

Puma Biotechnology

Earnings Call

Commercial Update



August 9, 2018

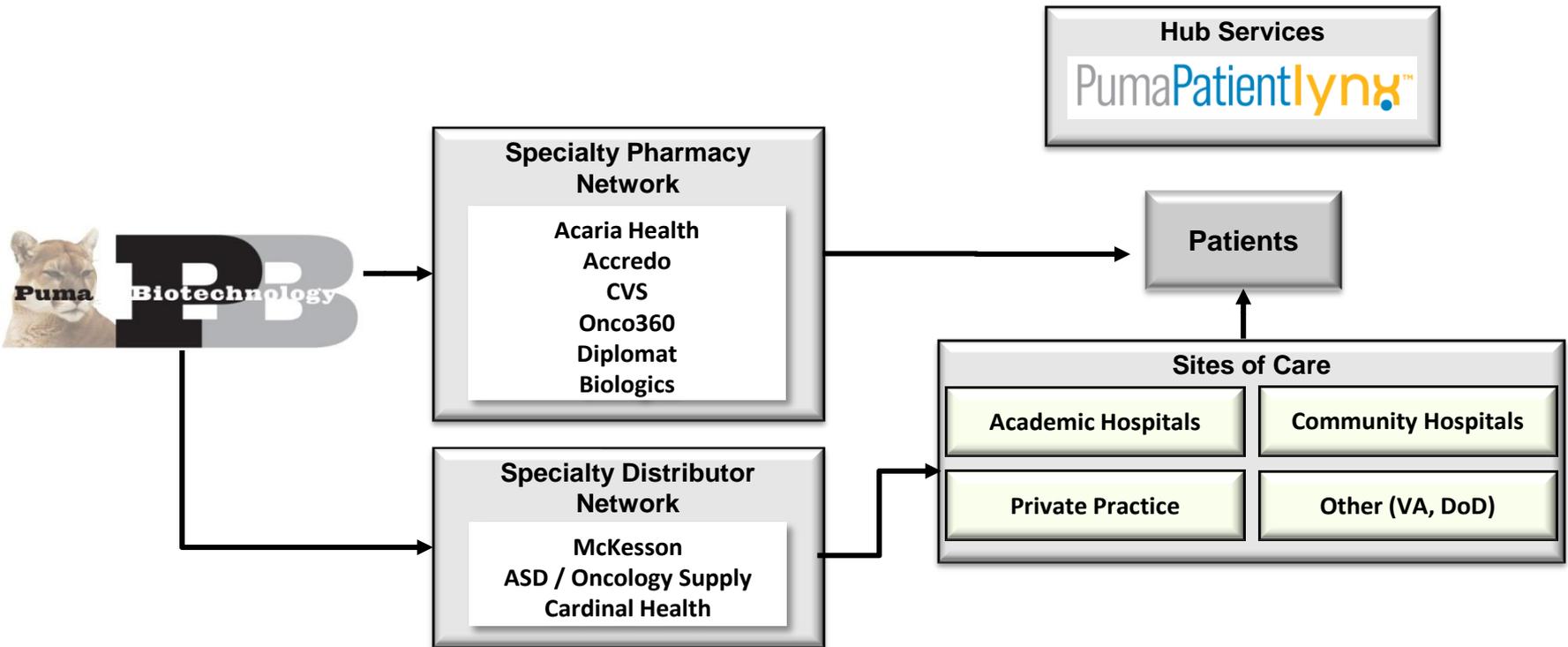
nerlynx[™]
(neratinib) tablets

Forward-Looking Safe Harbor Statement

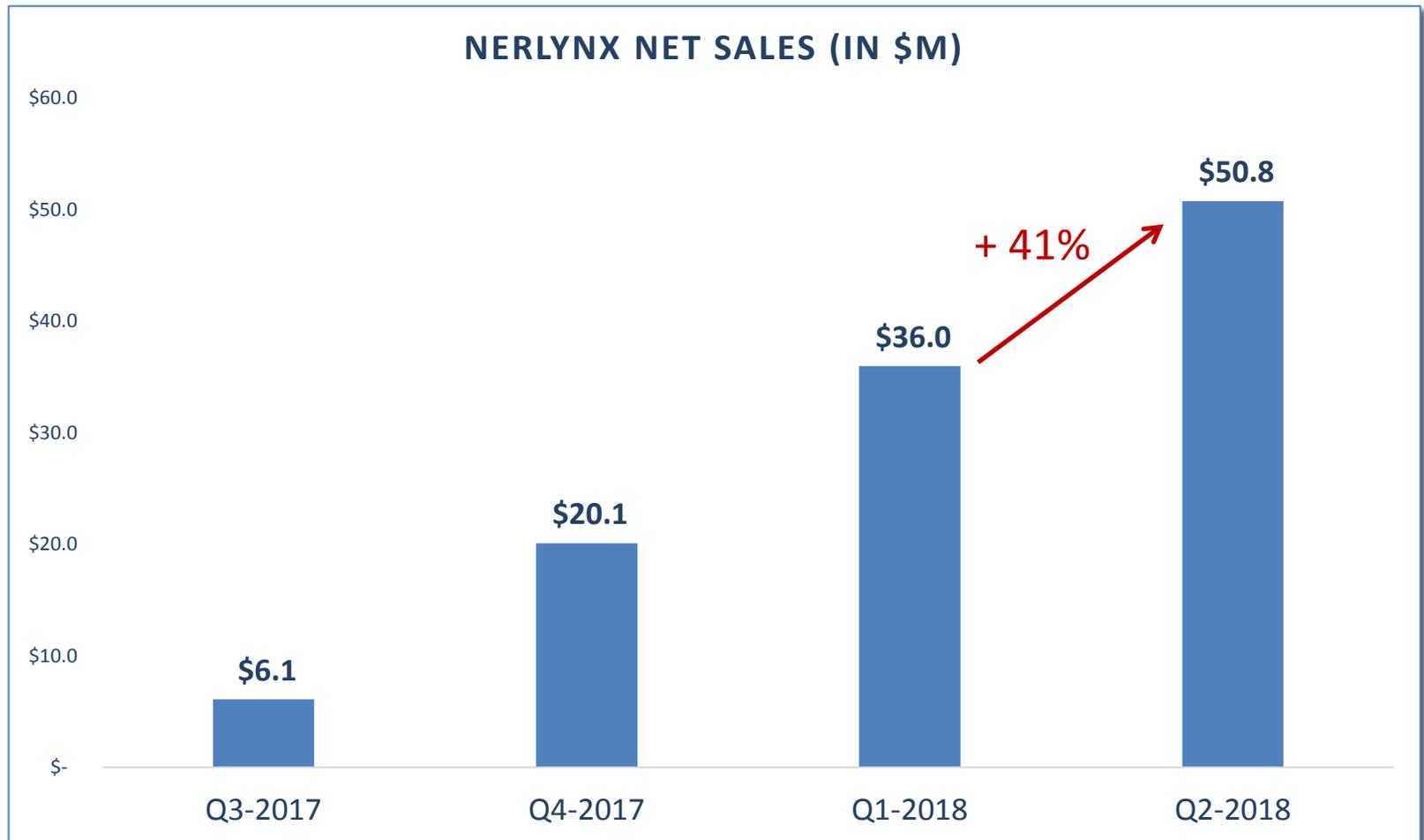
This presentation contains forward-looking statements, including statements regarding the timing of expected reimbursement and coverage decisions and regulatory approvals for NERLYNX. All statements other than historical facts are forward-looking statements and are based on the current expectations, forecasts and assumptions of Puma Biotechnology, Inc. (“Puma”). Forward-looking statements involve risks and uncertainties that could cause Puma’s actual results to differ materially from the anticipated results and expectations expressed in these forward-looking statements. These risk and uncertainties are identified in Puma’s Annual Report on Form 10-K for the year ended December 31, 2017 and any subsequent documents Puma files with the Securities and Exchange Commission. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof, and you should not rely on these forward-looking statements as representing Puma’s views as of any date subsequent to the date of this presentation. Puma assumes no obligation to update these forward-looking statements, except as required by law.



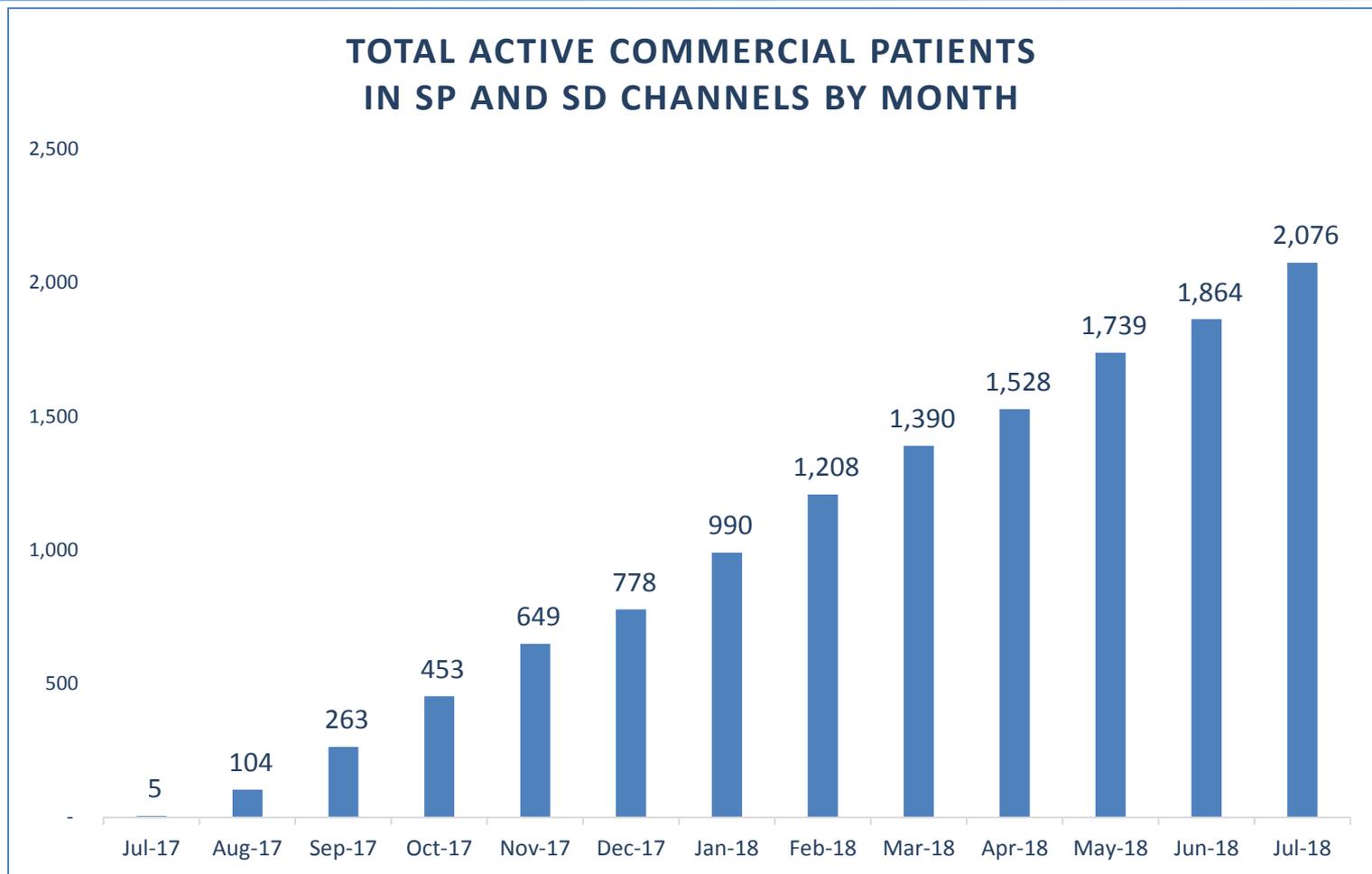
Puma's Pharmacy and Distributor Network



Net Product Sales Grew 41% from Q1 to Q2

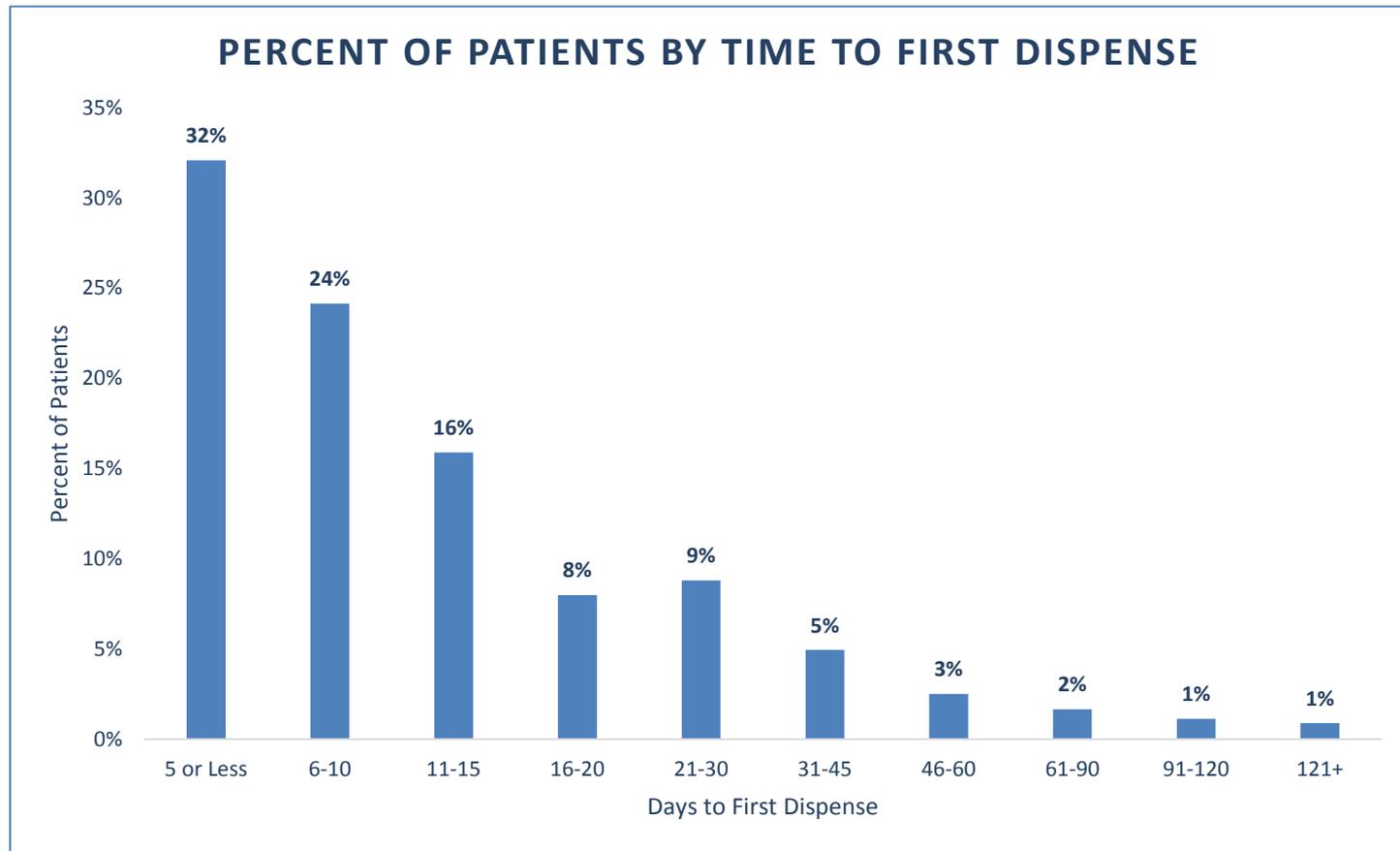


Active Patients on NERLYNX[®] by Month



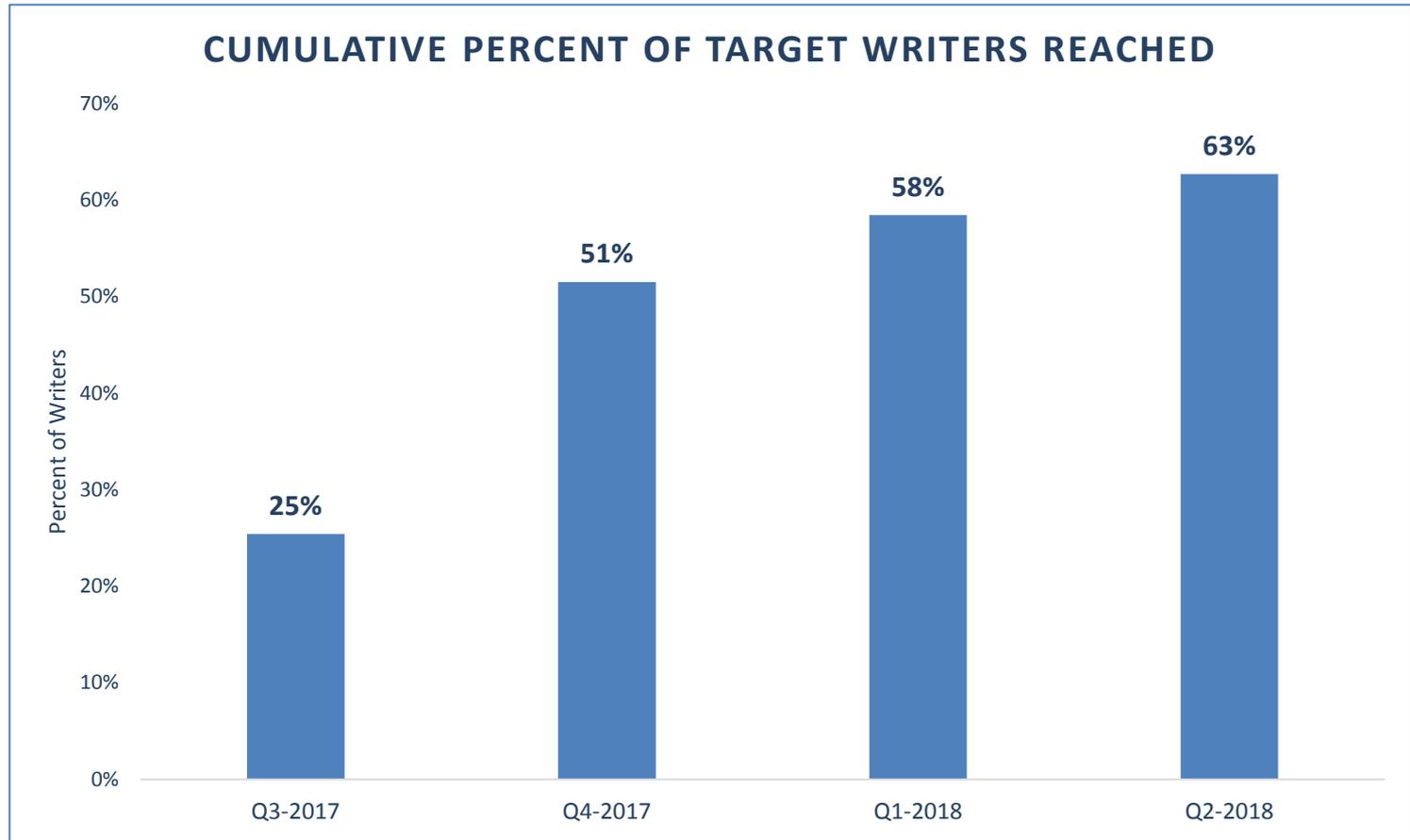
- *Active Patients = Specialty Pharmacy (SP) channel active patients + estimated Specialty Distribution (SD) channel patients*
- *NOTE : Active Patients are net of discontinued and completed patients which are netted out in month of last shipment*

Time to First Dispense by Specialty Pharmacy



72% of patients receive their first dispense within 15 days of an SP in our network receiving their RX

63% of Targeted Prescribers Reached



** Call numbers reported for historical quarters may be slightly different from previous statements due to Veeva data updates*

NERLYNX[®] Inclusion in Clinical Guidelines

Extended Adjuvant Breast Cancer



Breast Cancer Brain Metastases*



**Non-Promotional*

Europe and Canada Launch Progress



Puma Europe Operations / Canada Operations

- Supply Chain and Commercial infrastructure being established
- Global Value Dossier amended for EMA indication
- Country specific Health Technology Assessment Dossiers under development



Germany

- Early GBA (Gemeinsamer Bundesausschuss) consultation completed
 - Agreement on endpoint and comparator



France

- Health Authority consultation being scheduled, coverage decision by Q4 2019



United Kingdom

- NICE appraisal starts in Q4 2018, decision expected by Q4 2019

Rest of World Partnerships – Timelines

Region	Partner	Expected Regulatory Approval
Australia	 Specialised Therapeutics	<ul style="list-style-type: none"> • 1H 2019
Israel	 <small>Delivering Innovative Healthcare</small>	<ul style="list-style-type: none"> • Mid 2019
China	 CANbridge 北 海 康 成	<ul style="list-style-type: none"> • 2H 2019
Latin America South America	 PINT PHARMA	<ul style="list-style-type: none"> • 2H 2019 – Argentina • 2H 2019 – Chile • 1H 2020 – Ecuador • 1H 2020 – Mexico • 1H 2020 – Peru • 2H 2020 – Brazil • 2H 2020 – Colombia

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