCI Biotech

MNOK

30.09

30.09

31.12

2012

2011

2011

- The deferred tax asset was recognized in 4Q 2011

Non-current assets

128.5

87.0

127.7

Inventory & receivables

30.1

30.8

26.3

Cash & equivalents

273.9

336.1

355.2

Total assets

432.5

454.0

509.2

- No interest bearing debt

Shareholders equity

381.4

407.8

439.3

Long term liabilities

1.5

1.0

1.2

- Shareholder's equity of NOK 381.4 million

Current liabilities

49.6

45.2

68.6

Total equity & liabilities

432.5

454.0

509.2

- Equity ratio of 88%

- Photocure held 174,224 own shares at end of 3Q and total shares outstanding was 21,393,301

Summary and Outlook



EXECUTING OUR STRATEGY

- Build a speciality pharma company, focused on dermatology and cancer
- Maximize the potential of the company's Photodynamic Technology Platform – Photocure Technology™
- Leverage our experience to develop, register and commercialize new products based on Photocure Technology™
- Build a strong commercial platform in select territories

Key Achievements 3Q 2012:

- ✓ Solid financial performance for the quarter
- ✓ Good progress in partner sales of Hexvix, volume growth 7%
- ✓ Strong momentum in own sales of Hexvix/Cysview
- ✓ Phase 2b clinical trial of Cevira on track for results available 4Q 2012
- ✓ Positive results achieved in Visonac phase 2b clinical trial

KEY MILESTONES 2012



2012

Year to Date 2012 Highlights

- Successfully launched Cysview in US
- Continued to drive adoption of Allumera in US
- Ipsen secured strong start with Hexvix in EU
- Delivered Hexvix sales growth in US and Nordics
- Positive Visonac Phase 2b clinical trial results

4 Q 2012 Focus

- Results from Cevira Phase 2b clinical trial available
- Drive growth of Cysview in the US
- Work closely in partnership with Ipsen to increase sales of Hexvix in Europe
- Prepare Visonac start of phase 3 program