

Universal Biosensors

Annual General Meeting

2025



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Universal Biosensors

World leading Technology

Universal Biosensors (ASX:UBI) is a world leader in electrochemical cell technology that has developed portable, handheld, high performance liquid testing products in different market segments.

Having spent a decade researching, developing and validating this capability, UBI is now focused on commercialisation and driving significant sales growth across all markets.

4 key markets:

1. **Blood testing:** Xprecia[®] - Blood analyzer for monitoring coagulation PT/INR.
2. **Wine testing:** Sentia[®] - **World first** portable wine analyzer which monitors 6 key analytes throughout the wine production process.
3. **Veterinary testing:** Petrackr[™] which monitors blood glucose for cats and dogs which have diabetes.
4. **Water testing :** Aquascout[™] **World first** portable water analyzer which tests heavy metals in water.

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UBI Mission

Transform analytical capabilities in wine production, water management and healthcare. Pioneering point of use electrochemical sensing technologies that deliver precise, rapid, and cost-effective detection of critical components and contaminants.

We are committed to:

- Enhancing **wine production** through real-time monitoring of fermentation processes, component analysis, and quality indicators that enhance product consistency and excellence.
- Advancing **water safety** through sensors that detect contaminants and quality parameters with unprecedented sensitivity and reliability.
- Supporting **medical diagnostics with blood** analysis sensors at the point of care.
- Developing integrated sensor platforms that are accessible, user-friendly, and adaptable **across diverse environments** and technical capabilities.
- Creating **sustainable sensing solutions** that reduce waste, energy consumption, and environmental impact while maintaining analytical precision.

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UBI Corporate Strategy

Primary Focus

Leverage the existing and proven electrochemical biosensor technology platform to drive growth across multiple industries and applications:

- Existing applications across the **wine, coagulation** and veterinary diabetes.
- Commercialise new application for monitoring **heavy metals in water**.

Future Opportunities

Extend the use of the electrochemical biosensor technology platform to instigate further growth:

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Challenges & Issues

2024

- New sales leadership - 14 of the 22 sales and marketing team have joined UBI during 2024.
- Unsuccessful distribution strategies (**Refocused**)
- Building distribution and logistics support has taken longer than expected (**resolved**).
- Xprecia launch USA – Regulatory delays (**Completed 2Q 2024**).
- Middleware for Xprecia to enable connectivity to patient data bases (**Telcor implemented**).
- Sentia performance issues in Q1 2024 (**resolved**).
- Sentia is a world first disruptive technology – sales growth has been slow, but **momentum is building**.
- Marketing – Missed opportunities for connection with new and existing customers (**in progress**)

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Business Update

Quarter 1 2025

Sales are up 6% year on year.

Sales of Sentia grew 32%.

Sales of Xprecia are down 9% (decline due to the loss of 1 customer in Spain in late 2023, but supply continued until Q3 2024).

Sales of Petrackr grew 168%

Sales at HRL down 22%.

Business Unit	Q1 2024	Q1 2025	Growth
Sentia	526,688	693,149	32%
Xprecia	627,992	569,237	-9%
Petrackr	25,163	67,427	168%
HRL	289,667	224,846	-22%
Total - UBI	1,469,510	1,554,659	6%

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Wine Testing (Sentia)



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Wine Testing (Sentia)

Background

Universal Biosensors' handheld wine testing product, called Sentia, is a revolutionary, **world first portable wine chemistry analyser** used by winemakers during the production process.

Sentia is a handheld device (analyser) which uses an individual consumable test strip.

Sentia delivers **cost savings and productivity gains** to wine makers.

Sentia is a unique product offering which measures 6 main compounds (each an individual test strip) throughout the wine production process:

- Free SO₂,
- Malic acid,
- Glucose,
- Fructose,
- Titratable acidity,
- Acetic acid.

The technology has been validated.....Sold in more than **30 countries**.

Sentia's total addressable market is \$221m p.a. and 63m tests p.a.¹.

No Competition !

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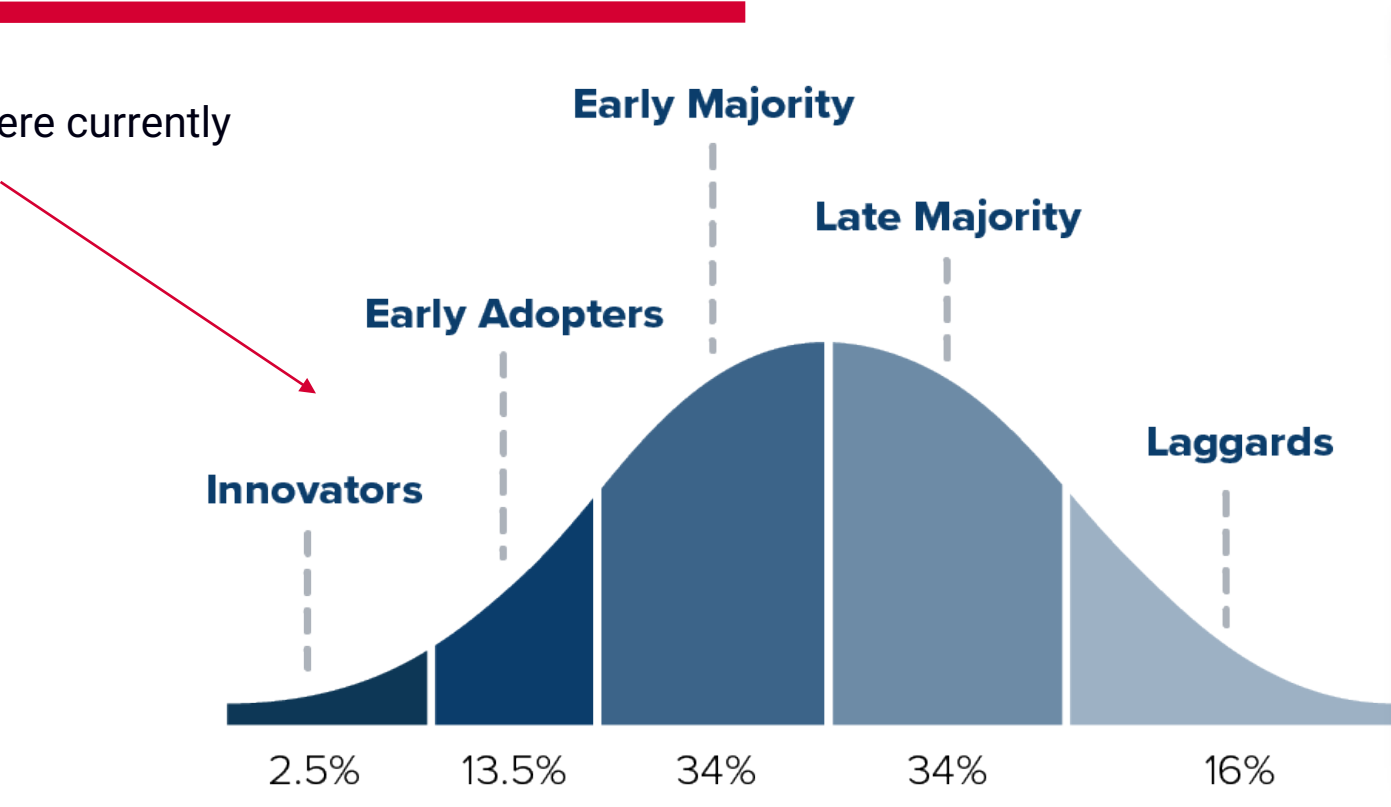
1. Australian and New Zealand Wine Industry Directory, New Zealand Winegrowers Annual Report, OIV Statistical Report on World Vitiviniculture, UBI Winemaker Interviews



Wine Testing (Sentia)

New technology adoption curve

Sentia is here currently



Country	Devices Sold
USA	1,021
Australia	477
Canada	97
France	93
Germany	82
Spain	63
Switzerland	57
Italy	39
New Zealand	36
South Africa	34
Chile	32
Israel	29
Austria	22
Greece	18
Portugal	16
Croatia	14
Other Countries	38
Total	2,168

INNOVATION ADOPTION LIFECYCLE

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Wine Testing (Sentia)

Market and potential



TAM & Historical

Region	Number of Wineries
ANZ	2,300
Europe	45,500
North America	10,700
South America	4,000
Rest of World	500
Total	63,000

2023 2024

Market Share	2023	2024
ANZ	20%	22%
Europe	1%	1%
North America	7%	10%
South America	1%	1%
Rest of World	6%	7%
Total	3%	3%

Cumulative Devices	2023	2024
ANZ	469	500
Europe	309	433
North America	784	1032
South America	30	31
Rest of World	32	34
Total	1624	2030

Tests Strips Per Device	2023	2024
Total	184	185

Device Revenue (000's)	2023	2024
Total	\$ 1,360	\$ 931

Test Strip Revenue (000's)	2023	2024
Total	\$ 1,169	\$ 1,479

Sales Potential

Installed Base Devices	Market Share	Strips per Device p.a.	Strips Sold	Devices Sold	Strip Rev (A\$ 000's)	Device Rev (\$A 000's)	Total Rev (A\$ 000's)
2,500	3.97%	600	1,500,000	2,500	5,550	5,000	10,550
5,000	7.94%	600	3,000,000	2,500	11,100	5,000	16,100
7,500	11.90%	600	4,500,000	2,500	16,650	5,000	21,650
10,000	15.87%	600	6,000,000	2,500	22,200	5,000	27,200

Sensitivity Analysis

Installed Base Devices	Strips per Device p.a.	Total Rev (A\$ 000's)
10,000	400	19,800
10,000	500	23,500
10,000	600	27,200
10,000	700	30,900
10,000	800	34,600
10,000	900	38,300
10,000	1000	42,000

UBI near term Target

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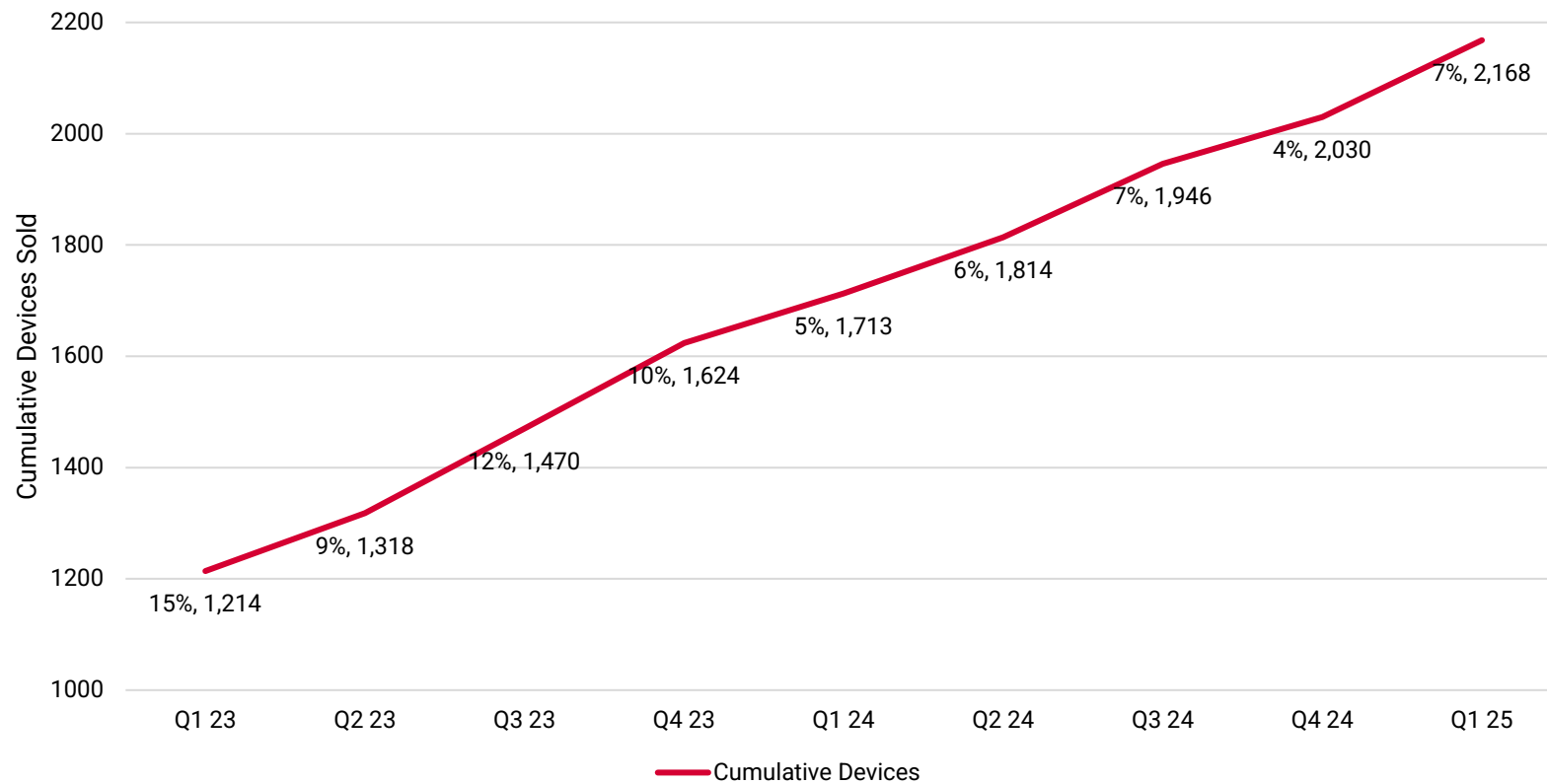
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Wine Testing (Sentia)

Sales Volume Growth



Sentia Cumulative Devices



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Wine Testing (Sentia)

Capture the early and late majority - More wineries, greater strip usage

Issues FY24:

1. False start with failed product launch. Remediation completed Q2 FY24.
2. New sales team Q3. Consistent CVP. Customer engagement and marketing.

Opportunities FY25:

1. Accelerate the rate of device adoption across all markets.
2. Increase the speed to “mature usage” to drive higher strip sales.

Focus :

1. Key industry events across USA and Europe. Wine shows
2. Digital marketing and SEO to increase device placement. Education, videos, seminars to build community.
3. Engage with KOL's, testimonials. High values users (1000 strips p.a.).
4. Targeted campaigns to aged customer cohorts to accelerate time to maturity and usage rate.
5. Pricing strategy pilots.

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Blood Testing (Xprecia)



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Blood Testing (Xprecia)

Background

Xprecia monitors a blood thinning drug “Warfarin” (Coumadin) by measuring PT/INR. Warfarin is commonly prescribed to patients who have atrial fibrillation (AF), Deep Vein Thrombosis (DVT), a Pulmonary Embolism (PE) or have a mechanical heart valve.

Once settled on Warfarin patients usually **test their PT/INR once a month** however if their dose requires changing then PT/INR testing becomes more frequent.

Xprecia products are **sold in 42 countries** and are used in hospitals, clinics, doctor’s offices and at home to monitor patient’s PT/INR from a fingerstick of blood within 1 minute.

Xprecia’s total addressable market is \$231m p.a. and over 66m tests¹.

In 2024, Universal Biosensors’ second-generation PT/INR product, Xprecia Prime, was **approved by the FDA** for use in the USA.



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Source:

1. Greystone Research Report, Global Data Research Report, Lincare, Siemens, Aquilant, Medicare.

Blood Testing (Xprecia)

Market and potential



TAM & Historical

Region	Devices
ANZ	8,000
Europe	187,500
USA	35,000
Asia	25,000
Rest of World	25,000
Total	280,500

2023 2024

Market Share

ANZ	7%	7%
Europe	2%	2%
USA	0%	0%
Asia	3%	3%
Rest of World	0%	1%
Total	2%	2%

Cumulative Devices

ANZ	550	551
Europe	3719	3917
USA	0	11
Asia	712	866
Rest of World	91	151
Total	5072	5496

Tests Strips Per Device

Total	158	182
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Device Revenue (000's)

Total	\$ 425	\$ 181
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Test Strip Revenue (000's)

Total	\$ 2,183	\$ 2,869
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Sales Potential

Installed Base Devices	Market Share	Strips per Device p.a.	Strips Sold	Devices Sold	Strip Rev (A\$ 000's)	Device Rev (\$A 000's)	Total Rev (A\$ 000's)
7,500	2.67%	350	2,625,000	2,500	6,563	1,375	7,938
10,000	3.57%	350	3,500,000	2,500	8,750	1,375	10,125
12,500	4.46%	350	4,375,000	2,500	10,938	1,375	12,313
15,000	5.35%	350	5,250,000	2,500	13,125	1,375	14,500

Sensitivity Analysis

Installed Base Devices	Strips per Device p.a.	Total Rev (A\$ 000's)
15,000	250	10,750
15,000	300	12,625
15,000	350	14,500
15,000	400	16,375
15,000	450	18,250
15,000	500	20,125
15,000	550	22,000

UBI near term Target

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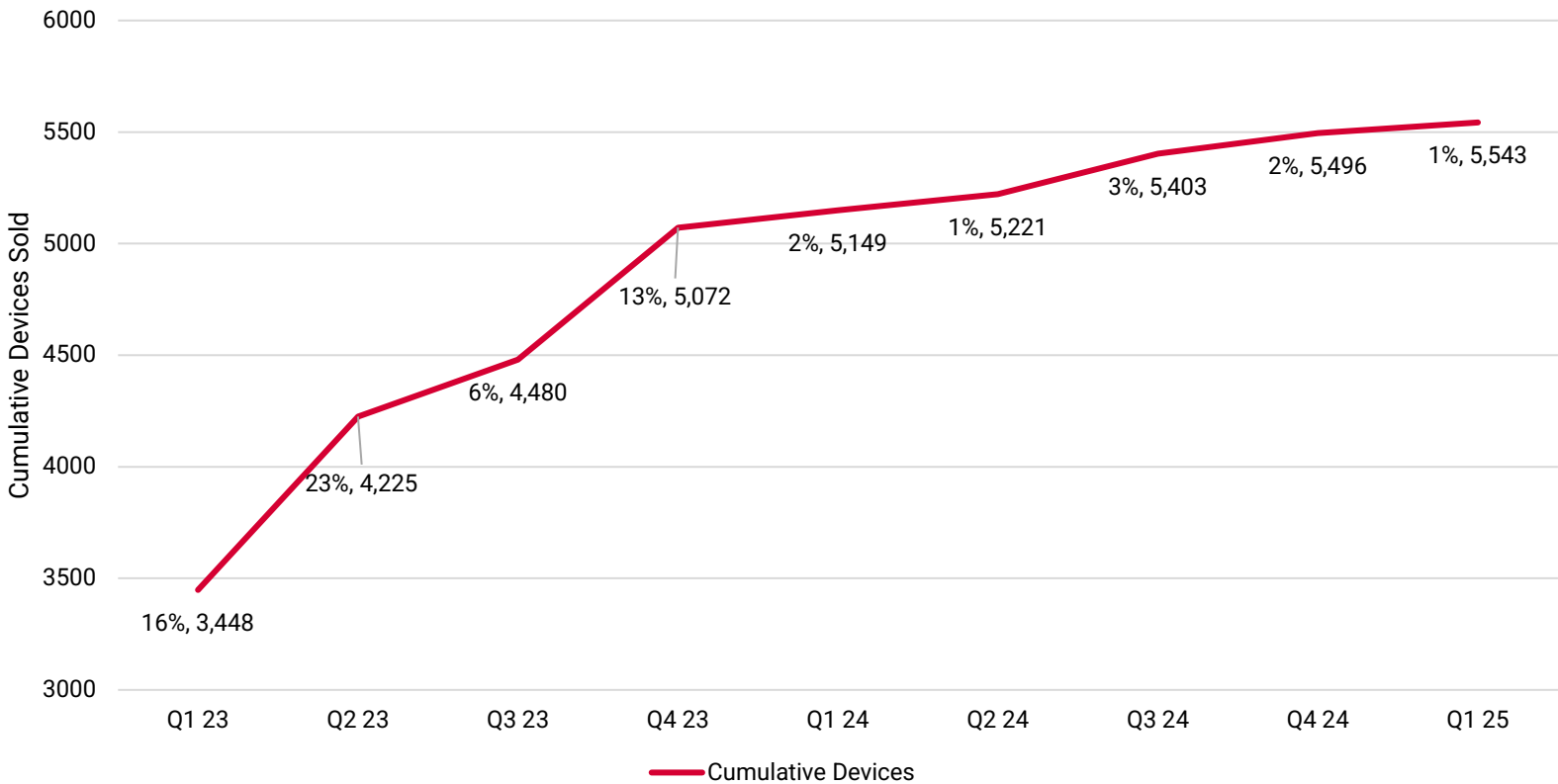
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Blood Testing (Xprecia)

Sales Volume Growth



Xprecia Cumulative Devices



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Blood Testing (Xprecia)

Market share capture, genuine alternative to Roche

Issues FY24

1. Lack of middleware for connectivity to patient databases.
2. **Delayed FDA approval.**
3. New sales team appointed Q3 FY24
4. Failed distribution strategy targeting large distributors.

Opportunities FY25:

1. **Strong challenger and genuine #2 in a market dominated by Roche.**
2. Best device in the market.

Focus FY25:

1. Implement Middleware, Telcor.
2. Focused on winning new tender business EU (superior device and better value, genuine alternative).
3. Partnering and training new distribution partners NDC, Henry Schein (USA).

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Other Product Lines (Pettrackr & HRL)



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Veterinary Testing (Petrackr)

Sell down large inventory holdings

Universal Biosensors' handheld veterinary blood testing product (Petrackr) is used to monitor diabetes in cats and dogs. Diabetes in dogs and cats presents similarly to humans and is treated in a similar manner with insulin doses and monitoring with blood glucose test strips.

Petrackr has been specifically calibrated for cats and dogs and is the newest and most technologically advanced product in market and was launched in 2023.

Issues FY24

1. Failed distribution strategy via Vet clinics.
2. Competitive market.

Opportunities FY25

1. Direct to consumer: New CVP.
2. Amazon deal executed.
3. Chewy deal executed.



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Laboratory Testing (HRL)

Strategic asset – Target break even

Universal Biosensors owns a blood testing laboratory in Hamilton, Canada called Hemostasis Reference Laboratory (HRL).

HRL is a significant strategic asset given its unique service offering. HRL is needed for calibrating Universal Biosensors' blood testing strip lots (Xprecia products) in accordance with global regulatory guidelines for point of care PT/INR products.

To complement this internal requirement for HRL's services HRL provides a variety of external blood-based testing services which generate additional revenue for UBI.

Issues FY24

1. No growth in external testing services due to lack of business development focus.

Opportunities FY25

1. Re-engagement of prior customers to facilitate new business for their upcoming clinical trials.
2. Closer engagement with current customers to facilitate new business.
3. 59 new targets identified with the aim to secure new business

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Product Development - Water



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Water Testing (AQUASCOUT)

Background

AQUASCOUT™ is a handheld water testing platform which can detect and monitor heavy metals (initially Lead and Copper) in water samples in the field. **Due for launch by Q4 2025.**

Heavy metals are a **dangerous contaminant** which can be found in drinking water, wastewater, industrial waste and mining waste. They can have serious health effects and damage ecosystems which makes their levels in these water **samples highly regulated and monitoring essential** for water utilities, governments and companies.

AQUASCOUT's advantages over traditional laboratory testing include:

- 🕒 Immediate Results
- 💰 Low Cost
- 📱 Portable in Field Tests
- 📲 Control of Your Testing
- 📋 Easy to Use Workflow
- 🎯 Comparable Accuracy
- 📶 Results Transferred Wirelessly & Visualised

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Water Testing (AQUASCOUT)

Market and potential



The potential market opportunities for AQUASCOUT include:

- **Utilities (drinking water/water treatment/recycling) water quality compliance testing,**
- **Consumers accessing the technology to test the quality of their water at home,**
- **Mining and industrial waste monitoring.**

Market	Market Size (AUD m)	Number of Tests (m)
Utilities (drinking water) - Lead/Copper inventory	\$1,839	116
Mining waste	\$692	43
Utilities and Industrial (wastewater)	\$123	8
Utilities (drinking water) – Compliance Testing	\$16	1
Utilities (water treatment/recycling)	\$10	1
Total	\$2,680	169

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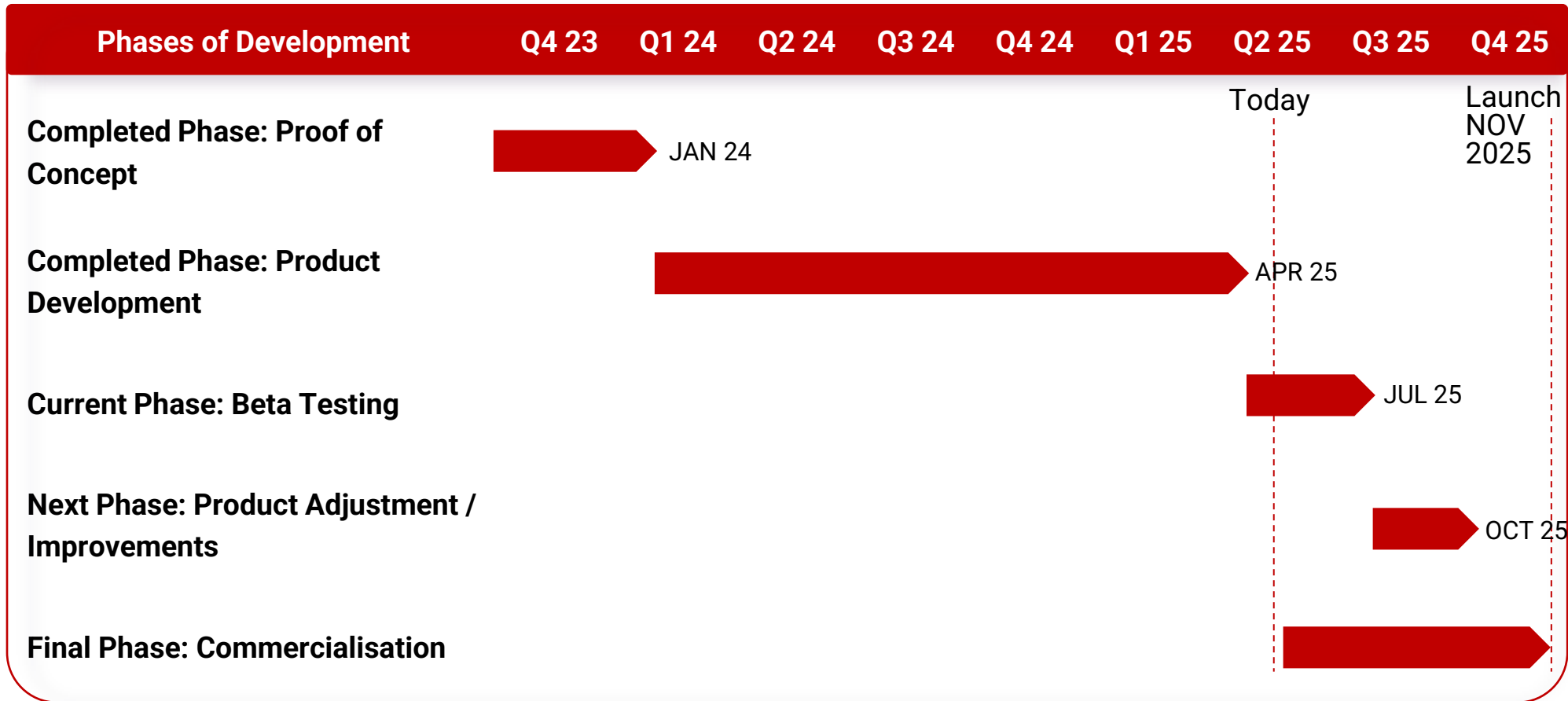
1. US EPA

2. <https://www.brookings.edu/articles/what-would-it-cost-to-replace-all-the-nations-lead-water-pipes/>

Note: (m) = million

Water Testing (AQUASCOUT)

Progress



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Universal Biosensors

Key Takeouts

1. **Capability established** - World leading technology that has been heavily invested in for over a decade.
2. **Issues confronted in 2024** – Resolved.
3. **No further investment required** – for the current product range.
4. **Products validated & markets established**– Sentia and Xprecia are being sold in 30+ countries.
5. **Water ready to launch** – Product developed, currently beta testing.
6. **Sales and Marketing** – Acceleration required to capitalise on the large investment to date.
7. **Scalable** - Operational capability established and immensely scalable.
8. **Resources** – Talented team in place (14 of 22 sales & marketing team recently appointed).
9. **Further opportunities** – Leverage the technology in new markets.
10. **Cashflow breakeven and Profitability is within reach.**

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