

# **PSIVIDA CORP.**

## **COMMUNICATIONS STRATEGY POLICY**

---

### **1. Introduction**

The Board of Directors of pSivida Corp. ("**pSivida**" or "**Company**") has established a communications strategy policy to promote effective communications with shareholders and stakeholders.

### **2. Responsible Persons**

The Executive Directors of the Company are responsible for implementing the communications strategy.

### **3. Methods of Communications**

#### **3.1 ASX Release**

In the first instance, the Company will release all information to the public through an ASX release. The Company will ensure the release complies with the Company's Continuous Disclosure Policy.

#### **3.2 Website**

All information released to the ASX will be posted on the pSivida website as soon as practicable following confirmation of receipt by the ASX. The Company will also review the website on a regular basis to ensure the information is current. pSivida's website is: [www.psivida.com](http://www.psivida.com).

#### **3.3 Database**

pSivida will maintain an email database of interested parties to allow the Company to send key information released to the ASX directly to the individual's email address. Parties interested in being added to the database can register on pSivida's website or contact the Company directly.

#### **3.4 Annual Report and Annual General Meeting (AGM)**

The Company will use the Annual Report to summarise and inform shareholders of the Company's previous year's operations and financial performance.

Through the Notice of General Meeting, the Company will encourage all shareholders and other interested parties to attend the AGM as it will give them an opportunity to ask questions and meet key personnel. An update of the Company's activities will also be provided through a presentation at the AGM. All shareholders who are unable to attend these meetings are encouraged to communicate or ask questions by writing to the Company.

The Company's auditor will be requested to attend the AGM and be available to answer shareholder questions about the conduct of the audit and the preparation and content of the auditor's report.

### **3.5 Direct Communication and Presentations**

Shareholders, stakeholders and other interested parties are welcome to contact the Managing Director, Investor Relations Manager or Company Secretary directly. The Company will also be available to provide presentations to investor groups, brokers, institutions and industry related parties on a regular basis. Where possible, the Company will accept invitations to publicly present on the Company at relevant seminars and conferences.

At all times information released to any of the parties must conform with the Continuous Disclosure Policy.

### **3.6 Media**

Key information released to the ASX will also be forwarded to relevant media organisations. The Company will also pursue and encourage publicity on the Company through feature articles and briefings. The Company is also willing to accept invitations from the media to make comment on industry related activities unless there is good reason for not doing so. All media contact must be authorised by the Managing Director.

## **4. Contacts**

Contact details for the Company are:

pSivida Corp.  
400 Pleasant Street  
Watertown, MA 02472  
United States  
Tel: +1 617 926 5000  
Fax: +1 617 926 5050  
Email: [psivida@psivida.com](mailto:psivida@psivida.com)  
Website: [www.psivida.com](http://www.psivida.com)