

In here is **a better way.**



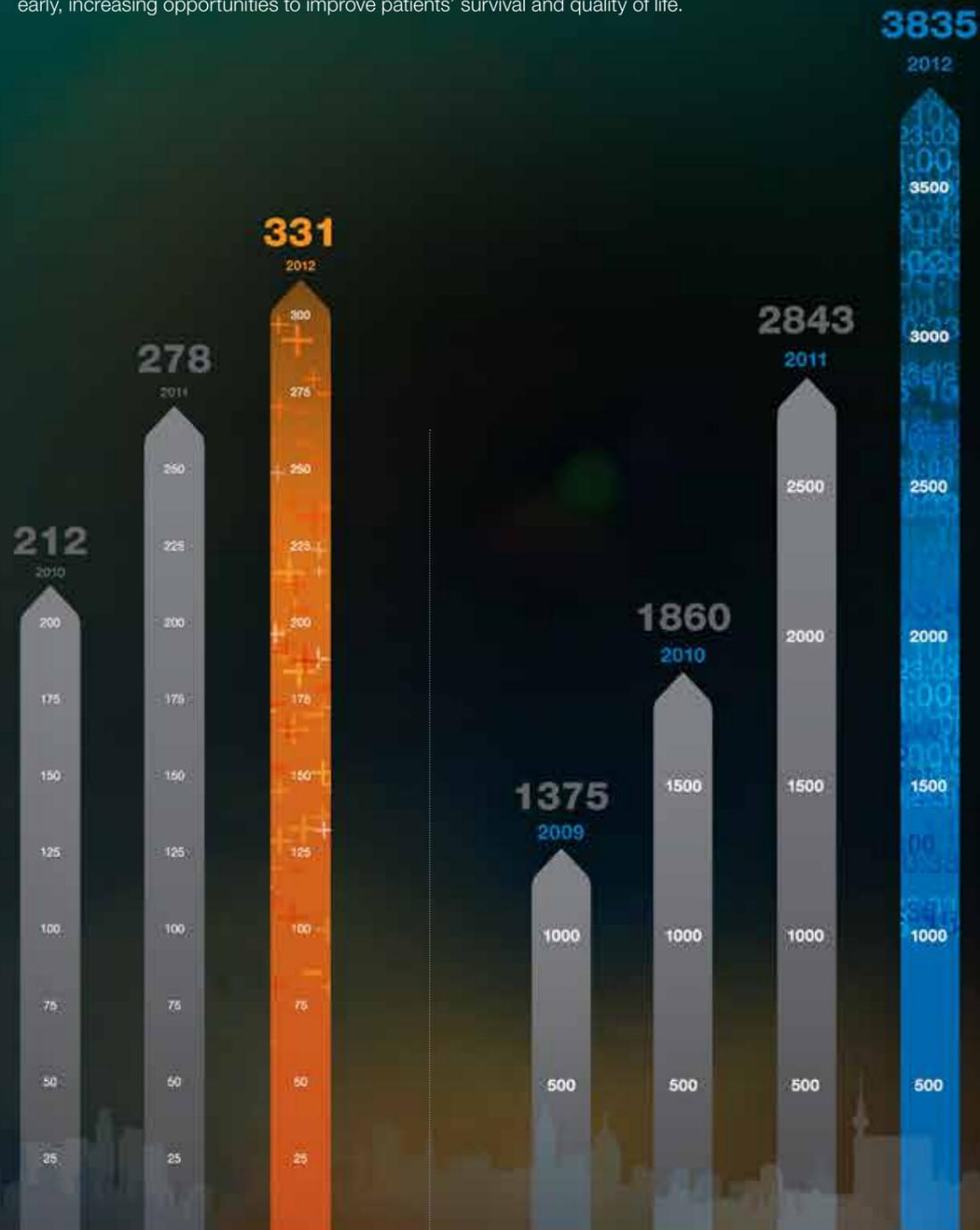
CORPORATE OVERVIEW

 **Cepheid®**  
A better way.



## OUR MISSION

To enable molecular diagnostic testing of any patient specimen on a centralized or disseminated basis, thereby enabling medical providers to identify and treat diseases early, increasing opportunities to improve patients' survival and quality of life.



In here is **advantage.**



**NASDAQ: CPHD**

IPO: June, 2000

FDA cleared Xpert® tests: 12

CE-IVD Xpert tests: 14

**CEPHEIDINTERNATIONAL.COM**

Global Marketing Reach: +90 Countries

Worldwide employees: ~1,200

GeneXpert® Systems placed: 3,835 worldwide



## THE BUILDING BLOCK FOR TRANSFORMATION

*A single platform, generations ahead*

Over a decade ago we set the standard for innovation in automated molecular diagnostics with our first platform, the SmartCycler® System. The technology developed for SmartCycler paved the way for the GeneXpert® System, the industry's most advanced molecular platform. Today, it remains the only system capable of delivering any test, at any time, from any sample anywhere.

### ➤ 2002: The Foundation of Change

Following the events of September 11, 2001, Cepheid's next generation technology was thrust into the spotlight. The search for a solution to ensure the safety of the nation's mail system was underway, and the U.S. Government's rigorous testing demonstrated clearly that the GeneXpert System was more than equipped for the challenge. To date, over 11 million anthrax tests have been run without a single false positive.

### ➤ 2005: GeneXpert's Clinical Introduction

Cepheid launched the fully-automated GeneXpert System into the clinical market with the release of Xpert® GBS in 2005. Since then, thirteen other CE-IVD tests have been introduced — a rate of product release unrivalled in the industry.

### ➤ 2013: Consolidating the Molecular Workstation

The molecular testing market has historically been fragmented with nearly as many platforms as there are tests. Today, that's all changing. With over 3,000 systems installed worldwide, Cepheid's GeneXpert System has established itself as the platform of choice. From the single site system to the robotic, high-throughput Infinity System, the GeneXpert System means scalability, less training, fewer disposables to stock, a single maintenance schedule and a smaller footprint.



*I've been in the field for 35 years, and I'm not often impressed by new technology, but the GeneXpert System really floored me. If a device can save money in terms of use of supplies, patient health, and time in hospital, its value is immeasurable.*

*Gail Woosley, Manager, Lab Services  
Wooster Community Hospital*

GeneXpert Infinity Systems



GeneXpert I   GeneXpert II   GeneXpert IV



GeneXpert XVI



## THE ARCHITECTURE OF SIMPLICITY

### *A laboratory in a cartridge*

Complex technology made simple and easy to use, our GeneXpert® cartridge has become the symbol of the Molecular Revolution. Regardless of where tests are performed — whether in a reference lab, a retail pharmacy, a physician office lab, or even disseminated among multiple hospital departments — this cartridge can handle any patient sample type while delivering consistent, reproducible results.

#### > Universal Medical Utility

From infectious disease to oncology, the cartridge is equipped for any sample type. All of Cepheid's current and planned tests use the GeneXpert cartridge.

#### > Managing Your Test

Using advanced microfluidics, all aspects of the testing process are handled within the cartridge chambers — from sample preparation and DNA extraction, amplification and detection. Just add the patient sample and go.



*The most amazing aspect of the GeneXpert cartridge is found in its ability to mask some incredibly complex processes from the end user — all in a sealed, disposable container. It's the cornerstone of our technology and how we enable **the easiest, fastest, and most accurate molecular solution available today.***

**David H. Persing, M.D., Ph.D.**  
Executive Vice President  
Chief Medical & Technology Officer, Cepheid





## THE FOUNDATION FOR A BETTER WAY

*Integrated systems & biologics approach*

### > Development Expertise

Cepheid employs world-class test development experts to design, optimize, and produce tests that leverage our patented systems and chemistry.

### > Vertically Integrated Biologics

Cepheid is further differentiated with its best in class special chemistry operation, which uses innovative and proprietary methods to design and synthesize oligonucleotide primers, probes and dyes to produce industry-leading tests.

### > GeneXpert® System & Test Cartridges

We didn't stop at developing the most advanced molecular test systems in the world. We continue to extend the multiplexing capabilities of those systems while developing new low and high throughput systems — keeping us generations ahead of the competition.



*Instead of following others with a complex system and simple disposable, we turned the status quo on its head. We pulled the complexity out of the system and put it into a sealed, disposable test cartridge.*

*This innovative approach is revolutionizing the introduction and use of molecular diagnostics worldwide.*

John L. Bishop  
Chief Executive Officer, Cepheid



Cepheid's fully integrated systems and biologics approach enables us to shorten development times and deliver on an aggressive pipeline of medically relevant diagnostic tests while maintaining the highest levels of quality within the industry.

In here **is** a **more** powerful laboratory.



# REDEFINING THE BOUNDARIES OF TIME

*A minute-by-minute impact on lives*

Time to result is crucial. The answers that doctors and patients need are not always available in time to make a difference. The GeneXpert® System has the ability to provide rapid and accurate results earlier when medical value is at its peak, enabling clinical decisions that can positively impact patient outcomes. Our systems work around the clock to improve life.

## > Medical Value: Patient Impact

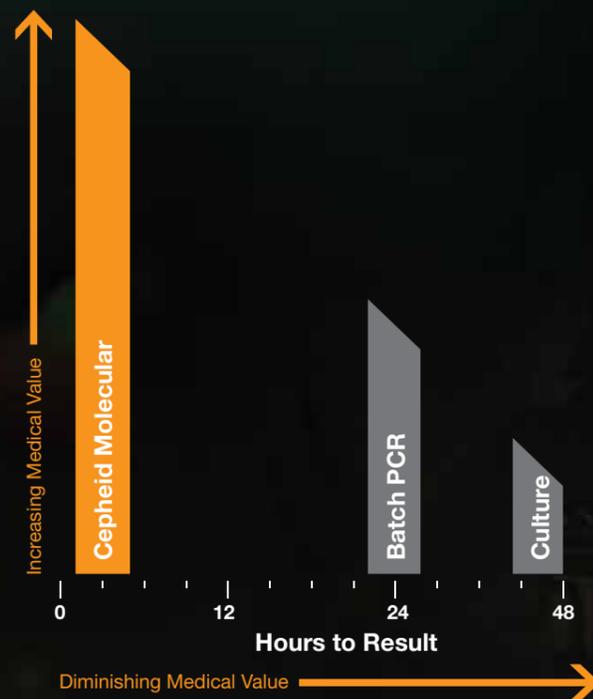
- Reduce misdiagnosis
- Eliminate patient cross-infection
- Reduce length of stay

## > Efficiency: Economic Impact

- Reduce unnecessary antibiotics
- Reduce isolation expenses
- Improve bed management

## > Reputation: Community Impact

- Lower infection rates
- Increased patient satisfaction
- Increased clinician satisfaction



In medicine, time is often the enemy. When results are delayed, as with culture or batch-based PCR testing, medical value diminishes.\*



*This is really a groundbreaking and revolutionary new test. The last new test we had for TB was in the 1940s, and smear microscopy more than 100 years ago, and this is really the first breakthrough we've seen in rapid diagnosis of TB. Faster diagnosis has two main benefits. It prevents premature deaths from the disease, because patients can be treated earlier, and it interrupts the chain of transmission of both tuberculosis and MDR-TB, or multi-drug-resistant tuberculosis. Where we could rapidly get TB and MDR-TB diagnosed and treated, it would have a significant impact on the global problem of TB.*

**Dr. Karin Weyer**  
WHO Stop TB Department

As quoted in CNN Health article, December 8, 2010

\* Medical value supported by the following studies:

1. Lance R. Peterson, M.D., Donna M. Hacek, M.T. (A.S.C.P.), Ari Robicsek, M.D., Case Study: An MRSA Intervention at Evanston Northwestern Healthcare, printed in *The Joint Commission Journal on Quality and Patient Safety* Volume 33 Number 12, December 2007
2. Lance R. Peterson, M.D. Rapid Diagnosis of Community-Acquired MRSA, printed in *Clinical Updates in Infectious Diseases*, Volume Issue 3, October 2008
3. Eli N. Perencevich, MD, MS et al., SHEA Guideline: Raising Standards While Watching the Bottom Line: Making a Business Case for Infection Control, printed in *Infection Control and Hospital Epidemiology*, Volume 28, Number 10, October 2007



## SPEED, ACCURACY, AND EASE OF USE\*

### *Pillars of the molecular revolution*

By combining accurate results, rapid answers, and technology that's easy to use, we offer institutions across the healthcare spectrum entry into a world of truly transformative diagnostic solutions. From small rural hospitals to the largest reference labs, the benefits of molecular diagnostics have at last become available to us all.

***Every day. Moment by moment. We are delivering a better way.***



*This new test represents a milestone for global TB diagnosis and care. It also represents new hope for the millions of people who are at the highest risk of TB and drug-resistant disease.*

**Dr. Mario Raviglione**  
*Director of WHO's Stop TB Department*

As quoted in WHO press release on December 8, 2010 (Geneva)

12  
Tests

Now Available

United States

- Xpert® MRSA
- Xpert® SA Nasal Complete
- Xpert® *C. difficile*
- Xpert® *C. difficile/Epi*
- Xpert® *vanA* for VRE
- Xpert® MRSA/SA SSTI
- Xpert® EV
- Xpert® Flu
- Xpert® CT/NG
- Xpert® GBS Lim Broth
- Xpert® GBS
- Xpert® FII & FV

14  
Tests

International

- Xpert® MRSA
- Xpert® SA Nasal Complete
- Xpert® MRSA/SA SSTI
- Xpert® MRSA/SA BC
- Xpert® *C. difficile*
- Xpert® *vanA/vanB*
- Xpert® Flu
- Xpert® EV
- Xpert® MTB/RIF
- Xpert® CT/NG
- Xpert® CT
- Xpert® GBS
- Xpert® BCR-ABL Monitor
- Xpert® FII & FV

14  
Tests

2013

- MRSA/SA Blood Culture
- MTB/RIF

19  
Tests

- Norovirus
- Carba-R
- Trichomonas
- HPV
- BCR-ABL Ultra
- Also: Flu Next Gen*

25  
Tests

2014–15

- CW Flu
- Trichomonas
- Norovirus
- MDRO
- Monitor Bladder
- DX Bladder
- BCR-ABL v2
- CW Trich
- HIV
- HCV
- HBV

26  
Tests

- Bladder Cancer
- HSV 1&2
- Gastro Panel
- Monitor Colon
- HIV
- HCV
- HBV
- Also: MRSA Next Gen*

37  
Tests

2016–17

- Molecular PAP
- Respiratory Panel
- Gastro Panel
- Group A Strep
- Meningitis
- Monitor Colon
- Breast Metastasis
- CW Group A Strep
- CW CT/NG
- HSV 1&2
- HPV
- VAP

33  
Tests

- Molecular PAP
- Respiratory Panel
- Group A Strep
- Breast Metastasis
- Breast Stratification
- VAP
- Meningitis

\* The product information is intended to outline our general product direction and it should not be relied upon in making a purchasing decision as the development, release, and timing of any of our products remains at our discretion and is also subject to regulatory approvals. Product availability based on timing of FDA submission and approval in US.



## Global Operations

### Bothell, WA

- Special Chemistry Operations
  - R&D
  - Manufacturing

### Chicago, IL

- Clinical Affairs

### Toulouse, France

- European Sales & Mktg.
- Micro RNA R&D

### Sunnyvale, CA

- Corporate Offices
- R&D
  - Systems
  - Tests
- Manufacturing
  - Systems
  - Tests

### Washington, DC

- Government Affairs

### Stockholm, Sweden

- R&D
  - Tests
- Manufacturing
  - Tests

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