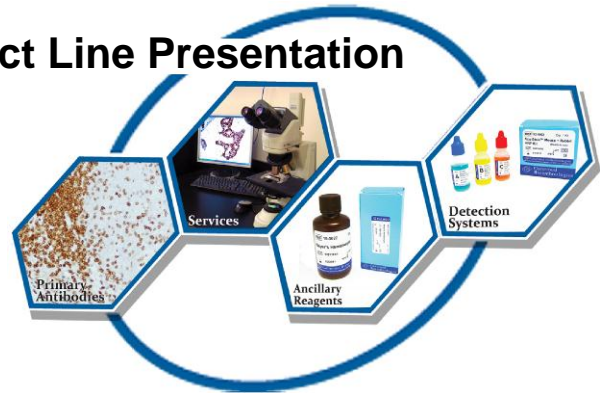


Genemed 2010 IHC Product Line Presentation



❖ Genemed Biotechnologies, Inc.

- Provides superior products and services that support both academic and commercial endeavors in the area of in-vitro diagnostics and fundamental scientific research
- Fast growth in domestic and international IHC markets
- Rapidly expanding IVD product line
- Located in the “Birthplace of Biotechnology”

❖ Quality is in Our Genes™

- Founded in 1987 in South San Francisco, California, USA
- Two decades of biotechnology experience and expertise
- QSR and QMS compliant
- ISO 13485:2003 certified by Underwriters Laboratories (UL)
- Over 120 CE marked IVD products
- Dedicated management team, scientists, and customer support group
- “Green” focus



❖ 2010 IHC Product Line

- **Primary Antibodies:** Clinical relevant primary antibodies, Ready-To-Use or Concentrate, monoclonal or polyclonal, purified from mouse or rabbit. We also provide non-immune controls from mouse or rabbit.
- **Detection Systems:** Ready-To-Use IHC detection reagents to meet variable needs, e.g. for mouse, or/and rabbit primary antibody; peroxidase (HRP) or alkaline phosphatase (AP) enzymes.
- **Ancillary Reagents:** Pretreatment buffers and enzymes, blocking solutions, diluents, chromogens, counterstains, mounting media, and general buffers commonly used in routine IHC testing.
- **Services:** Contract manufacturing, OEM, private label, bulk manufacturing, custom IHC and CISH products and services.

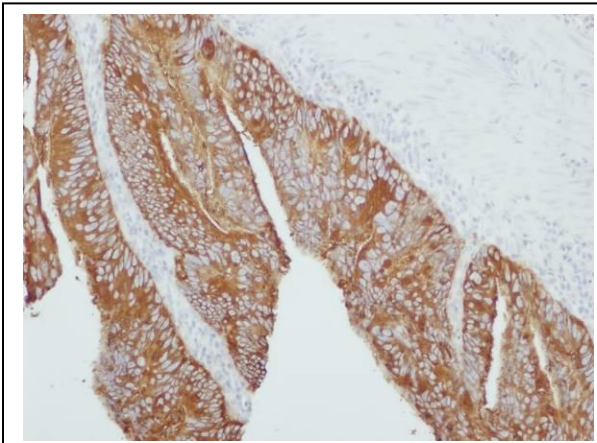
❖ Primary Antibodies

- Mouse or Rabbit
- Monoclonal or Polyclonal
- Ready-To-Use (6 mL)
- Concentrate (1 mL), 100X
- Comparative with market leaders
- Continuously expanding
- Other sizes provided per request if available

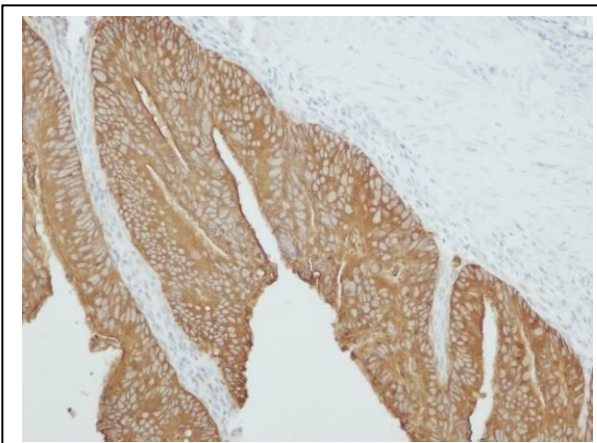


❖ **Antibody Staining Result Comparisons** (All images are original and un-retouched)

- Mouse anti-CEA Clone C11 compared to Clone II-1 on Colon Cancer

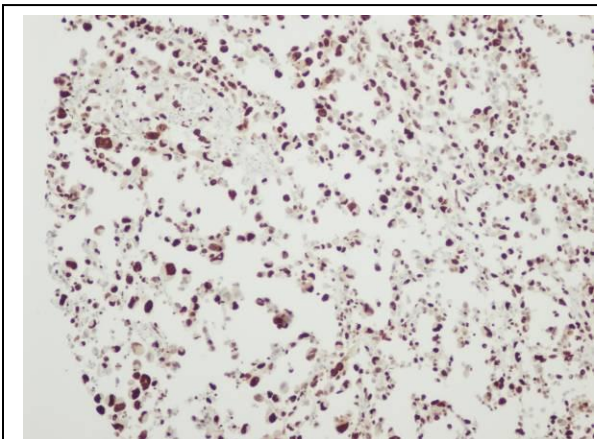


Genemed Mouse anti-CEA Clone C11, Colon Cancer, 20X

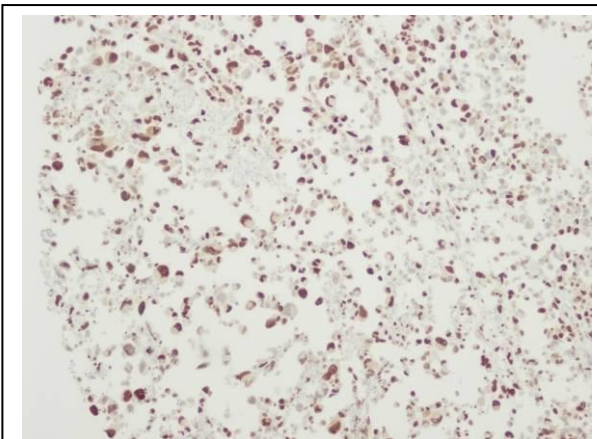


Market Leader Mouse anti-CEA Clone II-1, Colon Cancer, 20X

- Mouse anti-Ki-67 Clone GM001 compared to Clone MIB-1 on Rhabdomyosarcoma

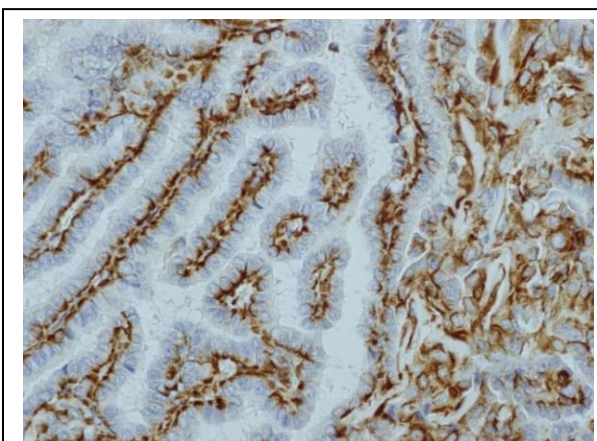


Genemed Mouse anti-Ki-67 Clone GM001, Rhabdomyosarcoma, 10X

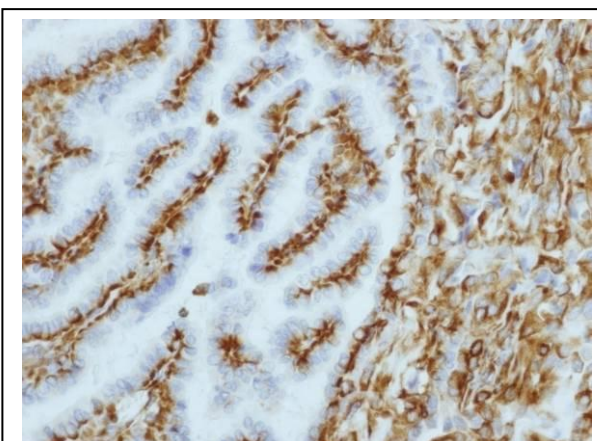


Market Leader Mouse anti-Ki-67 Clone MIB-1, Rhabdomyosarcoma, 10X

- Mouse anti-Vimentin Clone V9 compared to Clone V9 on Cervical Cancer



Genemed Mouse anti-Vimentin Clone V9, Thyroid Cancer, 40X



Market Leader Mouse anti-Vimentin Clone V9, Thyroid Cancer, 40X

❖ Detection Systems

- For Mouse and/or Rabbit Primary Antibody
 - Size: 15 mL (dropper bottle), 100 mL
 - Application: For Mouse and/or Rabbit primary antibodies
 - HRP or AP conjugated
 - 18 months expiration date
 - Acu-Stain™, Power-Stain™ 1.0, and Power-Stain™ 2.0 have equal staining intensity
- **Acu-Stain™** (Biotin-Streptavidin System)
 - Blocking 10 minutes
 - Primary ab 30-60 minutes
 - 2° Ab 10 minutes
 - Enzyme-Streptavidin 10 minutes
 - DAB 5 -10 minutes
- **Power-Stain™ 1.0** (One Step Non-Biotin System)
 - Primary antibody 30-60 minutes
 - Poly Enzyme Conjugate 15 minutes
 - DAB 5 - 10 minutes
- **Power-Stain™ 2.0** (Two Step Non-Biotin System)
 - Primary antibody 30-60 minutes
 - Linker 15 minutes
 - Poly Enzyme Conjugate 15 minutes
 - DAB 5 -10 minutes

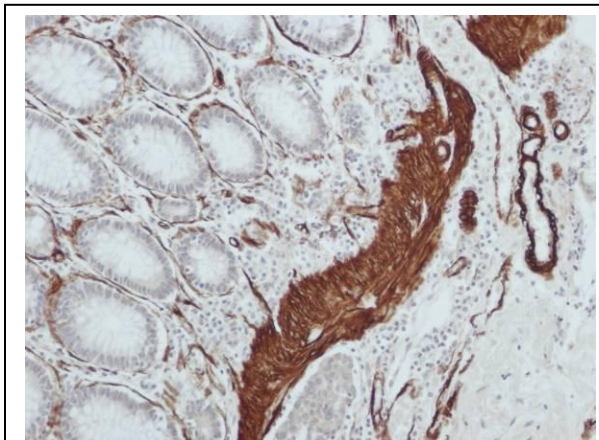


❖ **Power-Stain™ 1.0 Detection System** (One Step Non-Biotin System)

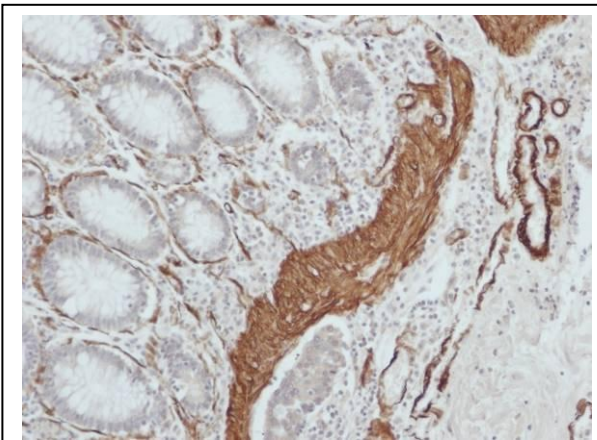
- Power-Stain™ 1.0 offers equivalent or better performance when compared to market leader kits
- 15 minutes incubation instead of 30 minutes by many other suppliers
- Competitively priced
- DAB included

❖ **Power-Stain™ 1.0 Staining Result Comparisons** (All images are original and un-retouched)

- Power-Stain™ 1.0 Detection System compared to Market Leader Mouse anti-Actin Clone 1A4 On Intestine

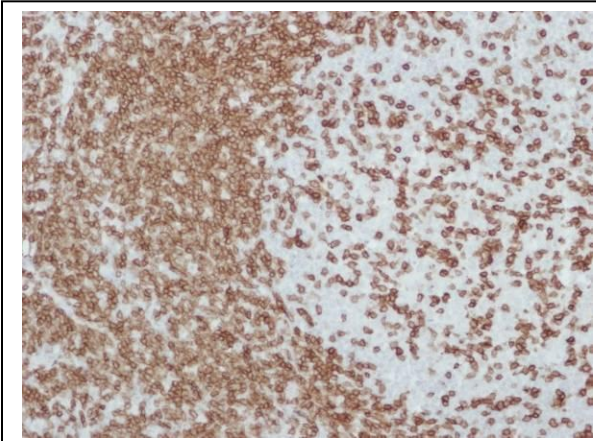


Genemed Power-Stain™ 1.0 Detection System, Mouse anti-Actin Clone 1A4, Intestine, 20X

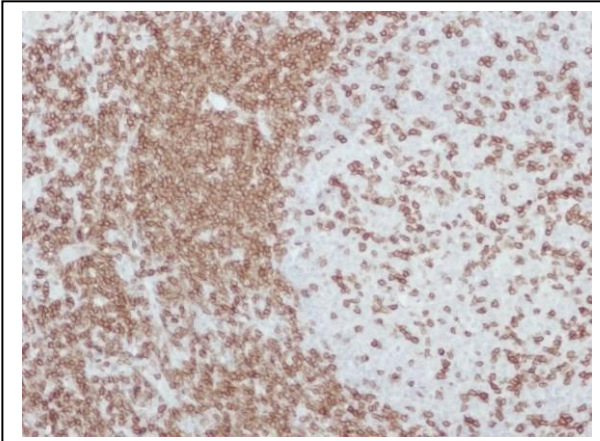


Market Leader Detection System, Mouse anti-Actin Clone 1A4, Intestine, 20X

- Power-Stain™ 1.0 Detection System compared to Market Leader Rabbit anti-CD3 Polyclonal On Tonsil

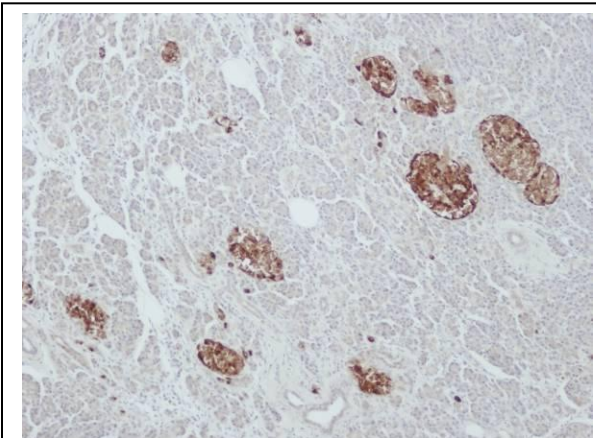


Genemed Power-Stain™ 1.0 Detection System, Rabbit anti-CD3, Tonsil, 20X

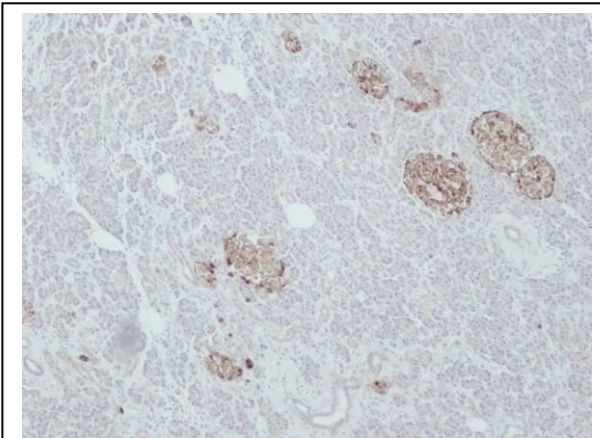


Market Leader Detection System, Rabbit anti-CD3, Tonsil, 20X

- Power-Stain™ 1.0 Detection System compared to Market Leader Rabbit anti-Chromogranin A Polyclonal On Pancreas

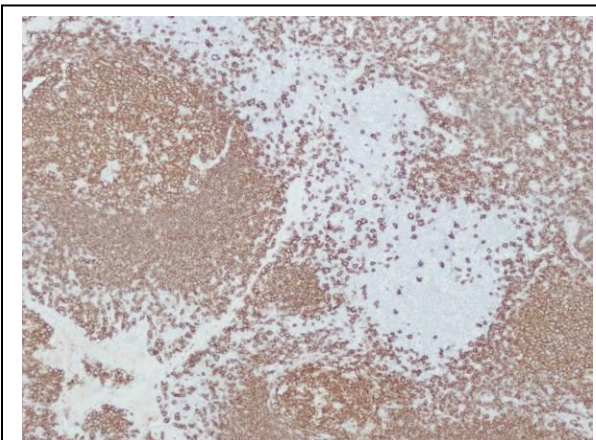


Genemed Power-Stain™ 1.0 Detection System, Rabbit anti-Chromogranin A, Pancreas, 10X

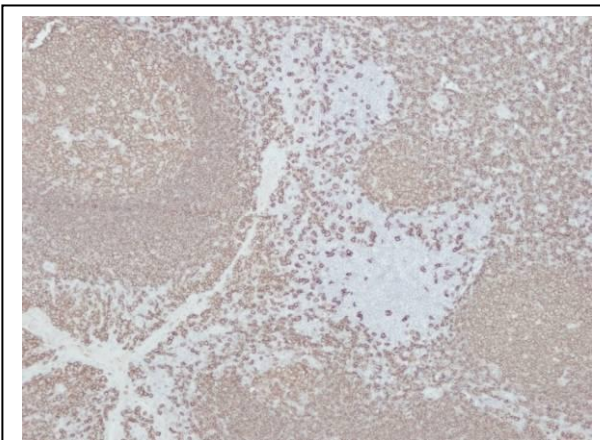


Market Leader Detection System, Rabbit anti-Chromogranin A, Pancreas, 10X

- Power-Stain™ 1.0 Detection System compared to Market Leader Mouse anti-CD20 B Cell Clone L26 On Tonsil

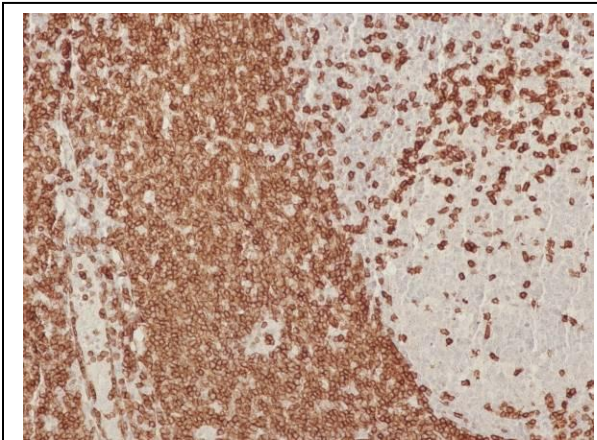


Genemed Power-Stain™ 1.0 Detection System, Mouse anti-CD20 B Cell Clone L26, Tonsil, 10X

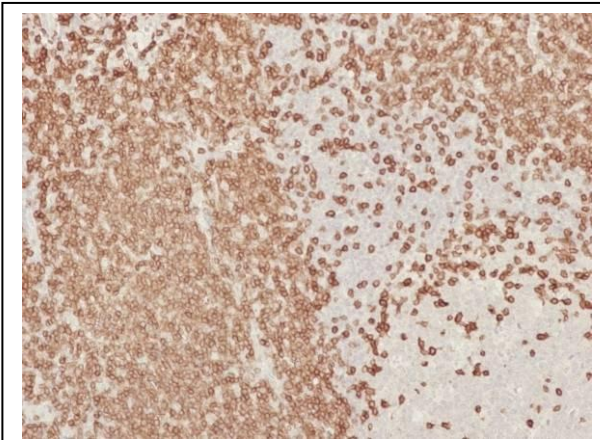


Market Leader Detection System Mouse anti-CD20 B Cell Clone L26, Tonsil, 10X

- ❖ **Power-Stain™ 2.0 Detection System** (Two Step Non-Biotin System)
 - Power-Stain™ 2.0 offers equivalent or better performance when compared to market leader kits
 - 15+15 minutes incubation time instead of 20+30 minutes incubation time by many other suppliers
 - Competitive price
- ❖ **Power-Stain™ 2.0 Staining Result Comparisons** (All images are original and un-retouched)
 - Power-Stain™ 2.0 Detection System compared to Market Leader Rabbit anti-CD3 Polyclonal On Tonsil



Genemed Power-Stain™ 2.0 Detection System, Rabbit anti-CD3, Tonsil, 10X



Market Leader Detection System, Rabbit anti-CD3, Tonsil, 20X

❖ Ancillary Reagents

- Pretreatment: HIER Buffer, Enzyme
- PAP pen
- Diluent
- Blocking
- Substrate for HRP and AP
- Hematoxylin
- Mounting media
- Buffers
- Conjugates



❖ Product Samples

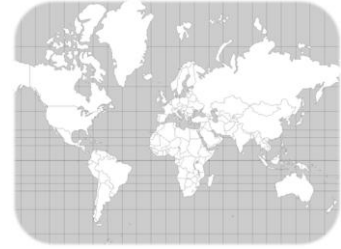
- Primary antibody
 - 0.1 mL Concentrate
 - Pre-diluted per request
- Detection kits
 - 6 mL

❖ Services

- **Contract Manufacturing Service:** Design, development, manufacturing, packaging, and validation services
- **IHC and CISH Services:** Design, development, manufacturing for pharmaceutical, biotechnology, and academic research institutes
- **OEM Service:** Formulate, package, label products based on customer's specifications
- **Bulk or Custom Product Service:** Supply bulk or custom reagents for meet customer needs

❖ International Distribution

- Highly knowledgeable and competent international distributors
- Standardized agreements for consistent product quality and customer support
- Strong sales and marketing teams
- Expertise in local market
- Genemed's commitment and full support for each distributor and its customers
- See [website](#) for complete distribution list



❖ Customer Focus

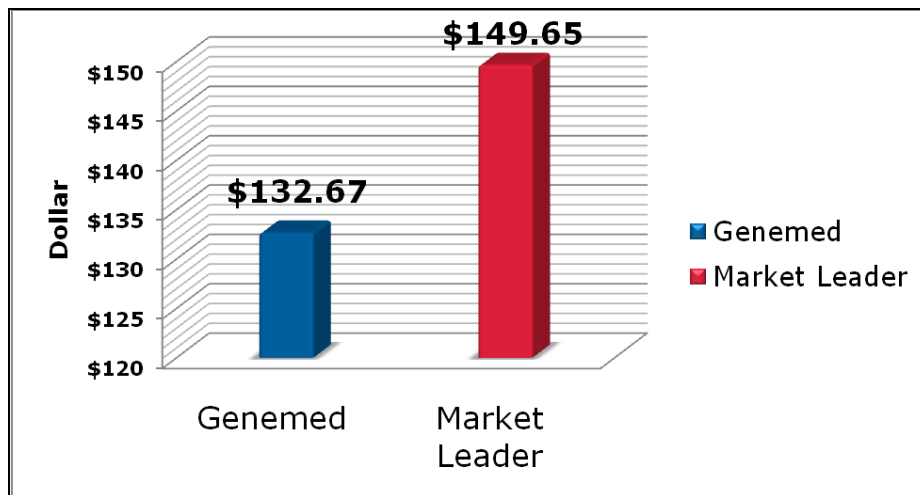
- Dedicated Customer Support group
 - General support
 - Technical support
 - Quality Assurance
- Streamlined support procedures for timely response to customer inquiries
- Full feature e-commerce website with complete product information and customer account login option
 - E-commerce and login feature for USA retail orders only

❖ Customer Value

- Highest quality products and services at a fraction of the competitor's price
 - Equivalent or stronger staining performance
 - Middle level price
- Excellent customer value for hospitals, clinics, universities, research institutions, and all companies

❖ Customer Value Comparison: Average Retail Price of 30 Primary Antibodies, Ready-To-Use, 6 mL

- Genemed Averages 12.8% Lower than Market Leader (May 2010)



❖ Choosing Genemed

- **What it means for customers**
 - *Highest quality products and services*
 - *At an affordable middle level price point*
 - *With dedicated customer support*