





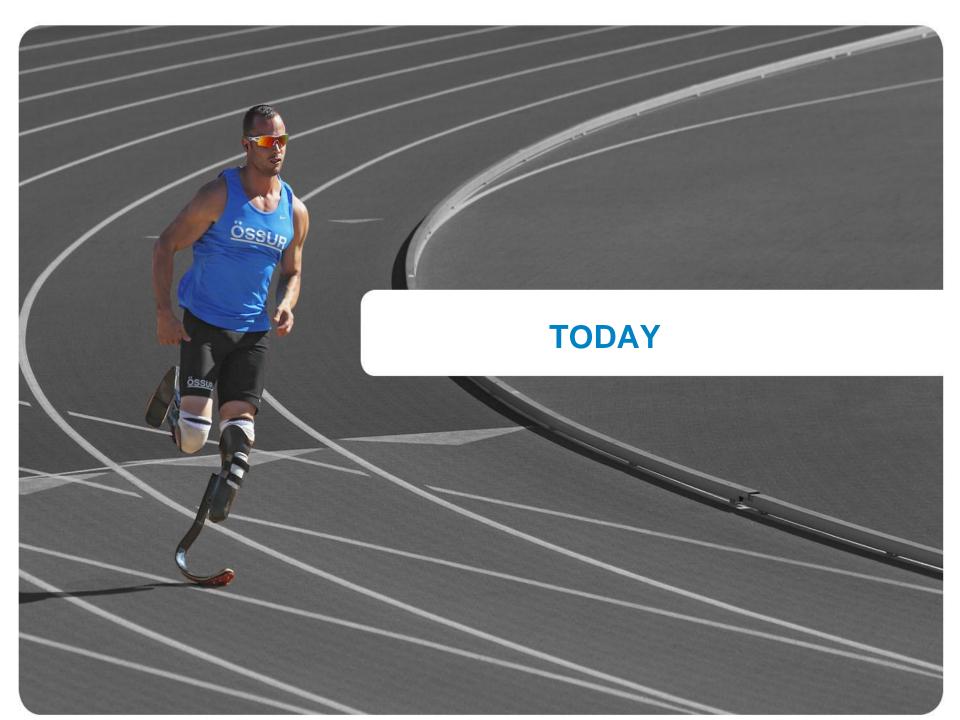
AGENDA











ÖSSUR'S STRATEGIC FOCUS AREAS



Life Without Limitations*

EFFICIENCY

GROWTH

INNOVATION



Oscar Pistorious, the Blade Runner





ÖSSUR TODAY



EFFICIENCY

- Global leader in non-invasive orthopaedics
- Second largest player in the world in prosthetics & bracing and supports

GROWTH

- Positive industry growth drivers
- Favorable market position
- Good margins and strong cash flow

INNOVATION

- Growing through innovation
- Technical leader in the market

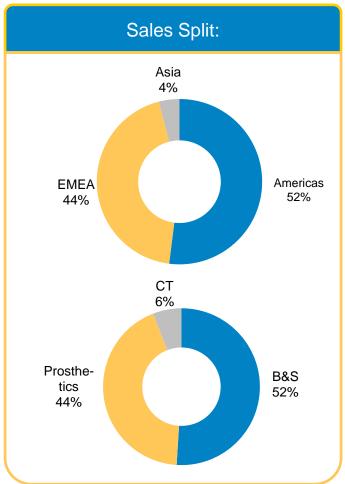




ÖSSUR – WE ARE A GLOBAL OPERATION









BRACING AND SUPPORTS – FRAGMENTED MARKET



BRACING AND SUPPORTS MARKET

Products for therapeutic and preventive purposes:

Market size: USD 2,700 m

Market growth: 3-5%

Market share ~7%

Fragmented market

UPPER EXTREMITY SOFT GOODS & SUPPORTS













BRACING AND SUPPORTS PLATFORM



Life Without Limitations



Unload for pain relief and increased mobility









Post-up brace



Rebound® Air Walker

Increase mobility while allowing tissue to heal with functional bracing



Partner to Olympian Oscar Pistorius, the 'Blade Runner'

PROSTHETICS – TECHNICAL LEADER



PROSTHETIC MARKET

Replacement of missing limbs

- Market size: USD 850 m
- Market growth: 3%
- ~ 21% market share
- Consolidated market











PROSTHETICS - VALUE THROUGH INNOVATION



Life Without Limitations

Wood & steel

Mechanical

Current and Future Platforms









HIGHLIGHTS 2012



MARKET ENVIRONMENT



- Positive outlook for EMEA and Asia
- Impact from RAC audits expected to continue in Americas

STRONG PRODUCT PIPELINE



- Comprehensive bionic platform
- Low activity solutions
- Strong bracing and supports pipeline

CONSOLIDATING MANUFACTURING LOCATIONS



 In-souring to our facility in Mexico is according to plan and will result in icreased manufacturing efficiency







EXTERNAL ENVIRONMENT



EXTERNAL ENVIRONMENT

Austerity measures



- Changes in healthcare delivery
- Temporary market shift from high (K3) to lower level active prosthetics products (K2) in the US

Demography



Aging and more active population

Technical development



Continuous technology change and development





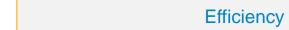
OUR FOCUS AREAS



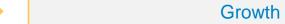
EXTERNAL ENVIRONMENT

ÖSSUR'S STRATEGIC FOCUS AREAS

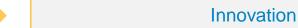
Austerity measures



Demography



Technical development







OUR STRATEGY



ÖSSUR'S STRATEGIC FOCUS AREAS

ÖSSUR'S STRATEGY

Efficiency

Strive to increase efficiency by:

- operational excellence
- process improvement initiatives
- establishing closer partnership with our customers

Growth

•• Achieve growth by:

- effectively prove and communicate the outcomes of our products
- increase sales from emerging markets
- leverage on OA opportunities

Innovation

Increase value through innovation by:

- being at the forefront of indication-related innovation in functional healing, osteoarthritis & prosthetics
- improving our customers mobility





GOING FORWARD....





We generate value for individuals and healthcare systems







2/3 of the Paralympics amputee finalists 2012 ran on Össur feet



MESSAGE TO MARKET 2012 AGM



2012 Annual General Meeting

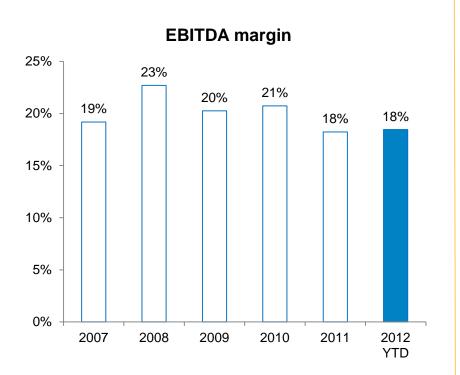
- Össur is a stable cash generating company
- Strong balance sheet with rapidly decreasing leverage
- If no material investment opportunities materialize funds will be distributed to shareholders





STRONG PROFITABILITY AND CASH FLOW





Free Cash Flow Yield* 16% Össur Nordic healthcare companies 14% 13% 12% 12% 10% 8% 6% 6% 6% 4% 5% 2% 0% 2007 2008 2009 2010 2011 2012

* **FCF Yield** is free cash flow (excluding acquisitions) divided by market capitalization

Source: Broker's Research

YTD





STRONG BALANCE SHEET



| USD millions | Q3 2012 | Q3 2011 |
|------------------------------|-----------|-----------|
| EBITDA | 18 19% | 20 20% |
| Cash generated by operations | 17 17% | 18 18% |
| Net debt/EBITDA | 1.3x | 1.6x |
| Equity Ratio | 66% | 63% |



Stable EBITDA margins and consistent cash conversion levels



Constant deleveraging

| USD millions | 30.9. 2012 | 31.12. 2011 |
|---------------------------|------------|-------------|
| Total assets | 599 | 580 |
| Net interest-bearing debt | 95 | 111 |
| Equity | 397 | 365 |



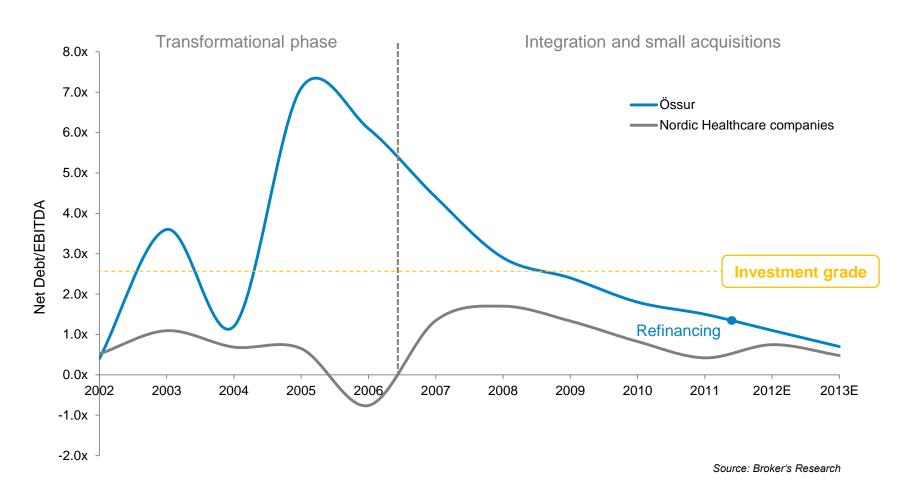
Low leverage and strong balance sheet





LEVERAGE – INVESTMENT GRADE









ACCESS TO FINANCING



External environment

Össur

Debt Market

- Bank lending in general has remained restricted since 2008
- "Relationship lending"

- Low leverage and open credit lines
- Strong banking partners:



Equity Market

- Equity markets volatile
- Difficult to foresee risk appetite of market

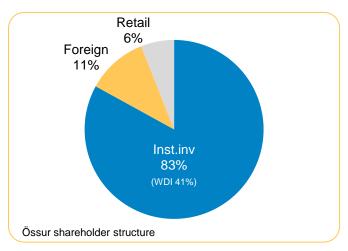
- Strong investor base
- Shareholder base broadened by CPH listing in 2009

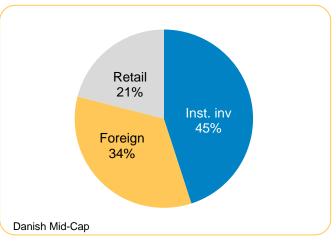




SHAREHOLDERS PORTFOLIO







- Dominated by institutional investors
- Aim to further diversify geographical distribution
- Increased focus on activities with private investors
- Continue to build up the brand and awareness

Increased focus on private investors

Potential dividend payments likely to attract new investors

Source: Össur hf. and VP Oct 2012

ÖSSUR

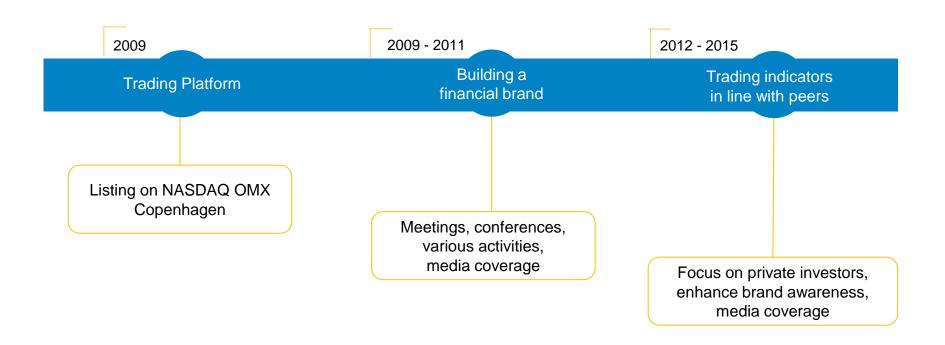




FINANCIAL BRANDING



Focus on activities to attract private investors to improve liquidity and trading performance





COMMITTED INVESTMENT CAPACITY IF DISTRIBUTION



Life Without Limitations*

| | No Distribution | 10 M | 20 M | 30 M | 50 M |
|-------------------------------|--------------------|---------|--------------|---------|---------|
| | | | | | |
| Equity Ratio | 66% | 63% | 61% | 58% | 53% |
| Net debt/EBITDA | 1.3x | 1.4x | 1.4x 1.5x 1. | | 1.9x |
| Committed Investment Capacity | USD 70m | USD 60m | USD 50m | USD 40m | USD 20m |

Note: Based on Q3 2012 figures





CLOSING REMARKS



KEY MESSAGE

- ** Strong profitability and cash flow provides solid foundation
- Rapidly decreasing leverage
- Strong balance sheet
- Commitment to raise awareness and trading performance
- Potential dividend policy discussed at 2013 AGM



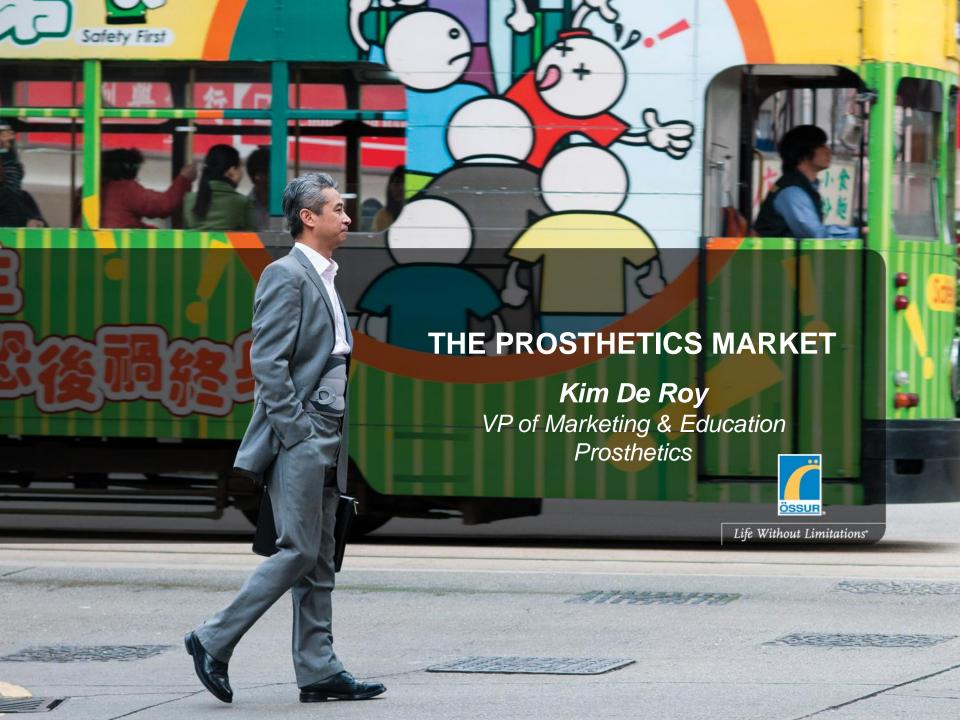




Life Without Limitations*

WE IMPROVE PEOPLE'S MOBILITY





MARKET FUNDAMENTALS



MARKET DYNAMICS

- Vascular diseases and diabetes
- Aging population
- Changed lifestyle
- Technological developments

CURRENT MARKET ENVIRONMENT

- Size: USD 850 million
- Market growth ~ 3%
- Market share ~ 19-21%
- Over 95% of sales reimbursed









DECISSION MAKING UNIT



Life Without Limitations

| | Prescriber | Care Provider | Payer | User |
|---------------------|----------------------------|--------------------------------|---|---------------------|
| MEMBERS | Rehab physician Surgeon | O&P (97%) Rehab Center (3%) | Insurance Public & Private (95%) Private Pay (5%) | Amputee |
| INFLUENCE TRENDS | ^ | \ | ^ | Variable |
| ÖSSUR COVERAGE | INCREASING FOCUS | STABLE GOOD COVERAGE | INCREASING FOCUS | INCREASING FOCUS |

Successfully commercialize innovation by effectively proving and communicating the functional, clinical and economic outcomes of products to the different members of the decision making unit.

MARKET OPPORTUNITIES & APPROACH



| | MARKET OPPORTUNITY | | | OSSUR | GO-TO-MARKET STRATEGY | | | |
|-----|---|------------------|----------|-------------|--|---|---|-----------------------------------|
| | PRODUCT SEGMENT | MARKET TRENDS | | OPPORTUNITY | PRODUCT STRATEGY | CUSTOMER FOCUS | MARKETING STRATEGY | OUTCOME |
| ھ | Low active Vascular / Diabetic Amputee | û | 1 | | | MEET THE REQUIREMENTS OF A LARGER CUSTOMER | MEDICAL MARKETING SUPPORTING REIMBURSEMENT | |
| O&P | Moderate to high active amputee | û | 1 | | PRODUCT LINE EXPANSION PRODUCT DEVELOPMENT TECHNLOGY UPGRADE | BASE: - CPO - PAYER - PRESCRIBER | REQUIREMENTS EXPAND CLINICAL PARTNERSHIP TO ENTIRE DECISSION MAKING UNIT | MARKET SHARE GROWTH PROFITABILITY |
| | Socket and Interface Solutions | 1 | î | | | | | |
| | Bionics Solutions | 1 | î | | | - USER | MAINTAIN PRICE LEADERSHIP BASED ON INNOVATION | |

PRODUCT LAUNCHES 2012



Eight new products and product upgrades introduced during the year.

Main focus on strengthening and broaden the product portfolio







AMERICAS – REIMBURSEMENT PRESSURE



CHARACTERISTICS / MARKET TRENDS

- Payer audit 个 (pre- & post payment)
- Accelerated consolidation in O&P Services
- Importance ↑ of the physician and payer in the decission making process
- Evidence based care

 ↑

OPPORTUNITIES

- Payer submission support
- Clinical partnership
- Mutli-disciplinary support to meet needs of the decission making unit (DMU)
- Clinical evidence & Medical Marketing





EMEA - HEALTHY MARKET



CHARACTERISTICS / MARKET TRENDS

- Importance ↑ of the physician and payer in the decission making process
- Regulated process for new product acceptance
- Direct entry of several high-end suppliers

OPPORTUNITIES

- Mutli-disciplinary support to meet needs of the decission making unit (DMU)
- Clinical evidence & Medical Marketing to support product reimbursement
- Accelerated acceptance of high-end solutions





ASIA – DIVERSE MARKET



CHARACTERISTICS / MARKET TRENDS

- Diverse markets
- Mature markets in Japan and Australia
- High need for education, in frastructure and awareness of market participants
- Very small high-end segment

OPPORTUNITIES

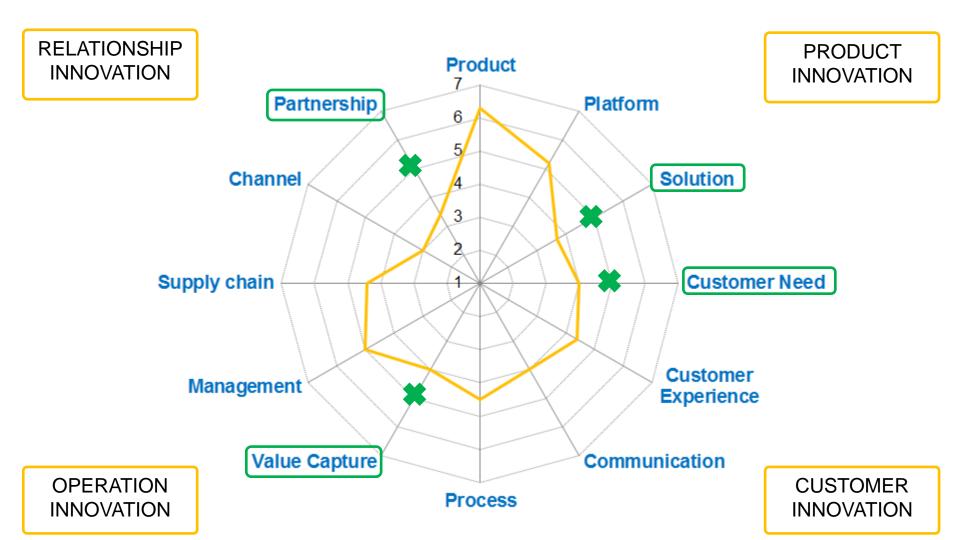
- Focus on China, Korea, SEA countries
- Grow from high-end to medium end market with the right product offering
- Brand building and education efforts essential for success





ÖSSUR VALUE PROPOSITION





GOING FORWARD.....



3 – 5 YEAR FOCUS

... ÖSSUR WILL GROW PROSTHETICS BY

- ** ADDRESSING THE CLINICAL REQUIREMENTS OF THE LOW ACTIVE AMPUTEE
- ** ANSWERING TO THE REQUIREMENTS OF THE DMU
 THROUGH MEDICAL MARKETING AND CLINICAL
 PARTNERSHIP
- PURSUING EXPANSION INTO EMERGING MARKETS



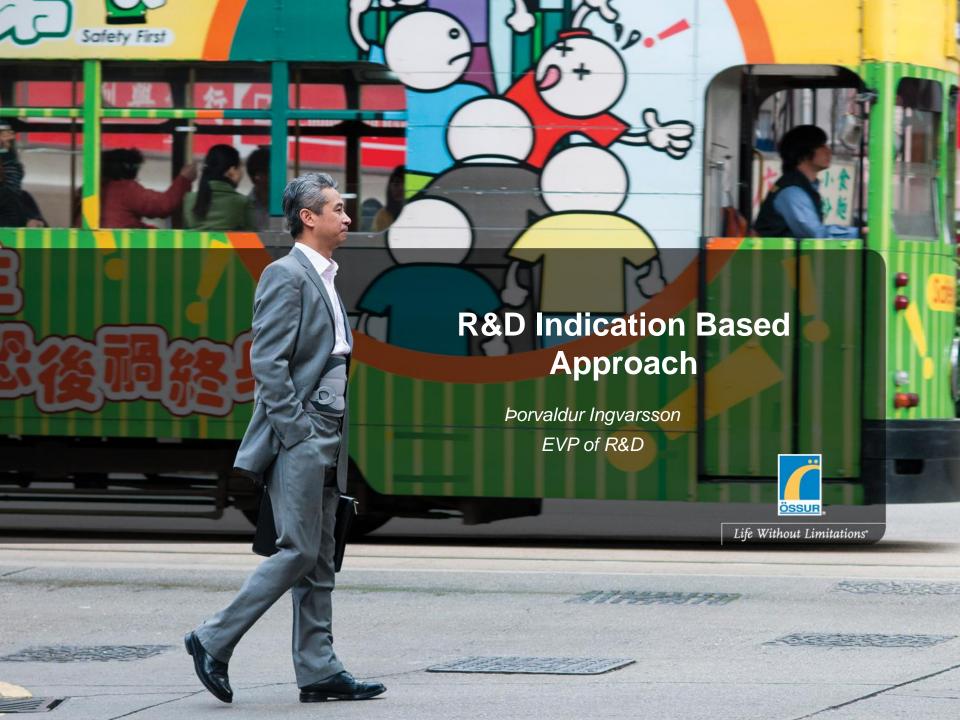




Life Without Limitations*

WE IMPROVE PEOPLE'S MOBILITY





R&D VISION



Life Without Limitations*

R&D VISION:

To be the industry leader that creates the future through clinically validated innovative solutions







THE WAY TO OUR R&D VISION



With indication based approach and building comprehensive product lines, Össur will transform the manner in which people's mobility is improved

Indication based approach

Comprehensive product lines

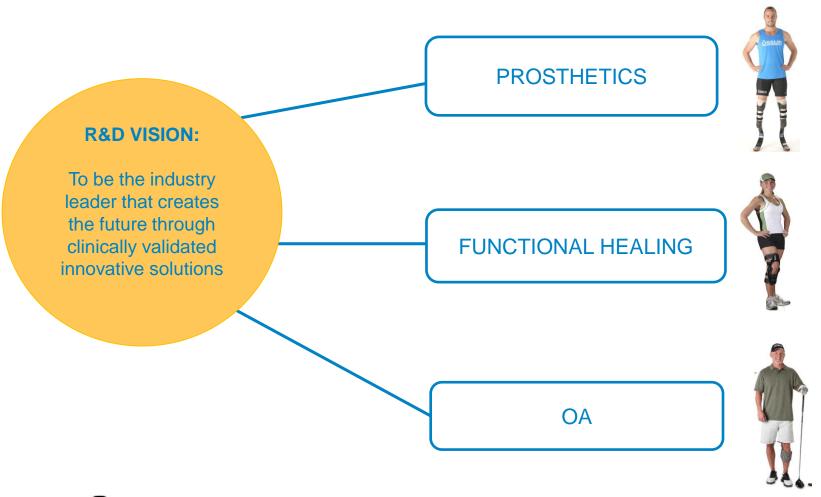
Clinically validated innovative solutions





ÖSSUR

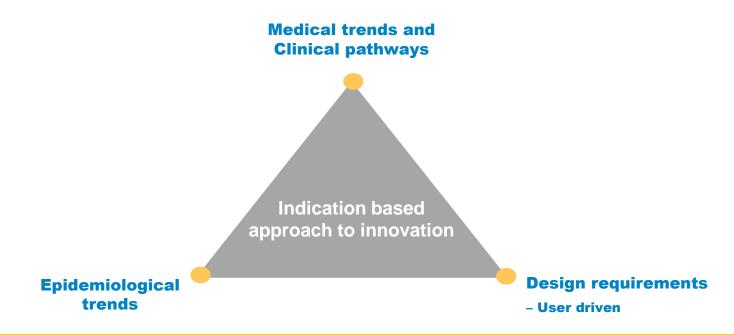






INNOVATION - INDICATION BASED APPROACH





" Design is how it works"





WE NEED TO UNDERSTAND THE CLINICAL PATHWAY DIABETIC/AMPUTATION



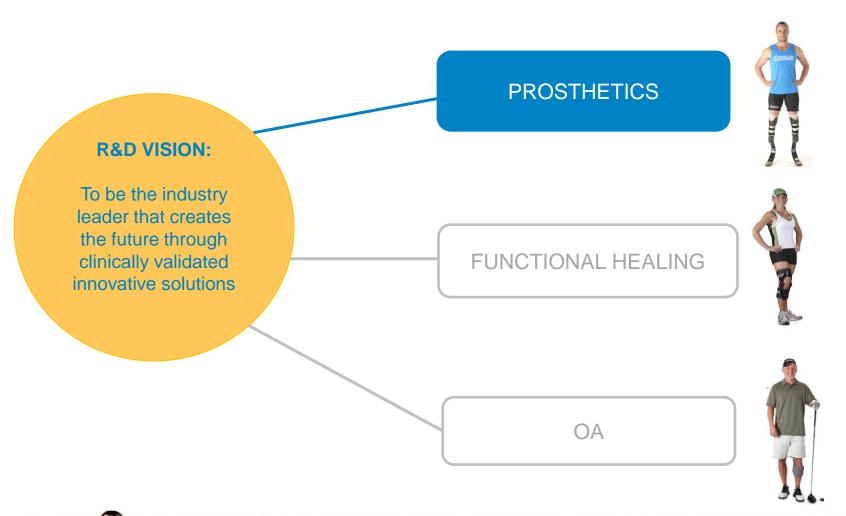
CHANCE OF RECOVERY: AMPUTATION AND REGAINED MOBILITY: Compression therapy Diabetic walker Post -op solution Mechanical products Proprio

- Where are unsolved medical problems?
- Do we already have products to solve the medical problem?
- Where can we use innovative technology to solve the medical problem?













PROSTHETICS – TECHNICAL LEADER



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Increase mobility for amputees

Epidemiology and medical trends:

- Aging population
- Increased diabetics
- Increased demand for functionality







LOW ACTIVITY SOLUTIONS



The Balance Line:



Balance knee and the Flex-Foot balance were designed to offer less active users security and stability

- Increased demand for low-active products because of aging and more active population
- Increased clinical need and reimbursement challenges
- Continue to design an innovative approach for low active amputees







BIONICS PLATFORM - WORLD'S FIRST BIONIC LEG



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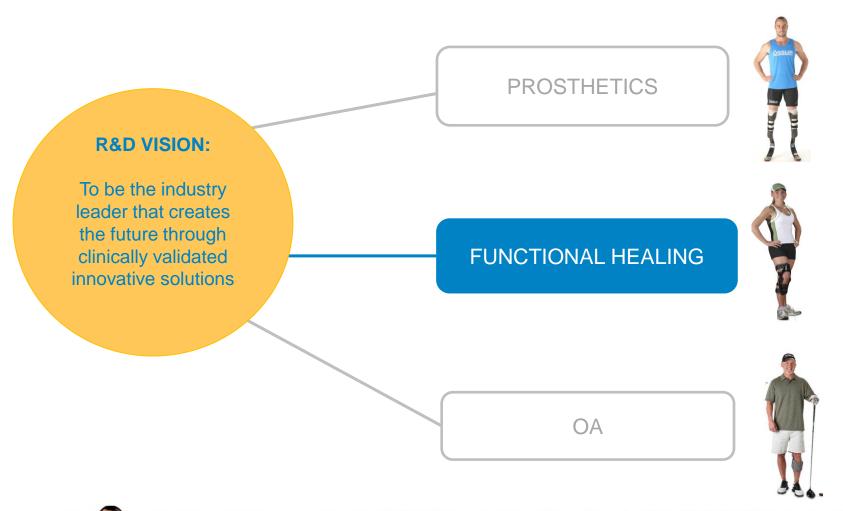
SYMBIONICTM LEG

Seamlessly unites the proven capabilities of RHEO KNEE® and PROPRIO FOOT®









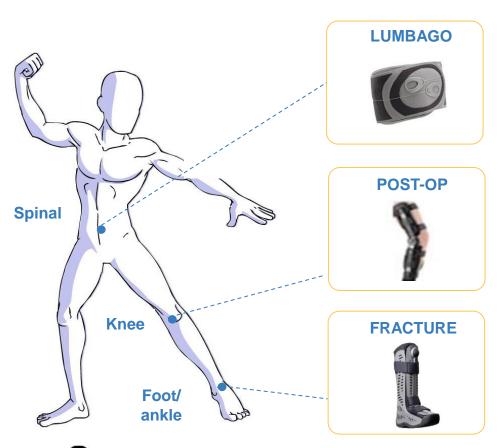




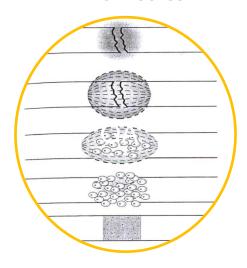
FUNCTIONAL HEALING



Increase mobility while allowing tissue to heal with functional bracing



HEALING PROCESS:







EXAMPLE OF CLINICAL PATHWAY FOR THE KNEE



PREVENTION FUNCTIONAL HEALING CHRONIC





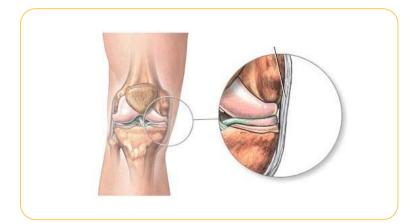
Ligament

Osteochondrallesions



OA

Total knee replacement







ACHILLES TENDON RUPTURES - WALKERS INSTEAD OF CAST



Cast seen as the golden standard in Europe whereas walkers more frequently used in the US

ACHILLES TENDON RUPTURES



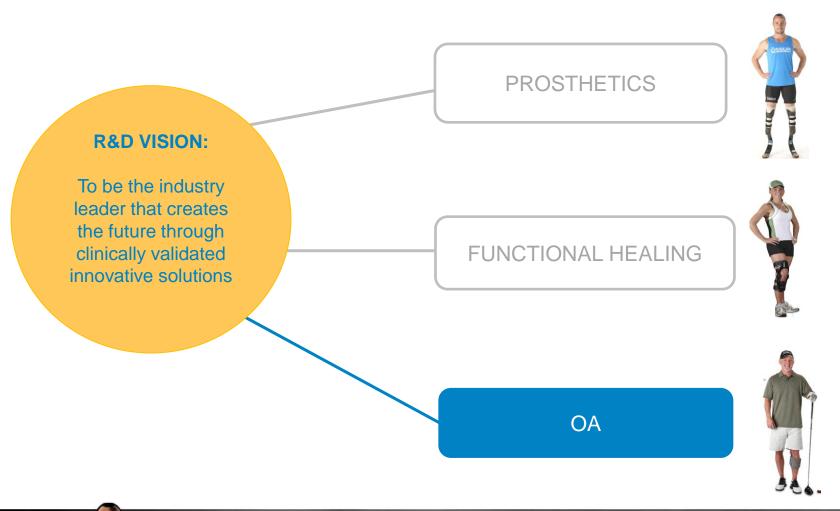






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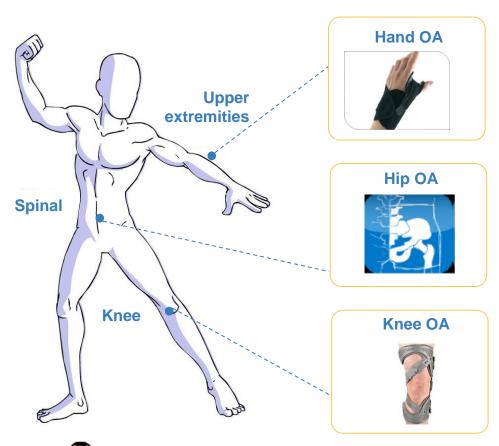


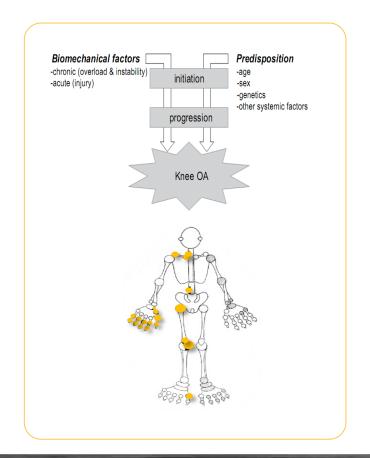
OSTEOARTHRITIS



Life Without Limitations*

Unload or immobilize for pain relief and increased mobility







OSTEOARTHRITIS - ATTRACTIVE MARKET



Size:

Est. 5% of population have knee OA

TKR:

Tremendous growth in total knee replacements

Cost:

1-2.5% of GDP

Driver:

Aging and active population

Potential:

#4 leading cause of disability 2020





ALTERNATIVE TREATMENT TO OSTEOARTHRITIS

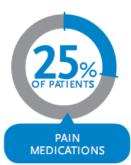


The Unloader One Knee Brace is a non-invasive, economical treatment option for osteoarthritis, proven to reduce pain and improve mobility





Clinically proven: Reported change in medication







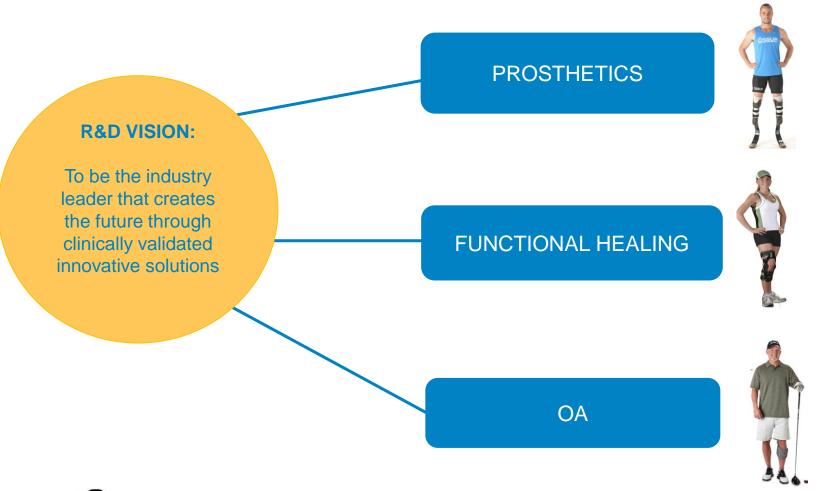
Steadman Philippon Unloader One research





ÖSSUR







GOING FORWARD.....



KEY MESSAGE

- * Key innovation drivers: epidemiology, medical trends and clinical pathways
- Effectively prove and communicate clinical outcome
- Innovation approach will be indication based and user driven

R&D Vision: To be the industry leader that creates the future through clinically validated innovative solutions







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