

Over 26 million **optomap**® exams have been performed worldwide, helping us to secure our leading position in retinal diagnostics

## Key Statistics

(figures in \$US)

### H1-10 Highlights

Revenue from PPP contracts	\$45.4m
Total Revenue	\$47.3m
Gross profit	\$31.2m
Operating profit	\$4.3m
Profit after tax	\$1.5m
EPS diluted (cents)	2.1c
Cash flow from operating activities	\$21.6m
Net debt	(\$32.7m)
<i>(cash less lease finance liabilities)</i>	

➤ \$170m future revenues secured under contracts

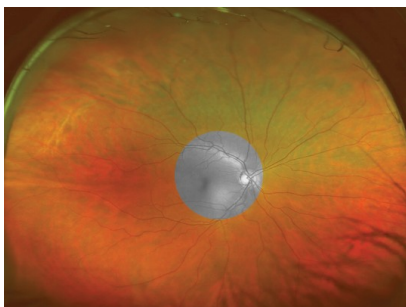
## Company Overview

Optos plc is an innovative retinal imaging company with a vision to be recognised as the leading provider of retinal diagnostics.

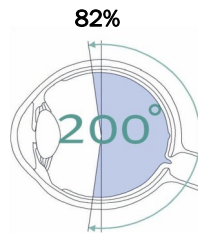
The retina provides a unique view of the health of a patient enabling both eye and systemic diseases to be diagnosed. An **optomap** exam can lead to early detection of common diseases such as glaucoma, diabetes and macular degeneration.

The **optomap** exam is the only eye exam that provides an ultra-widefield 82% view of the retina and does so in just 0.25 seconds.

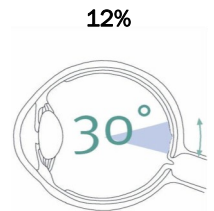
The **optomap** image is displayed immediately enabling eye doctors to promptly diagnose problems and its digital format allows the eye specialist to send the image anywhere in the world for expert review if necessary. This is why more than 12,000 people per day choose to have an **optomap**.



With the **optomap** exam, the majority of the retina is visible in one single image



With a conventional exam only a small part of the retina can be seen at one time



The **optomap** exam captures nearly the whole of the retina in one step compared to the small view seen by conventional equipment

## Business Models

- Devices are usually installed on 3-year pay-per-patient rental agreements
- Customers typically pay a minimum monthly payment plus a variable per **optomap** fee over the minimum but can elect for a fixed monthly rental payment
- Rental customers are entitled to service, maintenance, patient support, and software and hardware upgrades
- Alternatively, customers buy the device outright and enter into service agreements covering maintenance, parts and some upgrades

## Quick Facts

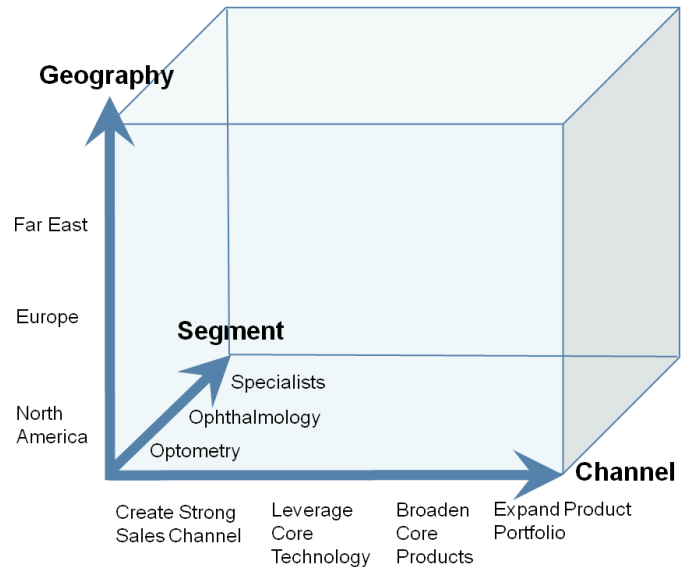
- Operations in UK (Dunfermline), US (Boston) and Germany
- Over 26m **optomap** exams performed to date
- Devices are used primarily in "wellness" market to screen and verify eye health and monitor eye and non-eye diseases
- 85% of Optos' business is in the USA, but we are growing quickly in Europe
- 95% of Optos' revenue is from the core optometry sector
- Optos has 20% market penetration in 'target sectors' in existing markets - providing significant growth potential



## Strategy and Vision

To expand our channel, segments and geographic markets to secure our leading position in Retinal Diagnostics

<b>Drive Technology Adoption</b>	<b>Create a lean customer focused organisation</b>
By creating and increasing demand from insurance providers, patients and eye-care professionals, making the <b>optomap</b> the "gold standard" retinal diagnostic exam	Providing our customers with reliable, leading-edge technology and support is central to our strategy
<b>Deliver value to practitioners and their customers</b>	<b>Exploit opportunities for future growth</b>
By offering flexible business models, both outright capital sales or a rental option that allows access to a constantly upgraded suite of diagnostic tools, software and devices without major capital expenditure	By understanding and developing new geographic markets and adjunct technologies to enhance our offering to both optometrists and ophthalmologists



## Share Information

Ticker symbol: **OPTS**

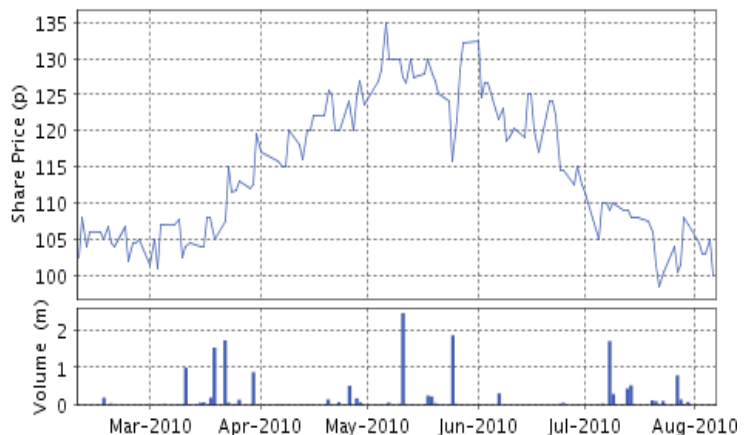
Issued share capital: **70,433,975 (as at 1 August 2010)**

Top shareholding (as at 1 July 2010)

Amadeus Funds (inc Anne Glover)	19%
Patrick Paul (inc Chester Investments)	7.26%
Douglas Anderson (inc Crombie Anderson)	3.93%

## Analyst coverage

Goldman Sachs	Veronika Dubajova
Piper Jaffray	Julie Simmonds
Nomura Code	Gary Waanders
Brewin Dolphin	Chris Glasper
Edison	John Savin
Panmure Gordon	Damian McNeela
Singer CM	Elizabeth Klein



Optos plc is followed by these analysts. Any opinions, estimates or forecasts regarding Optos plc and its performance made by these analysts is theirs alone and do not necessarily represent opinions, forecasts or predictions of Optos plc or its management. The company does not endorse the views and conclusions of these firms or the reports issued by their analysts.

## The Optos Team

Roy Davis	Chief Executive Officer
Christine Soden	Chief Financial Officer
Mike Geraghty	Executive VP Global Sales
Tom Daniells	VP Global Corporate Accounts & Business Development
Howard Broadbridge	VP Strategic Marketing
Tom Motta	VP Global Operations
Alex Warnock	VP Global R&D
Robert Tweedlie	VP Global Quality Assurance & Regulatory Affairs
Douglas Anderson	Founder & VP Global Advocacy

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