Genmab Unveils A New Antibody Technology Platform: HexaBody

Company Announcement

- **HexaBody platform is a novel technology platform to potently enhance antibody therapeutics**
- **Multiple new business opportunities created**
- **Additional details on technology platform to be provided today at Genmab's Post-ASH Seminar**

Copenhagen, Denmark; December 17, 2012 – Genmab A/S (OMX: GEN) announced today the addition of a new proprietary technology, the HexaBody™ platform, to its suite of next generation antibody technologies. The HexaBody platform is a novel technology that allows the creation of differentiated antibody therapeutics by enhancing the natural target killing abilities of antibodies in a fundamentally new way. The HexaBody platform will be used to create novel differentiated antibody therapeutics, to improve the efficacy of existing antibody products, and to potentially repurpose drug candidates that were unsuccessful in previous clinical trials due to lack of potency.

"We are very excited about the multiple new business opportunities the HexaBody platform may create. This innovative technology will provide Genmab and our potential partners with the possibility to improve upon existing products and thereby extend their life cycles. We believe the HexaBody platform provides cutting edge technology and the opportunity to create fundamentally new products, robustly enhance existing products, and to repurpose discontinued products," said Jan van de Winkel, Ph.D., Chief Executive Officer at Genmab.

The HexaBody platform will be further described today at Genmab's Post-ASH Seminar which can be viewed via webcast on our website www.genmab.com at 2:00PM GMT / 3:00PM CET / 9:00AM EST. Webcast viewers may submit questions during the Q&A portion of the live webcast via the webcast player or by dialing +44 20 3140 0722 (international participants) or +1 718 705 7514 (US participants) and asking for the Genmab call.

About the HexaBody platform
The HexaBody platform is Genmab's novel proprietary technology designed to increase the potency of antibodies. Antibodies have a natural ability to eliminate pathogens and tumor cells by various cytotoxic mechanisms. The HexaBody platform strengthens the killing ability of antibodies while retaining regular structure and specificity. The technology has the potential to enhance antibody therapeutics for a broad range of applications in cancer and infectious diseases.

About Genmab A/S
Genmab is a publicly traded, international biotechnology company specializing in the creation and development of differentiated human antibody therapeutics for the treatment of cancer. Founded in 1999, the company's first marketed antibody, ofatumumab (Arzerra®), was approved to treat chronic lymphocytic leukemia in patients who are refractory to fludarabine and alemtuzumab after less than eight years in development. Genmab's validated and next generation antibody technologies are expected to provide a steady stream of future product candidates. Partnering of innovative product candidates and technologies is a key focus of Genmab's strategy and the company has alliances with top tier pharmaceutical and biotechnology companies. For more information visit www.genmab.com.

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performance to differ materially include, among others, risks associated with pre-clinical and clinical development of products, uncertainties related to the outcome and conduct of clinical trials including unforeseen safety issues, uncertainties related to product manufacturing, the lack of market acceptance of our products, our inability to manage growth, the competitive environment in relation to our business area and markets, our inability to attract and retain suitably qualified personnel, the unenforceability or lack of protection of our patents and proprietary rights, our relationships with affiliated entities, changes and developments in technology which may render our products obsolete, and other factors. For a further discussion of these risks, please refer to the risk management sections in Genmab's most recent financial reports, which are available on www.genmab.com. Genmab does not undertake any obligation to update or revise forward looking statements in this Company Announcement nor to confirm such statements in relation to actual results, unless required by law.