

Over 27 million **optomap**® exams have been performed worldwide, helping us to secure our leading position in retinal diagnostics

Key Statistics (figures in \$US)

FY-10 Highlights

Total revenue	106.3m
Operating profit	17.5m
Gross profit	12.7m
Profit after tax	14.0m
EPS diluted (cents)	19.9c
Cash flow from operating activities	46.4m
Net debt	(\$21.1m)

(cash less lease finance liabilities)

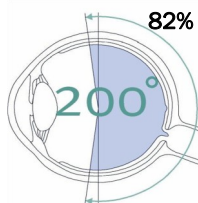
Company Overview

Optos plc is an innovative retinal imaging company. Our vision is to be recognised as a leading provider of devices and solutions to ophthalmic professionals for improved patient care.

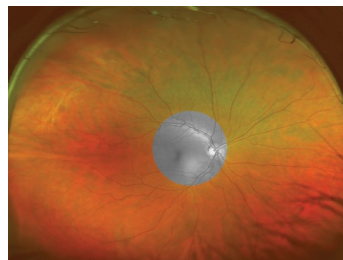
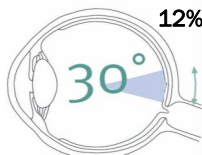
Optos' core devices produce ultra-widefield, high resolution digital images (**optomaps**) of approximately 82% of the retina, something no other device is capable of doing in any one image. The images provide optometrists and ophthalmologists with enhanced clinical information which facilitates the early detection, management and treatment of disorders and diseases evidenced in the retina such as retinal detachments and tears, glaucoma, diabetic retinopathy and age-related macular degeneration.

Optos has a range of medical devices that support different customer segments and patient levels. Optos' product range has recently been expanded to include the AccuPen, PachPen and B-Scan handheld devices for glaucoma and tumour management. The acquisition of Opto Global will, upon completion, add additional devices for both optometrist and ophthalmologist practices, expanding the geographic reach outside our core North American & European markets.

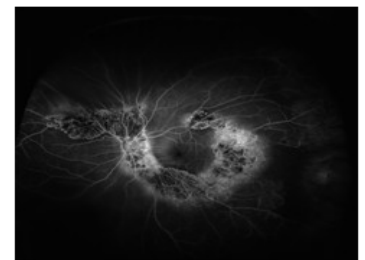
With the **optomap** exam, the majority of the retina is visible in one single image



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.



An **optomap** af image demonstrates our new auto-fluorescence capability

Business Models

- A new range of flexible business models introduced to meet varying customer and market demands
- 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

- Founded in 1992, IPO on LSE Main Market 2006. Operations in North America and Europe
- Over 27m **optomap** exams performed to date
- Initially, devices used primarily in "wellness screening" to verify eye health. Newer devices with increased functionality used in treatment regimes
- 85% of Optos' business is in the USA. We are growing quickly in Europe and expanding into new markets through new distribution channels
- 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

Products and Customers

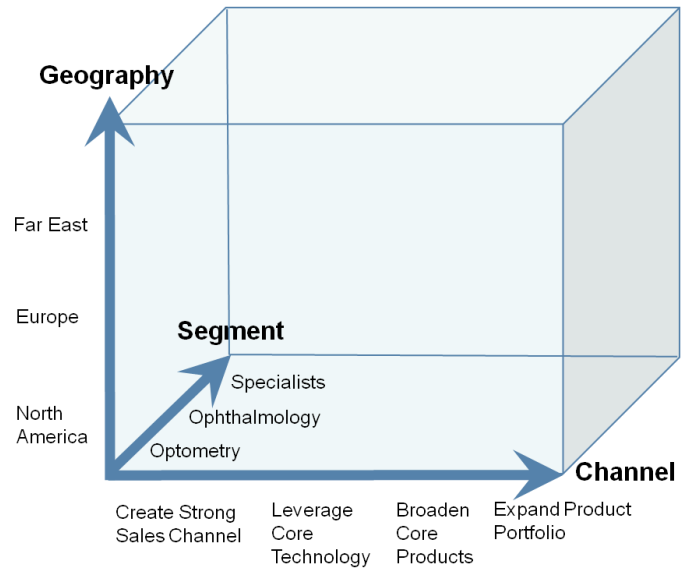
- Over 4,000 eye professionals are using the **optomap** technology
- Ongoing R&D programmes provide significant enhancements to current products, and support our product pipeline focusing on ophthalmology
- Our P200 device is used as a diagnostic exam, principally by optometrists
- Our 200Dx device builds on the core P200, offering significant improvement in image technology and patient comfort and conformance
- Our P200C device with enhanced resolution is used by certain optometrists and ophthalmologists in disease management
- Our P200MA device offers ophthalmologists higher performance and functionality (such as fluorescence angiography) within disease treatment regimes
- The 200Tx upgrade, on sale in early 2012, will offer ophthalmologists and specialists improved performance and functionality, including ultra-widefield auto-fluorescence
- Significant advances continue to be made in our development programmes, with the imminent launch of software and hardware upgrades, and desk-top device
- Launch of new products through new distribution networks will support eye professionals in optometry and ophthalmology. We are distributing 3 handheld devices from Accutome Inc: the AccuPen, PachPen and B-Scan ultrasound devices



Strategy and Vision

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

Drive Technology Adoption supported by clinical results	Create a lean customer focused organisation
By creating and increasing demand from insurance providers, patients and eye-care professionals, proving the optomap a "gold standard" retinal diagnostic exam through robust clinical evidence	By providing our customers with reliable, leading-edge technology and support, reinforced by a global structure that optimises systems and processes
Deliver value to practitioners and their customers	Exploit opportunities for future growth
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

Symbol: OPTS

Issued share capital: 70,557,475 (as at 1 Dec 2010)

Top shareholding (as at 1 Nov 2010)

Amadeus Funds	18.79%
Aberforth Partners	7.35%
Patrick R D Paul	6.71%

Analyst coverage

Goldman Sachs	Veronika Dubajova
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	VP Global Advocacy

Contacts

Optos plc
 Queensferry House, Carnegie Business Campus
 Enterprise Way
 Dunfermline
 Scotland KY11 8GR
 United Kingdom

Switchboard: + 44 (0) 1383 843 300
 Email: ir@optos.com
 Visit www.optos.com for our worldwide locations.