PHOTOCURE ASA STRATEGY ON TRACK

RESULTS OF THE FOURTH QUARTER AND FULL YEAR 2012

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HIGHLIGHTS FOURTH QUARTER AND FULL YEAR 2012

- Positive results of phase 2b study for Cevira in HPV diseases of the cervix
- Hexvix®/ Cysview® commercial strategy on track
  - Own sales revenue continue strong growth trajectory, +37% in 4Q 2012 and +23% for full year
  - Gaining momentum in the US, with 40 blue light enabled cystoscopes placed
  - Ipsen fully operational across major EU markets
- USD 4.5million payment from Salix for Lumacan
- Total revenues increased 12% to NOK 47.3 million in 4Q 2012 and 17% to NOK 133.8 million for the full year
- Operating profit for 4Q 2012 of NOK 2.5 million, Net operating loss of NOK 39.2 million for full year
- Solid cash position with cash and cash equivalents of NOK 302.8 million
- Board of Directors proposes to distribute NOK 2 per share in the form of a dividend

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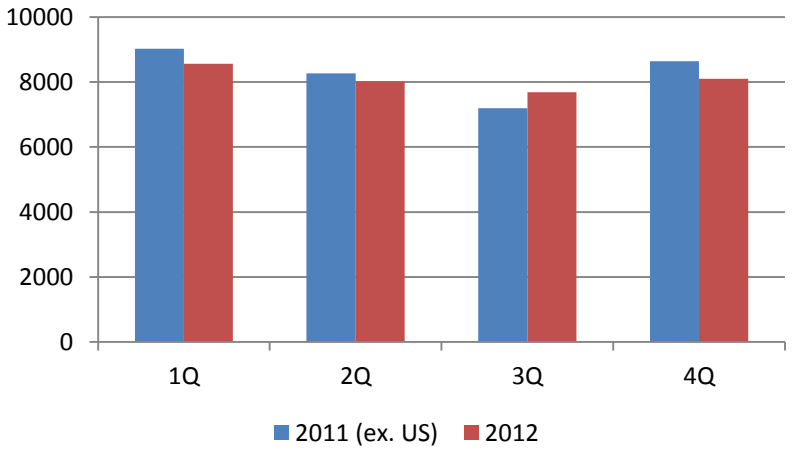
Commercial Update

HEXVIX SUCCESSFUL FIRST YEAR WITH IPSEN

- Full year of Ipsen partnership successful
  - Transition and MAA transfers successfully completed across all markets
- Ipsen operational in major markets
  - Dedicated teams in place in Germany, France, Italy, UK
  - Uro-Oncology sales force also promoting
- Positive growth in key markets for full year
  - Territory volume flat versus prior year during transition year
- Ipsen sales reported €12.3 million for full year

Hexvix Partner Unit Sales Per Quarter



Global Campaign Launched

HEXVIX/CYSVIEW
STRONG GROWTH IN OWN SALES OPERATIONS

- PHO own sales revenues in the US and Nordics continue strong growth trajectory, +37% in 4Q 2012 and +23% for full year
- Nordic end user volume growth 8% for full year
- Nordic region market share increases to 34%
  - Gains in all markets with 74% share in Denmark
- In US, 40 blue light cystoscopes at high volume procedure centers fully enabled by year end
- US growth 79% for 4Q 2012 and 94% for full year
  - Full year unit sales of 1,284
- Key growth drivers
  - Establish new high volume procedure centers
  - Multiple trained urologists and staff at new sites
  - Strong collaboration with KSEA team
  - Continued strong growth in Sweden

Own Hexvix/Cysview Unit Sales Per Quarter

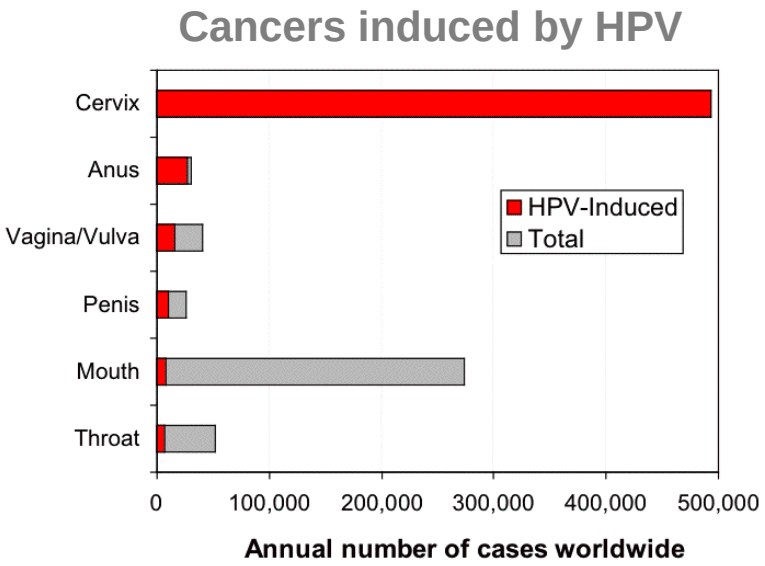
Pipeline Update

CREATING VALUE
DIVERSE PRODUCT PORTFOLIO

	Technology	Indication	Phase 1	Phase 2	Phase 3	Status
Lumacan®	**PDD**	**Detection of colorectal cancer**				• $4.5M payment 4Q 2012 • Oral prototypes in clinic in 2013 • Worldwide license with Salix
Visonac®	**PDT**	**Treatment of moderate to severe acne**				• Positive Phase 2b results • End of Phase 2 meeting complete • Evaluating options for development and commercialization
Cevira®	**PDT**	**Treatment of precursors of cervical cancer**				• Positive Phase 2b results • Commercialization through partners • Significant interest from potential partners

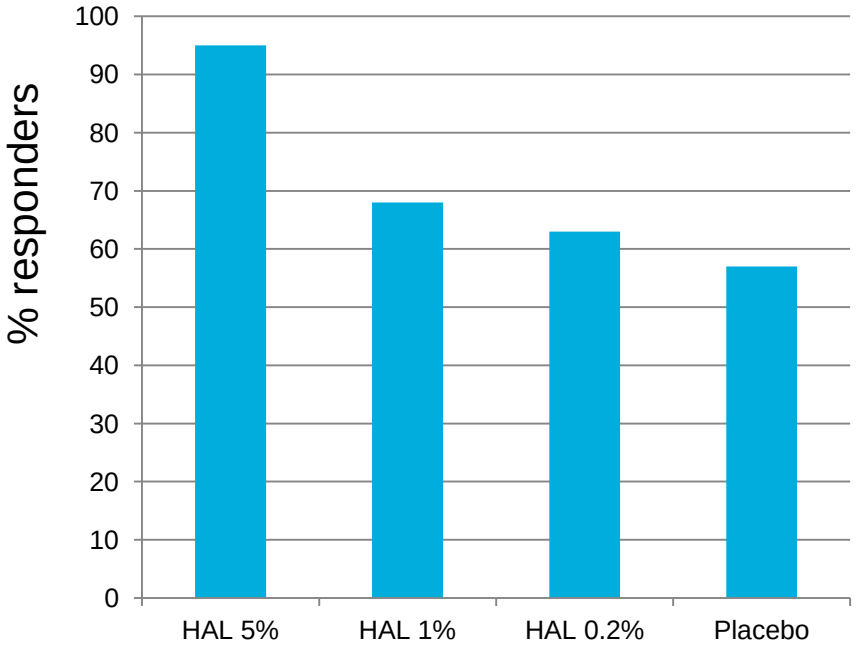
CEVIRA

- 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
- Initial positive phase 2b results



CEVIRA SHOWED A SIGNIFICANT EFFICACY IN CIN2 PATIENTS

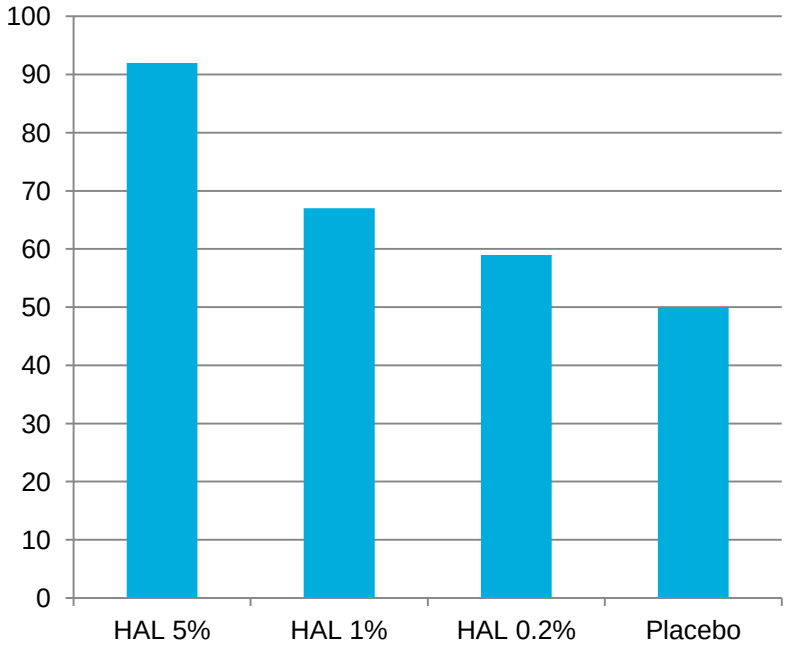
Overall response* in CIN2 patients (N= 87)



p=0.01 p=0.55 p=0.76

P values versus placebo

Overall response* in CIN2 HPV positive** patients (N= 72)



p=0.02 p=0.35 p=0.74

P values versus placebo

*Combination of histology, cytology and HPV

** Twelve HPV oncogenic subtypes

CEVIRA ERADICATION OF THE LEADING CAUSE OF CERVICAL CANCER (HPV16/18)

- Several HPV strains can cause precancerous lesions which lead to cervical cancer
  - HPV strain 16 and 18 has the highest oncogenic risk
- Cevira showed significant eradication of HPV 16/18 in CIN 2 population vs placebo
- Cevira showed a clear trend towards higher eradication of HPV 16/18 in the overall study population vs placebo

HPV CLEARANCE RATE			
	Cevira*	Placebo	P value
CIN 2 PATIENTS			
HPV 16/18 (n=33)	83%	0%	0.02
HPV OVERALL** (n=72)	62%	28%	0.08
CIN 1/2 PATIENTS			
HPV 16/18 (n= 50)	54%	11%	0.07
HPV OVERALL** (n=128)	58%	38%	0.13

*Cevira at 5%
** Twelve Oncogenic HPV strains (16,18,31,33,35,39,45,51,52,56,58,59)

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INITIAL RESULTS GENERATING POSITIVE INTEREST

- Cevira at the optimal dose demonstrated significant efficacy in the CIN2 patients
  - Significant overall response
  - Significant clearance of high risk HPV16/18
- Cevira at the optimal dose showed a clear effect in overall response and HPV clearance in the overall CIN1/2 study population, though not statistically significant
- The study confirmed the strong patient and gynecologist acceptability and safe use of Cevira
- The study supports results seen in previous studies and forms an excellent basis for selecting patient populations and endpoints for further clinical development
- Final study results will be reported 1H 2013
- Partner discussions ongoing

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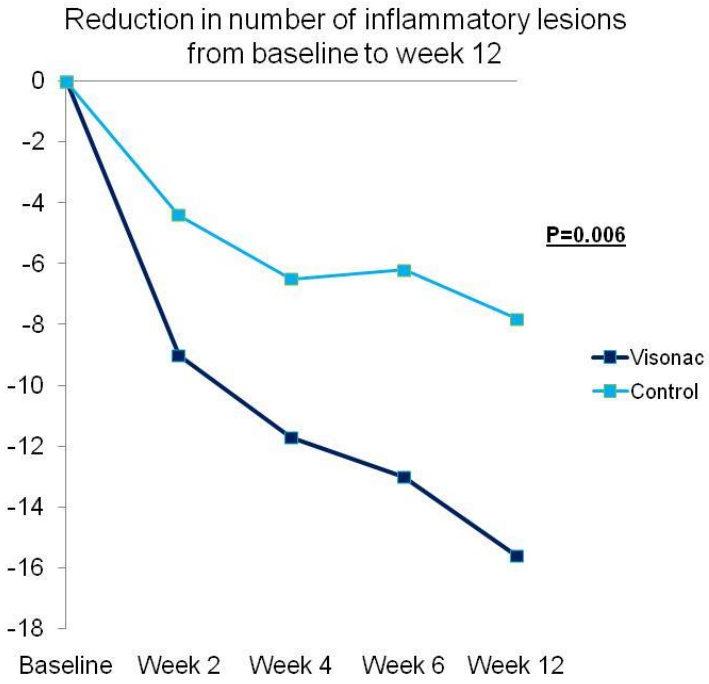
VISONAC

- 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

- Evaluating various options for further development



Financials

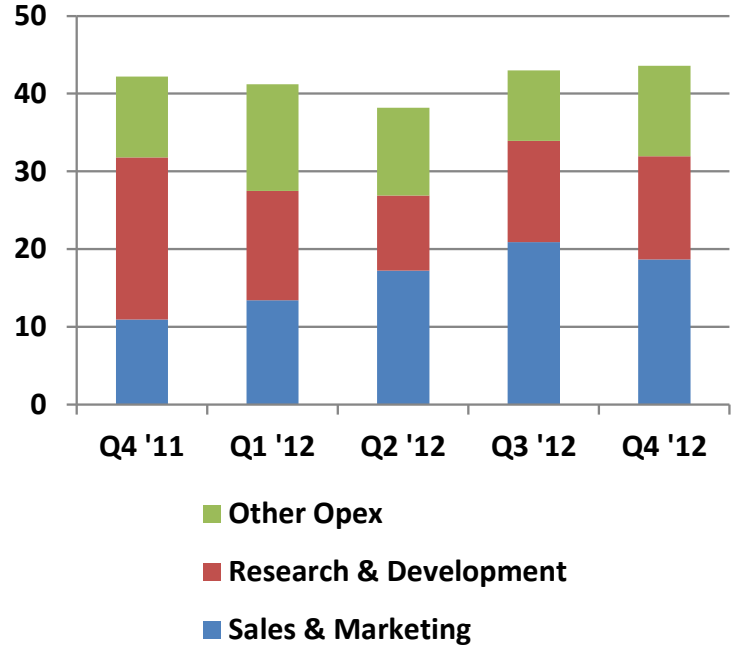
DRIVING SOLID REVENUE GROWTH

- Total revenues up 12% in the quarter, 17% full year
  - Total Hexvix/Cysview sales up 4% in the quarter, 6% full year
- Own sales of Hexvix/Cysview up 38% in the quarter, 23% full year
  - Nordic full year volume growth to pharmacies 8%
  - Cysview full year volume growth 94%
- Partner sales down 17% in the quarter, 5% full year
  - Significant inventory sales in 4Q 2011
- USD $4.5 million payment from Salix

MNOK	Quarter	FY
	Q4 '12	2012
Hexvix own sales	**9,7**	**29,5**
YoY growth	*37,7 %*	*22,8 %*
Hexvix partner sales	**9,4**	**37,9**
YoY growth	*-17,4 %*	*-4,8 %*
Total Hexvix sales	**19,1**	**67,5**
YoY growth	*3,7 %*	*5,6 %*
Other sales	**0,6**	**7,6**
Total sales revenue	**19,7**	**75,1**
YoY growth	*4,3 %*	*7,2 %*
Milestones	**27,6**	**58,7**
Total revenue	**47,3**	**133,8**
YoY growth	*11,7 %*	*17,3 %*

INVESTING IN COMMERCIAL ORGANIZATION AND R&D ACCORDING TO PLAN

- R&D expenses at NOK 13.3 million in 4Q and NOK 50.1 million full year
  - Main R&D activity was ongoing phase 2b study in EU/USA for Cevira
- S&M expenses increased to NOK 18.7 million in 4Q and NOK 70.2 million full year, an increase of 130%
  - Increased commercial activities in the US
  - Supporting Ipsen in commercial activities for Hexvix in EU
- R&D and S&M spending, adjusted for discontinued operations (Allumera), at level with lower end of guidance



MNOK	FY '12	Change
Research & Development	50,1	-22 %
Sales & Marketing	70,2	130 %
Other Opex	45,6	9 %
Operating expenses	**165,9**	**22 %**

PROFIT & LOSS
FOURTH QUARTER 2012

MNOK	Cancer	Derm	Q4 '12	Q4 '11	Change	FY '12	FY '11	Change
Sales revenues	19,1	0,6	19,7	19,0	4 %	75,1	70,0	7 %
Signing fee and milestones	25,2	2,4	27,6	23,4	18 %	58,7	44,0	33 %
Total revenues	**44,3**	**3,1**	**47,3**	**42,4**	**12 %**	**133,8**	**114,1**	**17 %**
Gross profit	**42,5**	**3,1**	**45,6**	**39,8**	**15 %**	**124,4**	**103,2**	**21 %**
Operating expenses	**-34,9**	**-8,2**	**-43,1**	**-41,6**	**4 %**	**-163,7**	**-133,8**	**22 %**
Operating profit/loss(-)	**7,6**	**-5,2**	**2,5**	**-1,8**		**-39,2**	**-30,6**	**28 %**
Profit/loss(-) before tax			**4,8**	**0,4**	**>100%**	**-31,0**	**-20,7**	**50 %**
Tax expenses			0,9	40,0	-98 %	0,9	40,0	-98 %
Discontinued operations			-2,4	-6,7	-64 %	-17,8	-26,8	-34 %
Net profit/loss(-)			**3,3**	**33,7**	**-90 %**	**-47,9**	**-7,5**	**>100%**
Total comprehensive income			**-1,7**	**31,0**		**-59,3**	**-19,8**	**>100%**

- Total revenues for 4Q 2012 NOK 47.3 million, up 12% from prior year driven by both milestone revenues and sales revenues
- Operating profit in the quarter of NOK 2.5 million and an operating loss of NOK 39.2 million for the full year, driven by spending to establish US commercial organization

CASH FLOW
FOURTH QUARTER 2012

MNOK	Q4 '12	Q4 '11	FY '12	FY '11
Cash flow from:				
- Operations	27,5	17,4	-54,9	-34,5
- Investments	1,7	2,0	9,1	7,0
- Financing activities	-0,2	-0,3	-6,5	-6,6
Net change in cash	**29,0**	**19,0**	**-52,4**	**-34,1**
Ending cash balance	**302,8**	**355,2**	**302,8**	**355,2**

- Strong operating cash flow in the quarter driven by payments from Galderma (EUR 3.0 mill) and Salix (USD 4.5 mill)
- Full year operating cash flow from operations of NOK -54.9 million
- Cash and cash equivalents on 31 December 2012 were NOK 302.8 million

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BALANCE SHEET
PER 31 DECEMBER 2012

- Other investments includes NOK 46.7 million in shares in PCI Biotech
- Deferred tax asset of NOK 40.8 million
- No interest bearing debt
- Shareholder's equity of NOK 380.3 million
- Equity ratio of 88%
- Photocure held 178,255 own shares at end of 4Q

MNOK	**31.12 2012**	**31.12 2011**
Non-current assets	104,9	127,7
Inventory & receivables	25,3	26,3
Cash & equivalents	302,8	355,2
Total assets	**433,0**	**509,2**
Shareholders equity	380,3	439,3
Long term liabilities	1,6	1,2
Current liabilities	51,1	68,6
Total equity & liabilities	**433,0**	**509,2**
Number of shares ('000)	21 393	21 393
Held by (%)		
- Norwegian	85,4 %	88,4 %
- International	13,8 %	11,3 %
- Photocure	0,8 %	0,3 %
20 largest	72,3 %	71,7 %

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 4Q 2012:

✓ Solid financial performance for the quarter

✓ Partnership with Ipsen solid after 1st year

✓ Continue to build momentum in own sales of Hexvix/Cysview

✓ Positive results achieved in Cevira phase 2b clinical trial

KEY MILESTONES 2013

2013

Focus

- Drive growth of Cysview in the US
- Work closely in partnership with Ipsen to increase sales of Hexvix in Europe
- Final results from Cevira phase 2b clinical trial available enabling further partner discussions
- Lumacan oral prototypes enter clinical development
- Progress Visonac development and commercialization