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AusBiotech2011
AUSTRALIA'S BIOTECHNOLOGY CONFERENCE

**National
Conference**

16 to 19 October 2011
Adelaide Convention Centre, South Australia
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AUSBIOTECH 2011 CONFERENCE SPEAKERS' PROFILE

Dr Esra Ogru
Chief Executive Officer
Phosphagenics Limited
11 Duerdin Street, Clayton, Vic 3168 Australia

Education:

- ◆ PhD, Department of Biochemistry, Monash University, Melbourne, Australia
- ◆ BSc (Hons) in Biochemistry & Molecular Biology, Monash University
- ◆ MBA (ongoing) , Monash University

Dr Ogru was appointed Joint CEO of Phosphagenics in April 2010. Her responsibilities include involvement in setting strategic direction, management of operations and financing activities for the company. She also plays an active role in driving key commercial negotiations, development programs and corporate activity. She achieves this through strong leadership of an experienced pharmaceutical development team and strategic collaborations.

Dr Ogru has many years experience in the pharmaceutical and biotechnology industries working in development and senior management roles. She has over ten years of experience in the management and coordination of pre-clinical and clinical development of pharmaceutical products.



Since taking on the joint CEO role in 2010 Dr Ogru has:

- ◆ Completed over 3 international transactions in the areas of dermatology and pharmaceutical medicine
- ◆ Launched a new range of bio-ceutical cosmetic brand - ELIXIA® - which is available online, TV shopping and Retail (Myer).
- ◆ April 2010-Pres Joint Chief Executive Officer, Phosphagenics Ltd, Clayton, Victoria
- ◆ 2007-2009 Chief Operating Officer, Phosphagenics Limited
- ◆ 2003-2006 Vice President R&D, Phosphagenics Limited

Article Heading: Monetising a Platform Technology

Author: Dr Esra Ogru, CEO, Phosphagenics

Introduction:

This sector is acutely aware of the squeeze on Australian companies in raising ongoing capital. Phosphagenics is implementing a range of strategies to reduce the need to return to the market for capital.

Phosphagenics primary goal is to develop a transdermal oxycodone patch. A successfully commercialised product would tap into the \$6 billion per annum market for chronic pain treatments. The oxycodone market alone is \$3.2 billion per annum. Over the last few years Phosphagenics has implemented an innovative revenue creation strategy.

Body Copy:

Innovation: TPM® technology platform

Phosphagenics' technology, TPM® is a novel delivery system that is non-invasive, non-irritant and has unique inherent properties. It has been demonstrated to deliver both small and large molecules through the skin and to promote absorption of these molecules.

TPM® does not alter the active compounds, but changes the lipidic structure of the stratum corneum, and can control the delivery of small molecules and peptides into the skin locally or systemically. This flexibility provides enormous and varied opportunities.

Direct to market sales: the birth of ELIXIA®

Using the TPM® technology, Phosphagenics has produced and sells a range of high quality skin care products under the brand name ELIXIA®.

The ELIXIA® line is an opportunity to showcase the TPM® delivery technology. It also enables Phosphagenics to generate revenues from relatively quick to market cosmetic products to help fund high-value pharmaceutical pipeline products.

Direct to market with an "in license"

We have also developed and launched the ELIXIA® Bodyshaper Cellulite Contour Crème™, using the TPM® delivery technology to deliver the proprietary anti-fat peptide AOP 9604 (licensed from fellow Australian biotechnology company, Calzada) and two other lipolytic molecules, caffeine and forskolin. Following launch of this product in April this year, Phosphagenics reached the million dollar revenue target for the ELIXIA® range before the end of July.

Partnering and Licensing

Phosphagenics also leverages the TPM® technology platform in dermatology product development, by collaborations with a global partner, and a smaller US private company. The commercialisation programs are funded by the partner, with ultimately a return to Phosphagenics on the resulting commercial product.

In the veterinary field, Novartis Animal Health and Phosphagenics are jointly developing a TPM® insulin delivery system to treat diabetes in pets. It is estimated one-in-50 pets worldwide are diabetic. A gel developed using TPM® would be user friendly and avoid painful needles. Again, Novartis pay the costs of developing the insulin product and Phosphagenics will receive upfront, milestone and royalty payments, based on product success.

Oxycodone technology remains our primary goal but the innovation behind TPM® technology means that in both the long and short term, there are many more product and revenue opportunities within our reach.

Correlating Image File Name: Dr_Esra_Ogru_CEO_POH

Caption: Dr Esra Ogru, CEO, Phosphagenics