



CORPORATE OVERVIEW

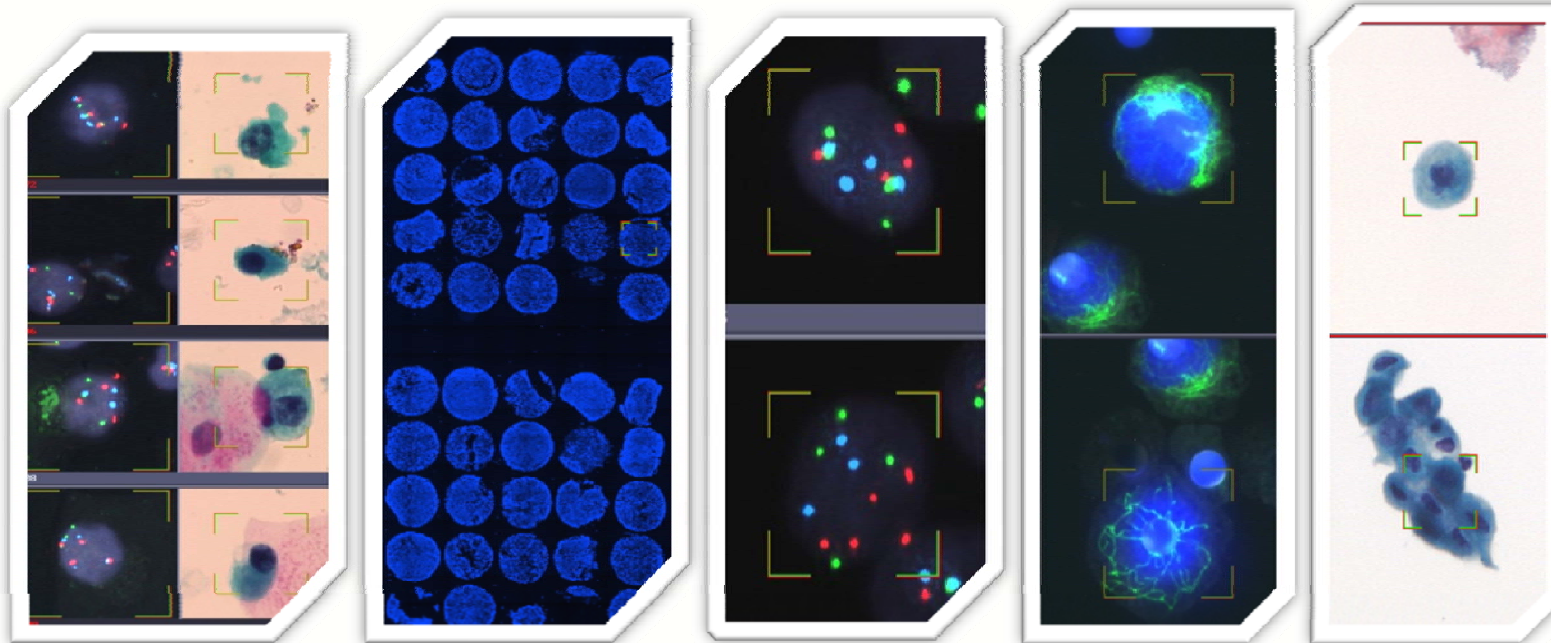
March 2012

Safe Harbor Statement

This presentation may include forward-looking statements intended to qualify for the safe harbor from liability established by the Private Securities Litigation Reform Act of 1995. These forward-looking statements generally can be identified by phrases such as BioView or its management "believes," "expects," "anticipates," "foresees," "forecasts," "estimates" or other words or phrases of similar import. Similarly, statements herein that describe the Company's business strategy, outlook, objectives, plans, intentions or goals also are forward-looking statements. All such forward-looking statements are subject to certain risks and uncertainties that could cause actual results to differ materially from those in forward-looking statements.

Company Overview

BioView provides innovative automated cell imaging and analysis solutions for use in cytology, cytogenetic, hematology, pathology and oncology laboratories.



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BioView –To date

- Established – 2000; Initial sales – 2003
- Public (IL stock exchange) as of 3/2006
- Total of 26 employees –
 - 16 in Israel (9 R&D, 3 G&A, 2 S&M, 2 Operations)
 - 10 in BioView USA Inc (sales & support) – Located in Billerica, MA



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2009-2011 Financial Highlights (K NIS)

	2009	2010	2011
Total Revenue	22,516	25,318	26,169
Gross Margin	13,814	15,487	17,496
Operational Expenses	11,892	11,639	13,569
Operating profit	1,922	3,848	3,927
Net profit	1,117	5,236	6,576
Cash Flow from Operations	71	3,883	3,276

2009-2011 Financial Highlights (USD M\$)

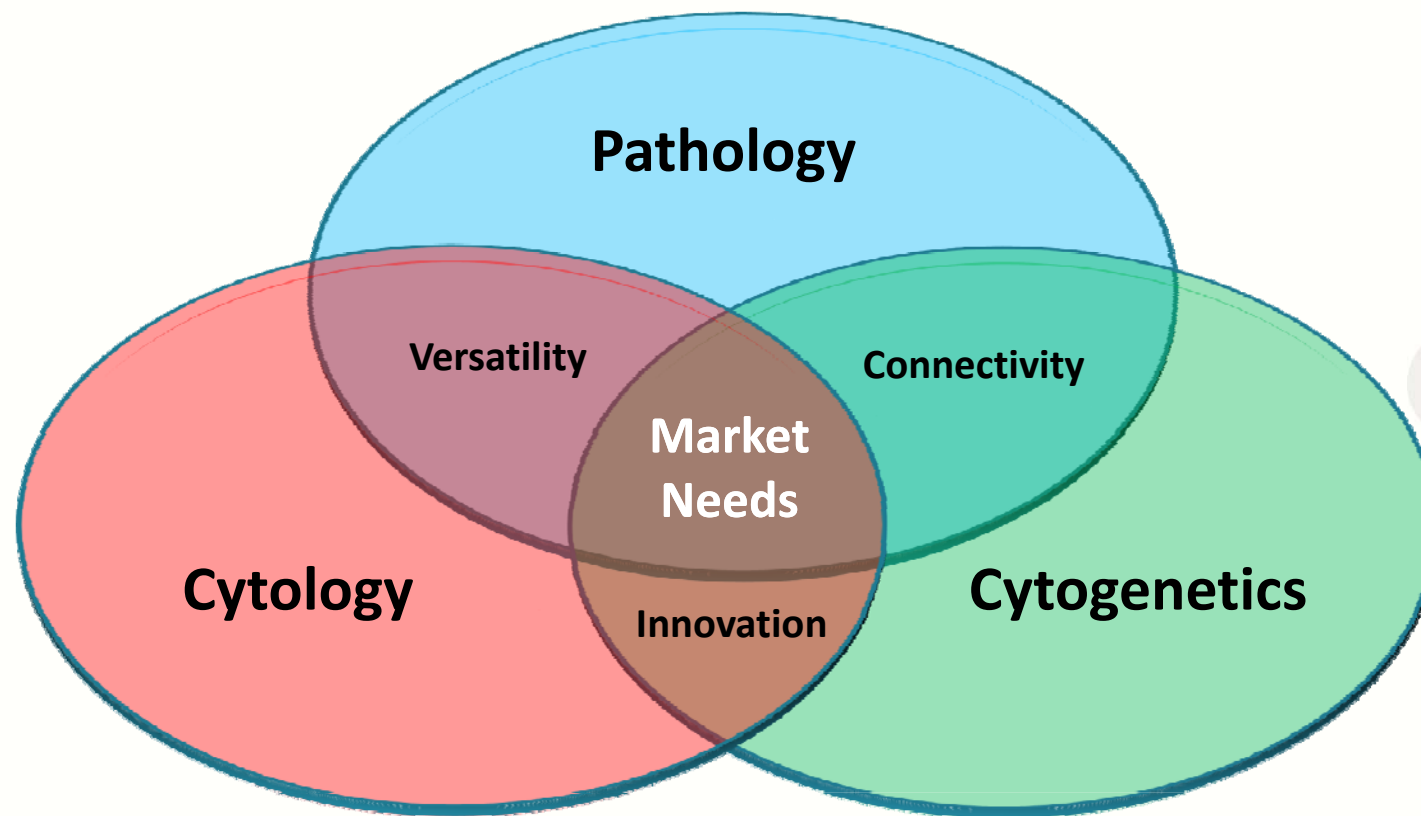
	2009	2010	2011
Total sales	5.7	6.7	7.3
Gross Margin	3.5	4.1	4.9
Operational Expenses	3	3.2	3.8
Operating profit	0.5	1.0	1.1
Net profit	0.3	1.4	1.8
Cash Flow from Operations	(*)	1	0.9

(*) Less than 0.1



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BioView Solutions Offerings



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BioView's Philosophy

- Automate labor intensive Imaging, Analysis and Reporting processes
- Design Innovative Solutions to Facilitate and Ease Human Analysis and Review Processes for Clinical and Research Assays
- Provide Superior Image Quality by Using Top of the Line Optics and Imaging Devices
- Continuously Release New Applications to stay ahead of the market trends for both the Clinical and R&D environments.
- Utilize Automation to Improve Clinical Practice
- Provide Wide-Range Affordable and Upgradable Solutions based on Laboratory Budget and Sample Volume



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BioView Automated Imaging and Analysis Scanning Platforms



Duet-3:

- 50 slide loader
- Automatic barcode reader
- Walk Away Operation
- Automated Scanning



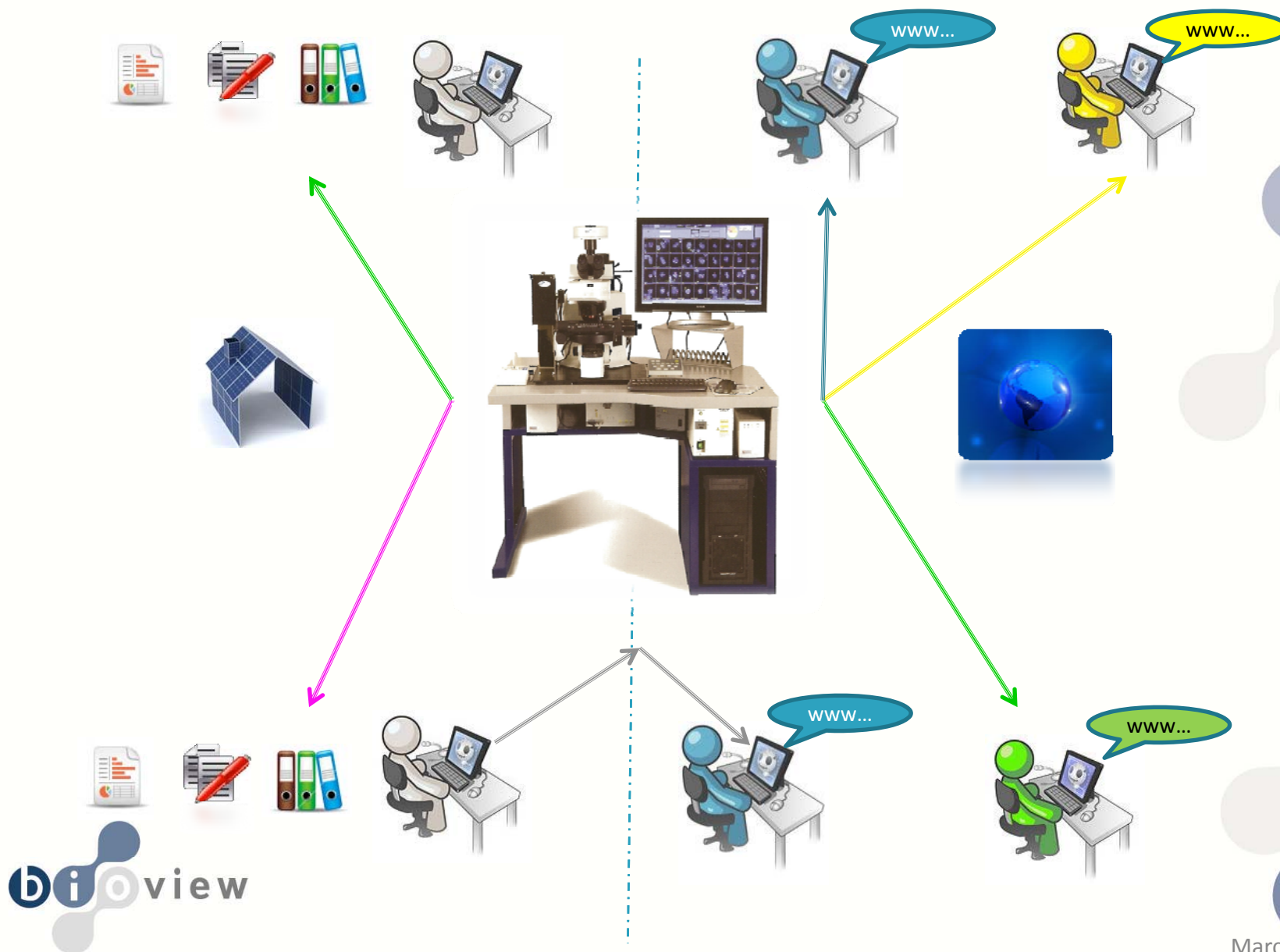
Allegro Plus :

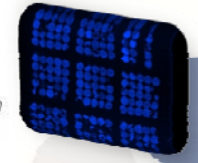
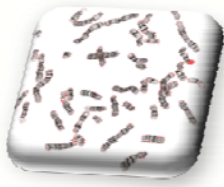
- 8 slide motorized stage
- Automated Scanning
- Walk-Away Operation
- Upgradable to Duet-3



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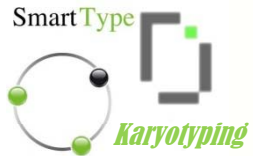
Work Scheme





Lab Offering

Professional components



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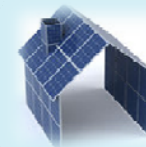
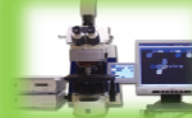
Technical components



Iris FISH slide
automatic prep
machines

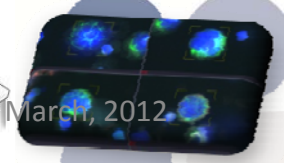


Chromosome
harvester for
Karyotyping



Total automation for the laborious
and time consuming
slide preparation steps

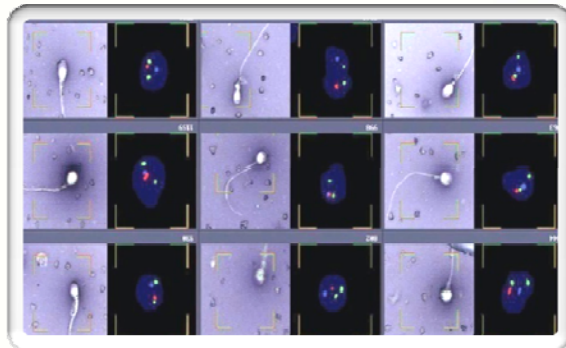
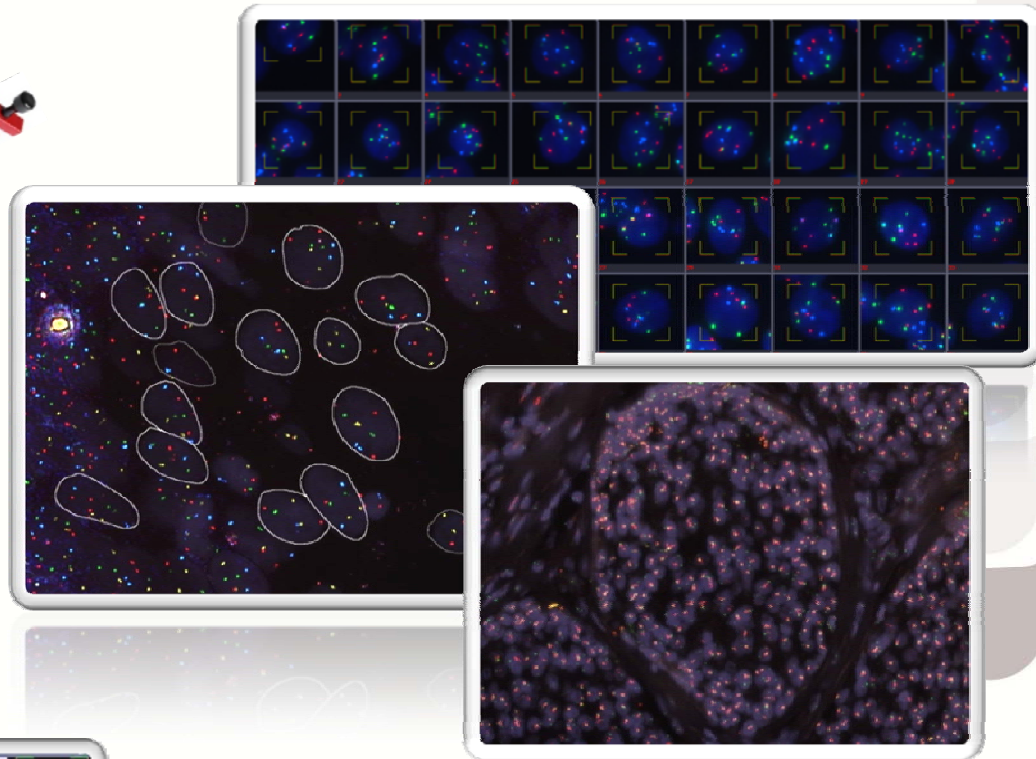
Total automation for laborious and
time consuming Imaging and
Analysis processes



BioView Expertise – Genetic Tests

🔗 Oncology:

- ❖ Hematology
- ❖ Bladder
- ❖ Breast
- ❖ Lung
- ❖ Brain
- ❖ Cervical
- ❖ Prostate
- ❖ Stomach



🔗 Fertility , Pre and Post Natal:

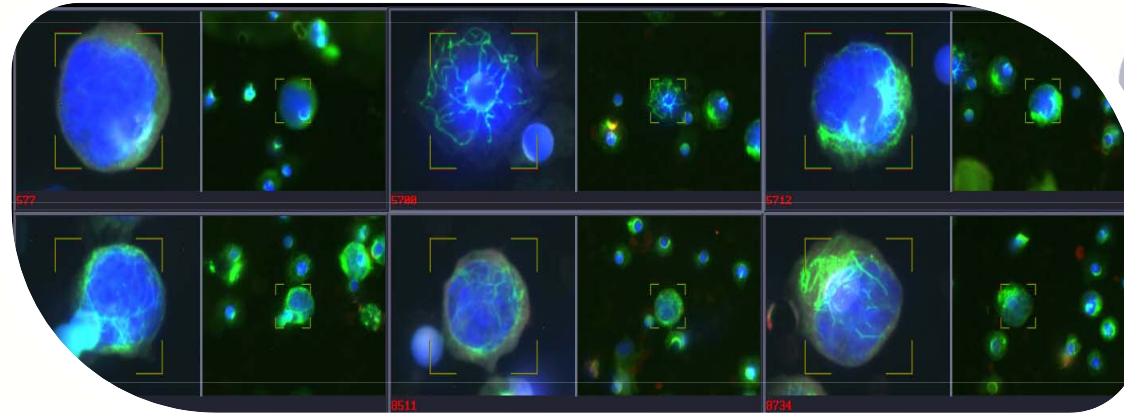
- ❖ Sperm Analysis
- ❖ Amniotic Cells
- ❖ Metaphases



BioView Expertise – Research and Innovation

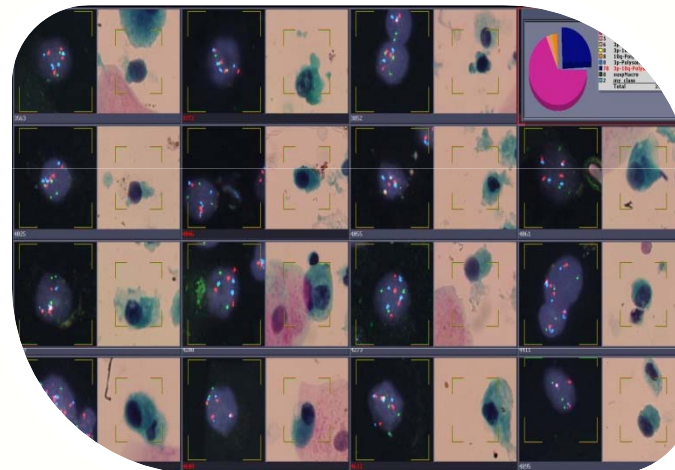
Automated Imaging and Detection of Circulating Tumor Cells

Systems sold to leading
Research Laboratories



Innovative Lung Cancer BioMarker Diagnostic Test utilizing Target-FISH Application

Clinical Study Initiated
for Regulatory Approvals



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Scientific Papers



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Customers

N. America
distribution via
BioView Inc.

In EU and AP –
distributors – Germany,
France, Greece, Turkey,
Spain, UK, Korea,
Japan, China, Taiwan,
Singapore...

More than 250 systems installed

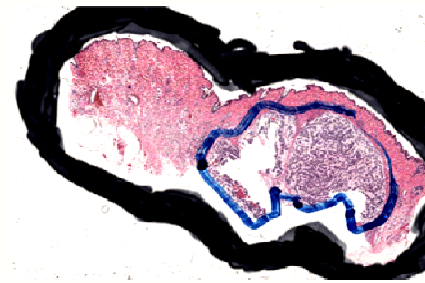
- Cleveland Clinic, Cleveland, OH
- LabCorp – multiple units
- Caris laboratories– multiple units
- City of Hope Cancer Center– multiple units
- University of Massachusetts Medical Center
- Massachusetts General Hospital (MGH)
Boston, MA
- Dana-Farber, Boston, MA
- Memorial Sloan-Kettering Cancer Center
- UK Institute of Cancer Research, Sutton, UK
- Paterson Institute for Cancer Research,
Manchester, UK
- Sheffield's Children, UK
- Pasteur-Cerba Paris, Paris, France
- SRL Laboratories, Japan
- Institute of Genetics Pathology, Belgium
- Academia Sinica – Taipei, Taiwan



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BioView Market Analysis

- Growing expansion of genetic tests for cancer detection
- Wide acceptance of digital review of genetic tests
- Slow progress towards digital review of classic pathology tests



- Strong need for remote connectivity solutions



Strategic Pathways

- Imaging Clinical Applications
- Circulating Tumor Cell Applications
- Diagnostic Test Development



Imaging Clinical Applications

- Cervical Cancer
- Prostate Cancer
- EML4-ALK-fusion oncogene for Lung Cancer



Circulating Tumor Cells Applications

- Prostate Cancer – MGH Micro Chip
- Lung Cancer – MD Anderson
- Paterson Cancer Center – Manchester, UK
- Mardsen Research Center – London, UK
- Academia Sinica – Taipei, Taiwan
- Sloan Kettering Cancer Center – NY, USA

Diagnostic Test Development

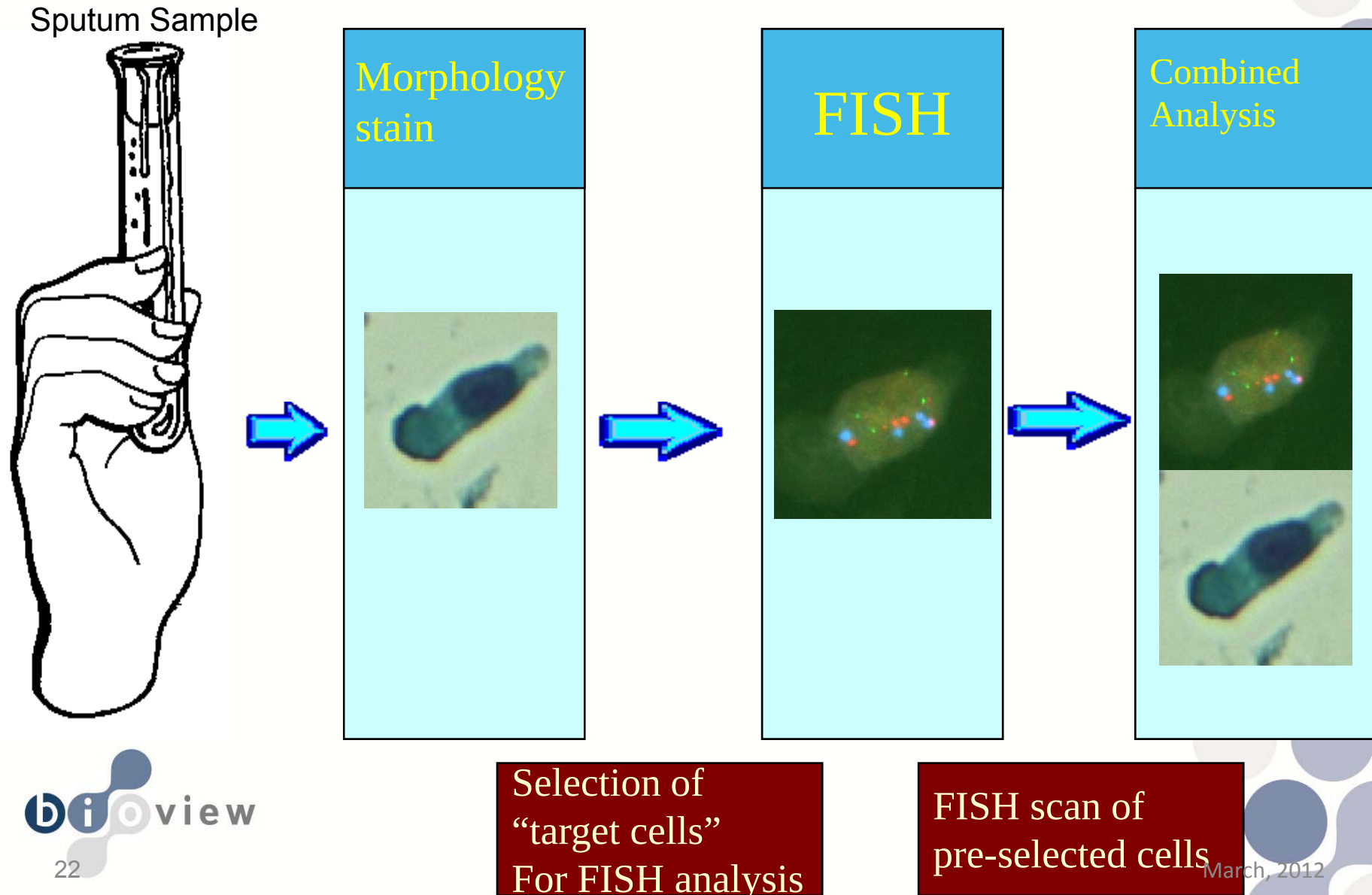
- Lung Cancer Sputum Test
- Exploring other Tests for Cancer Detection and Screening

Test to Aid in Early Detection of Lung cancer

The BioView (Potential) Solution

- Licensing of DNA (FISH) probes from MD Anderson
- Development of protocols and SW to “make a test”
- Stage1 Clinical Trial (Proof of Concept Study)

Sample Processing



Summary of Phase 1 Results

	Non-Smokers	High Risk Smokers	Early disease	Advanced cancer	Cancer of unknown stage	Total
True Positive	0	0	19	28	5	52
True Negative	34	55	0	0		89
False Positive	1	15	0	0		16
False Negative	0	0	0	1		1
Total	35	70	19	29	5	158

Sensitivity 98%

Specificity 84%

	% of Abnormal Cells
Advanced cancer	14.75
Early disease	10.85
Cancer of unknown stage	11.95
Healthy	4.57
Healthy smoker	5.80

Example of Possible US Market Segment

- Number of Patients where a nodule of concern is detected by CT: 910,000 patients
 - Nodules smaller than 4mm: 550,000
 - Nodules between 4mm and 7mm: 300,000
 - Nodules larger than 8mm: 60,000
 - Nodules smaller than 1cm: 40,000

Current Approaches to Follow Up for Small Nodules

Recommended follow-up and management of solitary pulmonary nodules (SPN) detected by CT

Nodule Size (mm)	Low-risk patient†	High-risk patient
≤4	No follow-up needed	Follow-up CT at 12 months; if unchanged, no further follow-up
>4–6	Follow-up CT at 12 months; if unchanged, no further follow-up	Initial follow-up CT at 6–12 months then at 18–24 months if no change
>6–8	Initial follow-up CT at 6–12 months then at 18–24 months if no change	Initial follow-up CT at 3–6 months then at 9–12 months and 24 months if no change
>8	Follow-up CT at around 3, 9 and 24 months, dynamic contrast-enhanced CT, PET and/or biopsy	Same as for low-risk patient

†Low-risk patient = age ≤35 years, <12 pack-years smoking, no history of previous malignancy, no family history of aerodigestive tract malignancy.

Market Opportunity

The Annual Current US Market Opportunity for the BioView Lung Cancer Detection Assay, for nodules greater than 4mm , Ranges from \$79 million to \$200 million depending on assumptions about price and utility within various sized nodules

Nodule Size	Number of Patients		Low Risk	Intermediate Risk	High Risk	Opportunity /Size
		Distribution	20%	50%	30%	
		Utility	10%	80%	25%	
4mm to 7mm	300,000		6,000	120,000	22,500	148,500
> 8mm	100,000		2,000	40,000	7,500	49,500

Likely Number of Procedures	198,000
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Potential Market Opportunity	\$400	\$600	\$1,000
	\$ 79,200,000	\$ 118,800,000	\$ 198,000,000

- Note: 40K in CXR nodules were added to the > 8mm segment

Lung Cancer – Current Status

- Pre-IDE Meeting with FDA - ✓
- Multi-Center Clinical Trial – launched ✓
- First results expected during 2012
- LDT Agreement with OncoMdx

BioView Marketing Vision

- Fortify the Company's Position as Market Leader for Automated Imaging and Analysis Solutions
 - Keep application base updated as new tests are available
 - Offer “one stop shop” for Pathology / Oncology / Cytogenetics Laboratories
 - Keep in close touch with industry opinion leaders to maintain brand name and reputation



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BioView Future Directions

Emerging Technologies and Data Distribution



Integrate new Technologies to Allow Utilization of Automation and Digitalization for New Types of Assays

- Microscopy
- Light Engines
- Digital Cameras
- I/O Interface (Tablets, Cellular, Touch Screen)
- Connectivity



Fluorescent ← → Bright Field



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Expand Web-Base
Remote Review and
Analysis Capabilities



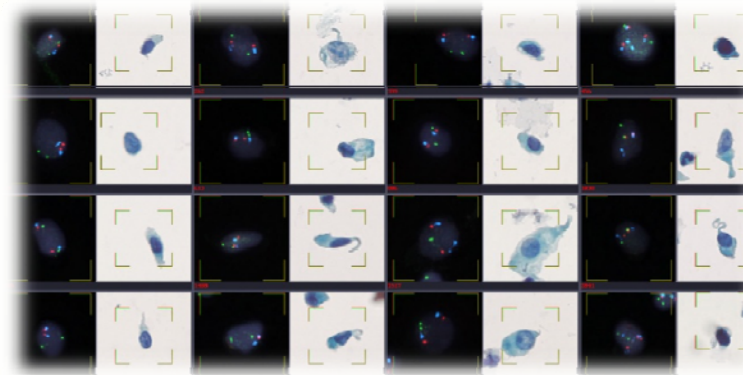
Provide Portable
Patient Management
systems

BioView Future Directions

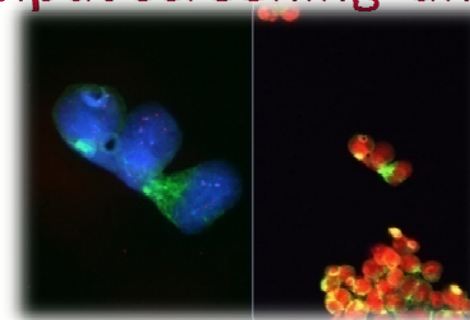
Biomarkers Development and Pharma Instrumentation



- Develop Innovative cancer detection solutions combining patented Biomarkers and unique imaging and analysis capabilities



- Continue development of Circulating Tumor Cells Detection and Characterization Systems to meet pharma and research groups high throughput screening and analysis needs



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