QRx Pharma

Company Overview

September 2012

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Morphine + Oxycodone

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QRxPharma Snapshot

- Australian based pain drug developer with offices in Sydney and Bedminster, NJ (ASX:QRX, OTCQX:QRXPY)
- Comprehensive portfolio around MOXDUO product line
- Blockbuster potential: global opioid market estimated at $14 billion annually[1]
- U.S. commercialisation partnership with Actavis, Inc.
- MOXDUO Complete Response Letter (CRL) issued by the U.S. FDA in June 2012; Productive Review Meeting in August 2012
  - Additional data package to FDA 2H, 2012; NDA refiling with FDA decision anticipated mid-2013

Source: [1] Avos Life Sciences (Decision Resources)

Solid Foundation for Growth

- Multiple formulations for complete “hospital-to-home” care; expected patent exclusivity through 2029
- MOXDUO delivers equal or better pain relief with fewer side effects than current treatments
- Potential changes in US regulatory policy are favourable for commercialisation of MOXDUO IR
- Double digit royalties on US sales of MOXDUO IR
- Experienced management team and Board of Directors
- KOL confidence in MOXDUO IR as a potential therapeutic option; Company commitment to bringing product to market

MOXDUO Product Portfolio From Hospital to Home

	MOXDUO® IR	MOXDUO® CR	MOXDUO® IV
Delivery	Immediate Release	Controlled Release	Intravenous
Target	Moderate to severe acute pain	Chronic pain (i.e. osteoarthritis, back, neuropathic)	Hospital based: moderate to severe acute pain
Formulation	Oral Capsule	Oral tablet w/abuse deterrent	Injectable
Partnerships	Actavis, Inc. *US commercialisation*		Aoxing Pharmaceuticals *Strategic Alliance*
Status	**Additional Data Package and NDA re-filing**	Phase 1 Complete	Phase 2; concurrent formulation development

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THE PAIN MARKET

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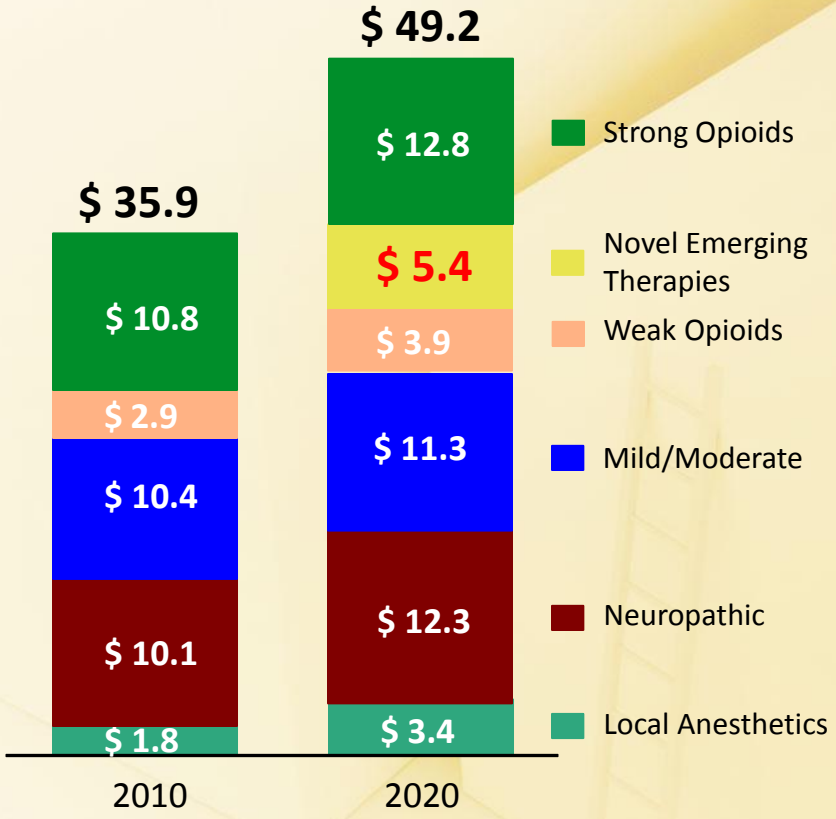
Current Global Pain Market

Drug Class Sales for Pain in Major Pharmaceutical Markets, 2010 – 2020 (US$ billions) [1]

- Large market opportunity: US$14 billion[1]
- **Opioids are the "gold standard"**
- Limited product innovation
- Strong opioids forecasted to maintain sales dominance through 2020 (aging population)
- **Payors and KOLs: "need for better pain relief with fewer side effects"**



Source: [1] Avos Life Sciences (Decision Resources)

Acute Pain Market
AT-A-GLANCE

US Market Opportunity

- $2B+ US Market with 210M+ annual Rxs (CAGR of 5-6%)
- Acute pain affects 75M Americans
- Limited product innovation; regulatory hurdles for new therapies
- Limited branded competition expected near-term

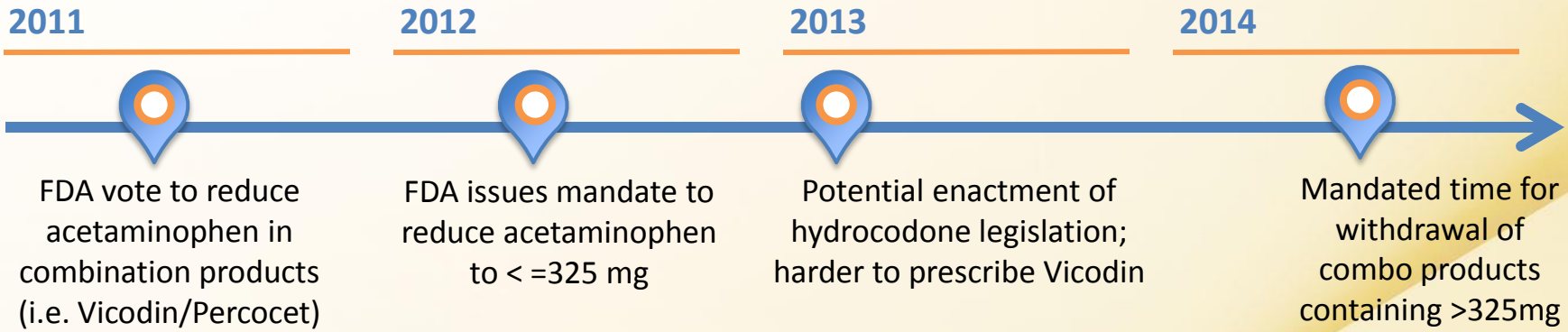
Clinical Unmet Needs

- Inadequate postoperative pain management
- Reduction in opioid-related AEs, specifically GI & CNS that limit their use
- Existing acute pain drugs associated with hepatic and GI toxicities

In the US, 6+ prescriptions are written for an acute opioid every second.

Source: Datamonitor 2010. Decision Resource IMSL 2010.

Proposed U.S. Regulatory Changes



- FDA mandated lower strength opioid/APAP combos will decrease efficacy and increase number of patients needing acute pain medicine
- Potential rescheduling of Vicodin to Schedule 2 will make it harder to prescribe and decrease number of prescriptions
- Creates void of about 50% of acute pain market (100 million Rx's)

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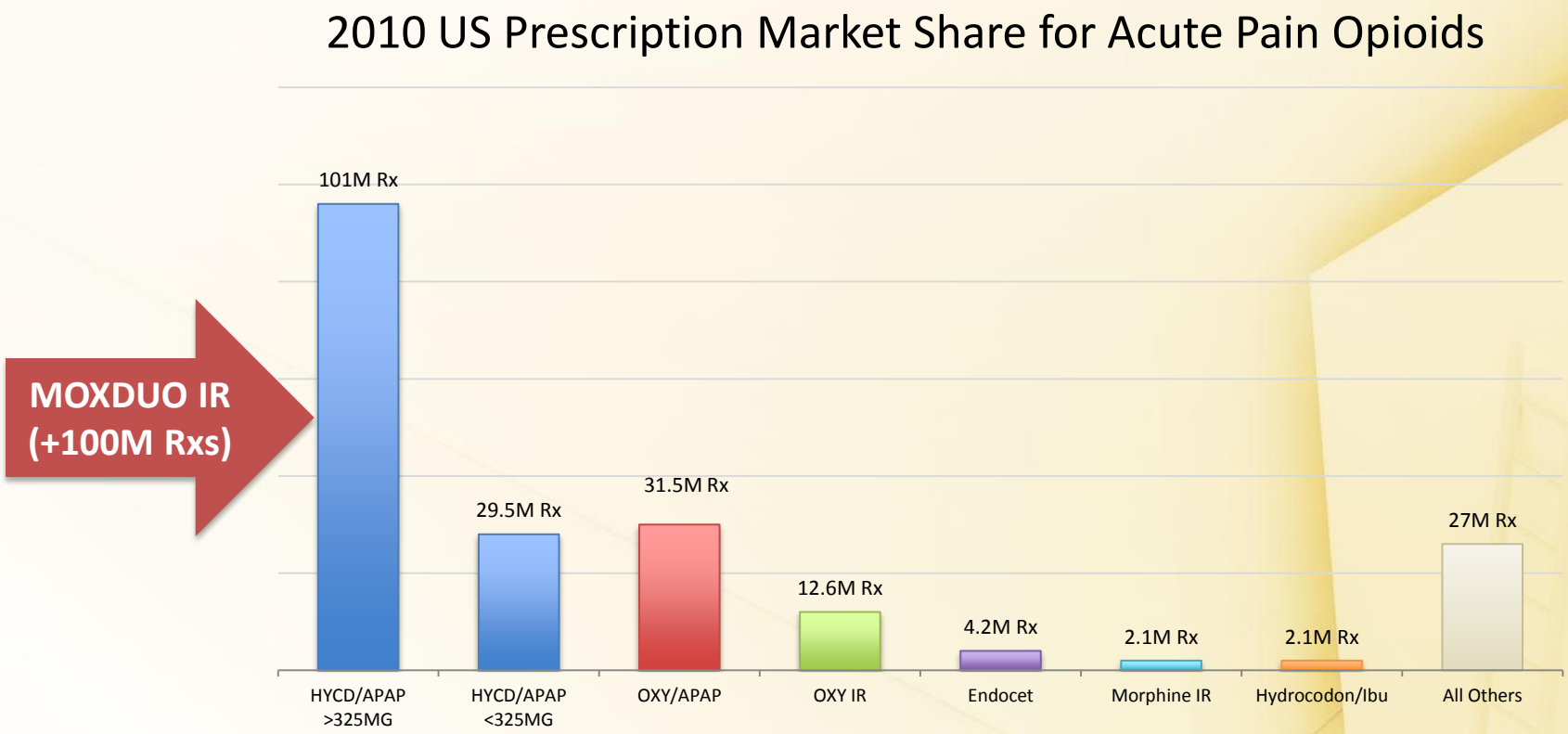
Disrupted Acute Pain Market Provides MOXDUO IR Opportunity



Source: IMS 2010

IMMEDIATE RELEASE

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MOXDUO IR Product Profile

Key Features

- First line therapy for the treatment of moderate to severe acute pain
- Only opioid-opioid combination product available
- Immediate release formulation of morphine and oxycodone in a fixed 3:2 ratio in capsules of the strengths:
  - 3 mg/2 mg
  - 6 mg/4 mg
  - 9 mg/6 mg
  - 12 mg/8 mg
- Four to six hourly dosing
- Demonstrated reduction in the occurrence and intensity of clinically significant opioid-related side effects compared to morphine, oxycodone and Percocet®

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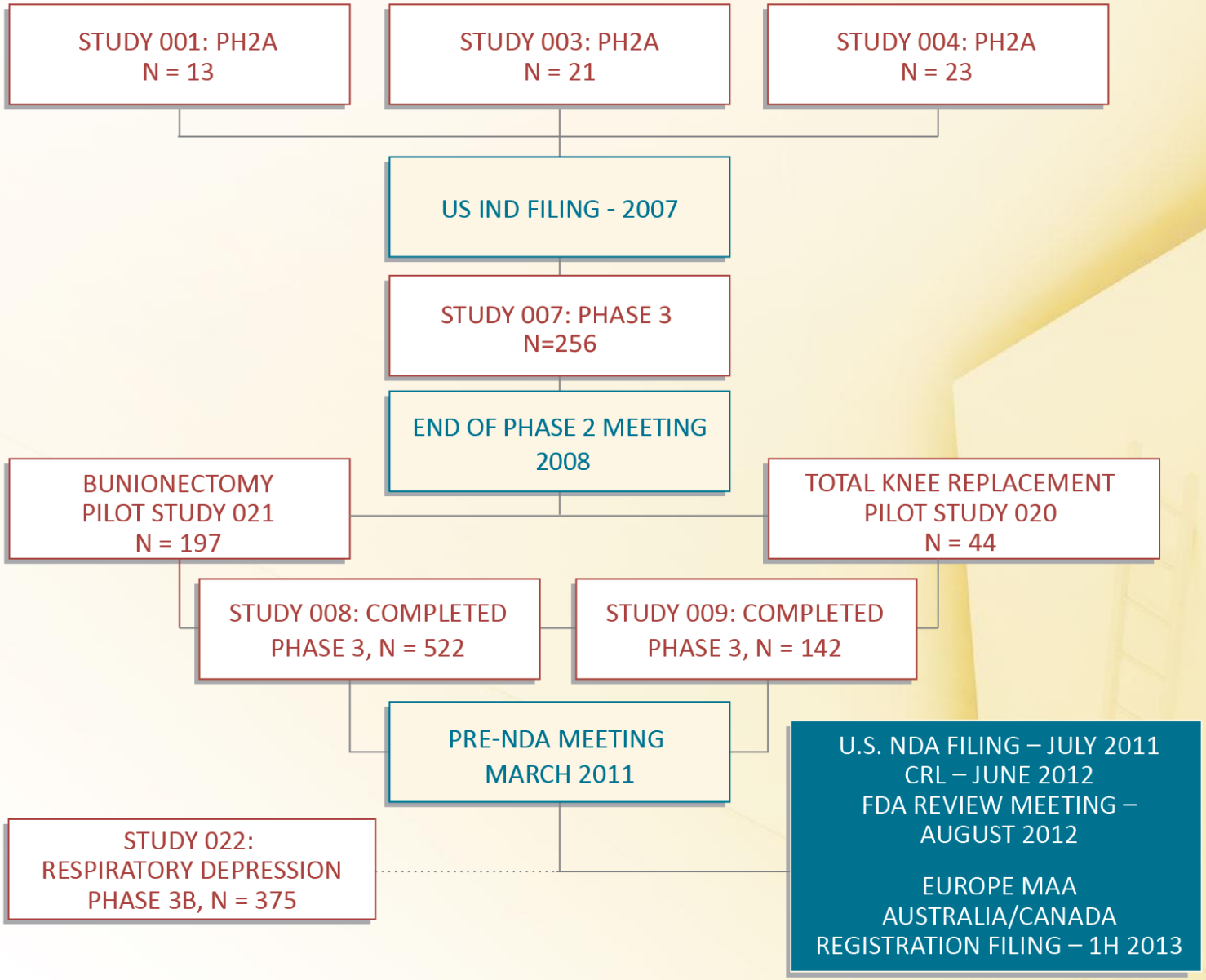
MOXDUO IR Clinical Development Path



Key Trial Conclusions

- **Bunionectomy Trials: Pilot 021 & Pivotal 008 (n=719)**
  - Met primary analgesic efficacy endpoint vs. morphine and oxycodone
    - MOXDUO IR proven superior to components on efficacy measures
  - Consistent safety advantage of MOXDUO IR
    - Pilot: 50-75% lower frequency of moderate to severe nausea, vomiting & dizziness compared to equi-analgesic doses of morphine or oxycodone
    - Phase 3: Despite higher dose and better pain relief of MOXDUO than morphine or oxycodone, AE rate and duration not statistically different

Key Trial Conclusions

- **Total Knee Replacement Trials: Pilot 020 & Pivotal 009 (n=186)**
  - Met all primary analgesic efficacy endpoints vs. Percocet
    - Pilot: MOXDUO superior to Percocet
    - Pivotal: MOXDUO High Dose better pain relief than low dose
  - Frequency of AEs much lower than Percocet
  - Significant pharmacoeconomic benefit: improved time to walk, sleep, etc.

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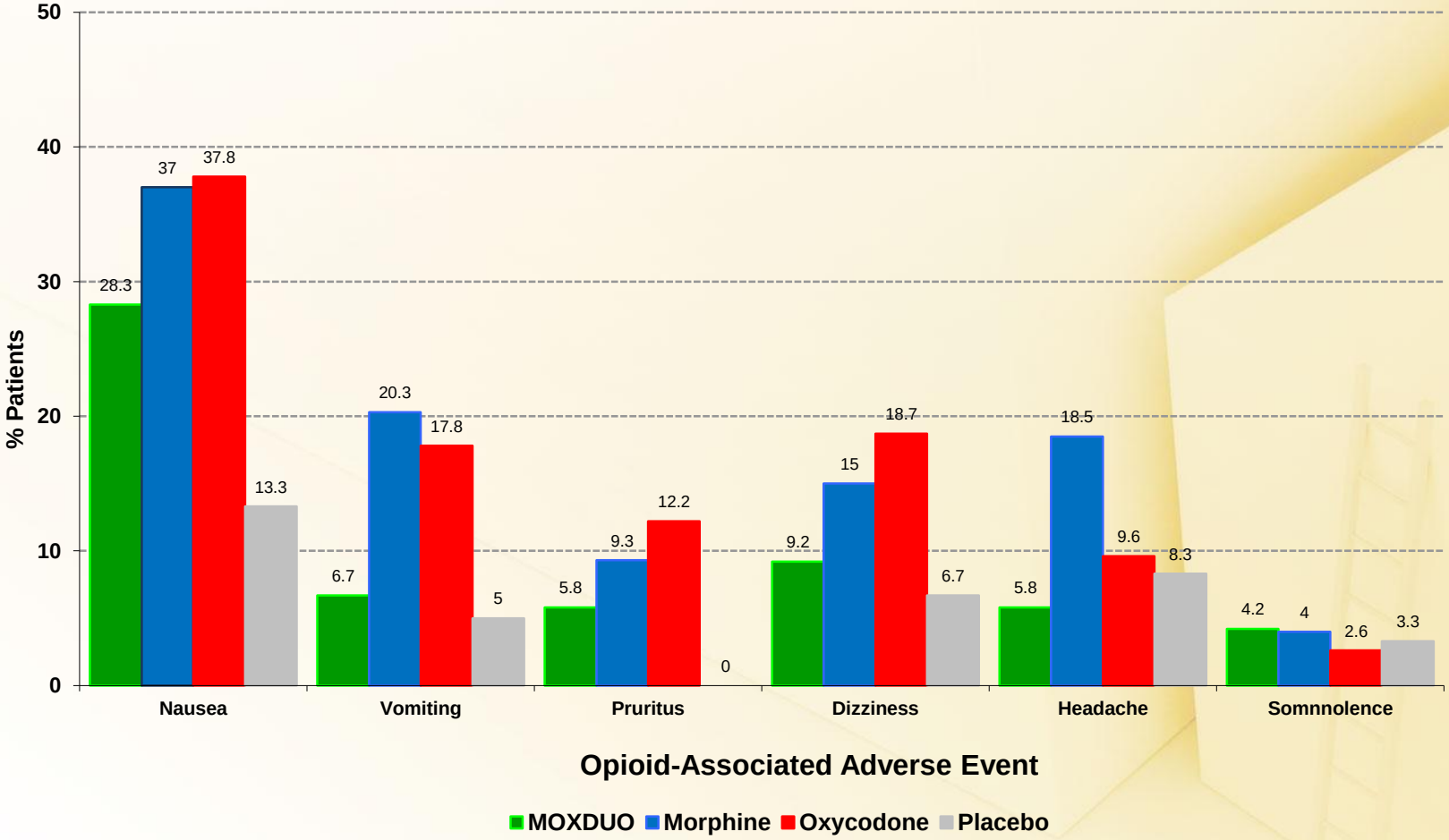
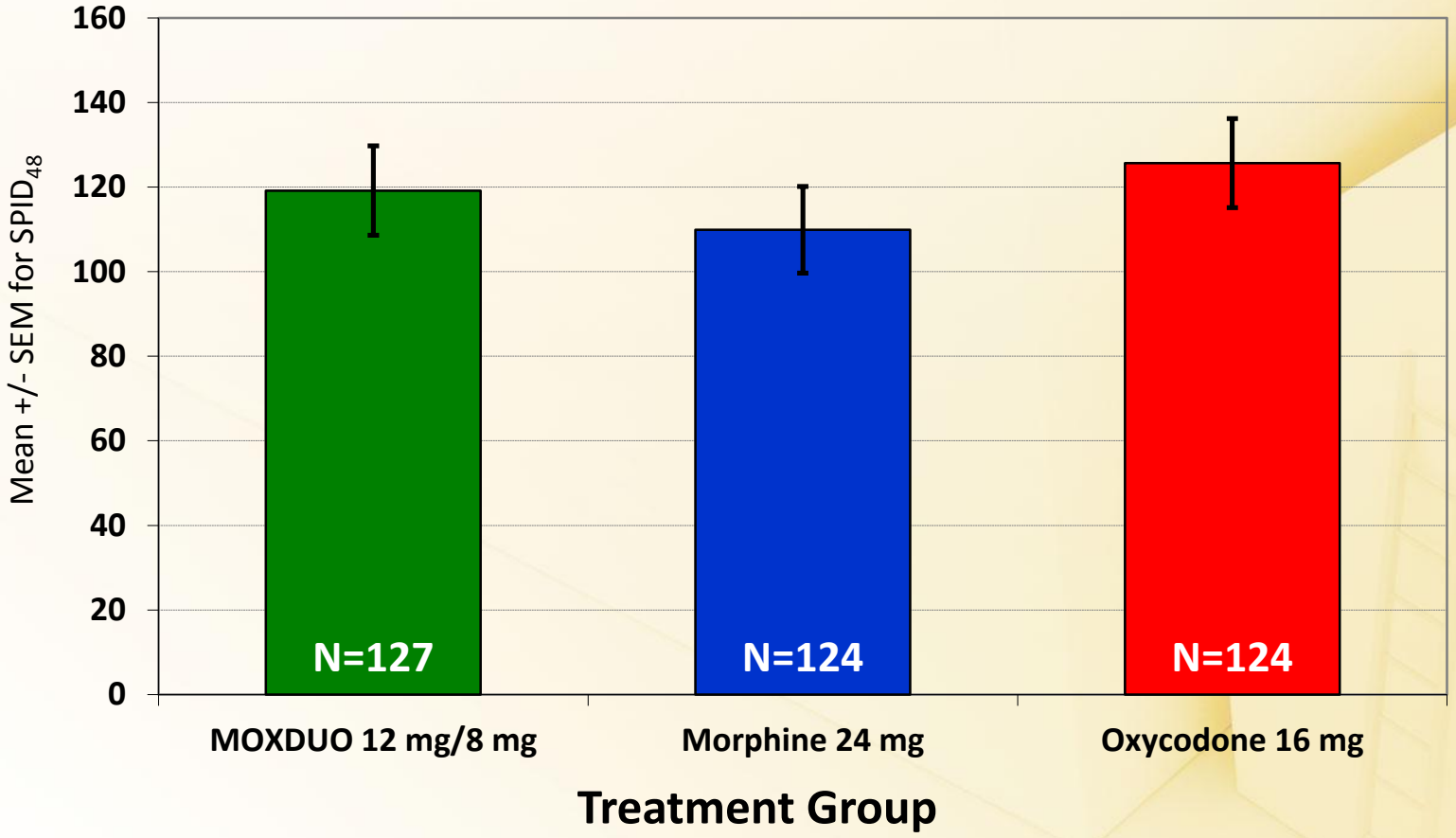
Equi-analgesic doses of MOXDUO, Morphine, Oxycodone, vs. Placebo – All Studies



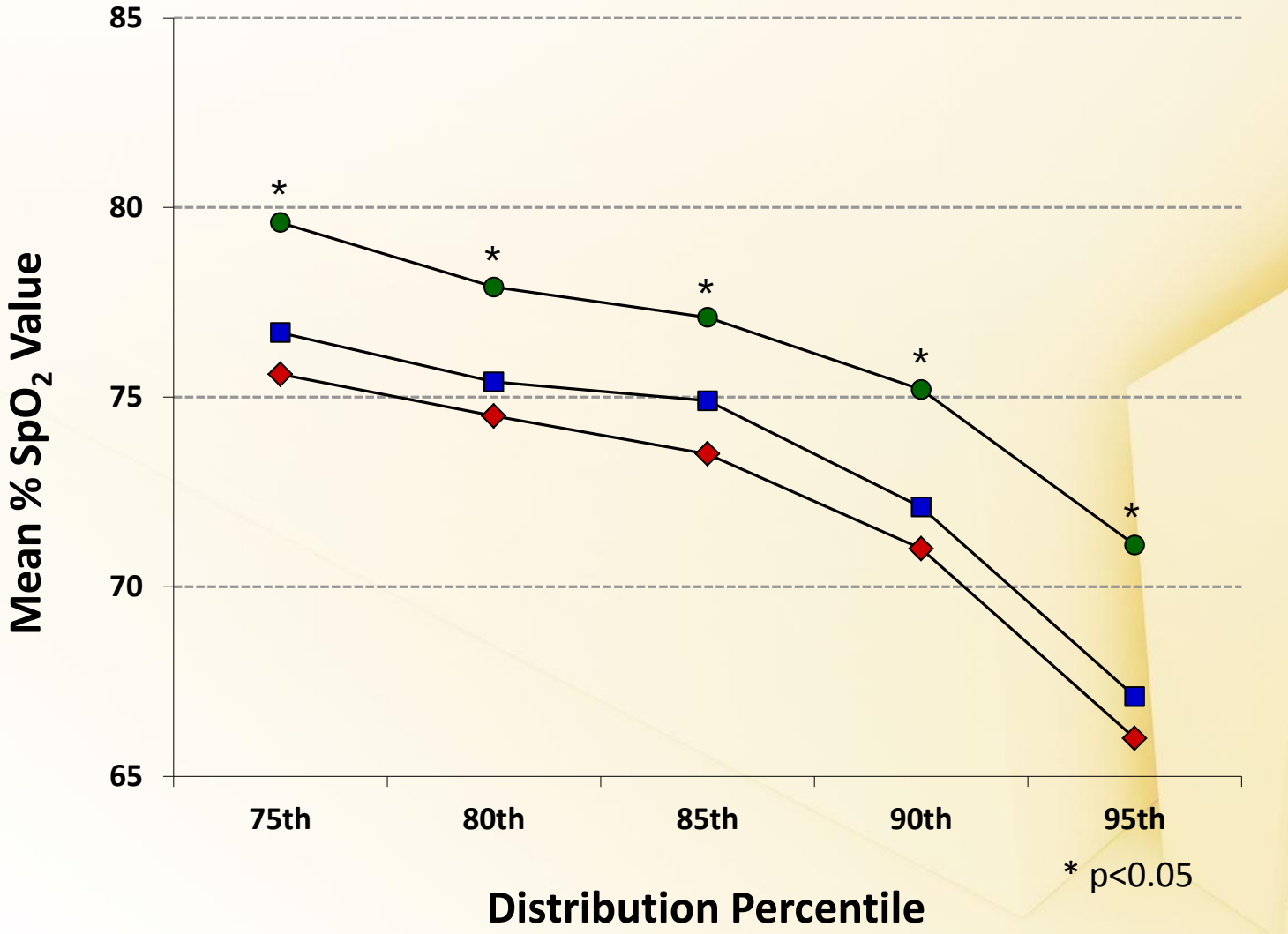
Respiratory Study 022 $SPID_{48}$ Equi-analgesic Doses



Source: Table 14.2.1.4

MOXDUO Produces Significantly Less Severe Oxygen Desaturation

Study 022 Mean SpO_2 Values



MOXDUO Safety Advantage

STUDIES OF COMBINED OPIOIDS CONSISTENTLY PROVIDE EQUIVALENT EFFICACY WITH A SIGNIFICANT REDUCTION IN OPIOID-RELATED MODERATE TO SEVERE ADVERSE EVENTS

QRx STUDIES

MOXDUO IR Study 022 (bunionectomy)	Oxygen desaturation less severe and of shorter duration compared to equianalgesic doses of Morphine or Oxycodone
MOXDUO IR Study 021 (bunionectomy)	50-75% reduction in moderate to severe nausea, vomiting and dizziness compared to equianalgesic doses of Morphine and Oxycodone
MOXDUO IR Study 020 (knee replacement)	100% reduction in moderate to severe nausea and emesis compared to the Percocet
MOXDUO IV Study (hip replacement)	35% reduction in nausea and 38% reduction in emesis Compared to IV Morphine
MOXDUO Two Phase 2 trials in Australia (chronic pain)	34-40% decrease in the amount of drug to achieve equianalgesia compared to oral morphine. Decreased rate of drowsiness, dizziness, constipation and nausea.

INDEPENDENT STUDIES[1]

Blumenthal et al 2007 (Spinal discectomy)	80-100% reduction in nausea and emesis compared to PCA Morphine
Jamison et al 1998 (Chronic low back pain)	17-49% reduction in intensity of a range of adverse events compared to Oxycodone
Lauretti et al 2004 (Cancer pain)	86% reduction in nausea and 100% reduction in emesis compared to Morphine.

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[1]*Full references upon request.*

MOXDUO Pharmacoeconomic Benefits

- Versus Percocet® TKR study, MOXDUO IR patients were out of bed faster, walked and slept better
- US study finds $4,880 - $36,152[1] incremental costs in patients suffering GI side effects following treatment with IR opioids
  - Extended hospitalization, increased nursing care and re-admissions
- Reimbursers, Managed Care and KOL feedback
  - Significant benefit from decreasing hospitalization by as little as 4 hours or recovery room time by 20 minutes

MOXDUO's advantageous safety profile may improve patient recovery, decrease hospital time and lower total cost of care.

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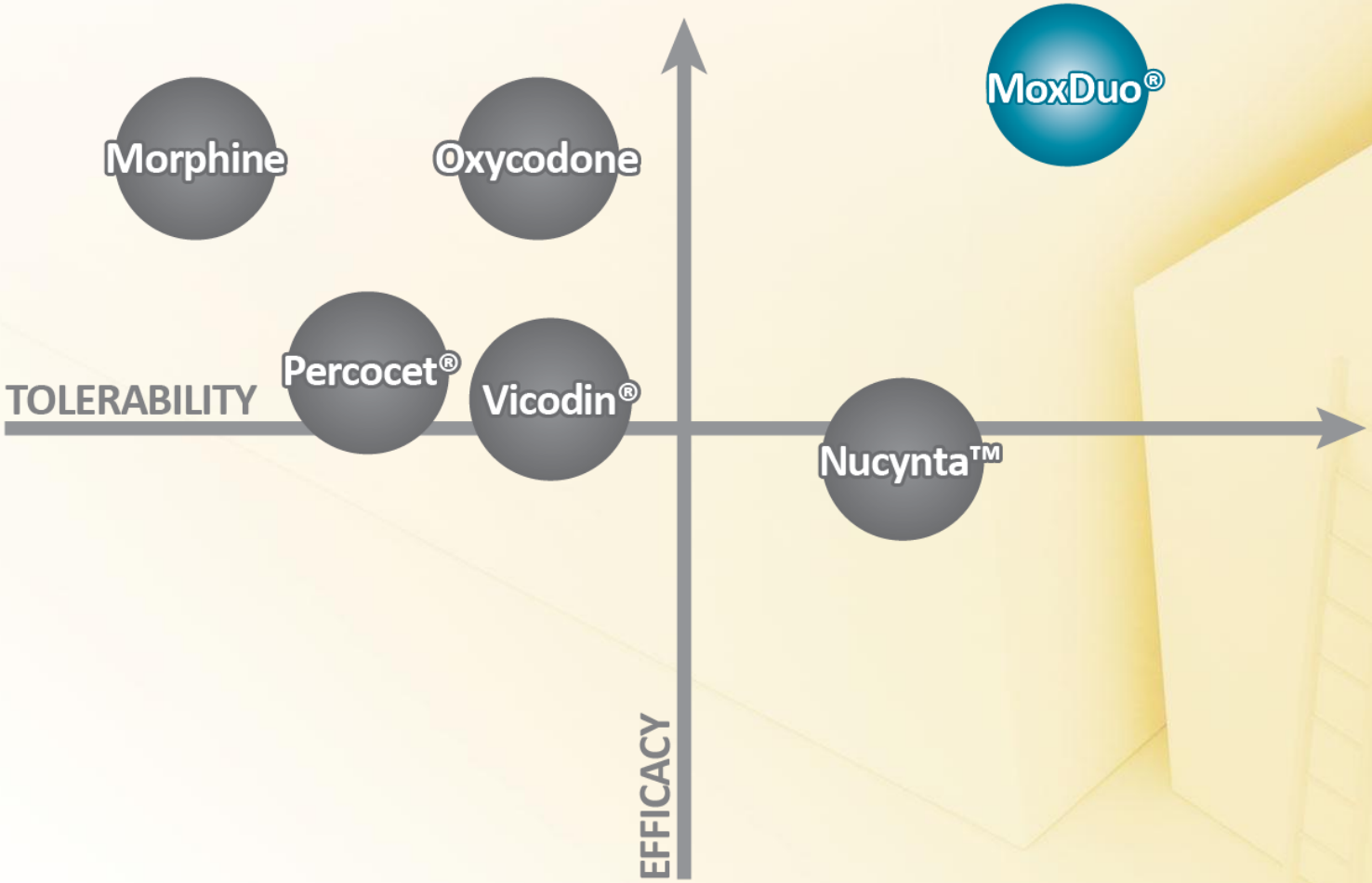
Source: [1] W Kwong, J Diels and S Kavanagh 2010

MOXDUO IR Value Proposition = Greater Tolerability + Equal/Better Analgesia



Immediate Release Commercialisation Plan

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Actavis Strategic Partnership

- Exclusive US commercialisation and development rights for MOXDUO IR
  - Actavis pays all product launch, marketing and sales costs
- 10%-30% royalties based on net sales thresholds from launch
  - Except 50% royalty on $150m of cumulative sales (starting from 3-6 months following product launch)
- QRxPharma retains a right to co-promotion/profit-share
  - Option to create sales force and provide up to 25% of the effective selling effort to US prescribers after first 12 months of launch
- QRxPharma retains ownership of MOXDUO IR outside US

- European based Actavis Group hf is a leading manufacturer of branded and generic opioids worldwide
  - Revenues of ~EUR 1.8 billion & 10,000 employees worldwide
  - US sales highlighted by Kadian® (extended release morphine)
- Watson Pharmaceuticals acquisition proposed in April 2012
  - Creates 3rd largest global generics company
  - ~$8.0 billion projected 2012 pro forma combined revenue
  - Maintaining commitment to branded marketplace
- MOXDUO IR commercialisation preparation ongoing

Mitigating Reimbursement Risk

- Appropriate pricing, contracting and patient pull-through
- Advantaged market – other acute pain products (Vicodin® and Percocet®) being reduced due to safety issues and potential rescheduling
- Potential for significant pharmacoeconomic benefits recognized by payers/KOLs
- Reimbursement strategy = Tier 3 Formulary
  - Insurance companies will not have to pay more
  - Customer co-pays are manageable

Pipeline Potential

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MOXDUO CR (Controlled Release)

- Sustained release formulation to provide at least 12 hours of analgesia for moderate to severe chronic pain
- Abuse deterrent and tamper resistant features
- Phase 1 results showed:
  - High bioavailability and complete absorption
  - One fifth the variability of OxyContin
  - Lower peaks and higher troughs should lead to: better safety & lower side effects; better tolerability at higher doses
  - Will provide very stable plasma levels when given twice daily
  - Should be an effective once or twice daily treatment
- Current formulation will progress to Phase 2

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MOXDUO: US Peak Sales Potential

	MOXDUO IR	MOXDUO CR	MOXDUO IV
Market Size	▪ ~200 mm Rx (2012) ▪ Annual market growth 1.0% ▪ QRx targets ~ 50% of market	▪ ~34 mm Rx (2015) ▪ Annual market growth 3.0% ▪ QRx targets 100% of market	▪ ~29 mm Rx (2014)[1] ▪ Annual market growth 1.0% ▪ QRx targets 100% of market
Market Penetration	▪ Initial share: 1.0% (2012) ▪ Peak share: 5.0% (2015)	▪ Initial share: 1.4% (2015) ▪ Peak share: 13.9% (2020)	▪ Initial share: 1.5% (2014) ▪ Peak share: 13.0% (2018)
Pricing	▪ Initial price: $112 based on 4 doses per day and 14 days of therapy ▪ Annual price increase: 5.0% ▪ **Peak sales: ~$680 mm**	▪ Initial Rx Price: $180 based on 2 doses per day and 30 days of therapy ▪ Annual price increase: 5.0% ▪ **Peak net sales: ~$1,300 mm**	▪ Initial price: $32 based on 4 vials per day and 2 days of therapy ▪ Annual price increase: 5.0% ▪ **Peak net sales: ~$150 mm**
Blockbuster Opportunity	▪ Paracetamol Limitation -**Peak sales: ~$1,350 mm** ▪ plus Vicodin Rescheduling - **Peak sales: ~$2,000 mm**	▪ **Oxycontin - $3 billion/year - off patent in 2013, opening market for MOXDUO CR in 2015**	

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1 Rx represents "eaches".

Company Overview

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Leadership Team

Senior Management

- John Holaday, PhD (CEO)
- Ed Rudnic, PhD (COO)
- Chris Campbell (CFO)
- Richard Paul, MD (EVP Drug Development)
- Warren Stern, PhD (Clinical Consultant)
- Janette Dixon, PhD (VP Global BD)
- Patricia Richards, MD, PhD (CMO)

Board of Directors

- Peter Farrell, PhD - Chairman (ResMed)
- Michael Quinn (Innovation Capital)
- Peter Campbell (Sonic Healthcare)
- Gary Pace, PhD (ResMed, founder QRxPharma)
- John Holaday, PhD (CEO)

Scientific Advisory Board

- Solomon Snyder, MD (Chair)
- Lester Crawford, DVM, PhD
- Robert Lenox, MD
- Michael J Cousins, MD, AM
- Horace H Loh, PhD
- Gavril Pasternak, MD, PhD
- Richard Payne, MD

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Financial Summary (4 September 2012)

Shares on issue:	145 million (ordinary)
Market cap:	A$101 million
Cash on hand:	
30 June 2012	A$23 million (last reported)
Cash burn:	CY2013
Share registry:	+80% institutional / HNW
Listing:	ASX: QRX / OTCQX: QRXPY

MOXDUO IR Key Milestones

DATE	MILESTONE
✓ July 2011	NDA submission to US FDA
✓ December 2011	Signed strategic partnership with Actavis
✗ 25 June 2012	NDA PDUFA Date; CRL Received
✓ August 2012	FDA Review Meeting
• 2H, 2012	Submission of additional data package requested by FDA
• Mid-2013	Anticipated decision from FDA on a refiled MOXDUO NDA
• 1H, 2013	Submit additional regulatory filings: Europe, Australia & Canada

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Investment Highlights

- **Comprehensive Portfolio:** MOXDUO delivers equal or better pain relief with fewer side effects than current treatments
- **Actavis commercialisation partnership in the US**: MOXDUO IR to be flagship branded product
- **Advantaged market:** favourable US regulatory and potential prescription scheduling changes
- **Blockbuster potential:** global opioid market estimated at $US14bn[1]
- **Strong IP:** Expected patent exclusivity through 2029
- **Expanded pipeline:** Further progress MOXDUO CR and MOXDUO IV products

Source: [1] Avos Life Sciences (Decision Resources)

Contact Information

Australia

QRxPharma Limited

Level 1, 194 Miller Street

North Sydney, NSW 2060

+61 2 9492 8021

+61 2 8920 0314 (fax)

United States

1430 US Highway 206

Suite 230

Bedminster, NJ 07921

+1 908 506 2900

+1 908 506 2918 (fax)