Puma Biotechnology

Earnings Call

Commercial Update

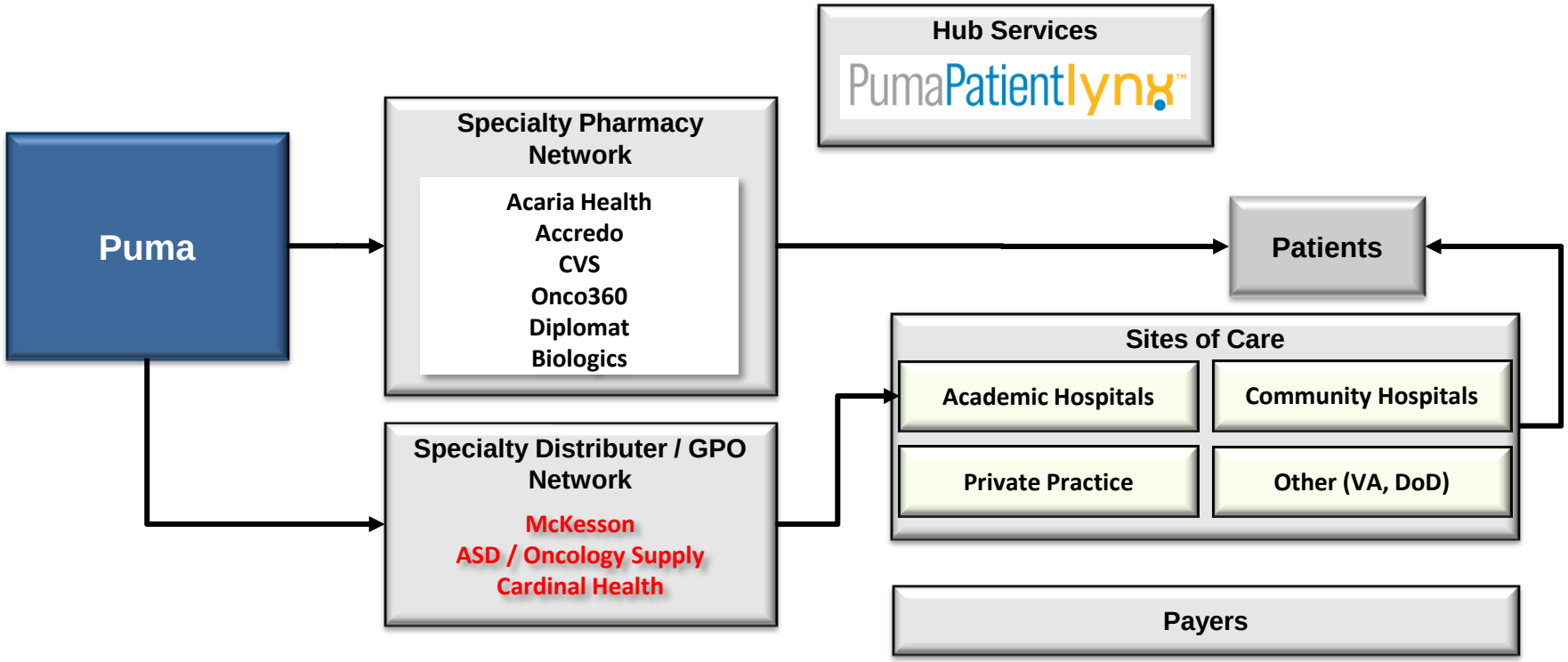
March 1, 2018

nerlynx™
(neratinib) tablets

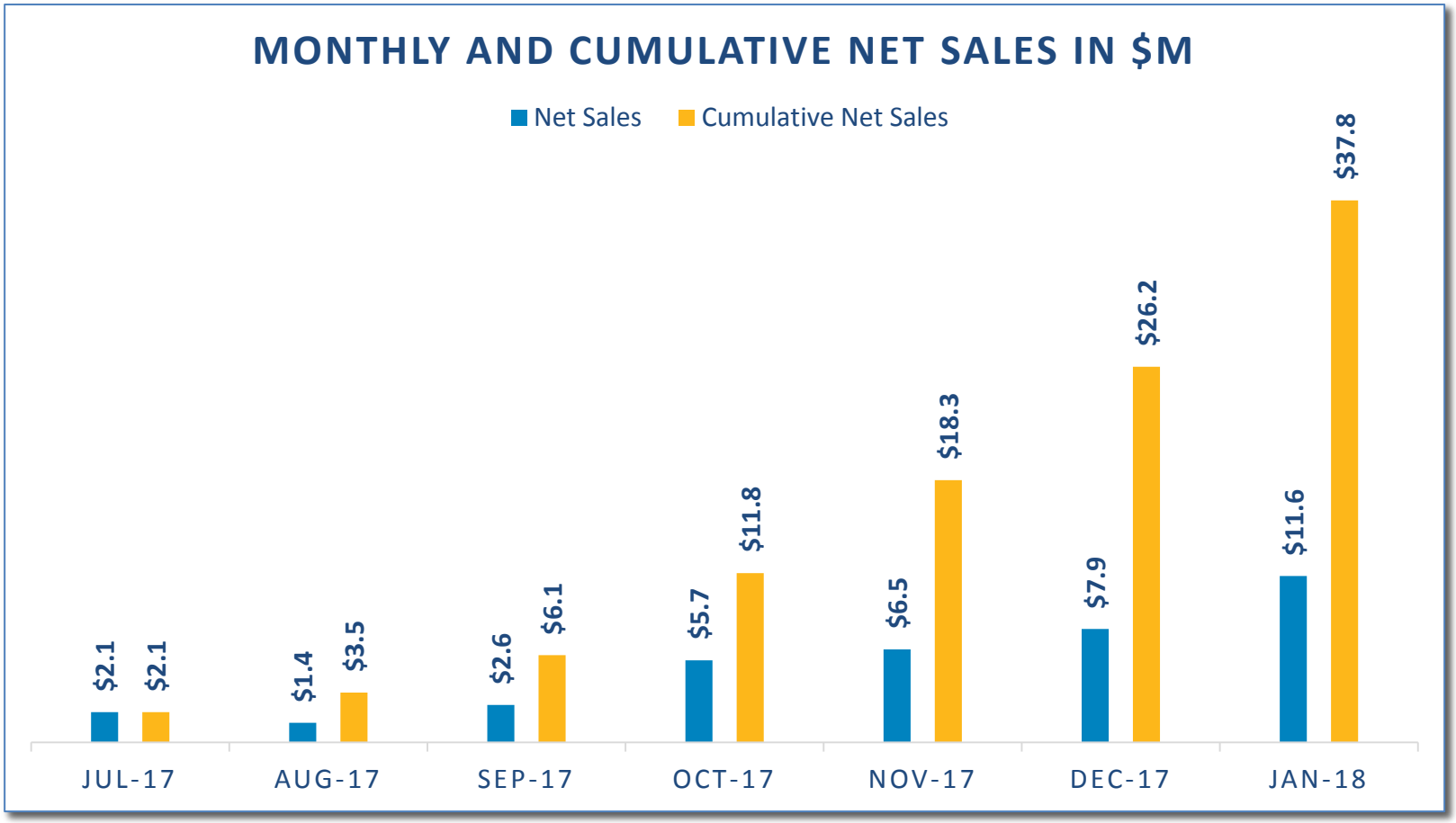
Forward-Looking Safe Harbor Statement

This presentation contains forward-looking statements, including statements regarding the benefits of NERLYNX® (neratinib) for the extended adjuvant treatment of HER2-positive early stage breast cancer, commercialization activities, the potential indications of our drug candidates and the development of our drug candidates, including, but not limited to, the anticipated timing for the commencement and completion of various clinical trials and announcement of data relative to these trials. All forward–looking statements included in this presentation involve risks and uncertainties that could cause our actual results to differ materially from the anticipated results and expectations expressed in these forward-looking statements. These statements are based on current expectations, forecasts and assumptions, and actual outcomes and results could differ materially from these statements due to a number of factors, which include, but are not limited to, the fact that we have only recently commenced commercialization and shipment of our only FDA approved product, our dependence upon the commercial success of NERLYNX, our history of operating losses and our expectation that we will continue to incur losses for the foreseeable future, risks and uncertainties related to our ability to achieve or sustain profitability, our ability to predict our future prospects and forecast our financial performance and growth, failure to obtain sufficient capital to fund our operations, the effectiveness of sales and marketing efforts, our ability to obtain FDA approval or other regulatory approvals in the United States or elsewhere for other indications for neratinib or other product candidates, the challenges associated with conducting and enrolling clinical trials, the risk that the results of clinical trials may not support our drug candidate claims, even if approved, the risk that physicians and patients may not accept or use our products, our reliance on third parties to conduct our clinical trials and to formulate and manufacture our drug candidates, risks pertaining to securities class action, derivative and defamation lawsuits, our dependence on licensed intellectual property, and the other risk factors disclosed in our periodic and current reports filed with the Securities and Exchange Commission from time to time, including our Quarterly Report on Form 10-Q for the quarter ended September 30, 2017. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof. We assume no obligation to update these forward-looking statements except as required by law.

Puma's Pharmacy and Distributor Network

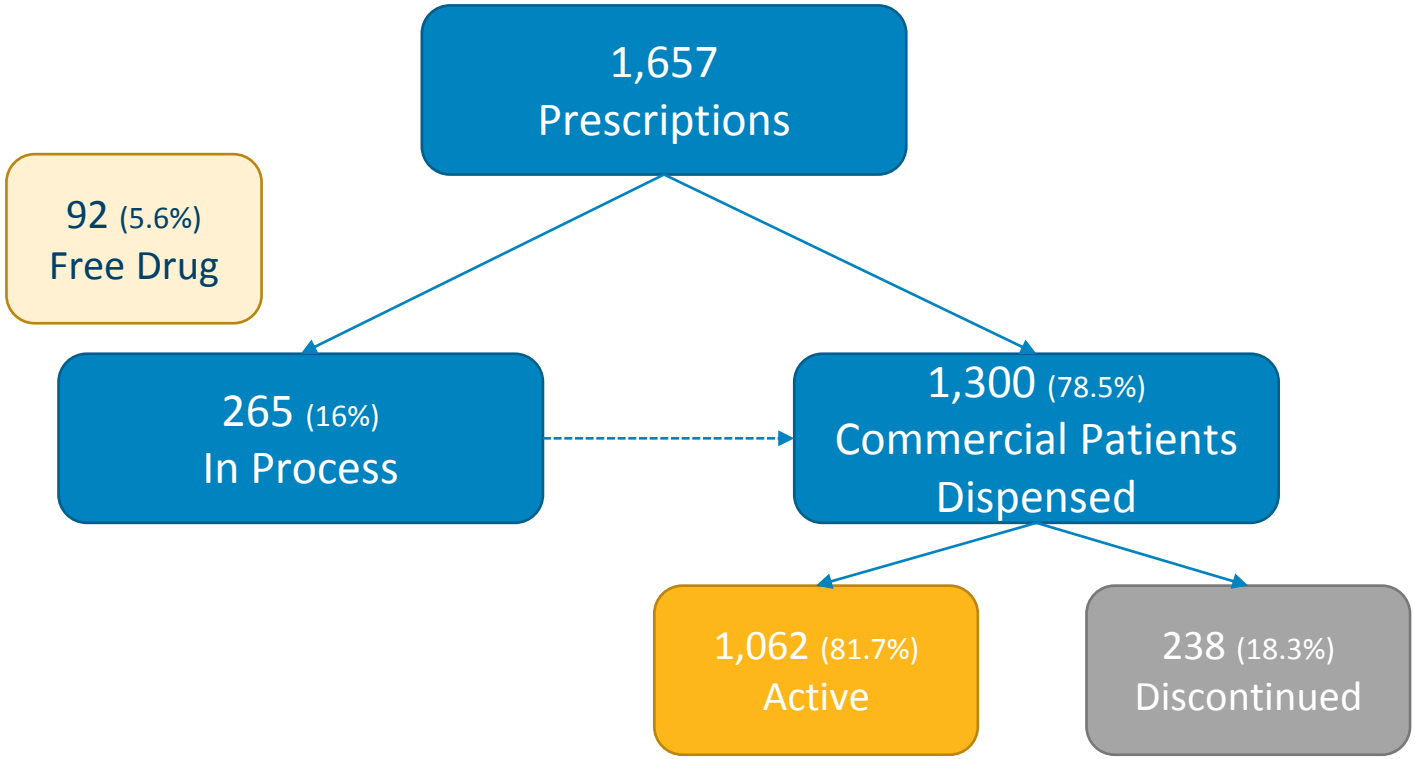


Net Sales since FDA approval is approximately $37.8 M



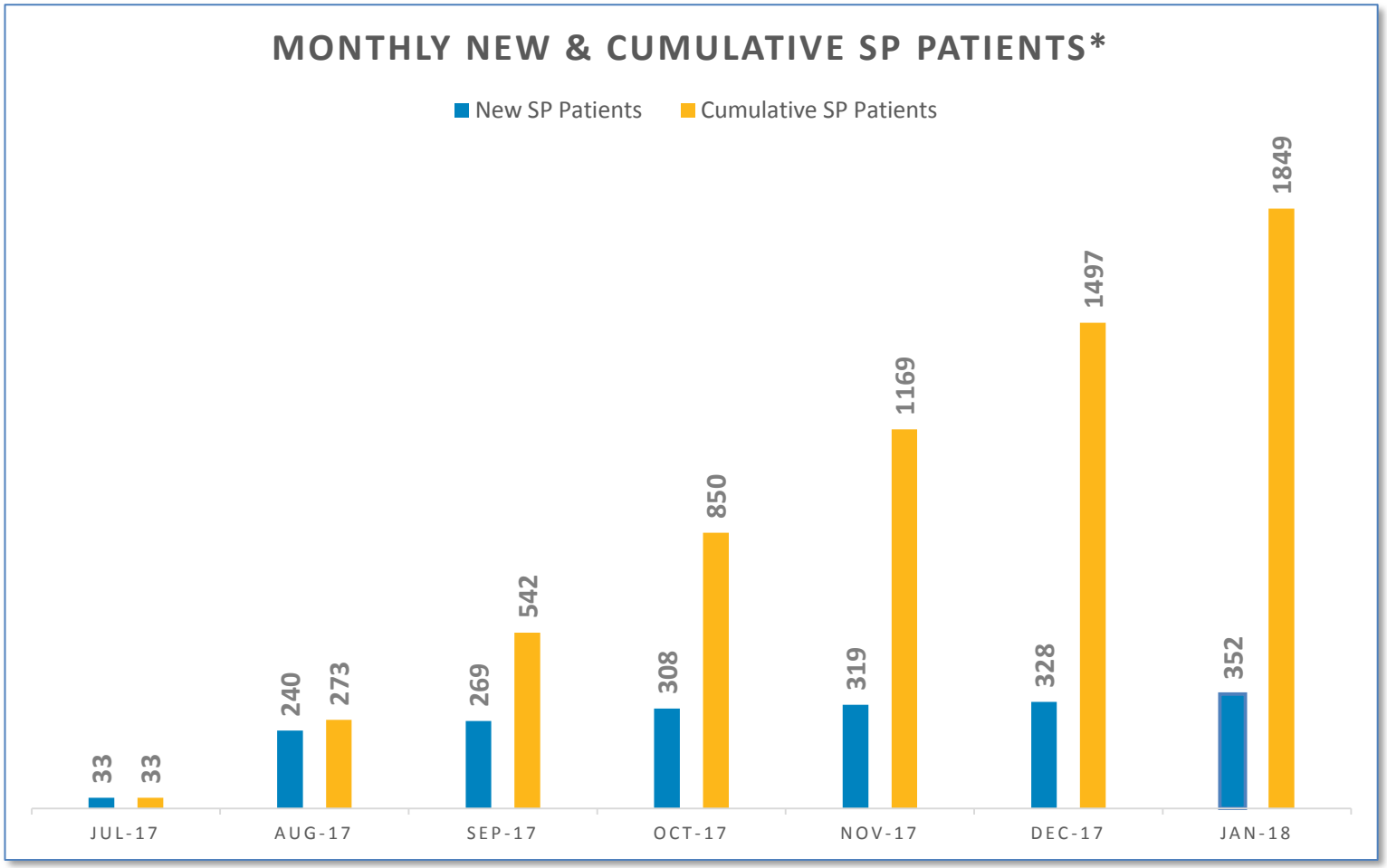
- *January estimated*

Specialty Pharmacy Prescriptions – Through January 31, 2018



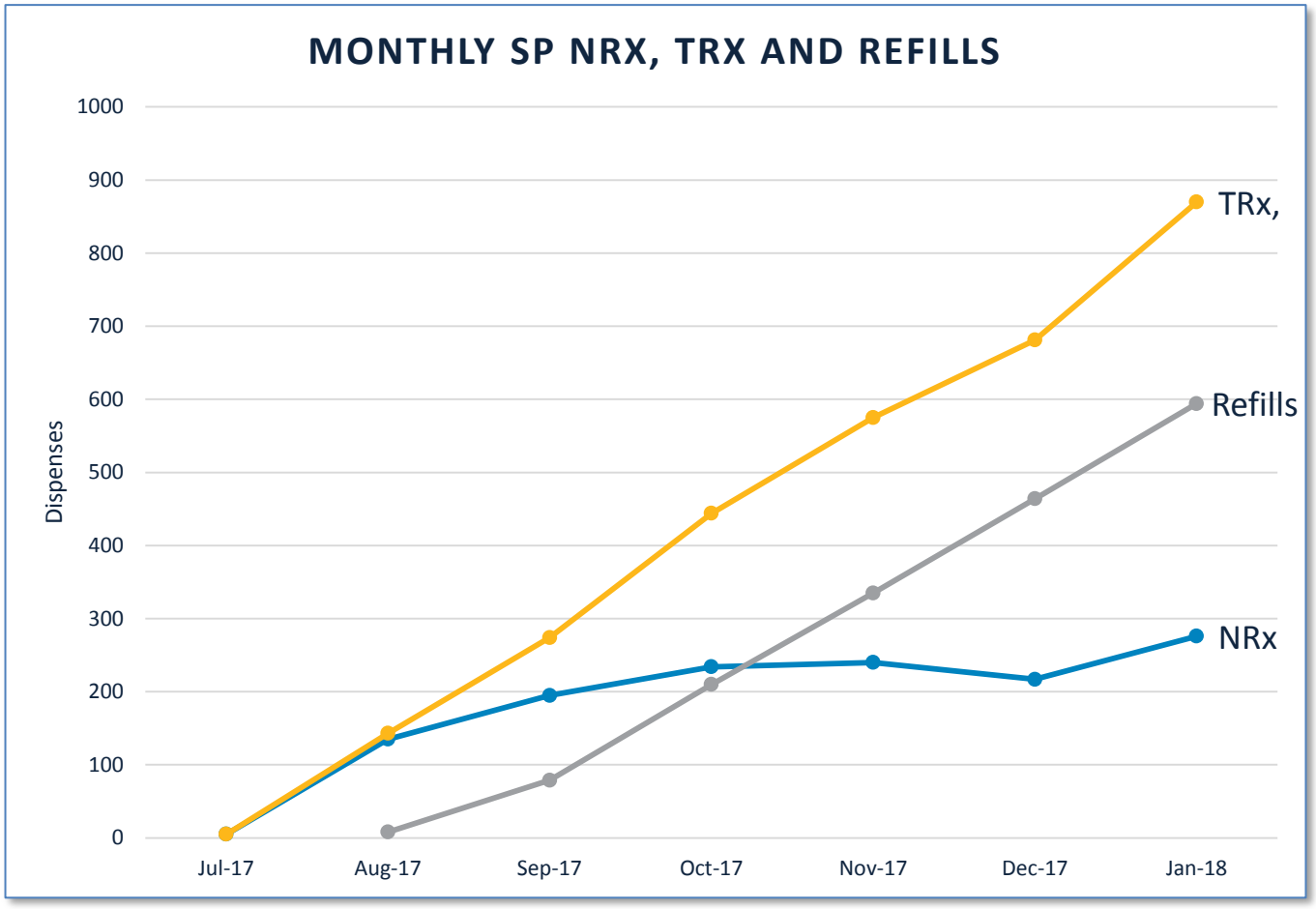
- Specialty Pharmacies account for approximately 89% of total business

New Patient and Cumulative RX's in Specialty Pharmacies



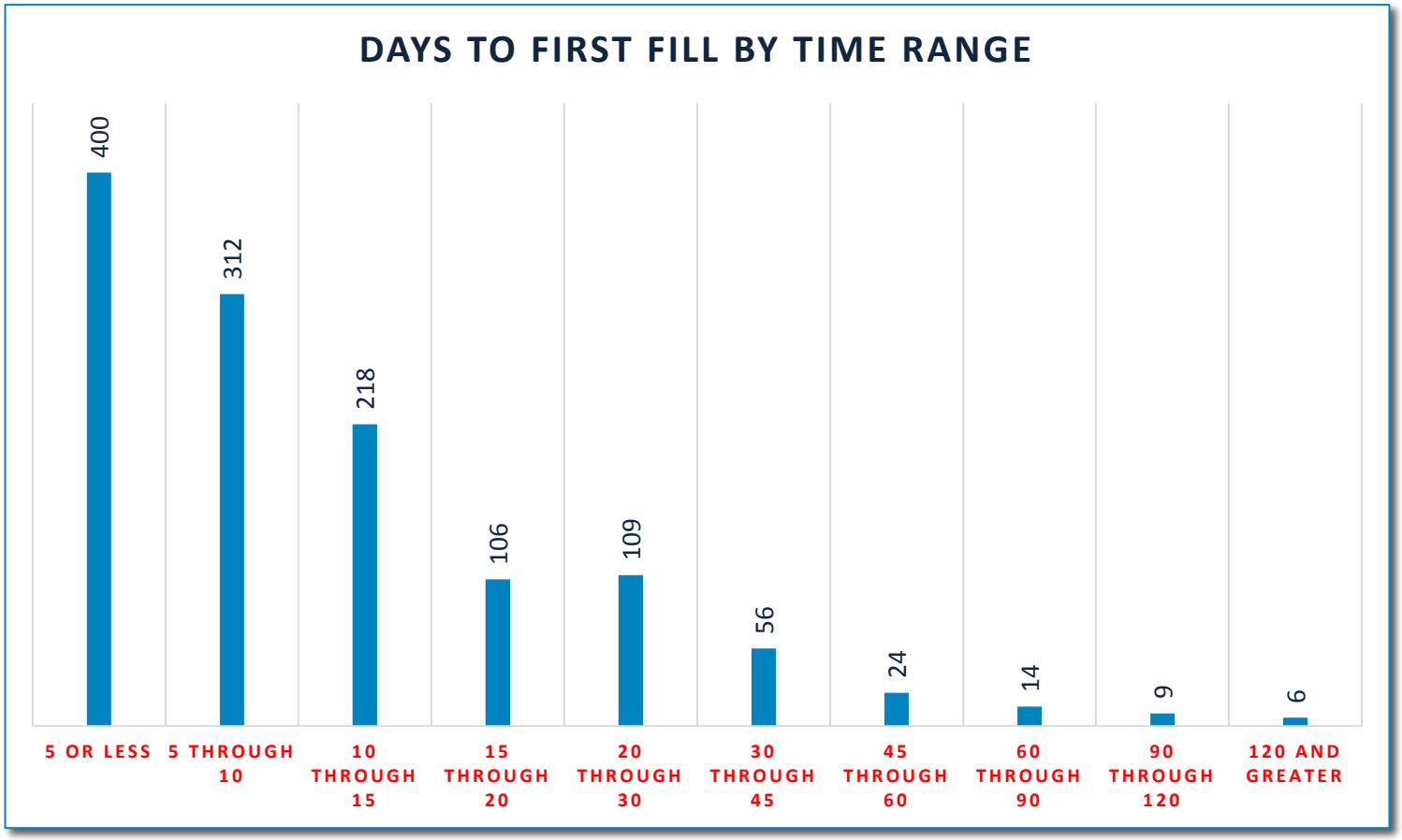
*Could include duplicate RXs sent to multiple specialty pharmacies

NERLYNX® Dispenses in the Specialty Pharmacy (SP) Channel



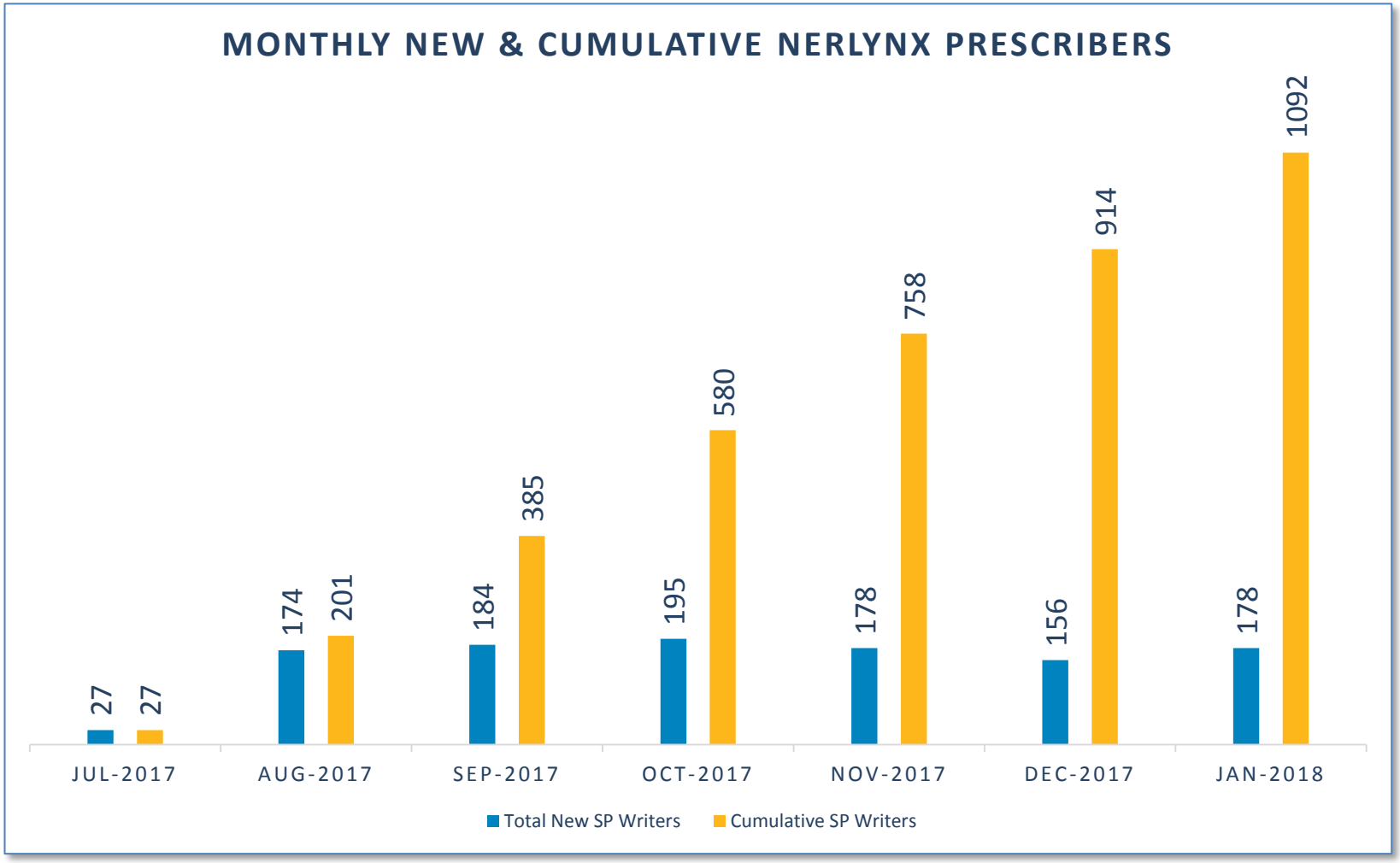
NRx: New Rx's Dispensed
TRx: Total Rx's Dispensed

Time to First Fill (or shipment) by Specialty Pharmacy

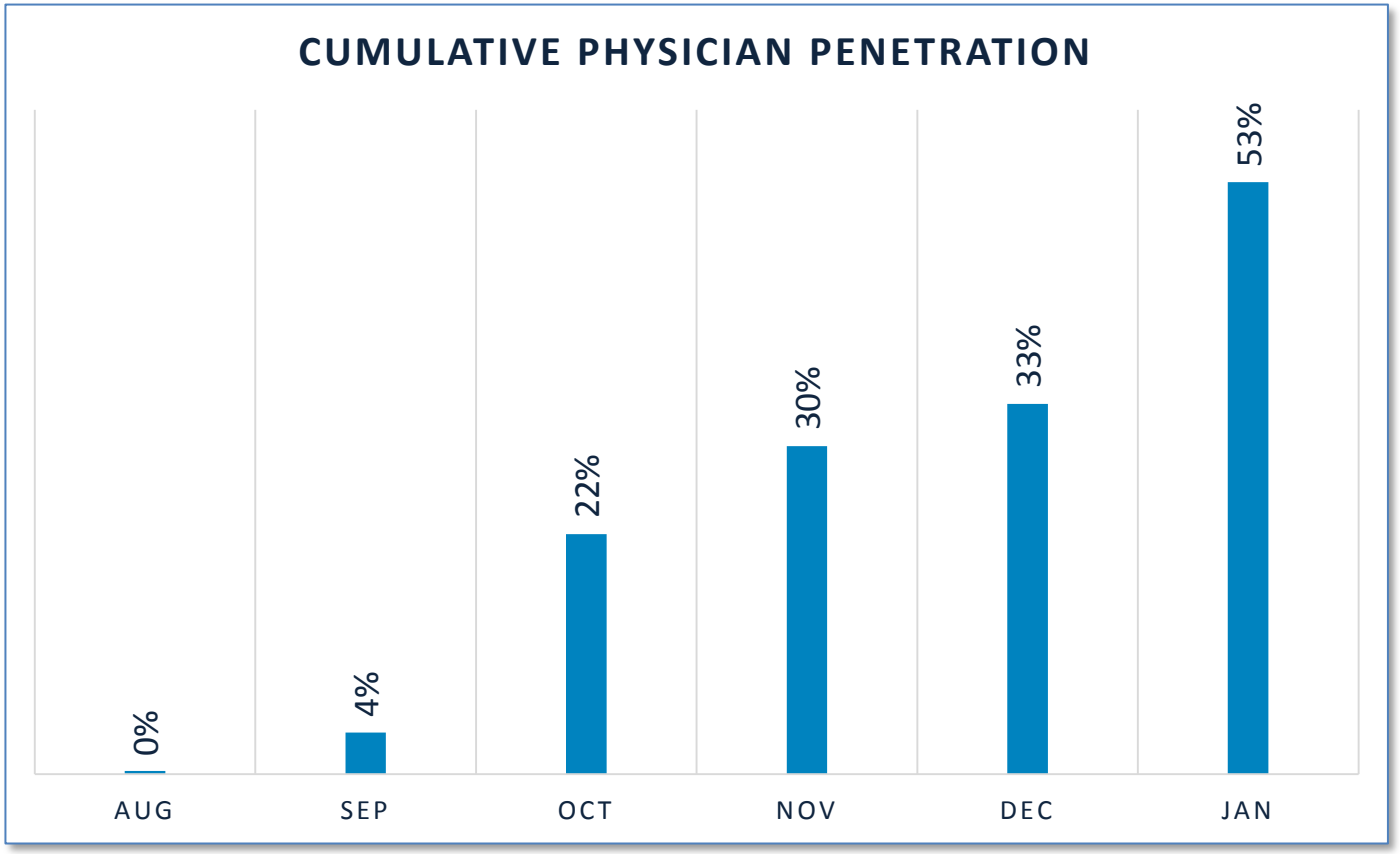


Over 70% of patients receive their first shipment within 15 days of receiving RX

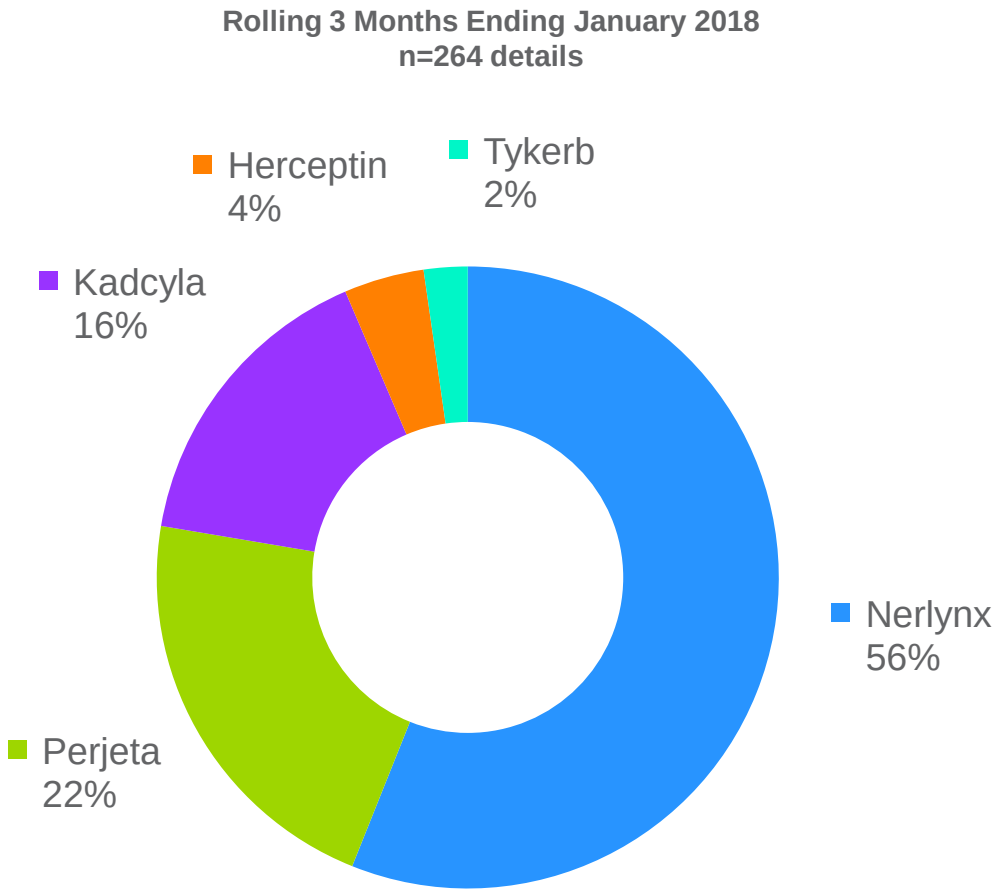
New and Total NERLYNX® Prescribers in SP Channel



Increasing reach to more targeted prescribers



NERLYNX® has majority of HER2 salesforce details



* SOURCE: IQVIA (IMS) Salesforce Audit

Three Recent Licensing Agreements

Specialised Therapeutics®

Region
• Australia • New Zealand • Southeast Asia

MEDISON
Delivering Innovative Healthcare

Region
• Israel

CANbridge 北海康成

Region
• China • Taiwan • Hong Kong • Macau

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