

RESPONSE BIOMEDICAL CORP.

ONEMEDFORUM MEETING

JANUARY 2013 – SAN FRANCISCO, CA

Jeff Purvin, CEO

Safe Harbor Statement

This presentation may contain forward-looking statements. These statements relate to future events and are subject to risks, uncertainties and assumptions about Response Biomedical Corp. Examples of forward-looking statements in this presentation include market expansion opportunities, planned improvements in operating efficiencies, the establishment of a representative office, the signing of distributor agreements and new product launch goals. These statements are only predictions based on our current expectations and projections about future events. You should not place undue reliance on these statements. Actual events or results may differ materially. Many factors may cause our actual results to differ materially from any forward-looking statement, including the factors detailed in our filings with the Securities and Exchange Commission and Canadian securities regulatory authorities, including but not limited to our annual report on Form 10-K, our quarterly reports on Form 10-Q, our Annual Information Form and other filings with the Securities and Exchange Commission and Canadian securities regulatory authorities. We do not undertake to update any forward-looking statements.

Summary

- Public company (TSX: RBM)
 - Point of care (POC) diagnostic testing
 - Competitive test panel
 - Small, low cost test reader line
 - ✓ Capable of broad range of future tests
-
- EBITDA loss of \$4 million [YTD through Q3, 2012]
 - Grew sales at +39%*
 - Increased gross margin from 19% to 36%*

* YTD through Q3, 2012 vs. same period in 2011

Management

- Jeff Purvin, CEO
 - ✓ Calibra Medical (*acquired by J&J, 2012*), Metrika (*acquired by Bayer, 2006*), Maquet, GSK, BMS
- Bill Adams, CA, CFO
 - ✓ CellFor, Patos Therapeutics, AnorMED, Epic Data int'l, KPMG
- Tim Shannon, SVP, Worldwide Sales and Marketing
 - ✓ Teleflex, Svelte Medical, Mentice, VisualSonics, Maquet, BSci, GE
- Zheng Wang, China General Manager
 - ✓ Axis-Shield, C.R. Bard
- Barbara Kinnaird, PhD, VP
 - ✓ BC Cancer Agency, UBC, Michael Smith Laboratories, Incyte Genomics
- Patricia Massitti, CHRP, VP
 - ✓ Hostway, Intrawest, Baker Hughes, Zedi, Leader Search, Royal Bank

Test Readers

- Different readers for different markets



RAMP® Reader

- **Smaller hospitals/testing centers, first responders**
 - ✓ Portable, battery powered



RAMP® 200

- **Larger hospitals/testing centers**
 - ✓ Allows modular multiplexing

- **Readers require minimally trained technicians, yet produce lab quality results**
- **Value Proposition: faster test results: faster treatment**

Tests

- Broad, Competitive Line of Tests



Cardiac

- CK-MB, Mb, Tnl
- NT-proBNP
- D-dimer



Environmental

- West Nile Virus



Infectious Diseases

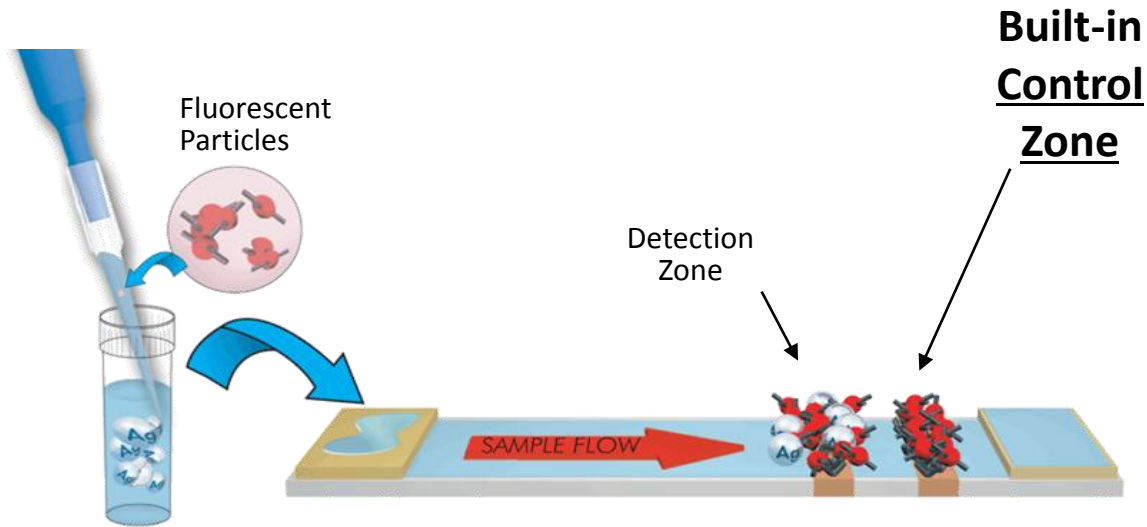
- Flu A+B
- RSV



Biodefense

- Anthrax
- Ricin
- Small Pox
- Botulinum

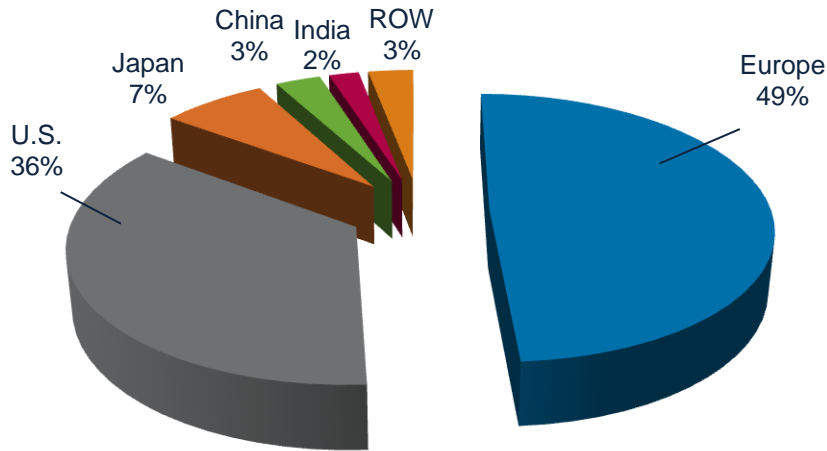
Points of Difference



1. Patented “Control Zone” significantly increases test performance
2. Readers are self-calibrating
3. No constraints on when new tests can be started on RAMP® 200

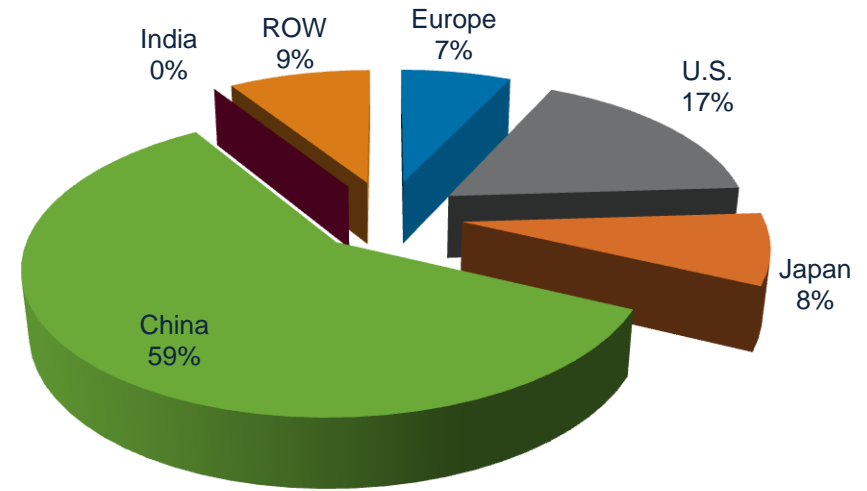
Market Opportunity

Worldwide Market



Sector	Sales (\$ Millions)	Share (%)
Europe	4,055	49
U.S.	2,895	36
Japan	550	7
China	258	3
India	185	2
ROW	274	3
Total	8,217	100

Response Sales



Sector	Sales (\$ Millions)	% of RBM Sales
Europe	0.69	8
U.S.	0.80	9
Japan	0.55	6
China	5.76	66
India	0	0
ROW	0.90	9
Total	8.70	100

Response sales for the 9 months ended September 30, 2012

Top competitors: Roche, Alere & Abbott

*Point of Care Diagnostic Testing, World Markets, Trimark Publications, 2011

Plan

- Expand into the world's biggest markets (US and EU)
 - ✓ New, experienced VP, WW Sales and Marketing
 - ✓ Increasing regulatory clearances in more geographies
 - ✓ New products in 2013
 - D-dimer test
 - Multi-language readers

- Increase sales from our current biggest customer, China
 - ✓ New, experienced China General Manager
 - ✓ New representative office in Shanghai
 - ✓ Plan to own all China product registrations

Continued...

Plan, Continued

- Expand distribution into remaining BRIC
 - ✓ India and Brazil markets: \$226M, growing 10% per yr.
- Continue to launch new products every year
 - ✓ New tests and improved readers under development
- Continue to improve operating efficiencies
 - ✓ Lower overhead via 2012 headcount reduction
 - ✓ Have identified, now fixing manufacturing inefficiencies
 - ✓ Continued sales increases will also further increase gross margin
 - ✓ Improved contract terms with suppliers and distributors

Current Financial Snapshot

Financials

Response Biomedical Corp.

Financial Summary

(in thousands)

	12 month trailing Q3 2011					12 month trailing Q3 2012					% Change	
	Q4	Q1	Q2	Q3	Total	Q4	Q1	Q2	Q3	Total		
Revenue	1,734	2,022	2,691	1,564	8,011	2,747	2,982	3,038	2,679	11,446	+	43%
Gross profit	(562)	28	908	288	662	831	1,270	1,150	739	3,990	+	503%
Gross margin	(32%)	1%	34%	18%	21%	30%	43%	38%	28%	35%	+	14 p.p.
Operating expenses	2,038	1,737	1,521	2,071	7,367	2,064	1,814	2,627	2,272	8,777	+	19%
EBITDA - Adjusted ⁽¹⁾	(2,143)	(896)	(218)	(1,622)	(4,879)	(1,438)	(275)	(793)	(1,291)	(3,797)	+	22%

⁽¹⁾ Represents EBITDA adjusted for stock based compensation and unrealized gain or loss on revaluation of warrant liability

Conclusions

Response Biomedical: Conclusions

- Expect continued sales and margin growth from
 - ✓ Geographic expansion and
 - ✓ Increased emphasis on China

} Behind new Management
- Response Biomedical's Value Assessment
 - ✓ Current Market Cap: \$7.4M
 - ✓ 12 month trailing sales: \$11.5M
 - ✓ 12 month trailing sales growth: +43%
 - ✓ 12 month trailing GP growth: +503%
- OrbiMed became a majority shareholder in Dec. 2011
- Net, Response Biomedical is an excellent investment

THANK YOU

Response Biomedical Corp.

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