ARATANA THERAPEUTICS

Credit Suisse

November 8, 2016

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Safe Harbor Statement

Special Note Regarding Forward-Looking Statements

This presentation contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. All statements contained in this presentation that do not relate to matters of historical fact should be considered forward-looking statements, including without limitation statements with respect to expectations regarding the timing of regulatory approvals; expectations regarding the timing or scope of commercialization of products; anticipated research and development expenses and use of cash for 2016; and the Company's plans and opportunities, including without limitation offering innovative therapeutics and the Company's belief that its products and product candidates will result in improved outcomes for pets.

These forward-looking statements are based on management's current expectations. These statements are neither promises nor guarantees, but involve known and unknown risks, uncertainties and other important factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements, including, but not limited to, the following: our history of operating losses and our expectation that we will continue to incur losses for the foreseeable future; failure to obtain sufficient capital to fund our operations; risks relating to the impairment of intangible assets AT-004, AT-005, AT-007 and AT-011; unstable market and economic conditions; restrictions on our financial flexibility due to the terms of our credit facility; our substantial dependence upon the success of our product candidates; development of our biologic product candidates is dependent upon relatively novel technologies and uncertain regulatory pathways, and biologics may not be commercially viable; denial or delay of regulatory approval for our existing or future product candidates; failure of our product candidates that receive regulatory approval to obtain market approval or achieve commercial success; failure to realize anticipated benefits of our acquisitions and difficulties associated with integrating the acquired businesses; development of pet therapeutics is a lengthy and expensive process with an uncertain outcome; competition in the pet therapeutics market, including from generic alternatives to our product candidates, and failure to compete effectively; failure to identify, license or acquire, develop and commercialize additional product candidates; failure to attract and retain senior management and key scientific personnel; our reliance on third-party manufacturers, suppliers and partners; regulatory restrictions on the marketing of our product candidates; our small commercial sales organization, and any failure to create a sales force or collaborate with third-parties to commercialize our product candidates; difficulties in managing the growth of our company; significant costs of being a public company; risks related to the restatement of our financial statements for the year ended December 31, 2013, and the identification of a material weakness in our internal control over financial reporting; changes in distribution channels for pet therapeutics; consolidation of our veterinarian customers; limitations on our ability to use our net operating loss carryforwards; impacts of generic products; safety or efficacy concerns with respect to our product candidates; effects of system failures or security breaches; failure to obtain ownership of issued patents covering our product candidates or failure to prosecute or enforce licensed patents; failure to comply with our obligations under our license agreements; effects of patent or other intellectual property lawsuits; failure to protect our intellectual property; changing patent laws and regulations; non-compliance with any legal or regulatory requirements; litigation resulting from the misuse of our confidential information; the uncertainty of the regulatory approval process and the costs associated with government regulation of our product candidates; failure to obtain regulatory approvals in foreign jurisdictions; effects of legislative or regulatory reform with respect to pet therapeutics; the volatility of the price of our common stock; our status as an emerging growth company, which could make our common stock less attractive to investors; dilution of our common stock as a result of future financings; the influence of certain significant stockholders over our business; and provisions in our charter documents and under Delaware law could delay or prevent a change in control. These and other important factors discussed under the caption "Risk Factors" in the Company's Annual Report on Form 10-K filed with the Securities and Exchange Commission, or SEC, on March 15, 2016, along with our other reports filed with the SEC could cause actual results to differ materially from those indicated by the forward-looking statements made in this presentation. Any such forward-looking statements represent management's estimates as of the date of this presentation. While we may elect to update such forward-looking statements at some point in the future, we disclaim any obligation to do so, even if subsequent events cause our views to change. These forward-looking statements should not be relied upon as representing our views as of any date subsequent to the date of this presentation.

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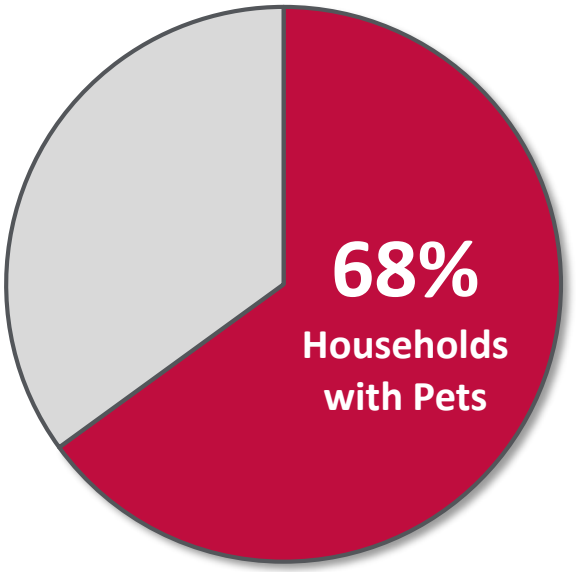
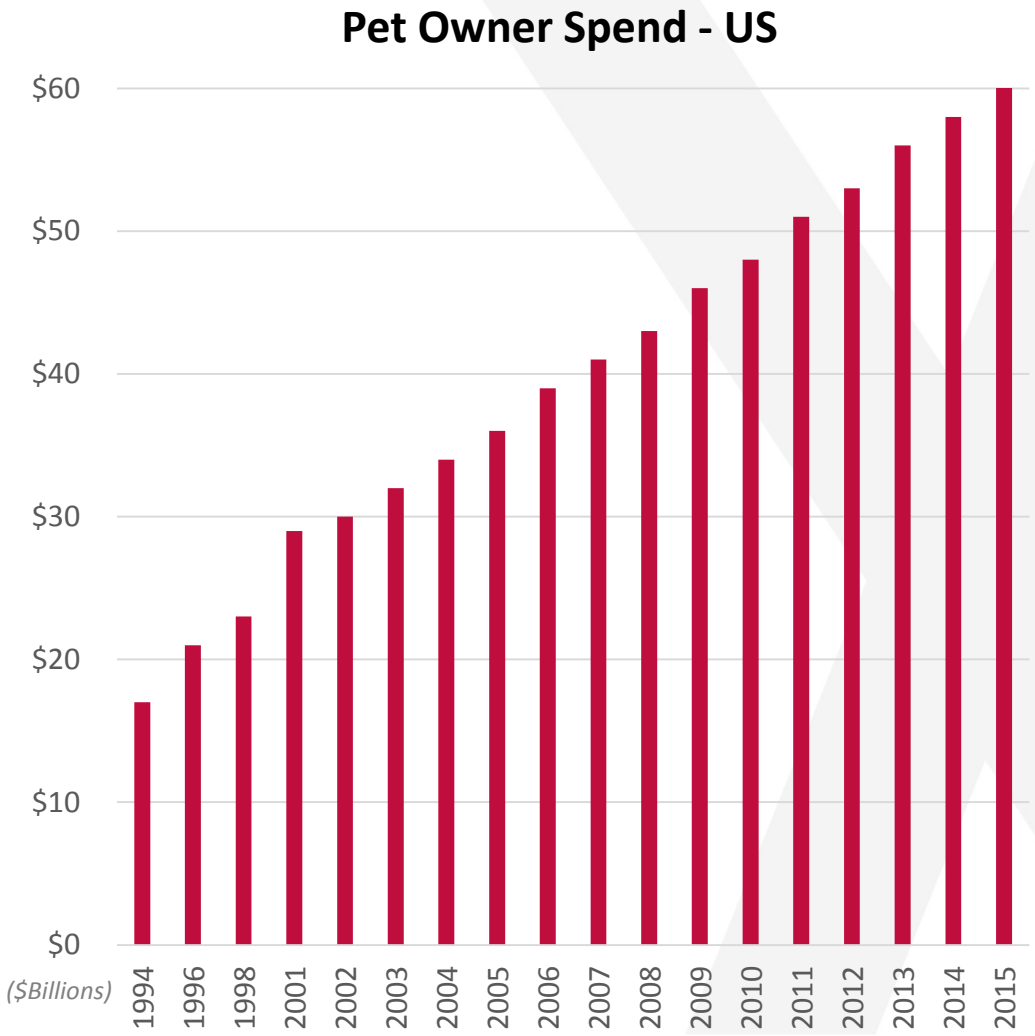
Our Market





Source: APPA Nov 2015

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The Evolution of Veterinary Care

"Snoopy Generation"

"Brian Generation"

Historical Situation

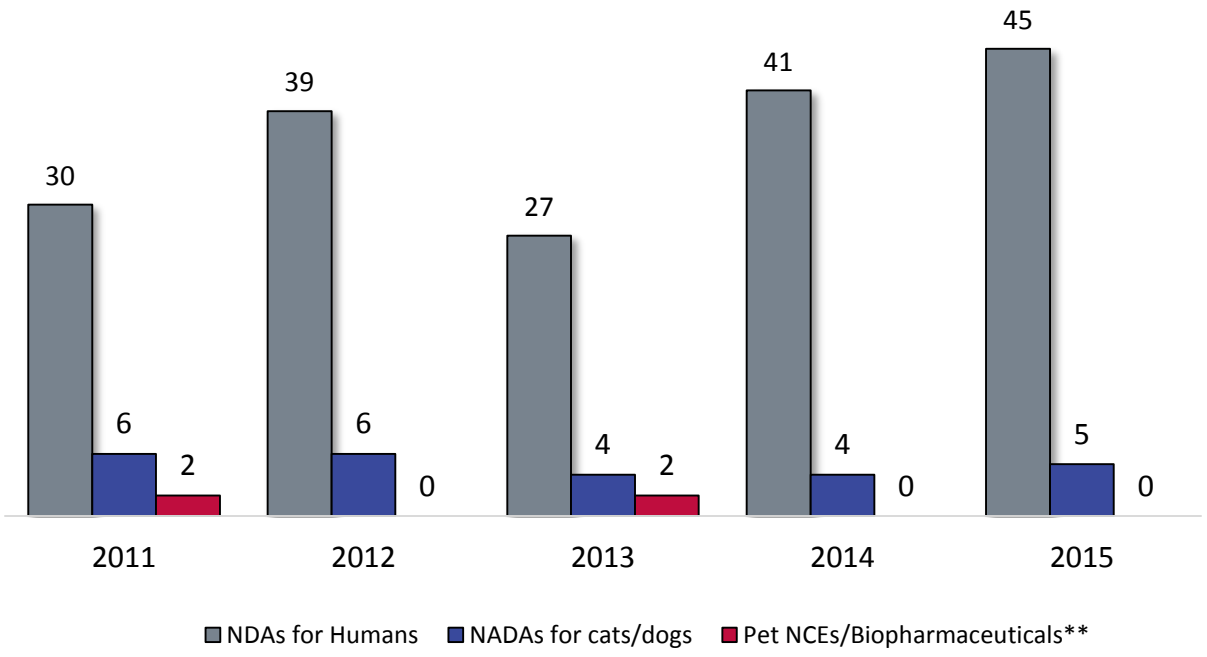
- Outside pets
- Rural
- Puppies & kittens
- Wellness (vaccines, parasites)
- Generalist veterinarians
- Clinics

Emerging Trends

- Inside pets
- Urban
- Mature pets
- Disease states
- Specialist veterinarians
- Multi-specialty hospitals

What Problem Needs Solving?

Innovation Gap



Source: Information available on United States Government Federal Register

*** New Chemical Entities/Biopharmaceuticals defined as new chemical entities not previously approved in humans or animals (excluding parasite drugs)*

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What are the Precedents?

RIMADYL® (carprofen)

- Launched 1996
- Continues to grow despite generics and other cox-inhibitors
- Created a $300M market in U.S.
- Use limited by perceived tolerability issues

Previcox® (firocoxib)

Metacam® (meloxicam) Solution for Injection/Oral Suspension

Deramaxx® (deracoxib)

- Companies try to differentiate their products
- Consumer advertising on the disease state grew the overall category
- NSAID market and nutraceuticals have grown for two decades

vetmedin®

- Pioneer in category of CHF
- Launched in 2007 in U.S.
- Shown to increase median survival
- Sales estimated $50M+
- Other products in cardiology are mostly generic

apoquel® oclacitinib

- Early success creating market
- Launched in 2014
- Product initially “on allocation” (supply-constrained)
- Peak sales estimated > $300M
- Starting dose is twice daily

Our Roadmap

✓ **Defining and selling our model**

✓ **Proving our model**

Achieving financial viability

Leveraging the brand

Proving our model

- Success in the clinic
- Regulatory approvals
- Expand the portfolio
- Shape the commercial opportunity
- Product level & ecosystem-wide partnerships

Achieving financial viability

- Demonstrate high revenue growth
- Achieve specialty pharma-like margins
- Operate in a highly capital-efficient manner
- Maintain a competitive advantage

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Our Development Scorecard

20+
POTENTIAL PIPELINE PRODUCTS

5
THREE FDA APPROVED AND TWO USDA FULLY LICENSED PRODUCTS

15
PRODUCTS INVESTIGATED IN CLIENT-OWNED PATIENTS

USDA LICENSED ESTABLISHMENT

10+
NEW MOLECULAR ENTITIES

NETWORK OF CROs IN U.S. AND EU DOING CLINICAL & PRE-CLINICAL WORK

4
PIVOTAL STAGE PROGRAMS

WORLDWIDE MANUFACTURING CMOs

5
CMC PACKAGES & FOUR DRUG MASTER FILES

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Our Commercial Strategy

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Specialty Therapeutics Approach

- Generate corporate brand awareness and confidence
- Educate on new therapeutic alternatives
  - Advisory boards
  - Medical conferences
  - Medical scientific liaisons
- Generate therapeutic awareness
  - Trade shows
  - Publications
  - Aratana digital library
- Gain therapeutic trial
  - Specialist reps
  - Aratana continuing education
- Support the experience

More than 3,500 Attend Aratana Therapeutics' Scientific CE Sessions, VIP and Zoobiquity Events at the 2016 NAVC Conference.

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Our Commercial Evolution

Galliprant®
(grapiprant tablets)

entyce®
(capromorelin oral solution)

nocita®
(bupivacaine liposome injectable suspension)

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Co-Promotion with Elanco

A first-in-class, non-COX-inhibiting, non-opioid, once daily pain medication that offers control of pain and inflammation associated with osteoarthritis in dogs

- **First-in-class** anti-inflammatory in the piprant class
- Highly **targeted** EP4 Prostaglandin Receptor Antagonist
- Flavored tablets, **once daily dosing**
- Multiple strengths and quantities

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nocita®
(bupivacaine liposome injectable suspension)

Post-Operative Pain in Dogs

A new long-acting local anesthetic formulation of bupivacaine for single-dose infiltration into the surgical site to provide local post-operative analgesia for cranial cruciate ligament surgery in dogs.

- Bupivacaine in a liposome injectable suspension that releases over time
- Long-acting analgesia lasts up to 72 hours post-surgery
- Single dose administered by infiltration injection into the tissues of a CCL surgical site during closure

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nocita®

(bupivacaine liposome injectable suspension)

Transform the way you control CCL* post-operative pain

*Cranial cruciate ligament

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Overlapping or continuous pain control: The Unmet Need

- Extended post-operative pain relief in hospital
- Extended at-home pain relief

- **Current potential solutions:**
  - Cox-inhibiting NSAIDs
  - Opioids
  - Local anesthetics

- Oral Opioids
- Continuous Infusions
- Fentanyl Transdermal Patches
- Fentanyl Transdermal Solution
- Tramadol*

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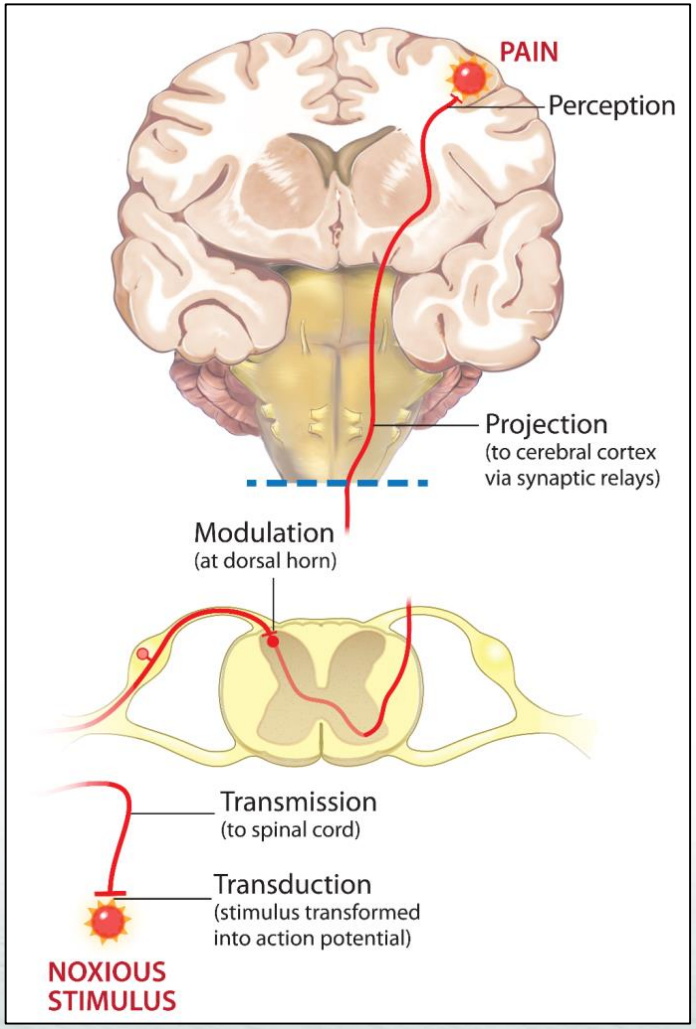
What is the Most Effective Class of Analgesic for Peri-Operative Pain Control?

LOCAL ANESTHETIC



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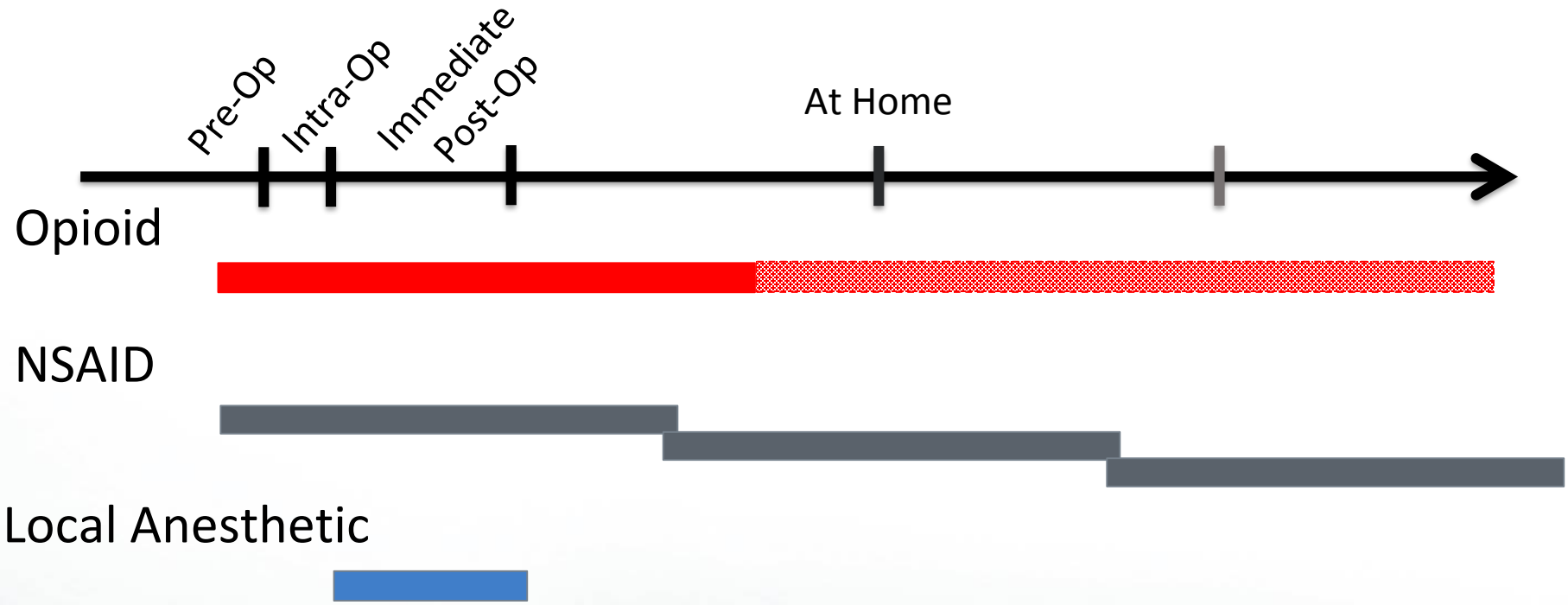
Extended Post-Operative Pain Relief: Local Anesthetics



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*Cranial cruciate ligament

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About Aratana Therapeutics
New therapies for unmet needs

ENTYCE® (capromorelin oral solution)

Post-operative pain
Causes & consequences

Managing pain after discharge
Is there a better way?

NOCITA®
NOCITA® at-a-glance

Mechanism of action

Administration

Efficacy
Clinical field efficacy study

Safety
Safety studies

NOCITA® in your clinic
SKUs & pricing

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Raising the standard of care

NOCITA® is a long-acting local anesthetic that gives you the control of extended-release bupivacaine, providing up to **72 hours** of **post-operative pain relief** for cranial cruciate ligament surgery with one dose.

- Extended duration of action assists in preventing analgesia gaps in the first 72 hours post-surgery
- Provides a bridge between in-clinic pain control after patient is discharged
- Single dose administered during cranial cruciate ligament surgery closure by infiltration into the tissues for post-operative pain control

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NOCITA® mechanism of action

- Blocks cell membrane sodium channels on neurons
- Prevents propagation of nerve action potentials and transmission of pain signals
- The extended-release bupivacaine technology used in NOCITA® consists of multivesicular liposomes composed of hundreds to thousands of chambers per particle, encapsulating aqueous bupivacaine
- The liposomes are microscopic structures made of nonconcentric lipid bilayers, resembling a "honeycomb-like" matrix, designed such that bupivacaine is gradually released from vesicles up to 72 hours

NOCITA® Mechanism of Action

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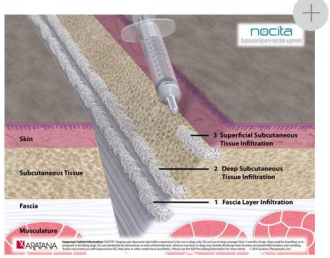
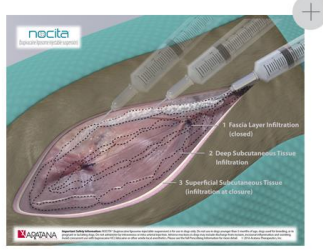
Administration

The technique for infiltrating NOCITA® into a surgical site differs slightly from using traditional bupivacaine formulation.

- Liposomes themselves do not diffuse readily from where they are deposited
- A moving needle infiltration technique is used to inject NOCITA® into all tissue layers surrounding the surgical field
- As bupivacaine is gradually released from individual liposome vesicles, it will diffuse locally into the surrounding tissues

NOCITA® Administration





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Efficacy of bupivacaine liposome injectable suspension[1]

Study design

- 182 client-owned dogs undergoing knee surgery
- Randomized, prospective, blinded, placebo-controlled, multicenter study
- 5.3 mg/kg by infiltration injection during surgical closure
- Post-operative pain assessments were taken during 0-24 hour, 24-48 hour and 48-72 hour intervals
- Success ($P < 0.05$) was defined as no pain intervention*

*Pain intervention = rescue analgesia or score of ≥6 on Glasgow Composite Measure Pain Scale

Licensed from New Metrica

Pivotal Effectiveness Data

	NOCITA®	Placebo	*P*-value
Primary endpoint 0-24 hrs.	68.8%	36.5%	0.0322
Secondary endpoint** 24-48 hrs.	64.3%	34.6%	0.0402
Secondary endpoint** 48-72 hrs.	61.6%	32.7%	0.0432

**Failures carried forward from each previous interval

Conclusion

The percent of treatment success for NOCITA® was statistically significantly greater than placebo at the first 24-hour time interval ($P = 0.0322$). The 24–72-hour and 48–72-hour time intervals were evaluated as secondary variables and support effective use of NOCITA® for up to 72 hours of analgesia.

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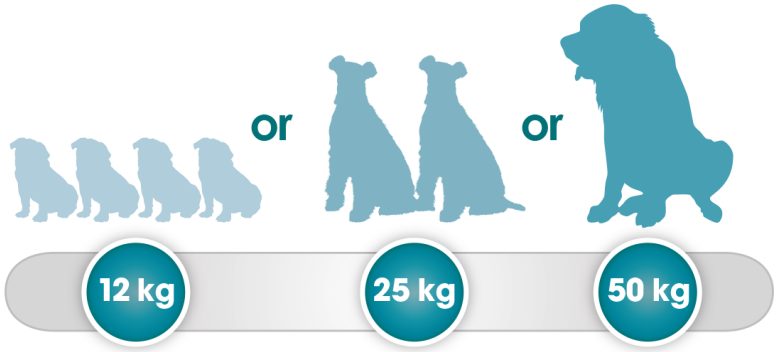
NOCITA®

20 mL single-use vials

	SKU	Contents	Price/Vial	Price/Package
NOCITA® 1-pack	NC101001020 (1-pack)	20 mL vial (1)	$180 (1-pack)	$180 (1-pack)
NOCITA® 4-pack	NC101004020 (4-pack)	20 mL vials (4)	$160 (4-pack)	$640 (4-pack)

One single-use 20 mL vial treats:



NOCITA® is for single-dose administration only. A dose of 5.3 mg/kg (0.4 mL/kg) is administered by infiltration injection into the tissue layers at the time of incisional closure.

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entyce® (capromorelin oral solution)

For Appetite Stimulation in Dogs

A new, unique first-in-class, appetite stimulant in dogs

- **First-in-class** prescription therapeutic
- **Ghrelin receptor agonist** (works by mimicking ghrelin, the hunger hormone)
- Oral liquid solution, **once daily dosing**
- Multiple packaging sizes
- FDA approved in May 2016

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entyce®

(capromorelin oral solution)

Turn on appetite

IMPORTANT SAFETY INFORMATION: ENTYCE® (capromorelin oral solution) is for use in dogs only. Do not use in breeding, pregnant or lactating dogs. Use with caution in dogs with hepatic dysfunction or renal insufficiency. Adverse reactions in dogs may include diarrhea, vomiting, polydipsia, and hypersalivation. Should not be used in dogs that have a hypersensitivity to capromorelin. Please see the full Prescribing Information for more detail.

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Regulation of Appetite

- Peripheral signals and central control
- Long and short term influences
- Complex regulation involving:
  - Brain, mainly the hypothalamus
  - Peripheral nervous system, e.g. vagus
  - Endocrine events
- Balance of orexigenic and anorexigenic signals

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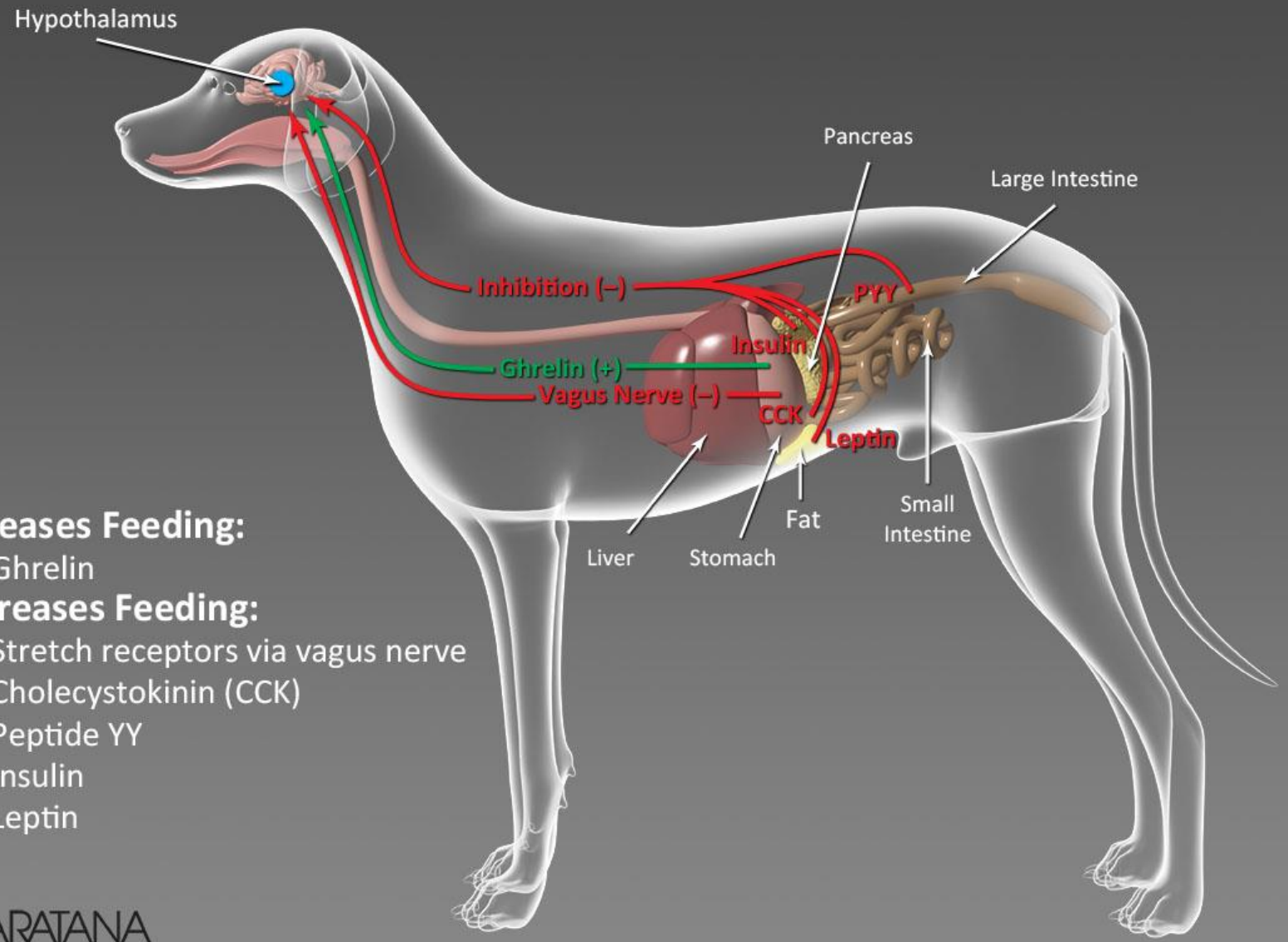
Mechanisms for Control of Food Intake



Increases Feeding:

- Ghrelin

Decreases Feeding:

- Stretch receptors via vagus nerve
- Cholecystokinin (CCK)
- Peptide YY
- Insulin
- Leptin

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Current Medical Options

- Mirtazapine
- Cyproheptadine
- Maropitant (Cer
- Glucoc
- Meg
- Anab
- Ben
- amin (B12)
- Fish oil

None of these current medical options are FDA-approved veterinary appetite stimulants

The use, effecti afety of these previous medical options are currently used for the stimulation of appetite are all anecdotal and not based on pivotal clinical studies completed for FDA approval.

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Clinical Field Study Design

- 244 client-owned inappetent dogs
- Randomized, prospective, blinded, placebo-controlled, multicenter study
- 3 mg/kg orally once daily for 4 days
- Primary Endpoint: Appetite assessment by owner
- Secondary Endpoints:
  - Appetite Questionnaire
  - Body Weight

Zollers B, Wofford JA, Heinen E, Huebner M, Rhodes L. A prospective, randomized, masked, placebo-controlled clinical study of capromorelin in dogs with reduced appetite. In press at the *Journal of Veterinary Internal Medicine.*

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Clinical Field Study Results: Appetite Assessment Question

- On Day 3±1, the Owner answered the following question as it best described their dog's appetite during the study:

  Do you feel that during the study (over the 4±1 days of treatment) your dog's appetite was increased, no change or decreased?

- Success = "increased" (primary effectiveness parameter)

Parameter	ENTYCE®	Placebo	p-value
Appetite Assessment: Success Rate	68.6%	44.6%	0.0078

Owners reported "increased" appetite in more ENTYCE-treated than placebo-treated dogs

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Clinical Field Study Results: Safety – Adverse Reactions

Adverse Reactions*	ENTYCE (N=171) N (%)	Placebo (N=73) N (%)
Diarrhea	12 (7.0 %)	5 (6.8 %)
Vomiting	11 (6.4 %)	4 (5.5 %)
Elevated blood urea nitrogen (BUN)	7 (4.1 %)	2 (2.7 %)
Polydipsia	7 (4.1 %)	1 (1.4 %)
Elevated phosphorus	4 (2.3 %)	1 (1.4 %)
Hypersalivation	4 (2.3 %)	0 (0.0 %)
Abdominal discomfort	2 (1.2 %)	0 (0.0 %)
Flatulence	2 (1.2 %)	0 (0.0 %)
Lethargy/depression	2 (1.2 %)	0 (0.0 %)
Nausea	2 (1.2 %)	0 (0.0 %)
Elevated creatinine	1 (0.6 %)	1 (1.4 %)

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Coming soon: ENTYCE®

The ONLY FDA-approved therapeutic for appetite stimulation

Convenient, once-daily oral solution

- **First-in-class ENTYCE®** treats the symptom of inappetence, so you can diagnose the underlying **acute or chronic condition**
- **ENTYCE®** has a targeted mechanism of action that mimics ghrelin (the "hunger hormone") to trigger feelings of hunger
- **ENTYCE®** is proven to effectively stimulate appetite, with safety demonstrated in long-term use

IMPORTANT SAFETY INFORMATION: ENTYCE® (capromorelin oral solution) is for use in dogs only. Do not use in breeding, pregnant or lactating dogs. Use with caution in dogs with hepatic dysfunction or renal insufficiency. Adverse reactions in dogs may include diarrhea, vomiting, polydipsia, and hypersalivation. Should not be used in dogs that have a hypersensitivity to capromorelin. Please see the full Prescribing Information for more detail.

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Our Financial Summary

- Net loss for the third quarter ended September 30, 2016 was $13.4M or $0.38 diluted net loss per share
- For the nine months ended September 30, 2016, the net loss was $10.2M or $0.29 diluted net loss per share
  - Largely impacted by the $38M revenue recorded in the second quarter of 2016 for the Elanco collaboration
- As of September 30, 2016, the Company had $102.7 million of cash, cash equivalents, restricted cash and short-term investments.

Q&A

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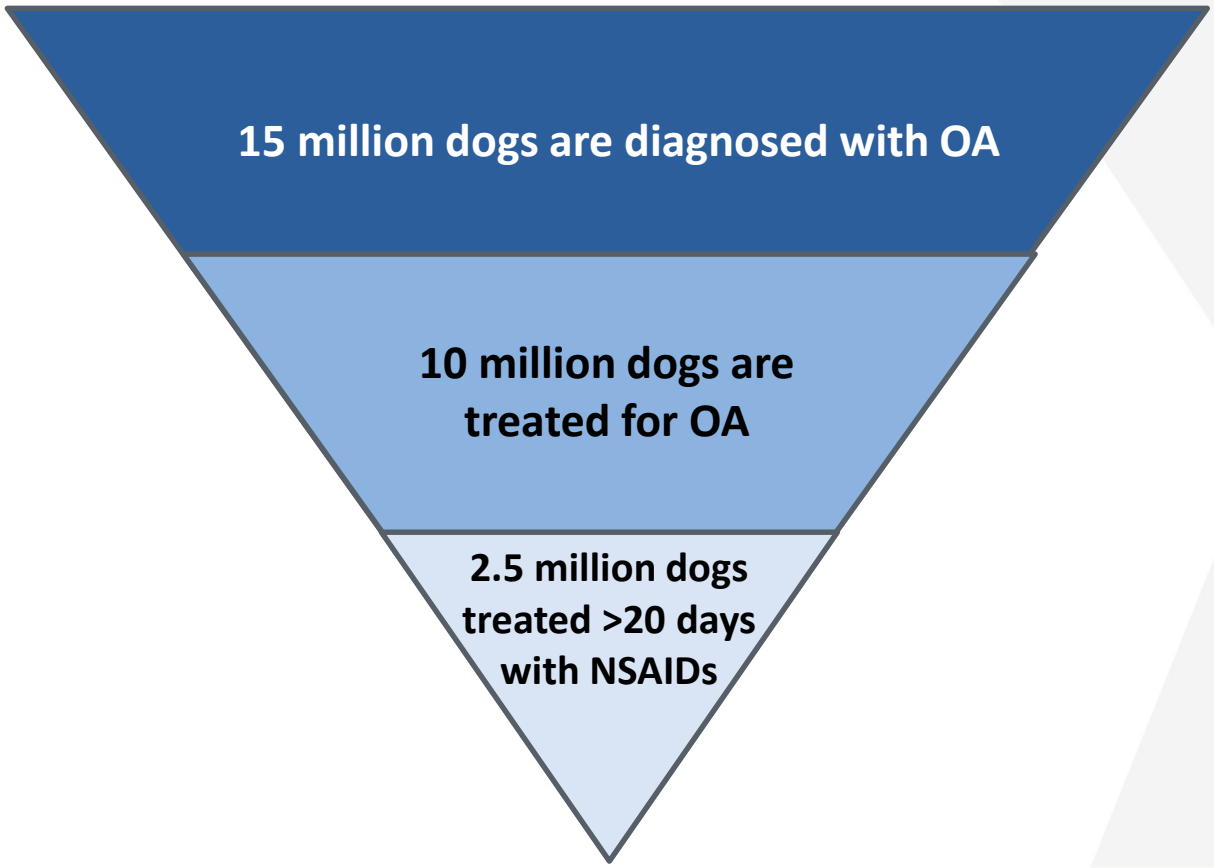
APPENDIX

Galliprant®
(grapiprant tablets)

Market Opportunity

Osteoarthritis (OA) Dogs in the U.S.



Aratana market research.
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Osteoarthritis Treatment Landscape

$700 Million
($200 Million Retail Through Veterinarian)

$350 Million
(Retail Through Veterinarian)

NUTRACEUTICALS

*These products offer less of a clinical benefit, **but with few-to-no side effects.***

COX-INHIBITING NSAIDs

*The need for **pain relief is weighed with the concern for side effects.***

Disease Progression

Aratana market research on file.
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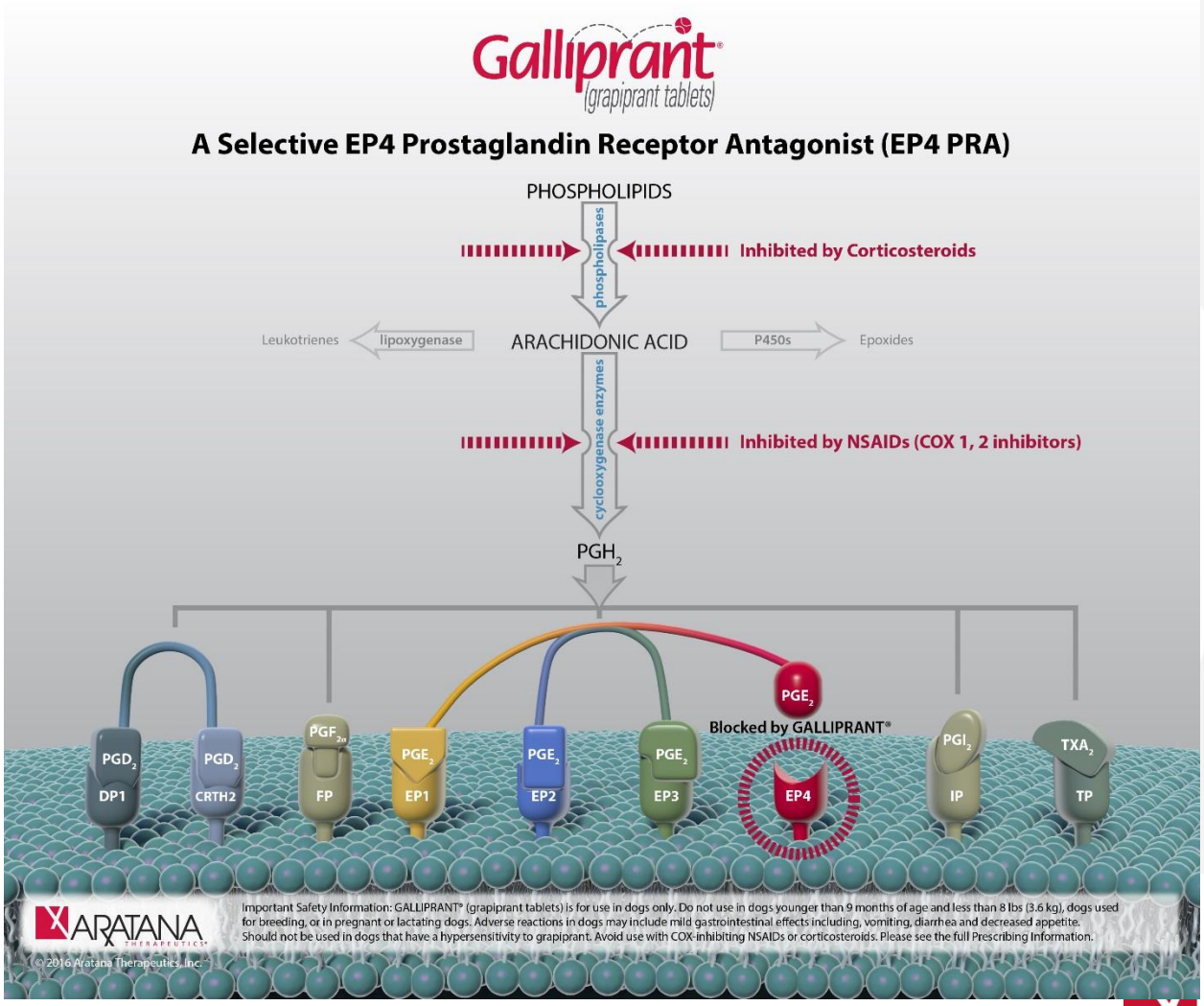
EP4 PRA Piprant Biology



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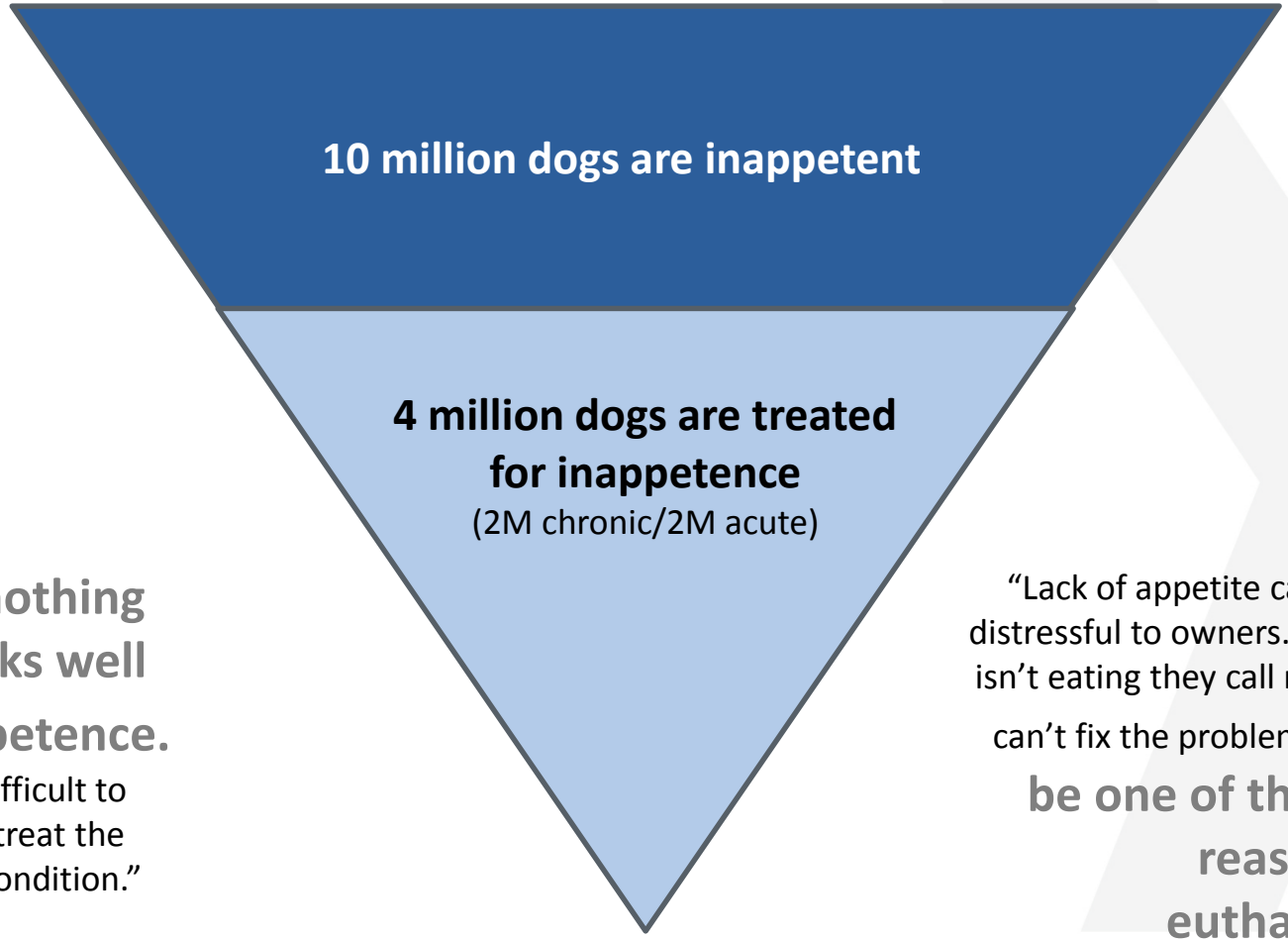
entyce®

(capromorelin oral solution)

Market Opportunity

Inappetence in Dogs in the U.S.



"I have nothing that works well for inappetence. It makes it difficult to diagnose or treat the underlying condition."

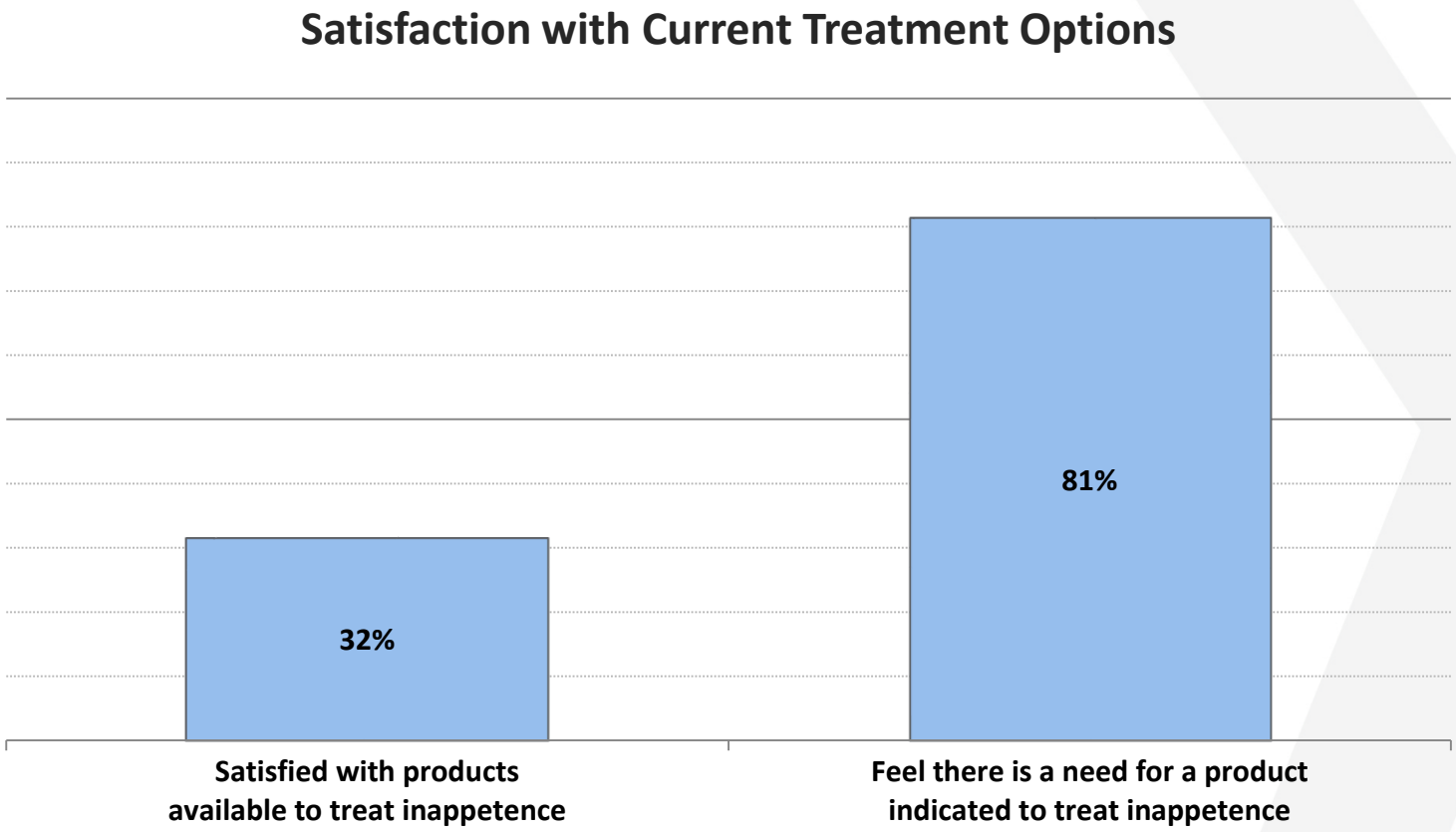
"Lack of appetite can be very distressful to owners. If the dog isn't eating they call me and if I can't fix the problem, **it can be one of the main reasons for euthanasia."**

Aratana market research.
Provided November 8, 2016

ARATANA THERAPEUTICS

Medical Need

Inappetence Treatment Landscape



Questions: 1. How satisfied are you with the products currently available to you to treat inappetence in dogs and cats? 2. To what degree do you feel there is a need in the marketplace for a product indicated to treat inappetence in dogs and cats? N=166

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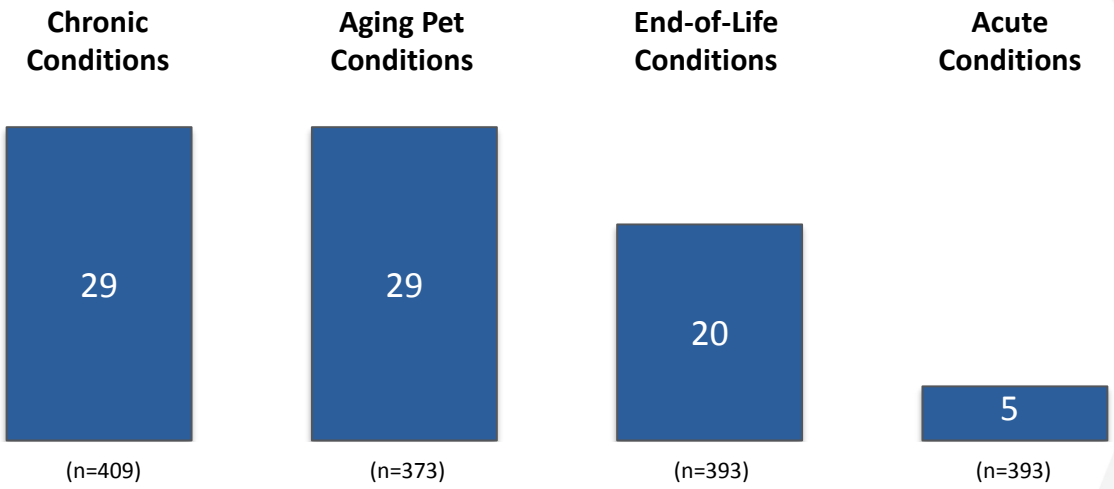
Treatment Paradigms

Number of Treatment Days Required Over One Year for Inappetence



Question: On average, how many days of treatment are needed by dogs suffering from inappetence due to each of the following condition types over the course of one year? N=166

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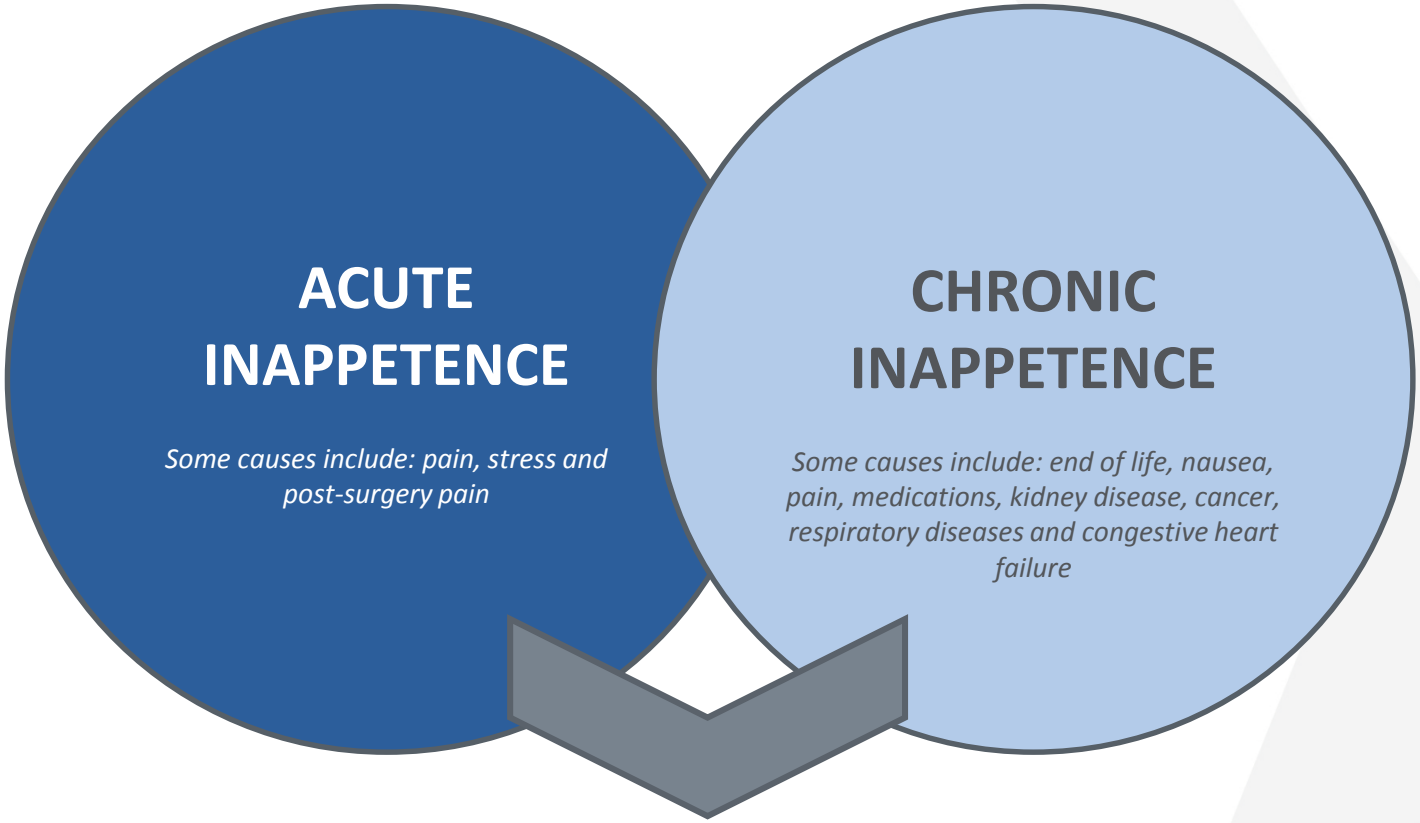
Treatment Paradigms



entyce® (capromorelin oral solution)

This ghrelin receptor agonist stimulates appetite and may help transform the way veterinarians manage the symptom of inappetence while working to diagnose the underlying cause

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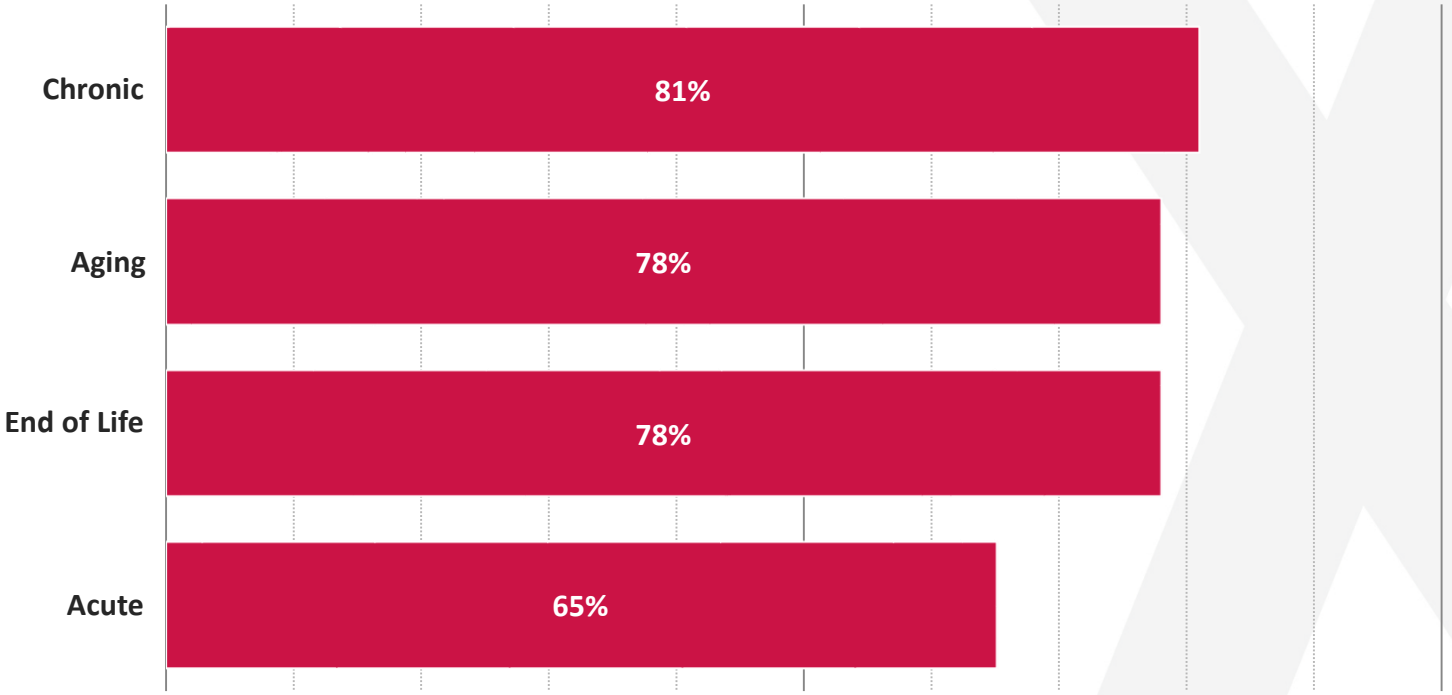
entyce® (capromorelin oral solution)

Market Research

Veterinarians Who Plan to Stock Product By Use



Aratana market research on file. Question: Based on the description of the product (including preliminary pricing), do you plan to stock the drug and for which uses would you stock? N=415

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nocita®

(bupivacaine liposome injectable suspension)

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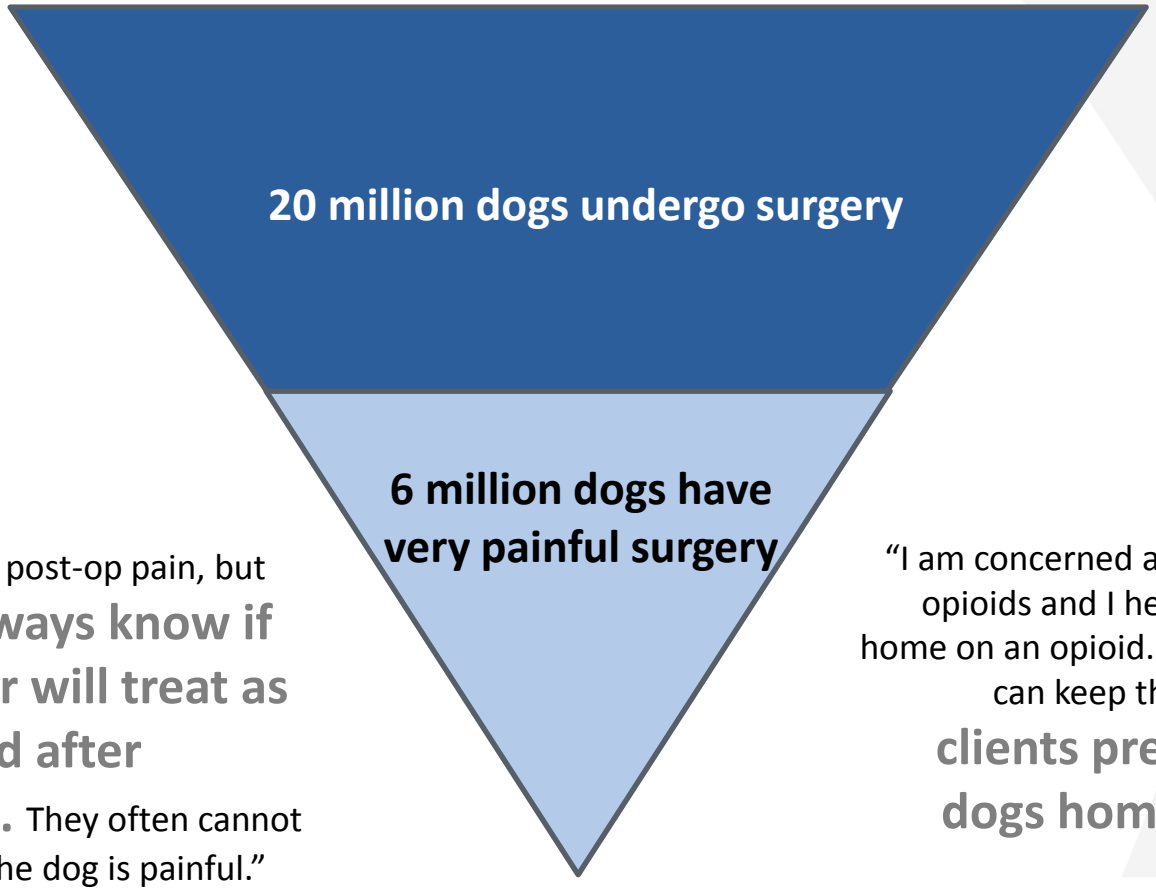
Market Opportunity

Post-operative pain dogs in the U.S.



"I try to cover post-op pain, but **I don't always know if the owner will treat as prescribed after discharge.** They often cannot tell whether the dog is painful."

"I am concerned about the side effects of opioids and I hesitate to send a patient home on an opioid. I have more options if I can keep them in the hospital, but **clients prefer to take their dogs home after surgery."**

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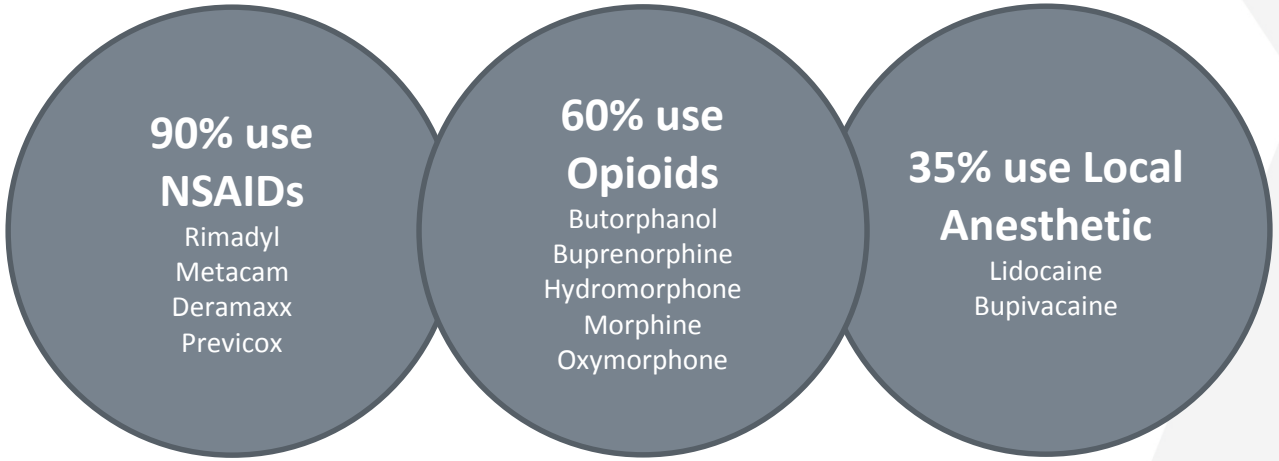
Post-Op Pain Treatment Landscape

Veterinarians manage post-operative pain in a multi-modal way



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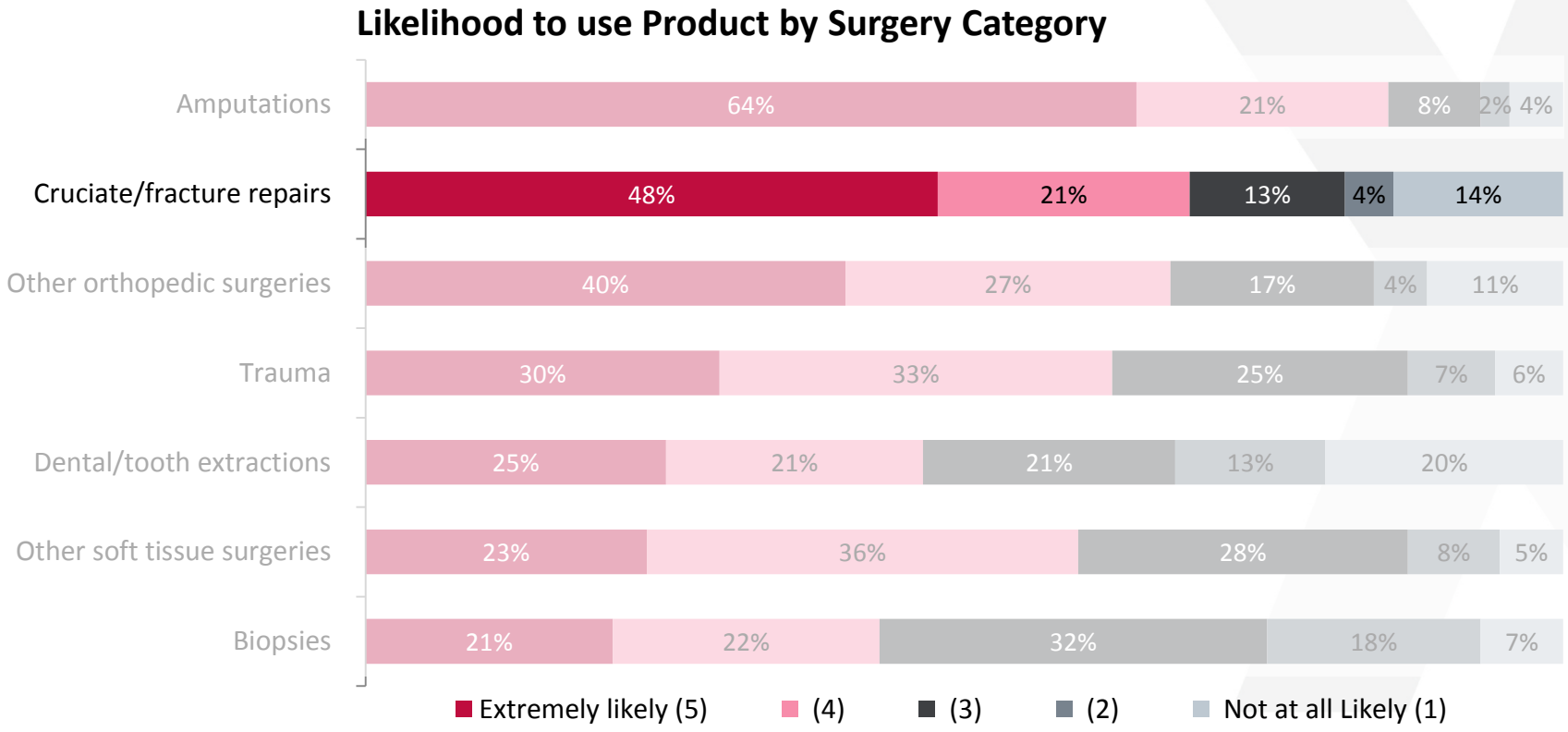
nocita® (bupivacaine liposome injectable suspension)

Market Research

79% of veterinarians indicate they would use the product within the first year



Question: How likely would you be to use Product N (without knowing pricing) for each of the following canine surgery categories? N=247

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