Zacks Small-Cap Research

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International Stem Cell Corp. (ISCO-OTC)

ISCO: Cash Burn and Little Clinical Progress Means Avoid ISCO.

Current Recommendation	**Underperform**
Prior Recommendation	Neutral
Date of Last Change	06/25/2012
Current Price (06/25/12)	$0.38
Target Price	**$0.25**

UPDATE

We see no real catalysts to drive the shares higher over the near-term. The clinical pipeline remains stalled. Management continues to seek to enroll patients in the UniStemCell bank to fruition, as we do not see this business model ever returning capital to shareholders. Sales of Lifeline Skin Care products continue to disappoint given the lack of promotional effort behind the product, and sales at Lifeline Cell Tech, the only consistent operation for the company, are simply not enough to keep the rest of the business afloat.

We would avoid investment in International Stem Cell. We expect the bleed in stock price to continue down to the $0.25 level.

SUMMARY DATA

52-Week High	**$1.14**
52-Week Low	**$0.22**
One-Year Return (%)	**-66.07**
Beta	**0.32**
Average Daily Volume (sh)	**302,888**
Shares Outstanding (mil)	**87**
Market Capitalization ($mil)	**$33**
Short Interest Ratio (days)	**N/A**
Institutional Ownership (%)	**6**
Insider Ownership (%)	**50**
Annual Cash Dividend	**$0.00**
Dividend Yield (%)	**0.00**
5-Yr. Historical Growth Rates	
Sales (%)	**N/A**
Earnings Per Share (%)	**N/A**
Dividend (%)	**N/A**
P/E using TTM EPS	**N/A**
P/E using 2012 Estimate	**N/A**
P/E using 2013 Estimate	**N/A**

Risk Level	**Above Average**
Type of Stock	**Small-Growth**
Industry	**Med-Biomed/Gene**

ZACKS ESTIMATES

Revenue
(In millions of $)

	Q1 (Mar)	Q2 (Jun)	Q3 (Sep)	Q4 (Dec)	Year (Dec)
2011	1.5 A	1.1 A	0.8 A	1.1 A	4.5 A
2012	1.1 A	1.2 E	1.3 E	1.5 E	5.1 E
2013					6.2 E
2014					8.0 E

Earnings per Share
(EPS is operating earnings before non-recurring items)

	Q1 (Mar)	Q2 (Jun)	Q3 (Sep)	Q4 (Dec)	Year (Dec)
2011	-$0.02 A	-$0.03 A	-$0.03 A	-$0.04 A	-$0.12 A
2012	-$0.05 A	-$0.03 E	-$0.03 E	-$0.03 E	-$0.14 E
2013					-$0.10 E
2014					-$0.08 E

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WHAT'S NEW

Financial Update

Revenues for the first quarter 2012 consisted of $0.5 million in sales of research products at Lifeline Cell Technology (LCT) and $0.5 million in sales of skin care products at Lifeline Skin Care (LSC). Total revenues for the quarter were $1.1 million, down 29% year-over-year. The 52% decline year-over-year in sales at LSC was most disappointing. In our conversations with the company over the past year, management had been hoping to use the cash generation from LSC to drive the clinical pipeline forward. The growth in LSC simply is not there. We do not believe that ISC has the financial resources to turn its Lifeline Skin Care business into the cash-generating operation to fund the clinical pipeline as they planned. The company is simply too cash-strapped to do the necessary promotional marketing and advertising to drive sales at LSC.

Net loss for the first quarter 2012 totaled $4.1 million, or $0.05 per share. Operating costs have been consistent throughout 2011 and so far in 2012. This is because R&D, coming in at $0.9 million in the first quarter 2012, remains low while preclinical animal work continues on the pipeline. We have seen little to no progress over the past fifteen months with respect to entering clinical testing.

ISCO exited the first quarter 2012 with $6.0 million in cash and equivalents. Operating burn totaled $2.0 million in the quarter. The company raised approximately $7.1 million in the first quarter through the issuance of 5.0 million Series-G preferred shares at $1 per share and 5.0 million shares of common stock to Aspire Capital Fund, LLC for total consideration of $2.1 million.

Management continues to issue shares to Aspire under the company's stock purchase agreement signed in December 2010. The agreement allows for up to $25 million in source capital. Through the end of the first quarter 2012, ISC has sold approximately $2.6 million to Aspire. Aspire does not show up as a major holder of ISCO stock, meaning Aspire is quickly selling into the public market. We expect this to continue in the foreseeable future given that management will require cash to fund operations again later this year. The $6.0 million on hand at the end of the first quarter 2012 should last management into the fourth quarter 2012 given the current operating burn of around $0.7 million per month.

…Limited Catalysts…

We see no real catalysts to drive the shares higher over the near-term. The clinical pipeline remains stalled. Management continues to seek to enroll patients in the UniStemCell bank to fruition, as we do not see this business model ever returning capital to shareholders. Sales of Lifeline Skin Care products continue to disappoint given the lack of promotional effort behind the product, and sales at Lifeline Cell Tech, the only consistent operation for the company, are simply not enough to keep the rest of the business afloat.

We would avoid investment in International Stem Cell. We expect the bleed in stock price to continue down to the $0.25 level. Management will require capital to fund operations again in the fourth quarter 2012. We would not be a buyer (or holder) of the stock until progress is evident with the clinical pipeline or a major partnership or alliance is struck to drive sales at LSC.

ISCO Technology – Human Parthenogenetic Stem Cells

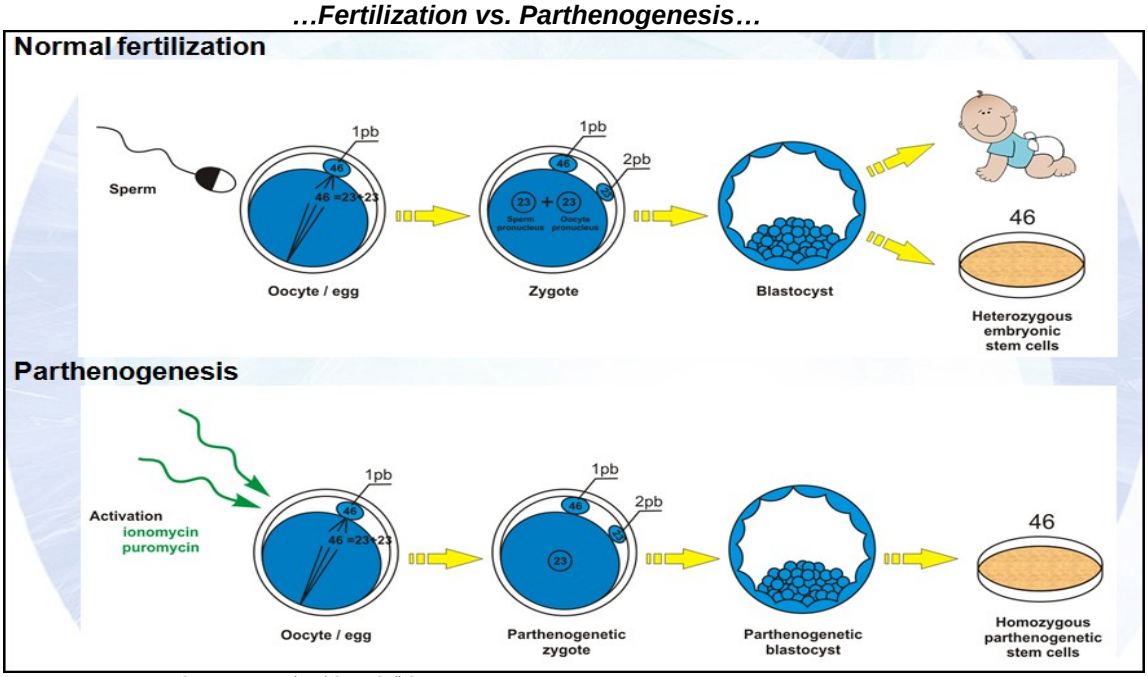
International Stem Cell has developed human parthenogenetic stem cells (hpSC) as an alternative to embryonic or adult stem cells. Management believes this new type of stem cell line has the best characteristics the two classes noted above.

…No Ethical Issues…

Human parthenogenetic stem cells are derived from parthenogenetically activated human oocytes (eggs). Parthenogenesis is a form of asexual reproduction in which females produce eggs that develop without fertilization, in other words - without sperm. The process can occur naturally in some animals, such as amphibians or insects, but does not occur in humans. Parthenogenetically activated oocytes cannot become a living person. This eliminates a number of the ethical or religious objections to embryonic stem cell research. Additionally, there is no NIH or other government funding currently available for hpSC, so there is no risk of a federal funding ban.

The beginning of the process of parthenogenesis in oocytes can be induced by different electrical or chemical stimuli that simulate sperm penetration. Activated oocytes have the ability to develop into pluripotent parthenogenetic stem cells that can proliferate as embryonic and induced pluripotent stem cells.

…Fertilization vs. Parthenogenesis…



Source: International Stem Cell Corp.

…Limited Immune-Matching Issues…

Risk of rejection for stem cell therapeutics is proportional to the degree of difference between the immune system proteins present on the donated cells and the immune system proteins present on the cells of the recipient (the patient). Normally donor tissue is screened for these immune system proteins (antigens) in order to determine the degree of compatibility with the recipient. The human leukocyte antigen (HLA) system is the term used for antigens important for transplantation. Matching donor and recipient tissue for HLA antigens greatly increases the likelihood of transplant survival. Different activation techniques applied to human oocytes create two types of human parthenogenetic stem cell lines relative to the HLA antigens. These are:

- HLA heterozygous cell lines: Are exactly HLA-matched and totally compatible with the donors
- HLA homozygous cell lines: May be compatible with significant segments of the human population.

Parthenogenetic activation of human oocytes may be one way to produce compatible/HLA matched cells for cell-based therapy. The stem cells derived are genetically matched. Therefore, heterozygous parthenogenetic stem cells are a perfect solution for someone looking to bank their own cells because the therapeutic derived will be a perfect match. However, homozygous parthenogenetic stem cells are different because they have a simple genetic code. If the HLA antigens in a homozygous parthenogenetic stem cell are found commonly in the population, then these cells can be genetically matched to millions of potential recipients.

ISCO has successfully derived and characterized 10 hpSC lines, including both HLA homozygous and HLA heterozygous lines. One of these lines homozygous parthenogenetic lines (hpSC-Hhom-4) carries the most common set of HLA antigens found across racial groups within the U.S. population. In fact, management estimates that this hpSC line alone will target 75 million people worldwide. ISCO has the potential to target more of the population as new cell lines are commercialized. And since there is no forced change of gene expression patterns, hpSCs are not likely to face the same safety and regulatory hurdle as induced pluripotent stem cells (iPSCs).

…Highly Pluripotent Cell Lines…

Potency specifies the differentiation potential (the potential to differentiate into different cell types) of the stem cell. There are a number of different cell potency types:

- ✓ Totipotent (also known as omnipotent) stem cells can differentiate into embryonic and extra-embryonic cell types. Such cells can construct a complete, viable organism. These cells are produced from the fusion of an egg and sperm cell (zygote). The cells produced by the first few divisions of a zygote are totipotent.
- ✓ Pluripotent stem cells are the descendants of totipotent cells and can differentiate into nearly all cells, i.e. cells derived from any of the three germ layers.
- ✓ Multipotent stem cells can differentiate into a number of cells, but only of a closely related family of cells.
- ✓ Oligopotent stem cells can differentiate into only a few cells, such as lymphoid or myeloid stem cells.
- ✓ Unipotent cells can produce only one cell type, their own, but have the property of self-renewal which distinguishes them from non-stem cells (e.g. muscle stem cells).

ISCO's has demonstrated that hpSCs can be successfully differentiated into functional cells with the same degree of differentiation and viability to embryonic stem cells. The company's *in vitro* data shows hpSC cell differentiation follows the same differentiation program that occurs in the course of normal organism development. HpSCs are highly pluripotent, making them a promising potential development platform for therapeutic products.

	hpSCs	Embryonic	iPS	Adult SCs
Ethics (Relative to destruction of viable human embryos)	No viable embryo	Destroys viable embryo	No embryo	No embryo
Immune matching and cell banking (practical source of cells)	Population groups & individuals (♀)	Impractical (each line is unique)	Matched to individual only	Matched to individual only
Pluripotency (Become cells from all parts of body)	Yes	Yes	Yes	No
Proliferation (Ease of expansion in culture)	Strong	Strong	Strong	Weak
Genetic Manipulation (Restructuring of gene expression patterns)	Minimal	Minimal	Substantial	Minimal
Application for diseases with genetic component	Superior	Superior	Deficient (carry damaged gene)	Deficient (carry damaged gene)

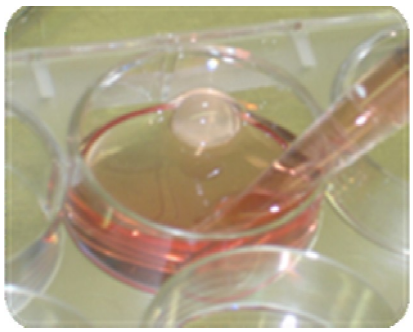
Source: International Stem Cell Corp.

ISCO's Therapeutic Pipeline

Given the company's business model and limited funding, ISCO has decided to focus on creating prioritized therapeutic areas where management believes its technology can show a meaningful improvement in the treatment paradigm. This includes the creation of therapeutic cells for use in proven areas where cell therapy has shown to be efficacious, but limited supply of cells has inhibited use.

ISCO has developed the platform and is partnering with other organizations to develop the therapeutic applications that can be derived from the platform. These areas include retinal degeneration, diabetes, liver diseases, neurodegenerative diseases, and spinal traumas and other related central nervous system injuries. The company is utilizing its significant manufacturing experience to build the additional capacity and new facilities suitable for producing cells to meet or exceed all relevant FDA and HHS regulations for these key areas.

…Cornea Transplant…



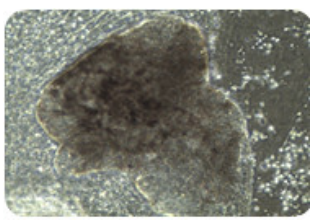
ISCO has development laboratory-grown "cornea-like tissue" that can mimic the human cornea. These corneal-like structures grow to clear, hollow spheres containing cells and three-dimensional structure similar to those found in normal human corneal tissue. Portions or all of these structures may be suitable for cornea transplantation in humans. According to the WHO, roughly 5.0 million people worldwide suffer from blindness due to corneal scarring and vascularization. Ocular trauma and corneal ulcerations impact another 2.0 million people worldwide. There are an estimated 50,000 corneal transplant surgeries each year in the U.S. The corneas are taken from human cadavers. Europe breaks down in similar fashion, with human cadaver corneal transplant as the standard of care.

ISCO is not looking to compete with or replace corneal transplant from human cadavers in the U.S. The market is too well established and rejection rates are already low. Instead, the opportunity exists in areas of the world where corneal transplant from human cadavers does not occur. These areas include India and China, where for various reasons, including lack of adequate medical facilities, inability to harvest corneas from cadavers in adequate time, and cultural or spiritual limitations, human cadaver corneas are not commonly used. ISCO is currently doing form and function testing on its cornea-like tissue. The company is also standardizing the procedure for which the tissue is transplanted in animal studies.

In October 2010, ISC formed an Indian affiliate, ISCO India, along with partner Insight Bioventures India Private Ltd. (IBVI). The goal of the joint-venture between ISCO and IBVI is to facilitate the development of the company's corneal-like tissue, to be called CytoCor, and retinal cells, CytoRet, for the treatment of blindness and severe vision impairments throughout Asia. Between India and China, we estimate there are 4.0 million corneally blind people that are potential candidates for corneal transplant. A corneal transplant in the U.S. is approximately $3,000 per eye. ISCO's CytoCor has the potential to greatly improve access to corneal transplant through lower cost and overcoming several culture or logistical hurdles in Asia.

ISCO is also testing two additional applications for its corneal-like tissue. Corneal epithelial cells can be applied to a contact lens for the purpose of accelerating corneal healing when the cornea has been damaged due to injury or infection. The concept is almost like a Band-Aid for the eye, with the contact lens holding the corneal-tissue in place until it can be successful incorporated in the eye. We also see the possibility to test cosmetics, perfumes, eye drops, pesticides, herbicides, and potentially other harsh chemicals on these structures in an attempt to reduce or even eliminate live animal testing.

…Retinal Pigment Epithelium (RPE)…

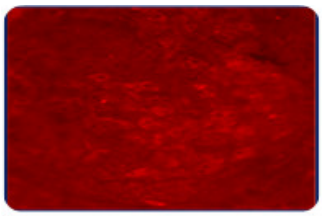


ISCO has developed RPE cells from its parthenogenetic stem cells. These cells have potential to treat age-related macular degeneration (AMD), one of the leading causes of blindness, and retinitis pigmentosa (RP). These diseases are characterized by the death of critical photoreceptor cells called rods and cones. Photoreceptor death is due to an abnormality and/or to disruption or death of supportive cells called retinal pigment epithelial (RPE) cells.

According to a 2004 study on *Blindness and Blinding Diseases in the US* published by the University of Washington, approximately 13 million Americans have signs of AMD, over 10 million suffer visual loss and over 200,000 are legally blind from the disease. The occurrence of AMD increases with age. In China, close to 20 million people suffer from AMD and 1.8 million from RP.

Retinal cell transplantation has been shown to benefit patients and has the potential to become one of the first successful medical uses of ISCO's cells therapy. ISCO, in collaboration with the University of California at Irvine, is currently testing RPE in animals for functionality in their ability to treat AMD. ISCO's goal is to help facilitate UC Irvine or another corporate or academic partner to enter human clinical testing in 2012.

…Liver Disease…



ISCO has successfully produced liver cells (called "hepatocyte-like cells") from its parthenogenetic stem cells that may have application in treating human liver diseases. These cells have been shown to engraft and grow into animal livers, a first important step towards clinical testing. ISCO is working with scientists and liver transplant surgeons at Cedars Siani Hospital on this exciting project. Animal studies are ongoing. The collaboration is currently focusing on animal testing with a goal of entering the clinic in 2012.

In June 2011, ISCO announced it had discovered a novel, patent-pending technology to produce unlimited numbers of liver cells (hepatocytes) that are free of contamination from potentially dangerous undifferentiated cells. The starting materials for the production are pluripotent stem cells, either ISCO's proprietary human parthenogenetic stem cells (hpSCs) or human embryonic stem cells (hESCs), with the final product requiring no additional purification steps or long differentiation protocols. Instead, the method uses a differentiation device that incorporates a three-dimensional extracellular matrix, combined with a porous membrane where undifferentiated cells are migrated through the membrane matrix via differentiation-directed proteins. ISCO believes the process is universal, and can be tailored to isolate other cell types, such as pancreatic or heart cells. ISCO published the technology in an article called, "Derivation of High-Purity Definitive Endoderm from Human Parthenogenetic Stem Cells using an in vitro Analog of the Primitive Streak" online and in *Cell Transplantation, the Regenerative Medicine Journal*.

According to the American Liver Foundation, one in ten persons is affected by liver disease. Chronic liver disease, including hepatitis B and C, is a major cause of mortality around the world. HCV and HBV represent approximately 75% of all cases of liver disease around the world. Globally, there are an estimated 200 million individuals infected with Hep-C, with 3-5 million cases noted in the U.S. It's an estimated $100 billion burden on the U.S. healthcare market. The only effective treatment currently available for people with liver failure is full or partial organ transplantation. Unfortunately, the demand for organs far exceeds the number of organs available. According to the United Network for Organ Sharing, there are currently around 17k persons on the waiting list for a liver transplant in the U.S. as of mid-February 2012.

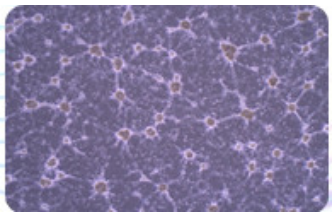
Liver cell transplantation has been used in early stage clinical trials to treat patients with liver failure and genetically caused metabolic defects. This therapy has proven to be especially useful as a bridge to keep patients alive until they can receive a whole liver transplant, as well as an alternative to whole-organ transplantation in specific cases. Hepatocyte transplantation has been used successfully to treat patients with acute or chronic liver disease and in patients with genetic defects that lead to liver disease. Hepatocyte transplantation involves supplementing a patient's liver function by injecting a suspension of hepatocytes obtained from donated livers that are not used for whole organ transplantation. Unfortunately, as with retinal cells and islets, hepatocytes can be subject to immune rejection and the demand for hepatocytes far exceed the number of cells available. ISCO's scientists are developing their own differentiation protocol based of existing technologies.

Diabetes is another potential area where ISCO's hepatocyte-like cells may show therapeutic utility. Diabetes is the inability to produce, regulate or use insulin. The disease is a major health care problem worldwide. In the U.S., approximately 25 million people, around 8% of the population, has diabetes. However, according to the NIH and diabetes.org, an astonishing 80 million Americans are "pre-diabetic" and are at high risk of developing diabetes in their lifetime. It is a $200+ billion burden on the U.S. healthcare system.

Islet transplantation has been shown to relieve the suffering caused by diabetes and the serious side effects caused by current insulin therapy. Islet transplantation has been used in more than seventy people with poorly controlled diabetes and has improved the condition of nearly all those studied.

However the therapy is severely hampered by a lack of sufficient islets and by the complications caused by immune rejection. Scientists at ISC, aided by collaboration with Novocell, the word leader in derivation islet cells from stem cells, are developing methods to produce islet cells from hpSC. ISCO is implementing existing technologies in a unique way to develop efficient protocols differentiate hpSC into cells to treat diabetes.

…Neurodegenerative Diseases…



ISCO scientists have successfully derived neural stem cells (NSC) that may be valuable for the treatment of neurodegenerative diseases such as Alzheimer's disease, Parkinson's disease, and Lou Gehrig's disease (amyotrophic lateral sclerosis). Alzheimer's and Parkinson's affect 5.5 million and 1.5 million American's. ALS affects another 30,000. These are clearly large unmet medical needs. Animal studies have already convincingly shown the possibility that NSC could provide a useful treatment for Parkinson's disease.

ISCO is preparing to begin animal studies to confirm and advance development in this area. Earlier in the year, management started a series of preclinical animal studies of neuronal cells derived from hpSCs. The studies are designed to evaluate the in vivo safety and tumorigenicity of neuronal cells as well as their ability to develop into functioning dopaminergic neuron-like cells to treat Parkinson's disease. The company successfully completed the first series of preclinical animal testing from these studies in October 2011. These initial experiments, demonstrating that the derived neuronal cells were able to survive in mice brains without giving rise to tumors, represent a key milestone towards possible therapeutic applications including treating Parkinson's disease. In these transplantation mouse models, inoculated cells were capable of engrafting and surviving in specific niches within the liver, and were further developing into cells with essential hepatocyte-like features.

Lifeline Cell Technology

Lifeline Cell Technology (LCT) is a wholly-owned subsidiary of International Stem Cell Corporation (ISCO). Lifeline develops, manufactures, and markets high-quality, purified human primary cells, stem cells, and optimized media and reagents for sale to pharmaceutical, academic and government laboratories. Lifeline's products are distributed in the U.S., Europe, and Asia. In the U.S., Lifeline employs an internal sales force and direct sales model with. The company partners with OEM arrangements with American Type Culture Collection (ATCC), Millipore, and Life Technologies for additional International distribution to supplement the company's own distribution.



ISCO management has extensive experience in the human cell culture market, including research and development, manufacturing, quality control, marketing and sales of human cell culture products. The company is building out its product portfolio, which currently includes over 130 products such as growth factors, media, and human cells, all cGMP with significant capacity. The company's human cell culture products consist of frozen human cells and optimized media. Lifeline's products include human cells from the skin, cardiovascular system (including smooth muscle) and specific organs including kidney, prostate and lungs. The company also provides skin models for toxicity testing. Serum-free, low-serum or animal-free cell systems are available that eliminate the need for scientists to create their own media or try to adapt "off the shelf" products to match the nutritional needs of specific cell types.

LCT also develops and manufactures custom cells and media, under strict quality control with a high level of consistency and standardization. For example, the company is collaborating with Absorption Systems of Exton, PA on a human corneal tissue product that shows excellent correlation between the rates at which drugs pass through rabbit corneal tissue compared with ISC's human corneal tissue derived from parthenogenetic stem cells. This product has potential therapeutic use for the over 10 million people who suffer blindness due to corneal opacification from disease or trauma and for use in the eye safety and drug toxicity testing markets.

Sales were $1.6 million in 2010, up 40% from 2009. Sales in 2011 were $2.1 million, up another 34% from 2010. Management has been focusing on growing the distribution channel and expanding the customer base. The model includes direct sales in the U.S., along with the OEM partners noted above (ATCC, Millipore, Life Technologies), and then partnering with international distributors for sales in Europe and Asia.

Key products include:

- DermaLife: Human skin cells for the study of skin disease, toxicology, or wound healing.
- VascuLife: Human skin cells from the heart and blood vessels used by researchers to study cardiovascular disease and cancer.
- A line of neural stem cells and reagents, including a product with the ability to produce neurons that can survive in low-oxygen and low glucose conditions for the study and treatment of stroke.
- Adult stem cells (mesenchymal stem cells) and the reagents necessary to differentiate them into various tissues, including bone, cartilage and fat. These products are valuable for researchers in the emerging field of regenerative medicine.
- ProstaLife: Human prostate cells and specialized medium to study prostate disease including cancer.
- RenaLife: Human renal and bladder cells and associated media to study renal and bladder diseases.
- OccuLife: Human corneal cells and associated media for the study of corneal disease and as a model of toxicology for consumer product testing.
- An assortment of many other cell culture reagents and supplements for the growth, staining and freezing of human cells.

The goal is to get the company's products in use for early-stage research and discovery programs at pharmaceutical and biotechnology companies. Once regulatory product submissions are made to the FDA and similar authorities, the media and reagents used during development cannot be changed easily after approval. So if Lifeline can get its products in early, the opportunity exists to see significant scale up for commercialization activities at its customer. Once a specific component or reagent is used for development and commercialization of a pharmaceutical product, it becomes difficult to change source or supply without getting the FDA involved. In simplest terms, once the recipe is approved, the FDA does not like to see it changed. LCT makes the ingredients that other companies are using for their recipe. Such is the case with Lifeline's Fibrolife media, which CytoGraft (Novato, CA) is using as part of the process of creating their tissue engineered vascular grafts. It's a potential billion dollar opportunity. CytoGraft is currently entering phase 3 clinical trials. If successful, this application could open a therapeutic market for LCT's products.

Lifeline Skin Care

Lifeline Skin Care (LSC) is another wholly owned subsidiary of ISCO. LSC develops and manufactures high-end cosmetic products designed specifically to help individuals improve the look and feel of their skin by combining the latest discoveries in the fields of stem cell biology, nanotechnology, and skin cream formulation technology. The company currently markets two core products:

Recovery Night Moisture Serum



Retail Price: $190 / bottle.

Defensive Day Moisture Serum SPF-15



Retail Price: $160 / bottle

These anti-aging products were developed by ISCO in collaboration with internationally recognized cosmetics experts. Both products, the Recovery Night Serum and the Defensive Day Serum, use ISC's patented parthenogenetic stem cell extract which, in combination with vitamin complexes, provides major rejuvenating effects, including improvement in skin tone and elasticity, and improvement in the appearance of fine lines and wrinkles. These effects have been substantiated by clinical studies performed at industry-leading independent testing organizations.

The Night Serum provides a number of important factors that help defend against damaging free radicals and promote firmer, smoother, younger and healthier-looking skin. The Day Serum targets collagen and fibroblasts, leaving skin feeling smoother and looking more radiant. The Day Serum also includes a Sun Protection Factor (SPF 15) and can be worn daily under makeup to help prevent sun damage. LSC is planning to launch more advanced skin care products in the coming months.

…Impressive Results…



LSC sells these products online at www.lifelineskincare.com and through select luxury spas and dermatologists offices in the U.S. A combination Night / Day pack retails online for $340. Management is focusing its marketing on direct-to-consumer channels to highly targeted audiences with traditional print and media promotions. LSC utilizes a direct response marketing approach through the use of a newsletter written by John Mauldin. LSC and John Mauldin did a preliminary launch in December 2010 resulting in the sale of over 7,000 bottles (2% response rate).

Sales in the first quarter 2011 were $1.1 million. We are impressed with the initial sales figures for Lifeline Skin Care. This was above management's expectations, and actually limited by the initial launch supply. The initial newsletter written by John Mauldin targeted about 350,000 people. Mr. Mauldin covers all the costs, including advertising and promotion, or the newsletter. The economics worked out to around 60% of sales going to ISCO.

However, sales in the second, third, and fourth quarter were only $1.3 million ($0.4 million in the fourth quarter), limited the ability of the direct mailing campaigns and supply constraints. Management pulled back on new customer promotion in the second quarter, instead looking to just satisfy re-order demand from chose patients looking to continue to use the product from the initial launch in the first quarter. Sales in the third and fourth quarter continued the limited focus, coming in at only $0.4 million. Sales in the fourth quarter were primarily driven by a holiday promotion gift-wrapped pack. Despite the flat sales, the economics to ISCO have improved to 80%. We expect the 80 / 20 split to continue in 2012. Sales in the first quarter 2012 totaled $0.5 million, up from the fourth quarter 2011 but still below the initial launch of the product over a year ago.

In November 2011, ISCO announced two new international marketing initiatives with Lifeline Skin Care:

- The first is an effort to strike an alliance to distribute its Lifeline Skin Care product line in the United Arab Emirates via a strategic relationship with noted facial plastic surgeon, Dr. Gregory S. Keller MD of Los Angeles and Santa Barbara, CA. The UAE represents an attractive market of some 4.3 million people, of which nearly 75% are expatriates. This cosmopolitan market is one of the most urbanized nations in the world with about 88% of its population living in cities. It has one of the highest per capita incomes in the world and an annual GDP growth rate at 8.8%.

- The second is the engagement of Dr. K. McIsaac who will distribute Lifelines products in Australia and New Zealand under Lifelines own brand name. These agreements mark the first time that Lifeline Skin Care has distributed its products overseas. Previously, Lifeline Skin Care products were sold in the U.S. only through the Company's website at www.lifelineskincare.com. In choosing Dr. McIsaac and his marketing team, ISC believes it will be able to rapidly grow sales and better serve the Australia and New Zealand markets. Dr. McIsaac brings a wealth of experience in direct to consumer sales and marketing. Together these agreements are a key part of the strategy to internationalize the Lifeline Skin Care brand.

The plan is to continue building momentum by forming new strategic partners / brand ambassadors who will heighten the credibility of the brand in the eyes of both consumers and skin care professionals such as dermatologists, plastic surgeons, spa directors, and aestheticians. If plans to expand the distribution succeed, management will need to expand the supply to 20,000 units per month.

Revenues generated by LSC help to fund and to support ISCO's internal therapeutic development efforts. We think it's important for ISCO to continue to focus on growing sales at both LSC and LCT. These revenue lines provide around 55-60% gross margin, and provide non-dilutive capital to help fund operations in the therapeutic pipeline. We anticipate that ISCO will eventually move to more high-profile marketing and advertising for LSC products, which could include a celebrity endorsement or infomercial.



PROJECTED FINANCIALS

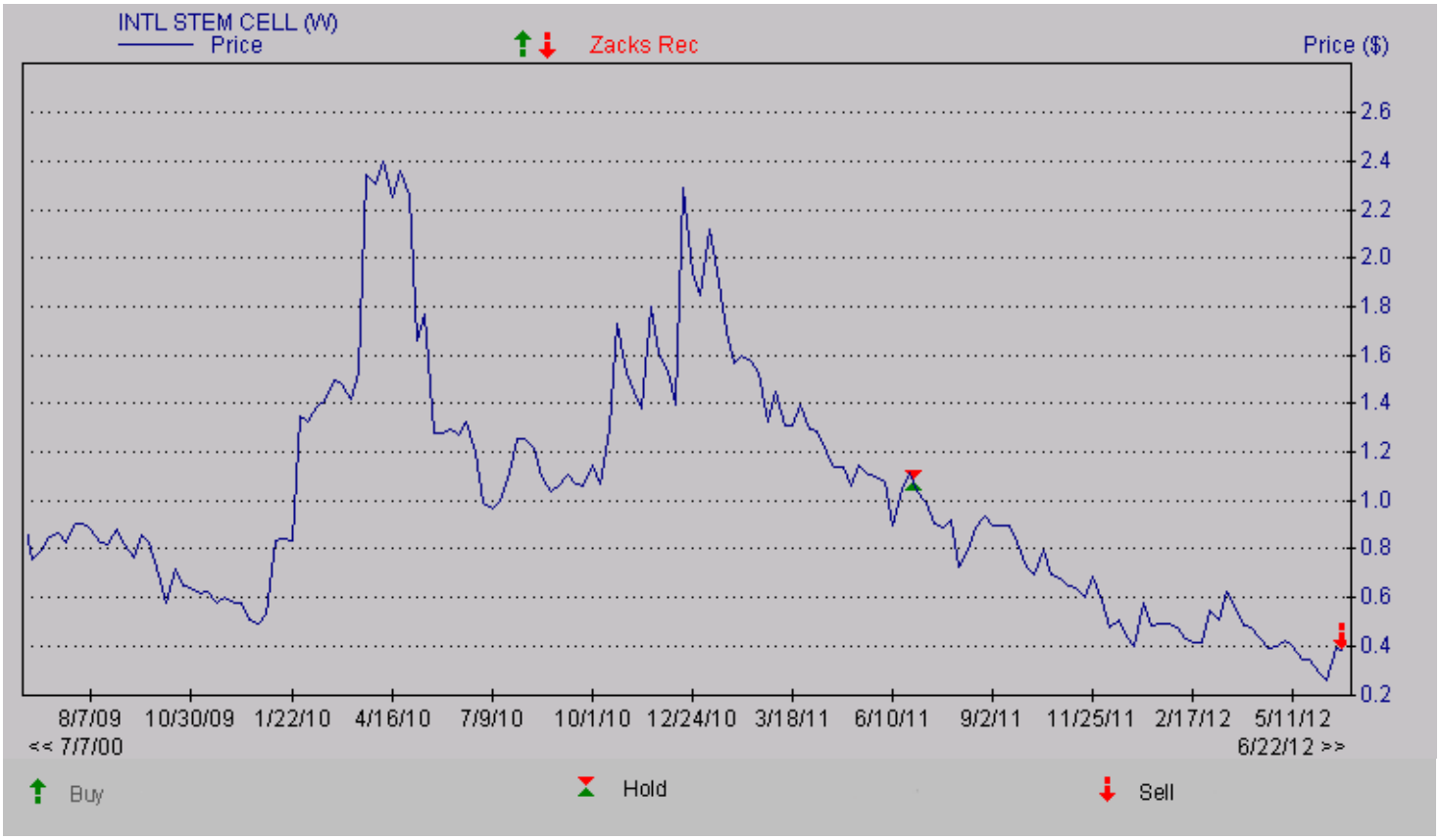
International Stem Cell Corp.
Income Statement

Intl. Stem Cell Corp.	2010 E	2011 A	Q1 A	Q2 E	Q3 E	Q4 E	2012 E	2013 E	2014 E
Lifeline Cell Technology	**$1.6**	**$2.1**	**$0.5**	**$0.6**	**$0.6**	**$0.7**	**$2.4**	**$3.2**	**$4.5**
YOY Growth	*39.8%*	*33.9%*	*39.1%*	*2.6%*	*24.1%*	*7.6%*	*15.7%*	*31.7%*	*40.6%*
Lifeline Skin Care	**$0**	**$2.4**	**$0.5**	**$0.6**	**$0.7**	**$0.8**	**$2.6**	**$3.0**	**$3.5**
YOY Growth	-	-	*-51.8%*	*13.3%*	*95.3%*	*111.7%*	*10.3%*	*13.3%*	*16.7%*
hpSC Royalties & Licensing	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**
YOY Growth	-	-	-	-	-	-	-	-	-
Total Revenues	**$1.6**	**$4.5**	**$1.1**	**$1.2**	**$1.3**	**$1.5**	**$5.1**	**$6.2**	**$8.0**
YOY Growth	*39.8%*	*100.0%*	*-28.9%*	*7.7%*	*54.4%*	*41.4%*	*12.0%*	*22.1%*	*29.0%*
CoGS	$0.7	$1.6	$0.3	$0.4	$0.5	$0.6	$1.8	$2.2	$2.8
Product Gross Margin	*53.8%*	*64.3%*	*69.9%*	*66.7%*	*61.5%*	*60.0%*	*64.1%*	*64.5%*	*65.0%*
R&D	$3.4	$4.4	$0.9	$1.1	$1.2	$1.2	$4.4	$5.0	$5.5
% R&D	*215.1%*	*97.8%*	-	-	-	-	*87.4%*	*80.6%*	*68.8%*
SG&A	$7.9	$9.8	$2.5	$2.5	$2.5	$2.6	$10.1	$10.5	$11.0
% SG&A	*505.7%*	*217.0%*	-	-	-	-	*199.6%*	*169.4%*	*137.5%*
Operating Income	($10.5)	($11.4)	($2.7)	($2.8)	($2.9)	($2.9)	($11.3)	($11.5)	($11.3)
Operating Margin	*0.0%*	*-250.6%*	-	-	-	-	*-222.9%*	*-185.5%*	*-141.3%*
Total Other Income	($2.3)	$2.2	$0.0	$0.3	$0.3	$0.3	$0.9	$1.0	$1.0
Pre-Tax Income	($12.7)	($9.2)	($2.7)	($2.5)	($2.6)	($2.6)	($10.4)	($10.5)	($10.3)
Taxes & Other	$0	$0	$0	$0	$0	$0	$0	$0.0	$0.0
Tax Rate	*0%*	*0%*	*0%*	*0%*	*0%*	*0%*	*0%*	*0%*	*0%*
Divs. Of Preferred	$1.6	$0.4	$1.5	$0.1	$0.1	$0.1	$1.8	$0.5	$0.5
Net Income	($14.3)	($9.6)	($4.1)	($2.6)	($2.7)	($2.7)	($12.1)	($11.0)	($10.8)
Net Margin	*0.0%*	*-211.8%*	-	-	-	-	*-239.0%*	*-177.4%*	*-135.0%*
Reported EPS	**($0.21)**	**($0.12)**	**($0.05)**	**($0.03)**	**($0.03)**	**($0.03)**	**($0.14)**	**($0.10)**	**($0.08)**
YOY Growth	-	-	-	-	-	-	-	-	-
Shares Outstanding	68.8	77.3	82.5	87.5	90.0	92.5	88.1	110.0	130.0

Source: Zacks Investment Research, Inc. *Jason Napodano, CFA*

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