

Innovative Tools for Life Scientists

- Superior performance
- Simple and environmentally friendly to use

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www.fluorotechnics.com
ASX: FLS

Listed company: Fluorotechnics
Trading business: Gelcompany
www.gelcompany.com
Date: 31 July 2009

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Formed from successfully integrating three international businesses

- Created global brand “gelcompany”
- Deep product portfolio (> 600 products)
- Provide consumables and hardware to life scientists in protein and genomics research
- Our customers are working to understand the main human diseases, such as heart disease, cancer, Parkinson’s disease.



Started
July 2002



Acquired
October 2007



Acquired
October 2008

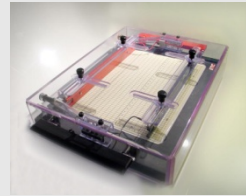
Universal Proteomics Workflow - Our Products



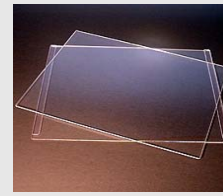
Lava Pep Kit



Tower



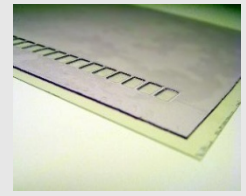
Flat-top



Cassettes



Western Blotting Membranes



Non Fluorescent gels

1 Sample prep & quantification

2 Separation

Standard proteomics workflow

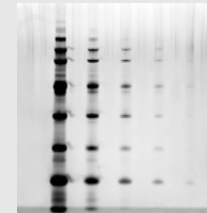
3 Detection & analysis

MS & protein matching

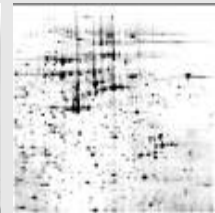
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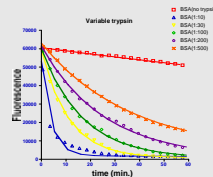
Extraction & processing



Lavablue 1D-stain



LavaPurple Gel & blot - stain



LavaDigest Kits



Low protein bind tubes



Gel Spot picker

- | | |
|--------------------|-------------------------|
| ASX listed company | FLS |
| • Market cap | A\$ 10.4m |
| • Shares issued | 25.9m |
| • Current price | A\$ 0.40 (30 July 2009) |

Projected Revenues

- 2009 / 2010 A\$10 - 12m
- High gross margins

Projected cash flow positive during the quarter ending December 2009

Today we are an emerging leader

- Cutting edge products >1,000 customers
- Endorsed by opinion leading scientists
- Experienced direct sales force
- Internationally experienced management team and board

High organic growth coupled with strategic acquisitions

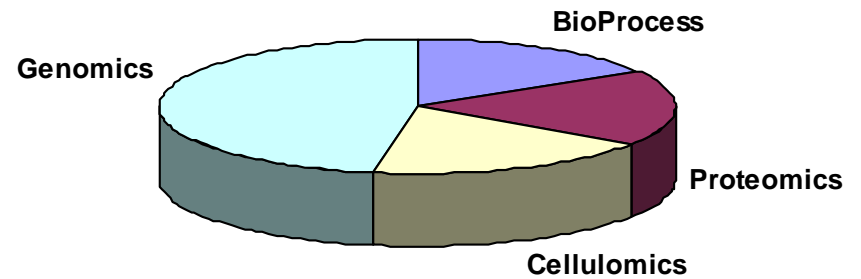
“I was astounded by the ease and convenience of these new products”

Dr. Megan Penno – Adelaide Proteomics Centre

Life Science Tools – The Picks and Shovels of the Industry



Life Science Tools Market US\$18Bn

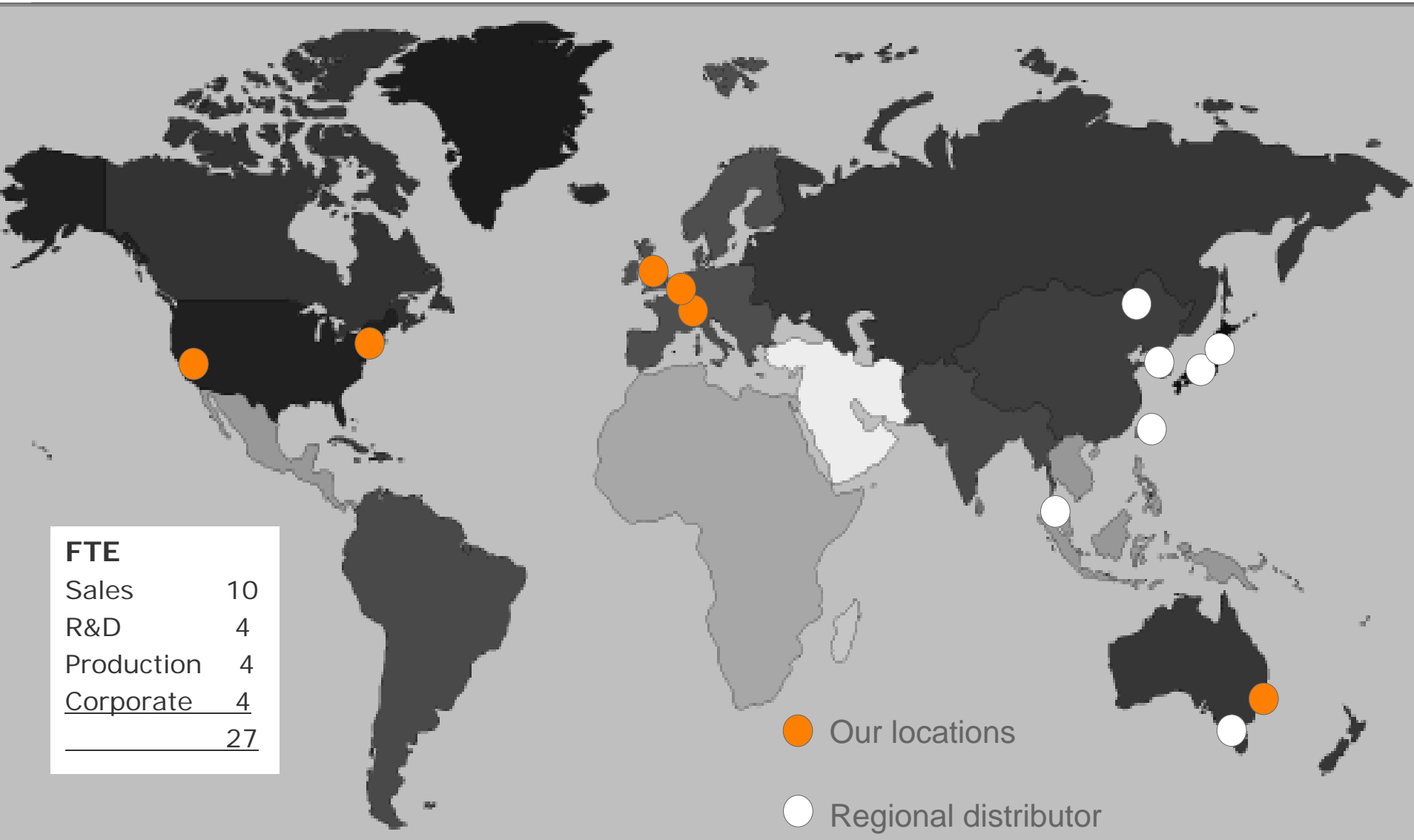


Our Addressable Market

Market	Our Products	Market A\$M	Scientific Customers
Life Science Tools	On Sale	1,247	Pharma Universities Biotech Companies
Diagnostics	On Sale	94	Hospitals, pathology laboratories
Industrial/ Agri/Environ	On Sale	63	QA/QC drugs beverages, bio- security
Total		1,404	

Sources: Objective Capital Report 2008, RAK report 2006, SDI Life Science Instrumentation Report 2007, Frost and Sullivan Proteomics Arrays Market 2006, World Enzymes
Freedonia Group 2004

Global Direct Sales Presence



FTE	
Sales	10
R&D	4
Production	4
Corporate	4
<hr/>	<hr/>
	27

● Our locations

○ Regional distributor

High Returns

- Speed to market - No FDA approval required
- High growth
- High margin
- Leverage into US\$50Bn diagnostics markets

Industry norms for large Life Science tool companies

- PE range of sample is 15 - 45, average > 20¹
- Revenue multiples 3.9

Tool Companies - Molecular Probes



Private company to be a leader in fluorescent dyes - tools to see cells, proteins, DNA etc

Sold to Invitrogen Inc in 2003

- Revenue A\$81M
- Gross Margin 80%
- Sale Price A\$406M
- Revenue multiple 5



Tool Companies - Qiagen

Qiagen was NASDAQ listed in 1996

Business has been built on selling tools to life scientists to isolate DNA, RNA and proteins

- Sales 2008 A\$1.1Bn
- Sales 5 yr CAGR 21%
- Gross Profit 67%
- Market Cap approx A\$4.4Bn
- Revenue multiple 4



Sales growth but below expectations

Negative

- Quality systems needed work
- US & UK markets sluggish
- Gel & Tower production scale up delays now fixed

Positive

- Key sales of Tower Systems to opinion leaders
- Clear endorsement from opinion leaders
- Pipeline of orders and demonstrations

CONCLUSION : Confidence for strong sales growth in 2010

Revolutionary Gel Tower System - soft launched strategy

- ✓ Sell to opinion leaders
- ✓ Gain their endorsement
- ✓ Committed existing customers
- ✓ Targeted list of customers
- Big launch at annual global conference in Sept 2009



- System – a complete solution
 - ✓ hardware
 - ✓ gels
 - ✓ stain
 - ✓ accessories

High Organic Growth Potential – Proteomics



Sales Pipeline – Proteomics Systems

2010 Expected Hardware and Consumables Sales				
	Existing Customers	Demo's Completed	Demo's Planned	Sales Pipeline
Total	A\$ 2.1M	A\$ 2.8M	A\$ 0.9M	A\$ 2.4M
2010 System Sales + Consumables	A\$ 8.2M			

Sales to Opinion Leaders

- **Prof. Meyer** – Medical Proteome Centre (MPC) - Bochum University, Germany
Prof Meyer runs one of the world's leading institutes in proteomics research and is focused on brain research, Parkinson's, brain tumors and immune deficiency.
- **Prof. Hecker and Volker** – University of Greifswald, Germany
Prof Hecker is a leading Microbiologist. His research focuses on infection diseases, blood pressure and other epidemical disorders. Together with Prof Volker they are developing new diagnostic applications for diabetes, blood pressure and bacterial infections.
- **Prof. James** - Lund University, Sweden
Prof James is a co-founder of the Human Proteome Organization (HUPO). He is developing new applications for protein separation/identification for biomedical applications, with a strong focus on cancer.
- **Dr. Pan** – Director of Korea Research Institute of Bioscience and Biotechnology
KRIBB is the public funded centre of Korea's biotechnology initiative for the improvement of public health and the development of the biotechnology industry. The proteomics group within KRIBB is well funded and one of the world's leaders in proteomics research.

High Organic Growth Potential - Genomics



Revenue 5 years CAGR 9% - constrained by small sales team

Loyal customers - quality and service advantages

Strategy

Expanding sales to Europe and Asia with our direct sales team

Exploit major opportunities in USA.

Budgeted sales 2010 – A\$2.8m

Our Opportunity

Market	Our Products	Market A\$M	2009 / 2010 Forecast Revenue A\$M
Life Science Tools	On Sale	1,247	10.1
Diagnostics	On Sale	94	0.9
Industrial/ Agri/Environ	On Sale	63	0.0
Total		1,404	11.0

Sources: Objective Capital Report 2008, RAK report 2006, SDI Life Science Instrumentation Report 2007, Frost and Sullivan Proteomics Arrays Market 2006, World Enzymes Freedonia Group 2004

International Management Team



James Walker – CEO - Sydney

- CFO of private equity company
- CFO of BOS - ASX listed company
- Chartered Accountant

**Shares held incl.
immediate family**

1,924,153



Günter Theßeling - Chief Marketing Officer - Germany

- GE Healthcare - Global Proteomics Marketing Director

239,733



Greg Richardson - President USA Sales – San Francisco

- 20 years West Coast sales experience

210,808



Prof. Duncan Veal - Chief Technology Officer - Germany

- Product development and commercialisation
- Quality systems

1,840,700



Dr. Reiner Westermeier - Scientific Marketing - Germany

- GE - Healthcare Scientific Director
- Author of leading texts in field



Experienced International Board

Rick Taylor - Chairman - Sydney

- Formerly M & A Partner - International Big 4 Firm
- ASX and chartered accounting experience

**Shares held incl.
immediate family**

2,267,128



John Fletcher – non exec - Melbourne

- Former CEO Coles and Brambles
- ASX & international experience

1,276,042



David Weber – non exec - San Francisco

- Former GE-Healthcare Americas Region President
- Former President and CEO, Eksigent Technologies
- 30 years life science experience in US and Europe

656,653



Emeritus Prof Peter Bergquist – non exec - Auckland

- Pioneer in molecular biology
- Biotech Company experience

108,077



Summary

- ✓ **Experienced international management team**
- ✓ **Experienced direct sales team already in place in key markets**
- ✓ **Market leading products**
- ✓ **Endorsement from opinion leaders**
- ✓ **US \$1.0 Bn pa market and growing strongly (current products)**
- ✓ **Rich multi-product pipeline**
- ✓ **Cash flow positive in calendar 2009**
- ✓ **Attractive re-rating of shares on becoming profitable**