

---

---

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, D.C. 20549

---

**FORM 8-K**

---

**CURRENT REPORT  
Pursuant to Section 13 or 15(d)  
of the Securities Exchange Act of 1934**

**Date of Report (Date of earliest event reported) July 9, 2013**

---

**A.P. Pharma, Inc.**  
(Exact name of registrant as specified in its charter)

---

**Delaware**  
(State or other jurisdiction  
of incorporation)

**001-33221**  
(Commission  
File Number)

**94-2875566**  
(I.R.S. Employer  
Identification No.)

**123 Saginaw Drive**  
**Redwood City CA**  
(Address of principal executive offices)

**94063**  
(Zip Code)

**Registrant's telephone number, including area code (650) 366-2626**

**N/A**  
(Former name or former address, if changed since last report)

---

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
- 
-

**ITEM 8.01 Other Events.**

A.P. Pharma, Inc. (the "Company") will deliver a corporate presentation at the 8th Annual JMP Securities Healthcare Conference on July 9, 2013. The slides from the presentation are attached hereto as Exhibit 99.1. The attached materials have also been posted on the Company's website at [www.appharma.com](http://www.appharma.com). The Company does not undertake to update this presentation.

**ITEM 9.01 Financial Statements and Exhibits.**

(d) Exhibits.

<u>Exhibit No.</u>	<u>Description</u>
99.1	Corporate Presentation, dated July 2013

**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

A.P. Pharma, Inc.

Date: July 9, 2013

/s/ Stephen R. Davis

Stephen R. Davis

Executive Vice President and Chief Operating Officer



## Company Overview

OTCBB: APPA

July 2013

# Legal Disclaimer

---

This presentation contains "forward-looking statements" as defined by the Private Securities Litigation Reform Act of 1995. These forward-looking statements involve risks and uncertainties, including uncertainties associated with timely development, approval, launch and acceptance of new products, satisfactory completion of clinical studies, establishment of new corporate alliances, progress in research and development programs and other risks and uncertainties identified in the Company's filings with the Securities and Exchange Commission. Actual results may differ materially from the results expected in our forward looking statements. We caution investors that forward-looking statements reflect our analysis only on their stated date. We do not intend to update them except as required by law.

# Stock Summary

---

**Company:** A.P. Pharma, Inc.

---

**Ticker:** OTCBB: APPA.OB

---

**Stock Price:** \$0.39 (7/5/2013)

---

**Market Capitalization:** \$119.2 million<sup>1</sup>

---

**Cash:** \$46 million<sup>2</sup>

---

**Debt:** \$4.8 million<sup>2</sup>

<sup>1</sup> Based on 305.6 million common shares outstanding. Does not include outstanding warrants for 81.1 million shares with weighted average exercise price of \$0.22/share, nor shares issuable upon conversion of notes convertible for up to 120.3 million shares based on a rate of 25,000 shares for every \$1,000 of principal, nor currently exercisable employee stock options for up to 27.1 million shares with weighted average exercise price of \$0.38/share.

<sup>2</sup> As of March 31, 2013



# Senior Management

---

<b>Barry D. Quart, Pharm.D.</b>	Chief Executive Officer	Ardea Biosciences Agouron Pharmaceuticals Pfizer
<b>Robert Rosen</b>	President & Chief Commercial Officer	Bayer Healthcare Sanofi-Synthelabo Imclone
<b>Steve Davis</b>	Chief Operating Officer	Ardea Biosciences Neurogen
<b>Mark Gelder, M.D.</b>	Senior Vice President & Chief Medical Officer	GE Healthcare Bayer Healthcare Wyeth

# A.P. Pharma Highlights

---

- Lead product candidate, APF530, is long-acting, injectable product for chemotherapy-induced nausea and vomiting (CINV)
  - Incorporates widely used 5-HT3 antagonist - granisetron (Kytril®)
  - 5-day delivery profile
  - Reduces both acute- and delayed-onset CINV with single injection
  - Patent coverage into 2024
- APF530 shown to be non-inferior to market leader Aloxi®
  - 1,341-patient, randomized, controlled, Phase 3 study
- APF530 targets a large market opportunity, with approximately 7 million doses of chemotherapy annually in US alone\*
  - Recent competitive setbacks could enhance commercial uptake
  - Could be second, long-acting, injectable product on market
- A.P. Pharma has the potential to leverage its Biochronomer™ drug delivery technology, its development capacity and commercial expertise into other opportunities

\*TDR August 2006 internal report

July 2013

© 2013. A.P. Pharma, Inc. All rights reserved.



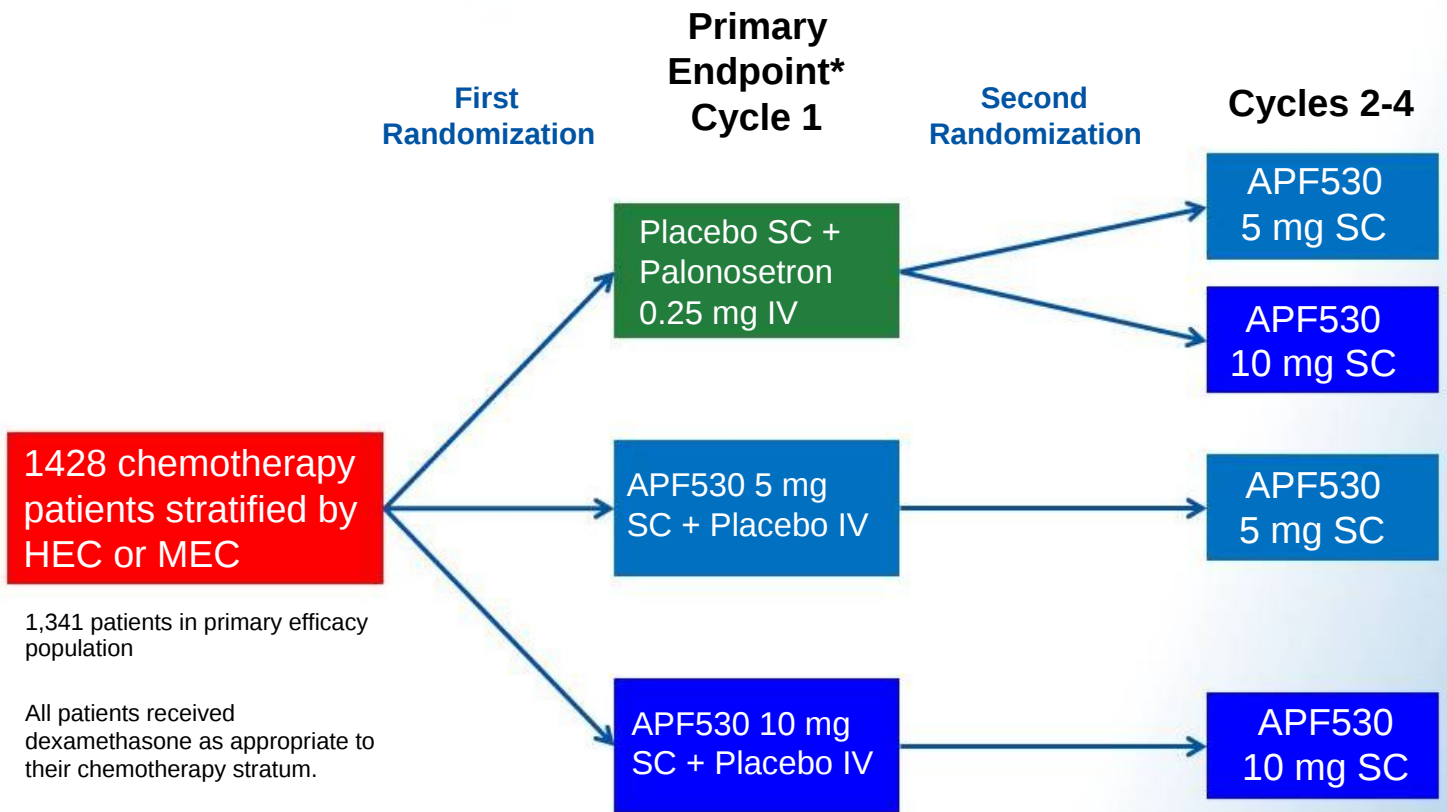
5





# Clinical Summary

# A Pivotal, Phase 3, Randomized Clinical Trial of the Efficacy and Safety of APF530 Compared to Palonosetron (Aloxi®) for CINV

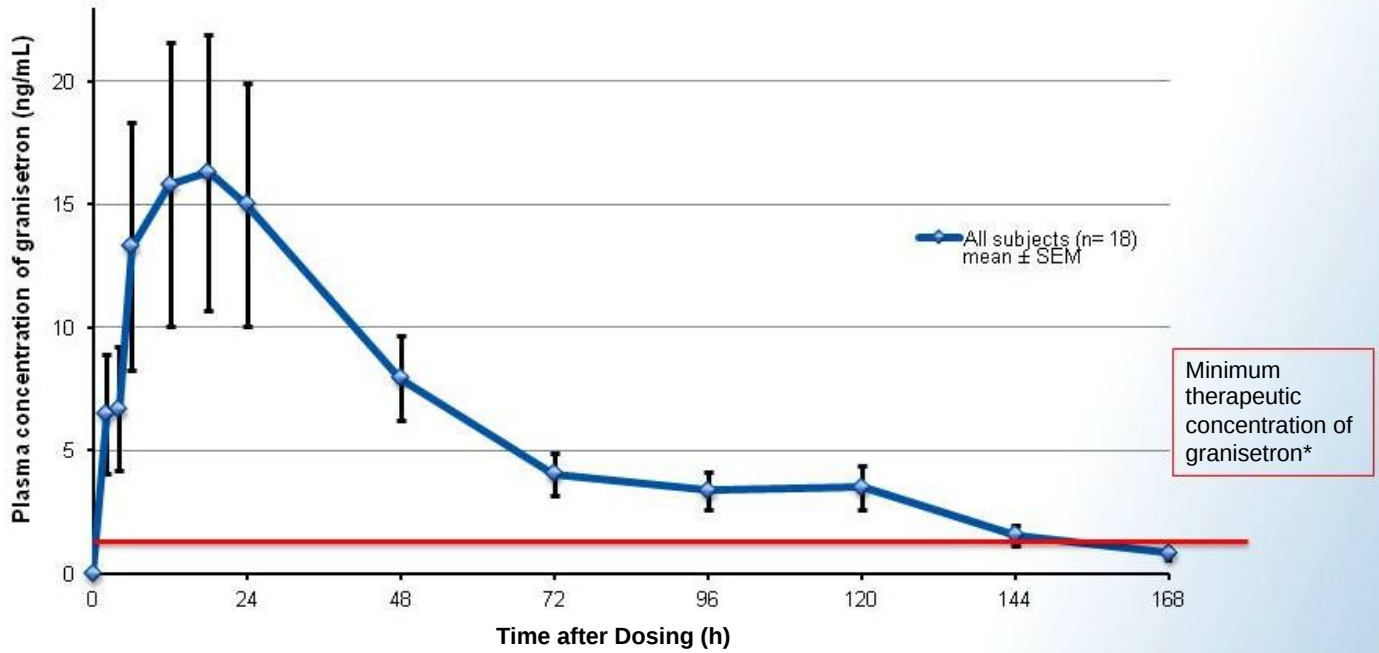


\* Primary end point compared complete response between groups in both the acute (day 1) and delayed (days 2-5) phase; Complete response defined as no emesis and no rescue medications.



# APF530 Pharmacokinetics

Granisetron is released rapidly following injection of APF530 and continues to be released over at least 5-days, with therapeutic concentrations observed out to 6 days

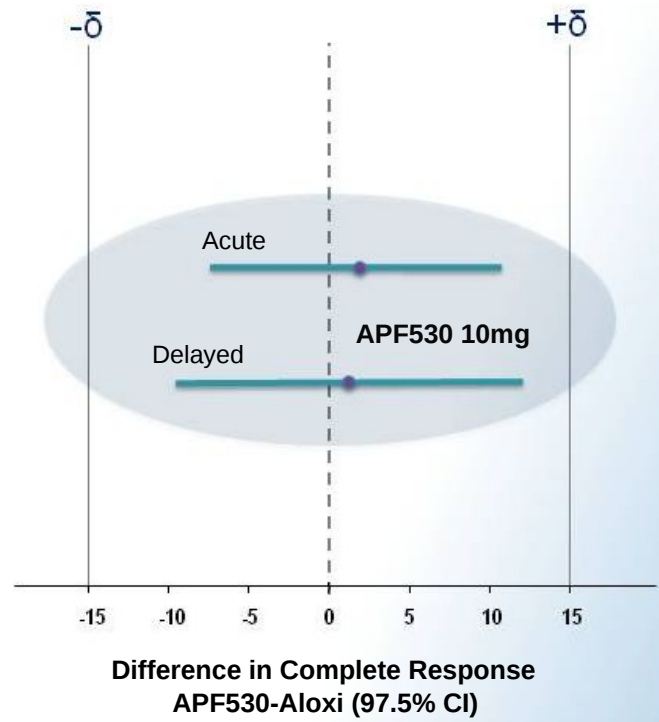
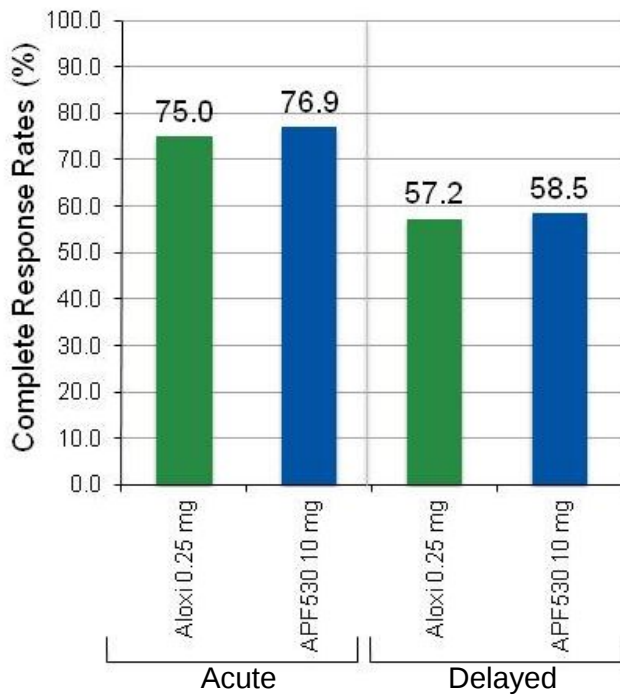


\*Data from patent application 20120258164 for transdermal granisetron



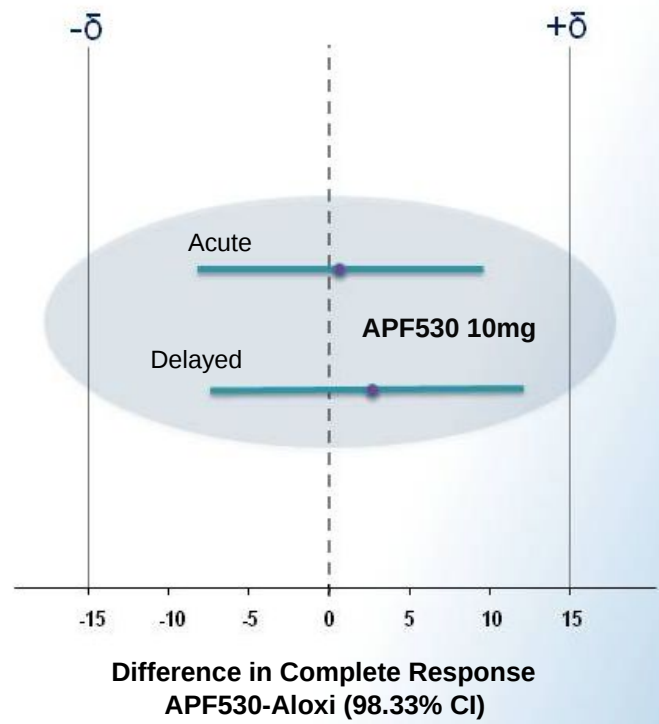
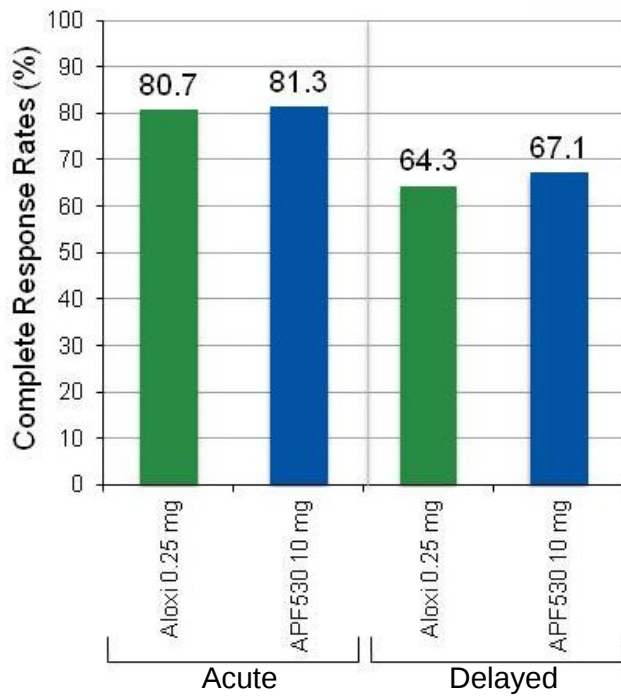
# Primary Efficacy Results: Complete Response

## Patients Receiving Moderately Emetogenic Chemotherapy



# Primary Efficacy Results: Complete Response

## Patients Receiving Highly Emetogenic Chemotherapy



# Safety Summary

## Reported in Cycle 1

	APF530 10 mg <sup>1</sup>		Aloxi 0.25 mg	
	N	%	N	%
<b>Drug Related Serious Adverse Events</b>	0	0	0	0
<b>Discontinued Due to Adverse Event</b>	1	0.2	0	0
<b>Frequent Adverse Events</b>				
<b>Gastrointestinal Disorders</b>				
▪ Constipation	72	15.4	62	13.4
▪ Diarrhea	44	9.4	39	8.4
▪ Abdominal pain	13	2.8	28	6.0
<b>Nervous System</b>				
▪ Headache	47	10.0	45	9.7
<b>Injection Site<sup>2</sup></b>			<b>Placebo (NaCl)</b>	
▪ Bruising	93	19.9	41	8.9
▪ Erythema (redness)	51	10.9	14	3.0
▪ Nodule (lump)	50	10.7	3	0.6
▪ Pain	33	7.1	5	1.1

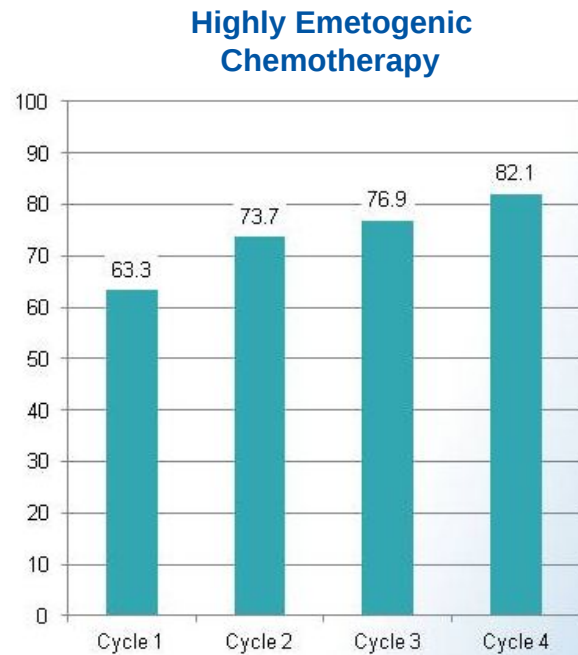
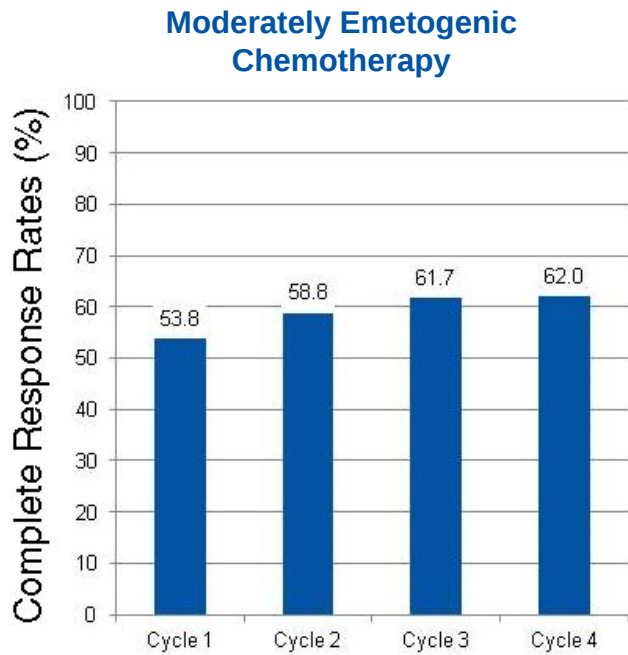
<sup>1</sup> Safety results with the 5 mg dose of APF530 studied in separate arm of the phase 3 study are not included

<sup>2</sup> >90% of injection site reactions were reported as mild; one patient discontinued due to injection site reaction



# Efficacy through Multiple Chemotherapy Cycles

## Overall Complete Response Rates<sup>1</sup> for APF530 10 mg

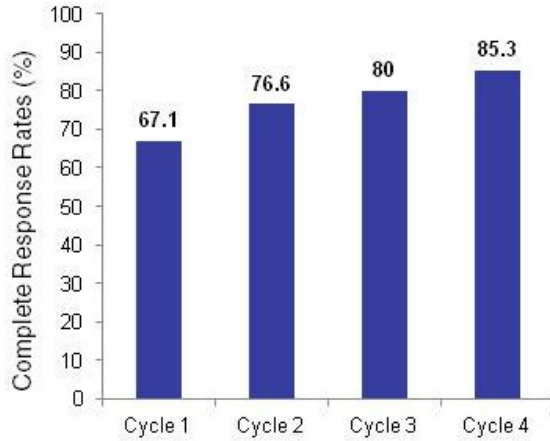


<sup>1</sup>Overall Complete Response defined as no emesis and no rescue medications during 0 to 120 hours following chemotherapy

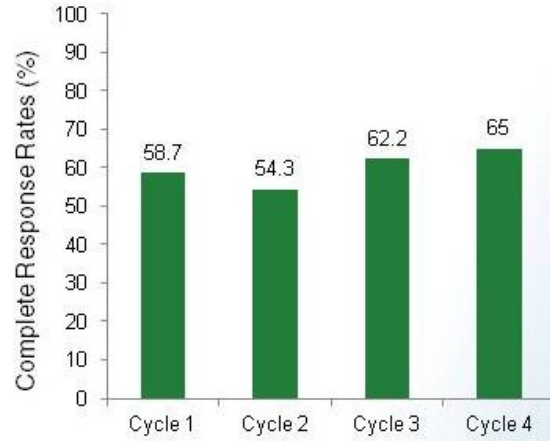
# Sustained Efficacy of APF530 in Cycles 1-4

## Complete Response Rates for Delayed-Onset CINV in Patients Receiving Highly Emetogenic Chemotherapy

**APF530 500 mg**



**Palonosetron 0.75 mg\***



N =	<b>240</b>	<b>171</b>	<b>130</b>	<b>95</b>
% of Cycle 1	100%	71%	54%	40%

\*Source: Majaro Tables, 14\_2\_1\_91b and 14\_2\_1\_14\_1

	<b>351</b>	<b>315</b>	<b>254</b>	<b>117</b>
	100%	90%	72%	33%

\*Sakai et al (*Ann Oncol.* 2008;19)



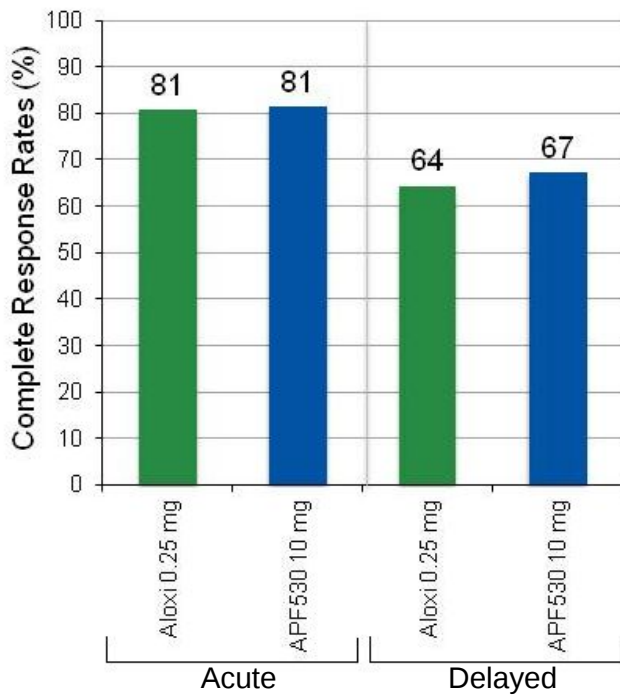
# APF530's Efficacy with Difficult Chemo Regimens <sup>1</sup>

			Treatment	
Chemotherapeutic Regimen			APF530 10 mg	Aloxi 0.25 mg
Moderately Emetogenic	Acute	Cyclophosphamide/Doxorubicin	70.7%	65.7%
		All other regimens	84.4%	85.0%
	Delayed	Cyclophosphamide/Doxorubicin	47.4%	46.3%
		All other regimens	72.9%	70.0%
Highly Emetogenic	Acute	Cisplatin regimens	81.1%	75.5%
		Carboplatin/Paclitaxel	85.4%	89.8%
		All other regimens	75.4%	67.6%
	Delayed	Cisplatin regimens	66.0%	60.4%
		Carboplatin/Paclitaxel	70.8%	71.4%
		All other regimens	65.2%	57.4%

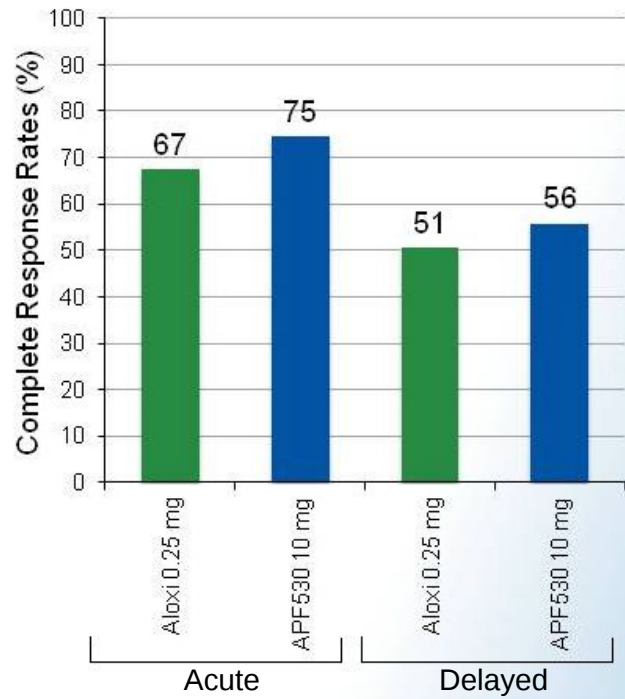
<sup>1</sup>Data from post-hoc analysis. Not statistically significant.  
 Highlighted MEC regimen changed to HEC in 2011 ASCO Guidelines

# Efficacy Maintained With Reanalysis of HEC

## Protocol Specified HEC Population



## ASCO 2011 Guideline HEC Population



# Summary of Clinical Results

---

- Bioerodible polymer technology releases granisetron to prevent CINV over at least 5 days
- Large, randomized, Phase 3 study conducted with APF530 showing non-inferiority to Aloxi with the 10 mg of APF530
  - For both acute- and delayed-onset CINV
  - With both moderately and highly emetogenic chemotherapy
- APF530 was well-tolerated
  - Incidence of adverse events comparable to Aloxi
  - Injection site reactions where predominately mild
- Good response rates were observed in difficult chemotherapy regimens
- Efficacy was maintained with reanalysis using ASCO 2011 guidelines and through multiple cycles of chemotherapy
- TQT study showed APF530 has no effect on QT; differentiated from Zofran (most common dose restricted) and Anzemet (CINV claim removed)





# Regulatory Status

# APF530 NDA Status

---

- Submitted NDA in May 2009 under 505(b)(2) filing pathway
- Received Complete Response Letter in March 2010
- FDA raised major issues in three main areas:
  - Dosing system
  - Chemistry, Manufacturing, and Controls (CMC)
  - Clinical/statistical
- Resubmitted NDA in September 2012
  - Addressed issues raised in Complete Response Letter
- Received Complete Response Letter March 2013 raising three main issues:
  - CMC: correction of PAI issues and revision of one in-vitro release method
  - Requirement for Human Factors Validation Study with commercial product
  - Re-analysis of the existing Phase 3 study using the ASCO 2011 guidelines for categorization of MEC and HEC



# New Management Team is Addressing the CRL

---

## ■ Chemistry, Manufacturing, and Controls

- Sites with PAI issues are being eliminated from the supply chain, with work transferred to well established site with no PAI issues
  - Secondary benefit of consolidating manufacturing and release efforts: substantial improvement in COGS
- New in-vitro release method has been developed and being validated
- Plan to produce three validation batches of finished product in advance of re-filing to supply Human Factors Study

## ■ Human Factors Study

- Will be conducted as soon as commercial material available

## ■ Re-analysis of Phase 3 using new ASCO 2011 Guidelines

- Re-analysis complete
- Complete dataset and programs ready to supply to FDA

## ■ Re-submission is now planned for 1Q2014





# Commercial Opportunity

## NCI Statement On The Existing Unmet Need in CINV<sup>1</sup>

*“Despite the use of both first-generation and second-generation 5-HT<sub>3</sub> receptor antagonists, the control of acute CINV, and especially delayed nausea and vomiting, is suboptimal, and there is considerable opportunity for improvement with either the addition or substitution of new agents in current regimens.”*

## Need for long-acting antiemetic therapies

- Delayed CINV (days 2-5) remains particularly challenging to manage
- Significant portion of patients fail to respond to Aloxi

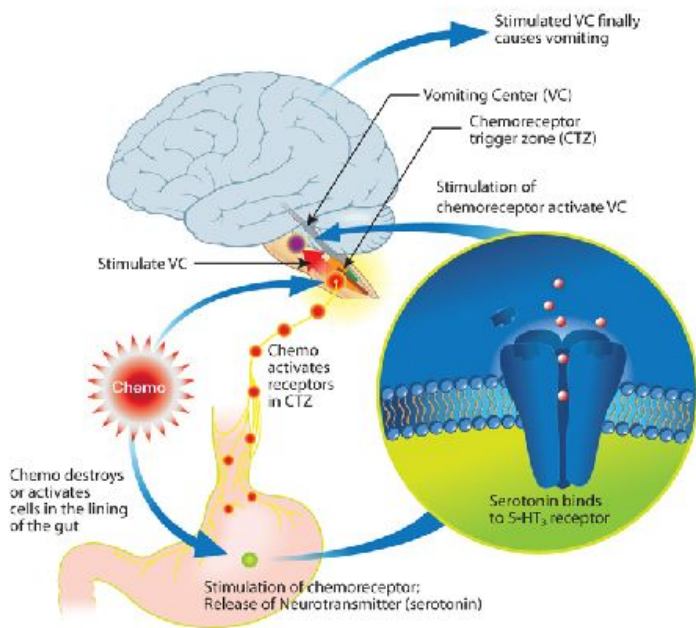
## Need for antiemetic therapies with sustained efficacy

- CINV risk increases over multiple chemotherapy cycles

<sup>1</sup> Available at: [http://www.cancer.gov/cancertopics/pdq/supportivecare/nausea/HealthProfessional/page6#Section\\_183](http://www.cancer.gov/cancertopics/pdq/supportivecare/nausea/HealthProfessional/page6#Section_183)



# Addressing Debilitating Effects of CINV

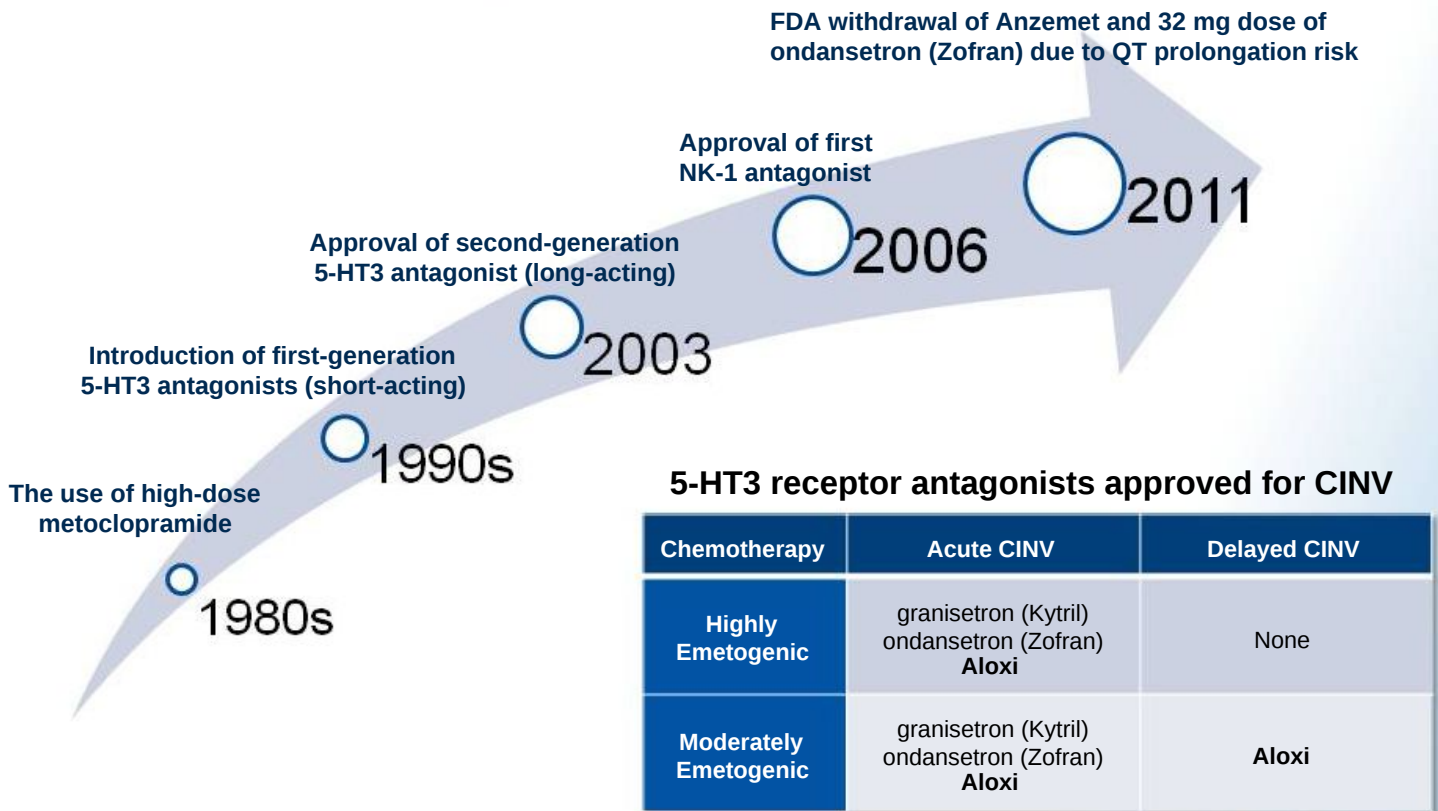


- More than 7 million cycles of chemotherapy administered each year\*
  - ~27% are highly emetogenic
  - ~46% are moderately emetogenic
- Most chemotherapy patients will undergo 4-15 cycles of chemotherapy
- 5-HT<sub>3</sub> antagonists are standard-of-care for CINV
  - Recommended in ASCO, NCCN and ONS guidelines
  - NK-1 antagonists are only indicated in combination with 5-HT<sub>3</sub> antagonists
- An Injectable 5-HT<sub>3</sub> antagonist is co-administered with more than 90% of MEC and HEC regimens
- If initial regimen is non-effective, drugs are added or changed to address CINV in subsequent cycles

\*TDR August 2006



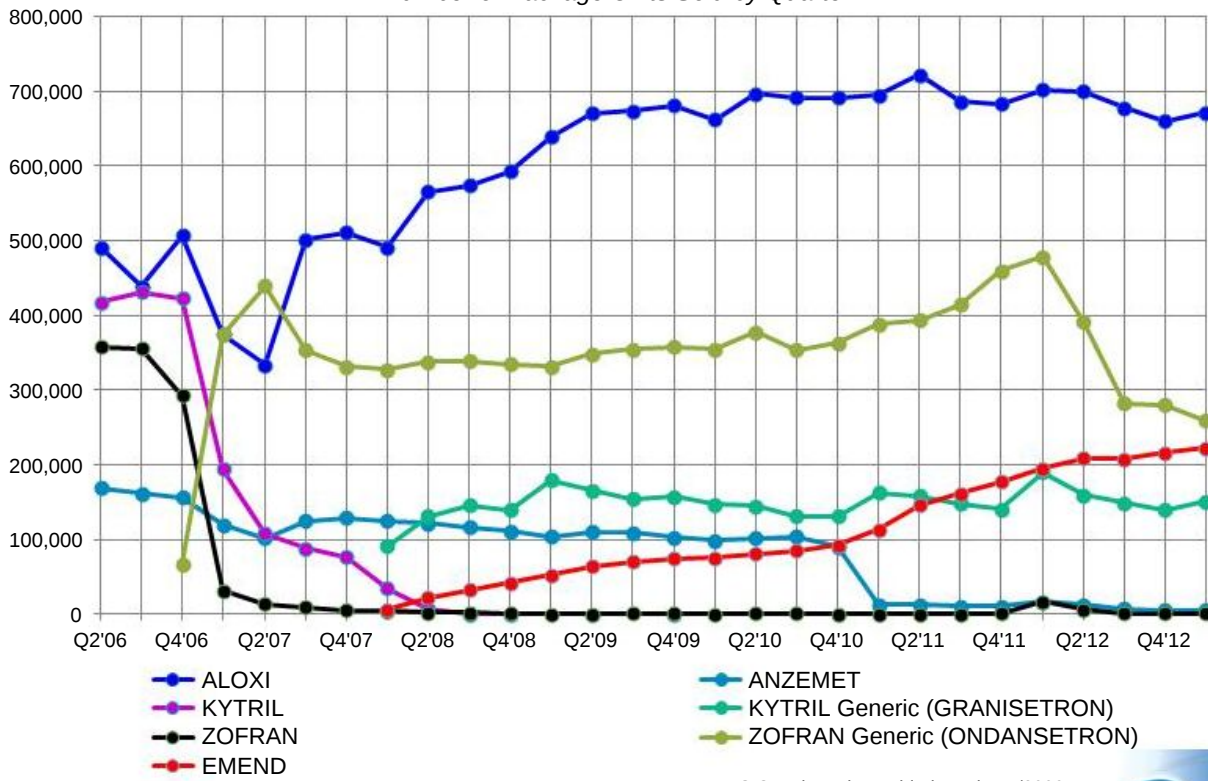
# 5-HT3 Antagonists Have Made a Substantial Impact



Adapted from Hawkins et al, Clinical Journal of Oncology Nursing 2009, Volume 13, Number 1

# U.S. CINV Market Dynamics

**Injectable Drugs for the Prevention of CINV**  
*Number of Package Units Sold by Quarter*



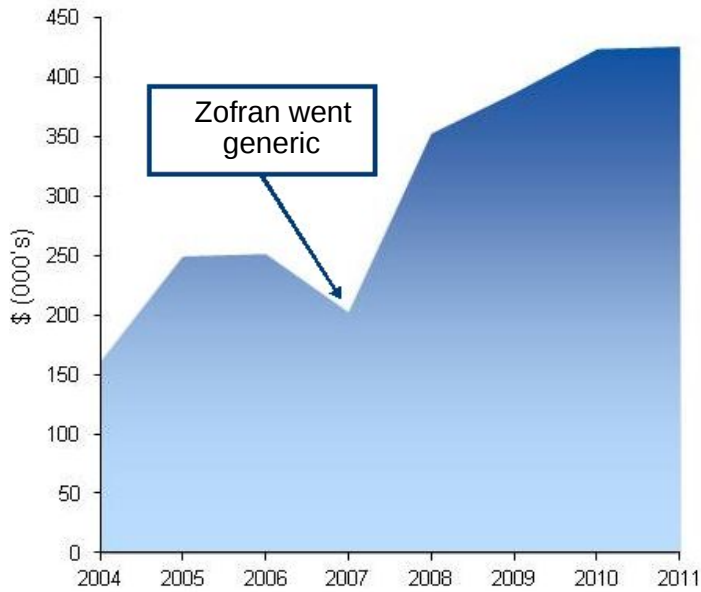
Source: WK 07/2013  
 July 2013

\* US Oncology data added starting 1/2009.



# Aloxi Market Performance

## Aloxi Sales



## Pricing

- Average Selling Price = \$175
- Medicare Reimbursement = \$186\*
- Wholesale Acquisition Cost ~ \$380

## Orange Book Patent Exclusivity

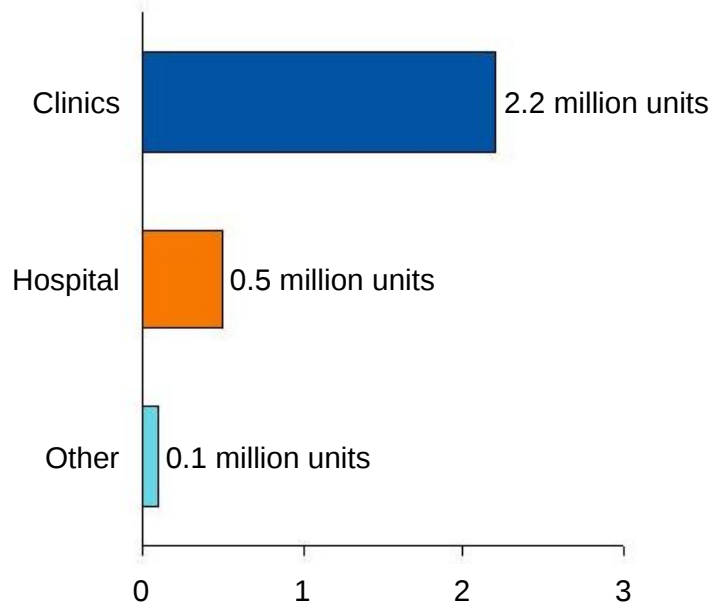
- One patent expires April 2015
- Three patents expire January 2024

\*ASP plus 6%



# ~80% of Aloxi Is Used in Clinics

U.S. Aloxi Units by Class of Trade – 12 Months Ending June 30<sup>th</sup> 2012



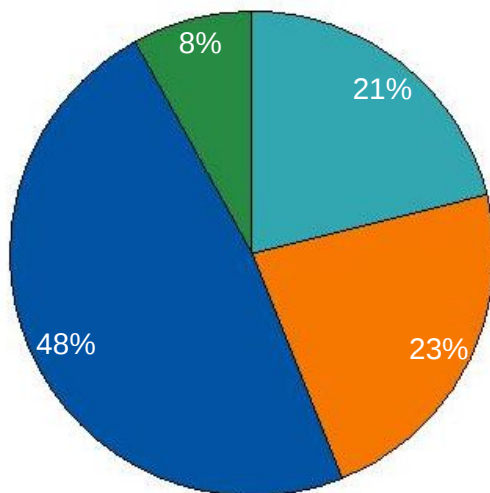
IMS Health and Source Healthcare Analytics (WKH) data and Eisai Co., Ltd. published sales figures



# >90% of Aloxi Units Contracted Through GPOs

Clinic Units by GPO – 12 Months Ending June 30<sup>th</sup> 2012

USO Onmark ION Misc

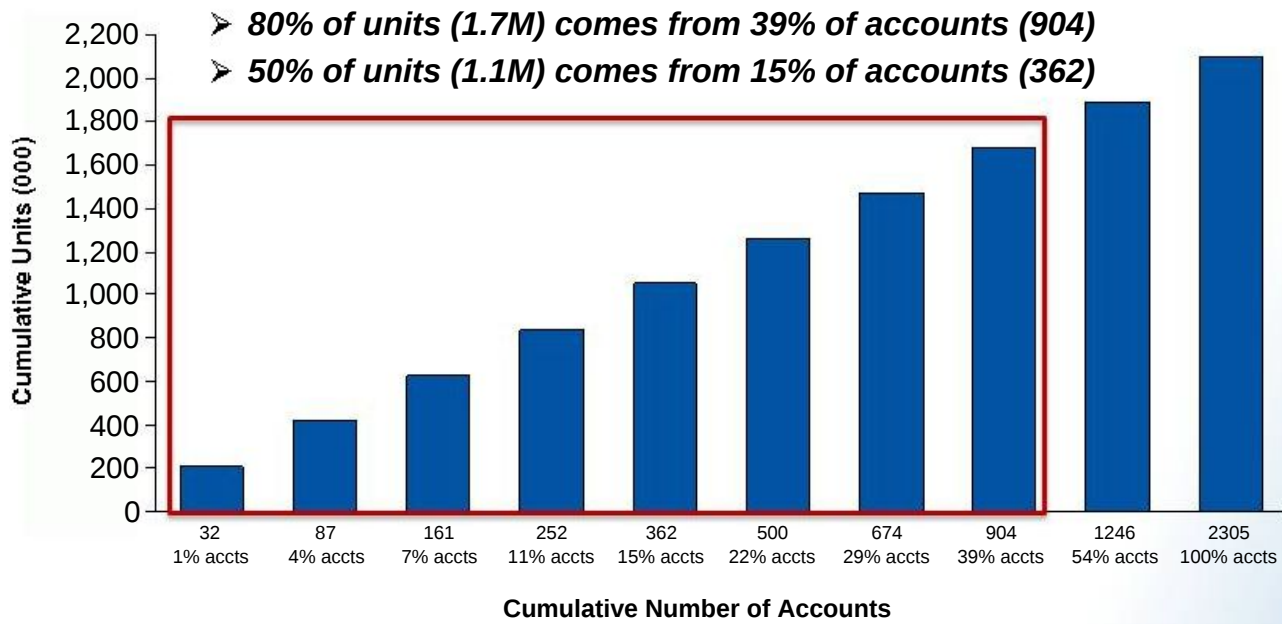


2.2 Million Clinic Units

IMS Health and Source Healthcare Analytics (WKH) data and Eisai Co., Ltd. published sales figures

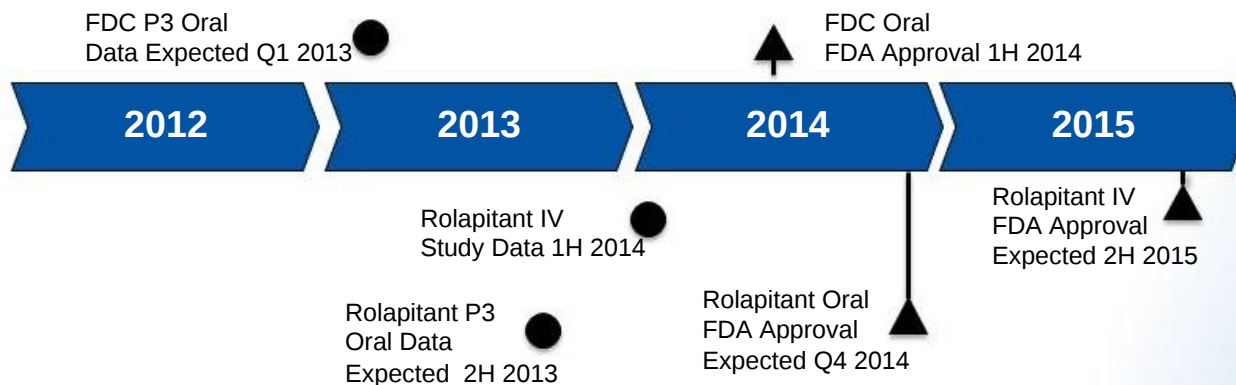


# Aloxi Clinical Use Is Largely Concentrated



WKH Data Oct. 2012 – Clinic Analysis

# No New Injectable 5-HT3 Drug on Horizon



Candidate	Class	Indication	Sponsor	Possible Launch
APF530	5-HT3 Extended release	Prevention of CINV in MEC/HEC	A.P. Pharma	2H 2014
FDC**	FDC combines netupitant (NK-1) with palonosetron (Aloxi) in a single oral tablet	Prevention of CINV in MEC/HEC	Eisai / Helsinn	Oral 2H 2014
Rolapitant*	Long-acting NK-1	Prevention of CINV in MEC/HEC <u>only in combination with 5-HT3</u>	Tesaro	Oral 2H 2014 IV 2H 2015

\*Company reports, Leerink Swann; \*\*Clinical Trials.gov NCT01339260 FDC = Fixed Dose Combo; PDUFA date expected 12-15 months post P3 data  
*EUR-1025 development program uncertain (once-a-day oral modified-release formulation of ondansetron)*





# APF530 Proposed Label

---

## ■ Proposed indication submitted in NDA

### INDICATIONS AND USAGE

#### **1.1 Chemotherapy-Induced Nausea and Vomiting**

APF530 is indicated for:

- Moderately emetogenic cancer chemotherapy (MEC)- prevention of acute and delayed nausea and vomiting associated with initial and repeat courses
- Highly emetogenic cancer chemotherapy (HEC)- prevention of acute nausea and vomiting associated with initial and repeat courses

# CINV Market

		Acute Onset (0-24 Hours)		Delayed Onset (24-120 Hours)	
		Moderately Emetogenic	Highly Emetogenic	Moderately Emetogenic	Highly Emetogenic
Second Generation	APF530*	✓	✓	✓	No Approved Products
	Aloxi	✓	✓	✓	
First Generation	Kytril Zofran	✓	✓		

\*Indications requested in previous submission



# Summary

- CINV market is a large commercial opportunity, with approximately 7 million doses of chemotherapy per year in US <sup>1</sup>
- APF530 demonstrated non-inferiority to the market share leader Aloxi, with 2012 annual sales of \$440M <sup>2</sup> and ~50% unit market share <sup>3</sup>
- APF530 product profile
  - 5-day release PK profile
  - Good response in difficult chemotherapy regimens
  - Efficacy through multiple cycles of chemotherapy
  - Clean QT results
- Current market dynamics are stale with minimal investment providing opportunities to become the market leader
- Competitive landscape creates opportunity with the removal of Anzemet and Zofran 32mg
- Greater than 80% of Aloxi sales are in the community setting and highly concentrated consistent with other supportive care products

1. TDR August 2006 internal report; 2. 2012 Eisai Annual Report; 3. Wolters Kluwer

# A.P. Pharma Product Lifecycle Considerations

---

- APF530 covered by multiple patents
  - 2 patents covering combination of polymer, excipients and drug expire in 2021
  - 3 patents covering APF530 expire in 2024
- Polymer-based injectable products are difficult to copy independent of IP
  - ANDA FDA requirements for injectable products
    - Must have same inactive ingredients in the same concentration as the reference listed drug
  - Polymers are complex mixtures of varying-length molecules, making characterization for “sameness” very challenging

# Financial Summary

- Expect cash sufficient to fund through resubmission of APF530 NDA

Summary Statement of Operations (In thousands, except per share data)	Three Months Ended March 31, 2013
Revenue	\$ –
Operating expenses	12,752
Other income (expenses)	(201)
Net loss	\$ (12,953)
Net loss per share <sup>1</sup>	\$ (0.04)

Condensed Balance Sheet Data (In thousands)	March 31, 2013
Cash and cash equivalents	\$ 45,722
Total assets	\$ 48,979
Total stockholders' equity	\$ 41,383

<sup>1</sup> Based on 305.1 million weighted average common shares outstanding for the period ended March 31, 2013.





# Thank You

A.P. Pharma, Inc.

OTCBB: APPA

July 2013

