



In here is **a better way.**



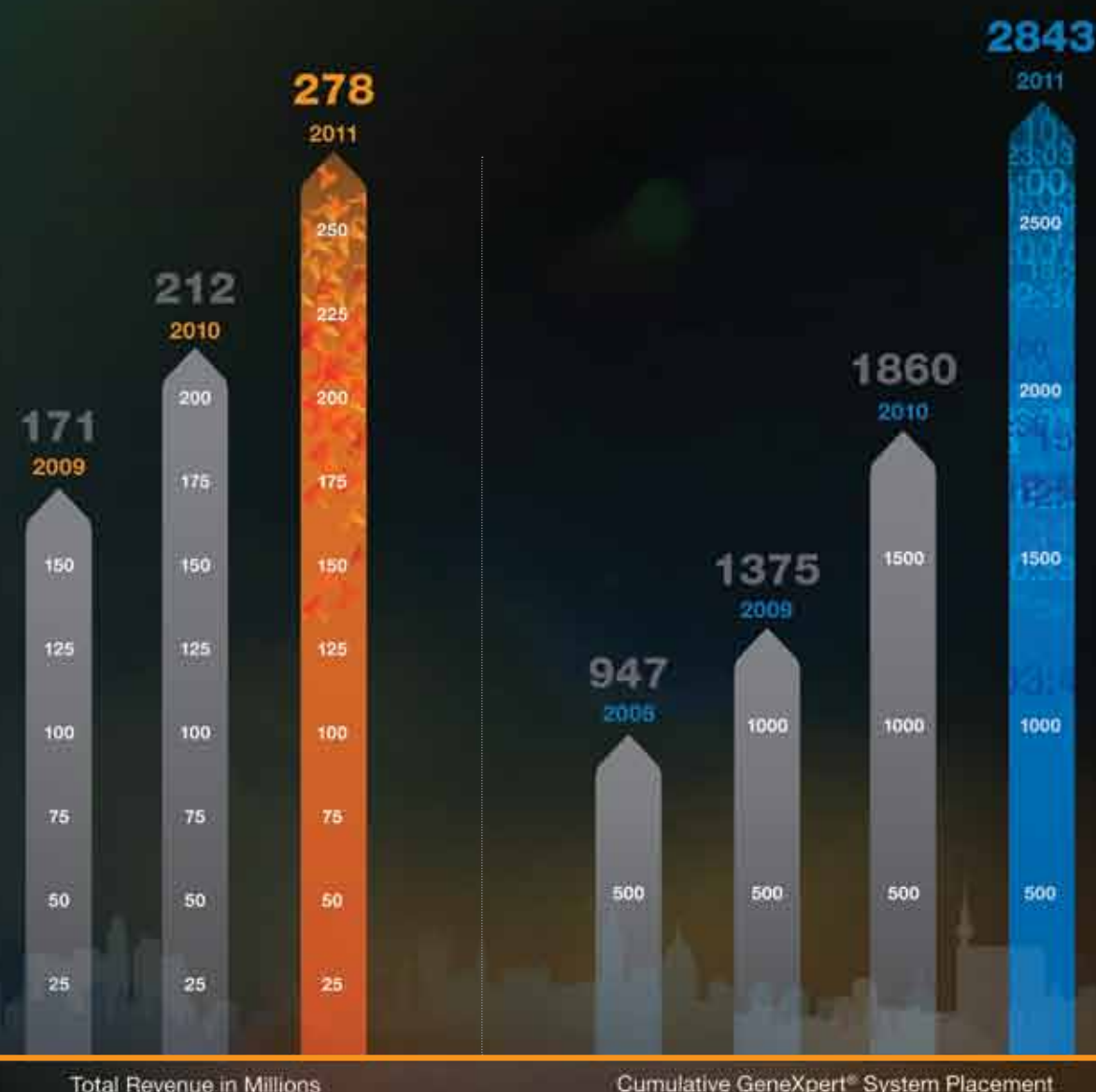
CORPORATE OVERVIEW



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: 11

CE-IVD Xpert tests: 12

CEPHEID.COM

Global Marketing Reach: +90 Countries

Worldwide employees: ~800

GeneXpert® Systems placed: 2,843 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 10 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, eleven other CE-IVD tests have been introduced — a rate of product release unrivalled in the industry.

➤ 2012: 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 nearly 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-80, 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-80



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.



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

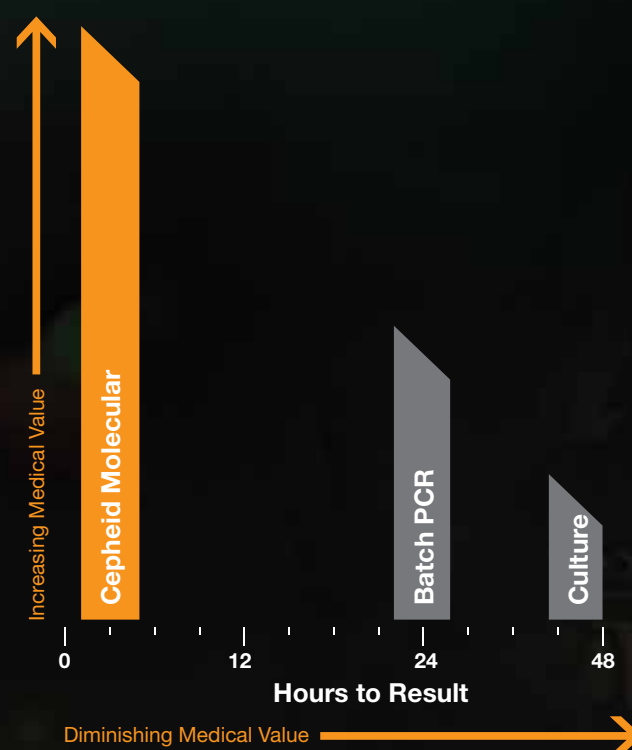
- Reduce misdiagnosis
- Eliminate patient cross-infection
- Reduce length of stay

> Efficiency: Economic Impact

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

> Reputation: Community Impact

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



*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)



THE FUTURE

Healthcare Associated Infections

AVAILABLE NOW

vanA/vanB CE IVD
MRSA/SA Nasal CE IVD
MRSA/SA BC
MRSA/SA SSTI
SA Nasal Complete (US only)
C. difficile
C. difficile/Epi (US only)
vanA for VRE (US only)
MRSA Nasal

NEAR TERM 2012

MID-TERM 2013 – 2014

LONG TERM 2015 – 2016

MDRO
MRSA Next Gen
MRSA/SA BC Next Gen
MRSA/SA SSTI Next Gen
SA Nasal Complete Next Gen
Norovirus

SSTI CLIA Waived
VAP MRSA/SA
VAP Gram Negative

Critical Infectious Disease

MTB/RIF CE IVD
Flu
EV

Flu A/B CLIA Waived
MTB/RIF

Candidemia CE IVD
Microbial ID CE IVD
Group A Strep CLIA Waived
RSV
Gastro B Panel
Group A Strep

Women's Health

GBS

CT CE IVD
CT/NG

HPV CE IVD
Vaginosis CE IVD
CT/NG CLIA Waived
Vaginitis CLIA Waived
Vaginitis

HSV Typing
Vaginitis/Vaginosis CLIA Waived
HPV
Vaginosis

Oncology/Genetics

BCR-ABL CE IVD
FII, FV

Bladder Cancer Monitor CE IVD
Breast Cancer Rx Strat CE IVD
BCR-ABL Monitor v2

Bladder Cancer Symptomatic CE IVD
Bladder Cancer Monitor
Breast Cancer Rx Strat
Breast Cancer Metastasis Risk

Virology

HCV Quant CE IVD
HBV Quant CE IVD
HIV Quant

VZV CE IVD
BKV CE IVD
HCV Genotype CE IVD
EBV Quant CE IVD
CMV Quant CE IVD
HCV Quant
HBV Quant

* 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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