



Cowen and Company 33rd Annual Healthcare Conference

March 4, 2013

**Tom Polen
President, Diagnostic Systems**

Forward-Looking Statements

- These materials include forward-looking statements and it's possible that actual results could differ from our expectations. Factors that could cause such differences appear in our first quarter earnings release and in our recent SEC filings.

Non-GAAP Financial Measures

- These materials also include Non-GAAP financial measures. A reconciliation to the comparable GAAP measures can be found in our first quarter fiscal year 2013 earnings release, the financial schedules attached thereto and the related earnings call slides, all of which are posted on the “Investors” section of the BD.com website.

- BD Overview
- BD Diagnostics Overview
 - Focus on Diagnostic Systems
 - Infectious Disease
 - Women's Health & Cancer and Molecular Diagnostics
- Summary

Our Strategy is to Make Healthcare More Effective, Efficient and Safe

BD's Strategy is to Apply Technology and Clinical Knowledge to Make Healthcare More Effective, Efficient and Safe.
The Five Areas of Focus Are:

- 1** Enable **safer, simpler and more effective** parenteral drug delivery
- 2** Improve clinical outcomes through **more accurate, timely and efficient** diagnostics
- 3** Provide tools and technologies to the research community that **facilitate the understanding of the cell, cellular diagnostics and cell therapy**
- 4** Enhance **disease management** in diabetes, women's health and cancer, and infection control
- 5** Improve clinical, laboratory and research practices in **emerging markets**



BD is Highly Aligned with Current Healthcare Trends

BD is uniquely positioned to address these challenges:

- Increasing cost of healthcare and rising demand for healthcare due to rise in aging population
- Increasing incidence of chronic diseases are becoming more prevalent
- The cause, spread and treatment of disease are constantly changing
- There are high unmet medical needs in emerging markets

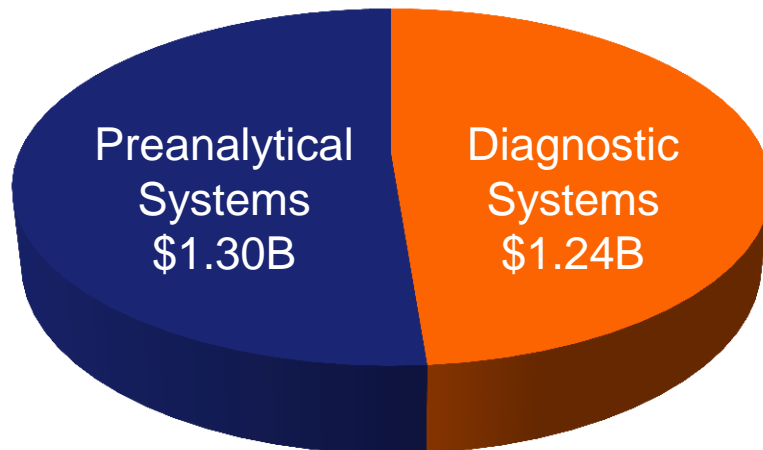
Our businesses are aligned with long-term healthcare and emerging market trends to increase growth opportunities all around the world

BD Diagnostics

Improve clinical outcomes through new, accurate and faster diagnostics

\$2.5B
2012 Sales
100% Consumables PAS
~90% Consumables DS

25.7%
2012 Operating Margin



Business Units

□ Preanalytical Systems

□ Diagnostic Systems

- Infectious Disease
- Women's Health & Cancer and Molecular Diagnostics

Customers Served:

- Hospitals, laboratories and clinics
- Reference laboratories
- Blood banks
- Public health agencies
- Physicians' office practices
- Industrial and food microbiology laboratories

Current Market Trends Lead to Additional Growth Opportunities

Market Trends

BD Diagnostics Opportunities

Growing infectious disease challenges

- Accelerate conversion to rapid technologies

Expanding cost pressures and labor shortages in clinical laboratories

- New automation platforms

Healthcare access continues to expand in emerging markets

- Innovate for local market needs



Focusing on Customer Needs Enables BD Max™ to Have a Leading Market Strategy

Customer Needs

- Customers develop their own molecular tests when they are not available commercially
- Rapid and accurate molecular testing
- Ability to perform multiple tests on the same platform

BD Max™ Is Uniquely Positioned

- Total and flexible automation
- Open and standardized architecture
- Cost effective
- Enables earlier and more appropriate therapy



Building best-in-class menu to serve customers around the world

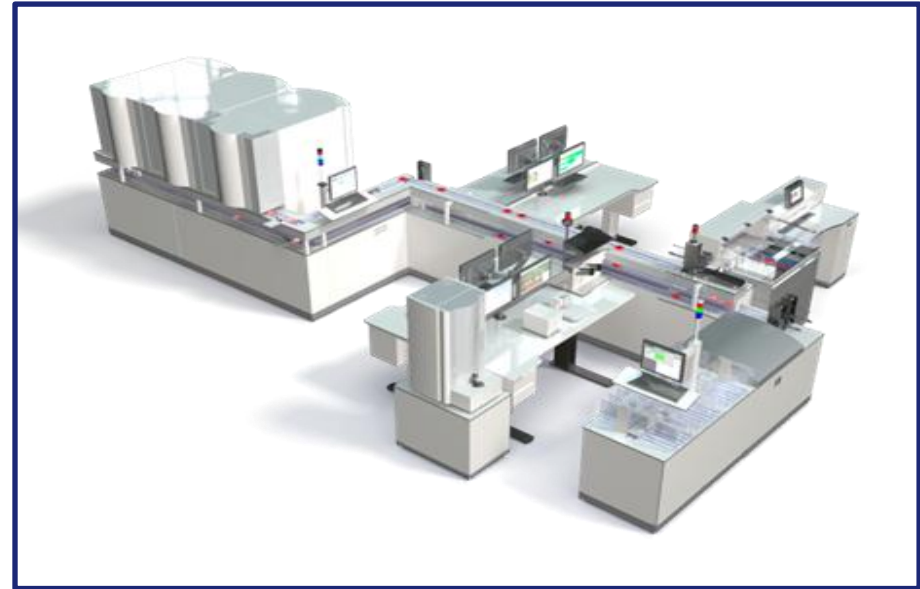
BD Kiestra™ Gives BD a Best-in-Class Automation Solution

Customer Needs

- Cost containment
- Consolidation and changing dynamic of laboratory environment
- Qualified staff
- Faster delivery of more accurate results

BD Kiestra™ offers unparalleled advantages

- Scalable components to fit customer's current space and budget constraints
- Streamlined workflow
- Increased overall microbiology lab productivity and thereby reduce costs
- Shorten the time to receive high-quality results, still read by trained microbiologists



Innovative automation solutions for the microbiology lab

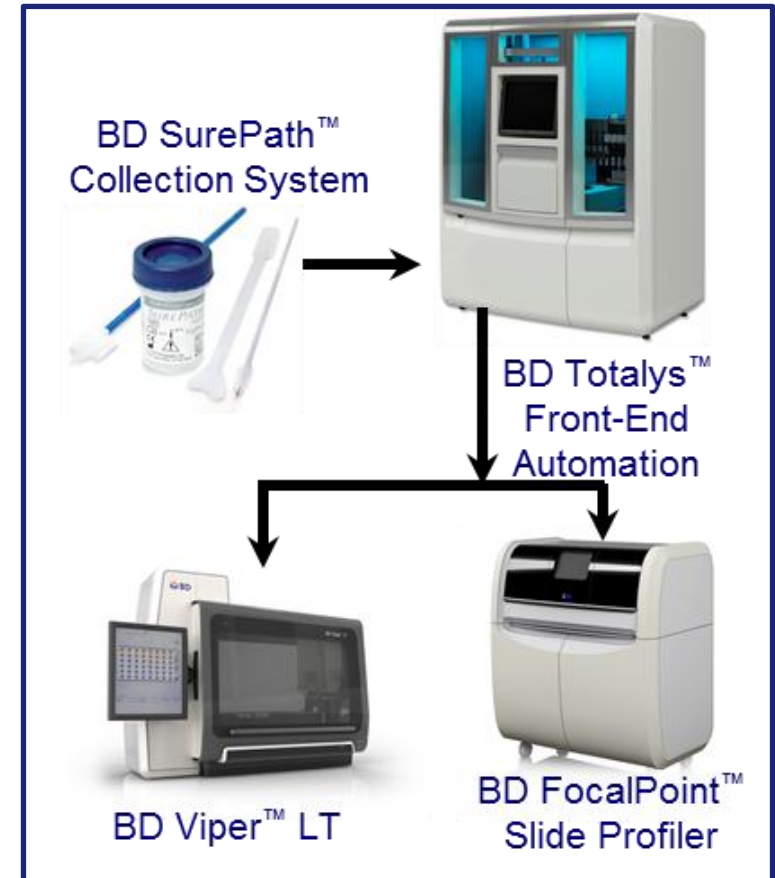
BD has a Complete Offering in Women's Health and Cancer

Customer Needs

- Cervical cancer, STD screening and viral type identification
- Results that are easy to read with increased accuracy
- Improved workflow

Women's Health and Cancer offers best-in-class technology:

- Liquid Based Cytology ("LBC") technology
- Complete solution for:
 - Cervical Cancer
 - GC/CT/HSV
 - Trichomonas
- Greater reliability than other systems
- Efficient testing with less hands-on-time
- More timely diagnosis and possibly treatment



Multiple solutions and continued innovation in women's health

Customer Needs

- Easy to operate
- Cost effective solution
- Rapid and accurate results that are easy to read

BD Veritor™ offers best-in-class technology:

- CLIA waived, rapid in-office diagnostic tests for multiple infections:
 - Flu A
 - Flu B
 - RSV
- Over 4,000 placements
- Expanding menu options under development



BD Veritor™ marks our successful entrance into the Point of Care market



Program and Product Launch Updates

Diagnostic Program / Product

Planned Launch Date

BD Veritor™

- RSV
- Strep A

- ✓ Launched WW
- ◆ Q2 FY 2013 WW

BD MAX™

- C.Diff
- Staph SR
- Enteric Bacteria
- GC/CT and GC/CT/Trich

- ◆ Q2 FY 2013 U.S. (Delayed 1 Quarter)
- ◆ Q4 FY 2013 EU/Q2 FY 2014 U.S.
- ◆ Q4 FY 2013 EU/Q2 FY 2014 U.S.
- ◆ Q2 FY 2014 WW

BD Totalys™ Front-End Automation

- ◆ Q3 FY 2013 EU/Q1 FY 2014 U.S.

BD Viper™

- Trich
- LT HPV-GT
- LT with GC/CT

- ◆ Q4 FY 2013 U.S.
- ◆ Q4 FY 2013 EU
- ◆ Q4 FY 2013 EU/Q1 FY 2014 U.S.(1Q Early)

- BD is well positioned to address healthcare needs globally
 - ◆ Diverse portfolio
 - ◆ Broad geographic footprint
- Focus on our customers and understanding their needs
 - ◆ BD will provide healthcare that is more effective, efficient and safe
- Improve clinical outcomes through new, accurate and faster diagnostics:
 - ◆ Infectious Disease
 - ◆ Women's Health & Cancer and Molecular Diagnostics
- Strategies in place to continue succeeding in 2013 and beyond

