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CURE Pharmaceutical

Delivering the Promise of Healthier Lives

January 2018

Forward Looking Statements

To the extent any statements made in this presentation contains forward looking statements and information that are based upon beliefs of, and information currently available to, the company's management as well as estimates and assumptions made by the company's management. When used in this presentation the words "anticipate," "believe," "estimate," "expect," "future," "intend," "plan" or the negative of these terms and similar expressions as they relate to the company or the company's management identify forward looking statements.

Such statements reflect the current view of the company with respect to future events and are subject to risks, uncertainties, assumptions and other factors relating to the company's industry, its operations and results of operations and any businesses that may be acquired by the company. Should one or more of these risks or uncertainties materialize, or should the underlying assumptions prove incorrect, actual results may differ significantly from those anticipated, believed, estimated, expected, intended or planned.

Although the company believes that the expectations reflected in the forward looking statements are reasonable, the company cannot guarantee future results, levels of activity, performance or achievements. Except as required by applicable law, including the securities laws of the United States, the company does not intend to update any of the forward-looking statements to conform these statements to actual results.

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Our mission

is to improve lives by redefining how medications are delivered and experienced

The Problem

Liquid medications taste terrible

Injections are the least desirable mode of administration, especially if self administered

As much as 40% of the population struggles swallowing pills

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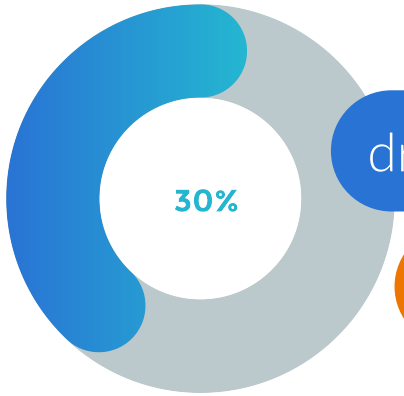
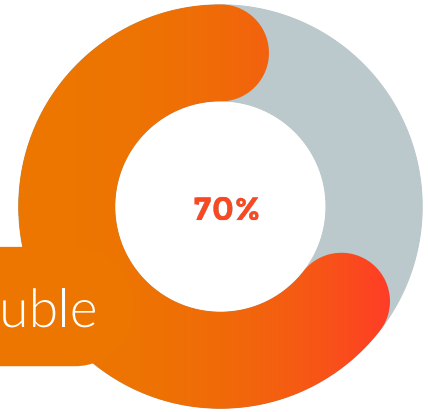
The Problem

- While pills are generally preferred, many classes of orally delivered drugs cause GI irritation – constipation, diarrhea, pain
- Drugs need to be solubilized to take effect, and often get metabolized when crossing the intestinal wall and in the liver, limiting the efficacy of many drugs
- Patients suffer when pills work too slowly or lack sufficient efficacy; Many drugs never make it to market because of the efficacious dose causes toxicities.



drugs on the market that are highly permeable but poorly soluble



% drugs in pharma pipeline that are highly permeable but poorly soluble

$630B Lost annual revenues for pharma from medication non-adherence[1]

[1]HealthPrize and Capgemini

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The Solution

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Who We Are

Drug Delivery and Development Company
With Proprietary Formulation and Delivery Platform

What We Do

Improve pharmacokinetics of small molecules and peptides
Easier to Administer, Safer, More Effective, More Precisely Dosed

How We Do It

We partner with innovative companies to improve
investigational and marketed drugs

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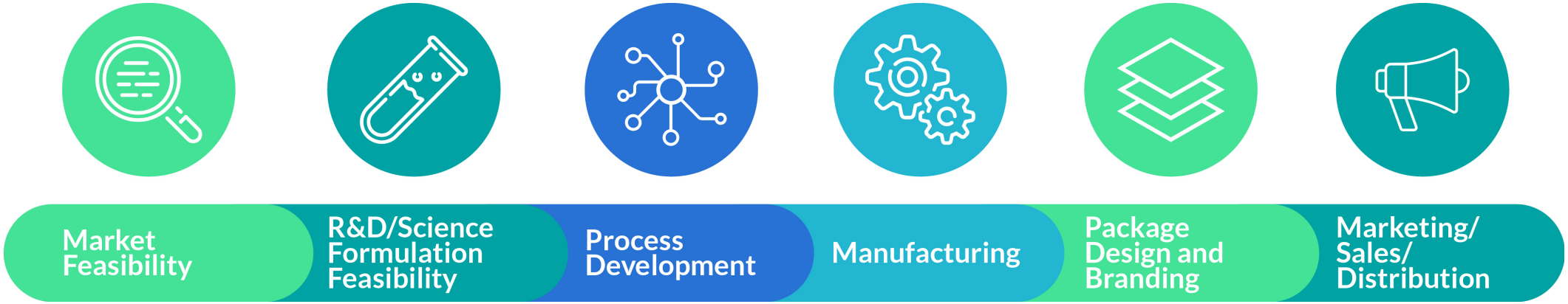
Services

We offer a turnkey solution for bringing products to the market utilizing our cGMP and FDA registered plant and processes



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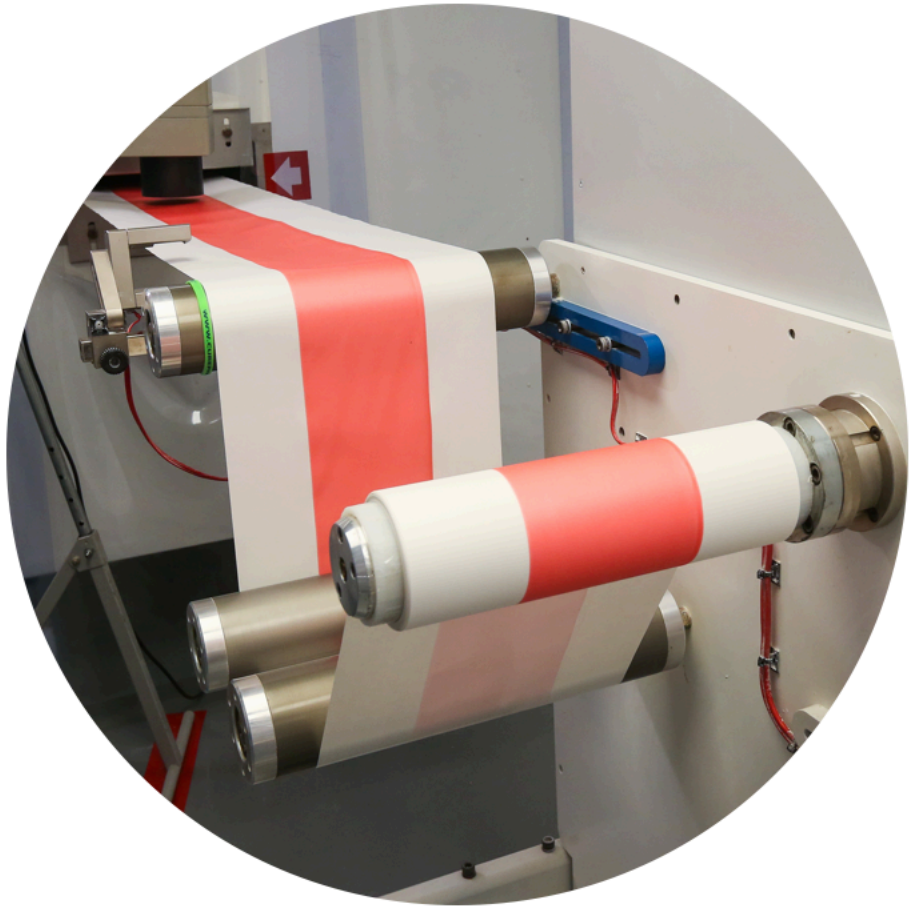

25,000 Sqft Manufacturing

cGMP state-of-the-art production plant

FDA registered and audited facility

Class 100,000 CRT humidity-controlled clean room environment

- Pharmaceuticals, OTC Drugs, Dietary Supplements, Cosmetics, Medical Food
- Multiple GMP manufacturing lines with expansion capability
- Custom drug delivery systems developed in a design control process

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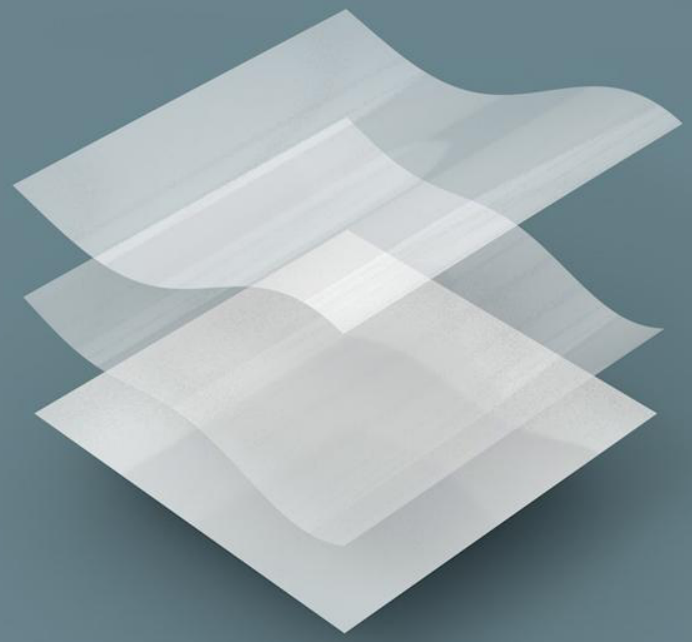
CUREfilm™ Technology

A versatile formulation platform to create proprietary compositions with optimal drug release profiles for better patient outcomes and experiences



The **CUREfilm** toolbox includes:

Encapsulants
Stabilizers
Plasticizers
Permeation enhancers
Mucoadhesive agents
Layering methods
Flavorings

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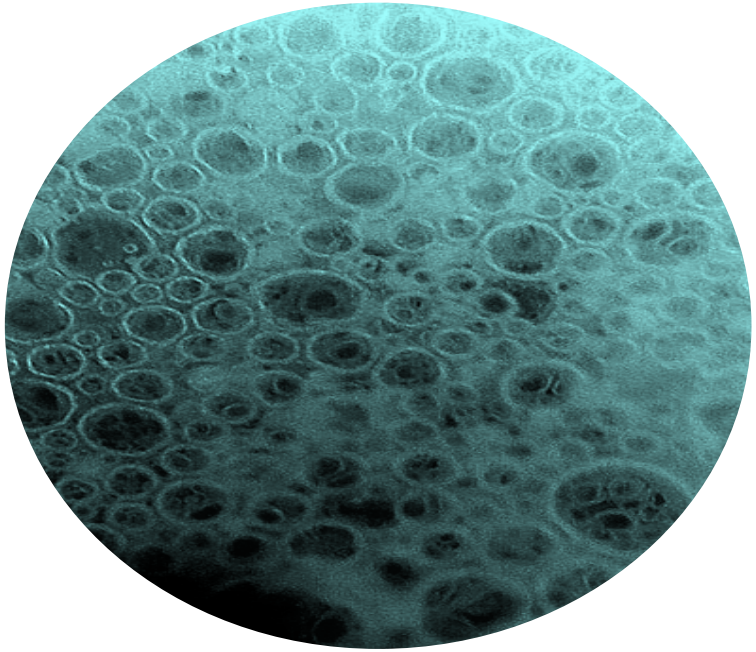
CUREfilm™ Technology

Our formulations can be used in multiple final dosage forms based on the desired drug release profile and patient experience

CUREfilm™ Oral

- Buccal
- Sublingual
- Enteric



Microscopic view of encapsulated active in a CUREfilm Oral product

CUREfilm™ Transdermal

- Transdermal gel
- Patch

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Patient Benefits

Safety and Efficacy

Rapid and Sustained delivery for optimal clinical effect and symptom relief

Mitigate side effects by lowering the dose or changing the route of delivery

Quality of Life

Solution for patients that cannot swallow pills

Replace the use of injectable drugs

Combine multiple actives in one dose for greater adherence

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Patient Benefits

Precision Dosing

CUREfilm can be dispensed with great accuracy for drugs that need careful titration and patients requiring individualized doses

Logistical Efficiencies

Easy to use, store, transport with no liquid needed to administer

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CUREfilm benefits over traditional dosage forms

	CUREfilm	Capsule & Tablets	Chewables & Melts	Liquids & Sublingual Drops	Powders
Ease of use for improved adherence No need for water, palatable	●	●	●	●	●
Greater bioavailability – Fast acting, less active needed, less side effects	●	●	●	●	●
Precision Dosing	●	●	●	●	●
Transportation efficiency – No spillage, damage stability at room temperature	●	●	●	●	●

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Competitive Differentiators

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Ability to load MORE ACTIVE INGREDIENT on a single CUREfilm Oral

~200mg @ commercial scale

>500mg @ lab scale

Ability to load MULTIPLE ACTIVES on a single CUREfilm Oral at commercial scale

Better TASTE MASKING and overall mouth feel

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Intellectual Property

5 issued patents and 8 pending patent applications

Blended strategy of patents, trade secrets and proprietary equipment design

Components of CURE's IP Portfolio:

- Film compositions
- Polymer blends
- Encapsulation methods
- Taste formulations
- Process engineering
- Packaging

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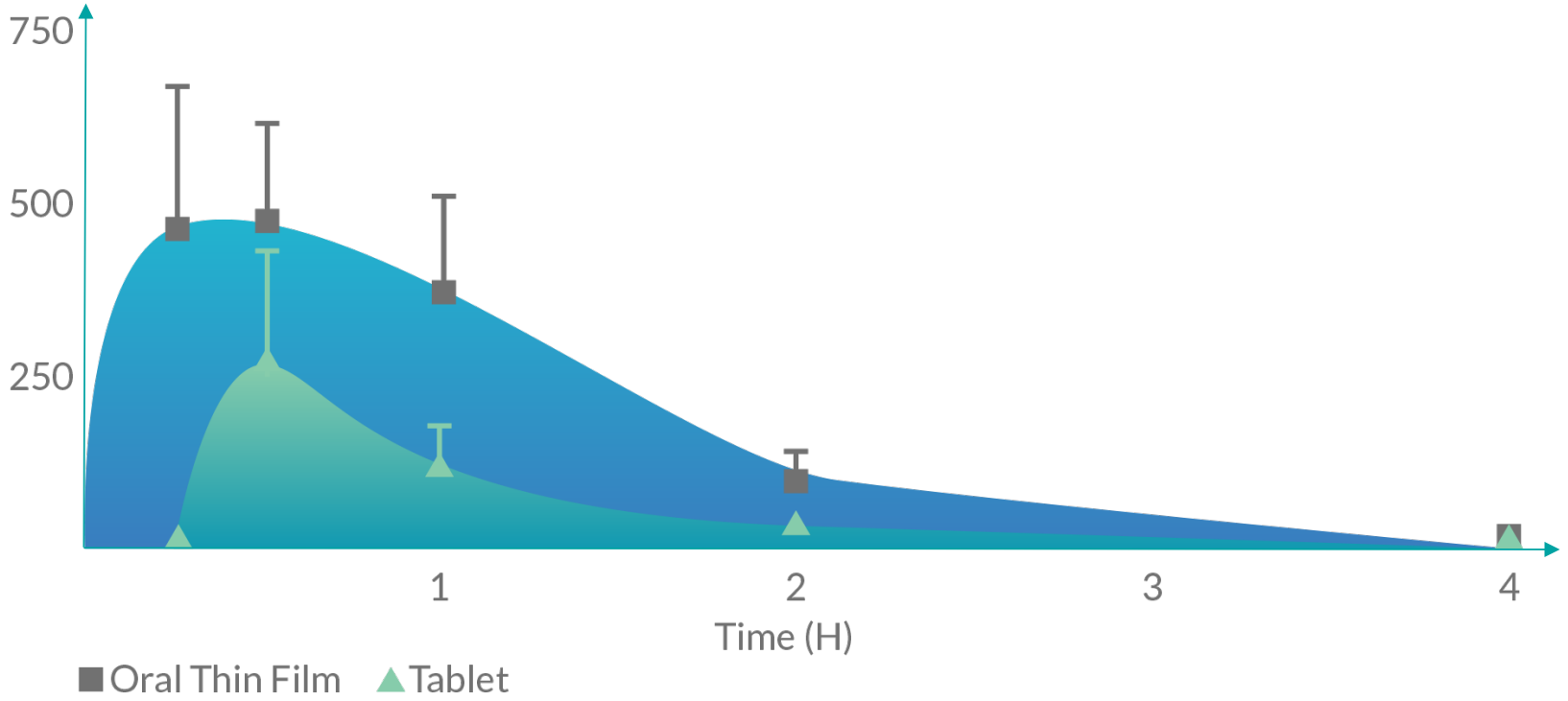
Data

Goal: Improved PK Profile

Rabbit study comparing plasma concentration over time of Aspirin formulated in a CUREfilm™ Oral vs tablet



Result: CUREfilm™ Oral formulation lead to faster onset (Tmax) and better bioavailability (Cmax and AUC)

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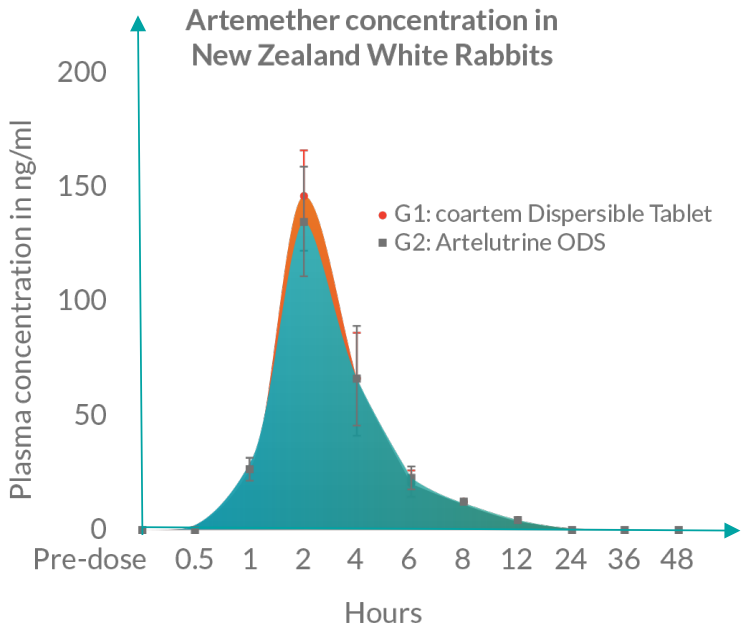
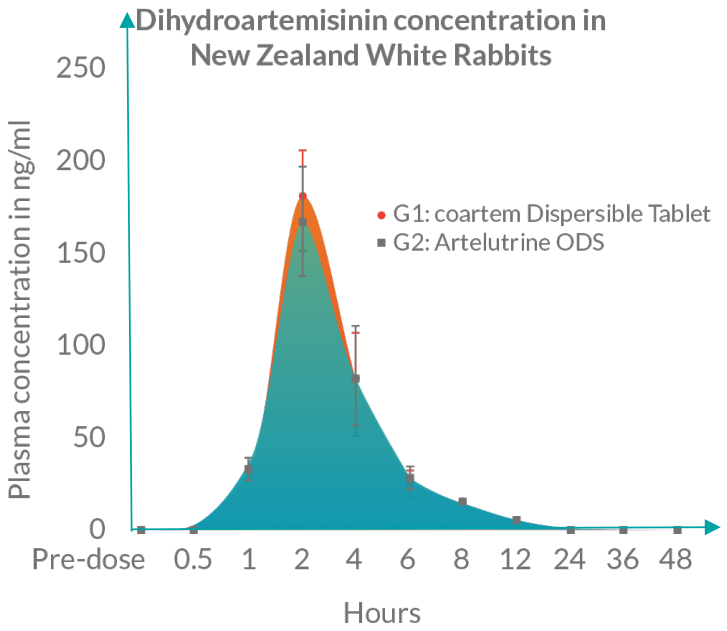
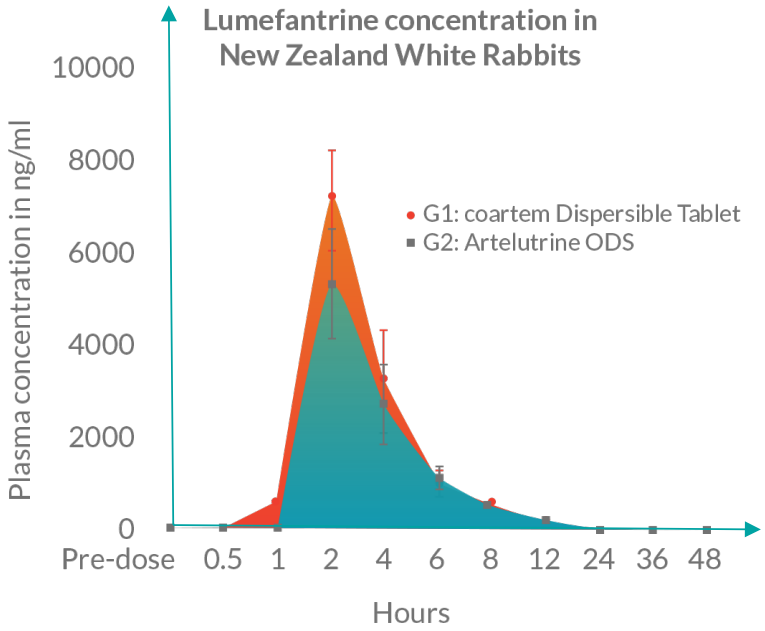
Data

Goal: Bioequivalency

Rabbit study comparing plasma concentration over time of Artelutrine formulated in a CUREfilm Oral vs. COARTEM Dispersible Tablets







Result: CUREfilm™ Oral formulation lead to equivalent Tmax, Cmax and AUC

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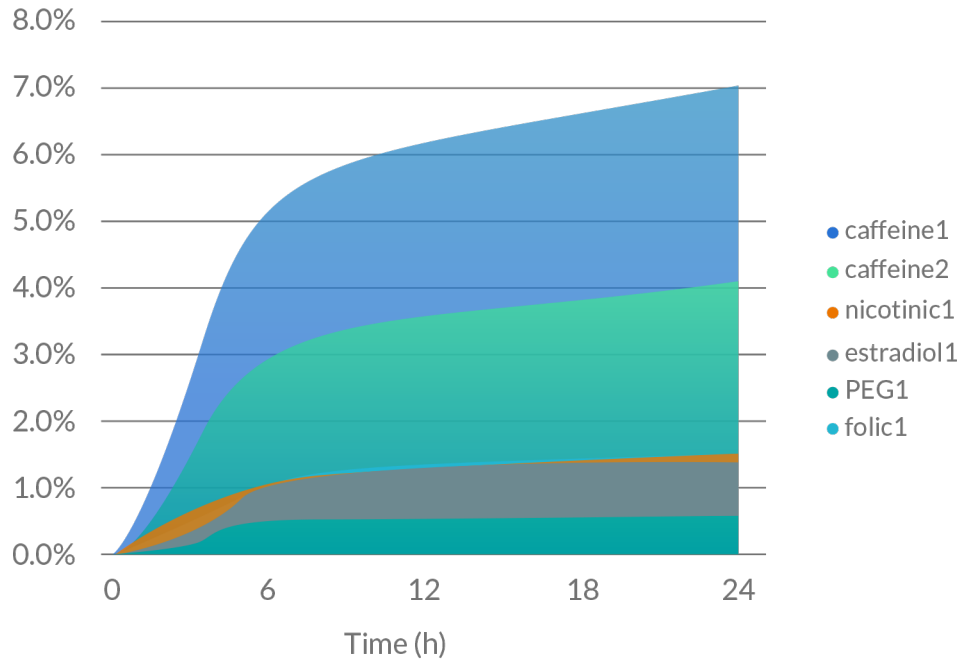
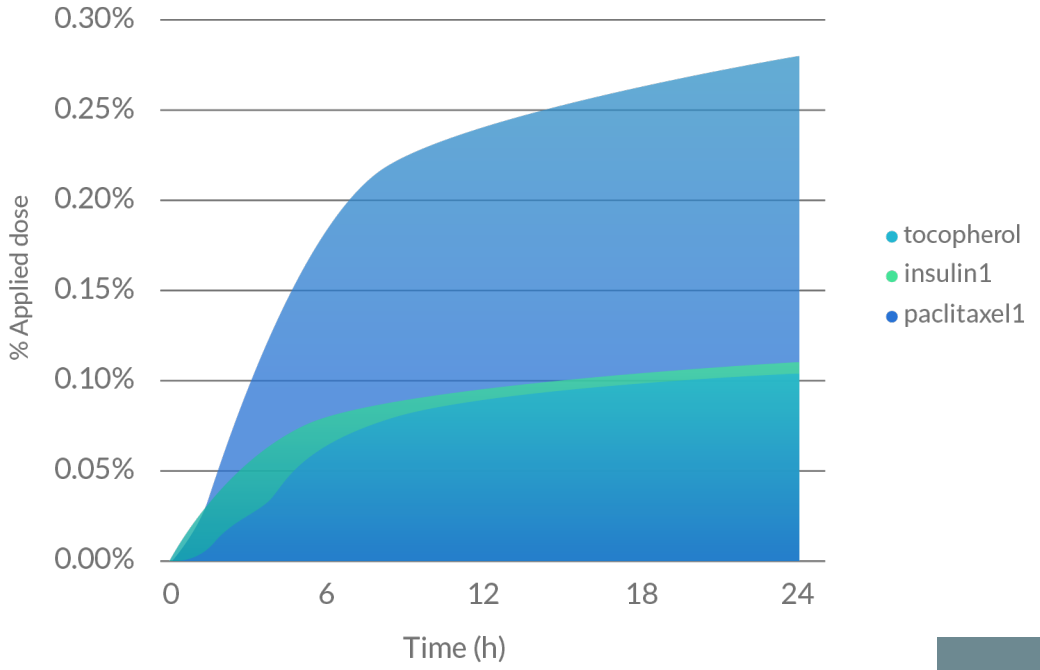
Goal: Evaluate bioavailability of non-optimized CUREfilm Transdermal formulations for a large range of molecular sizes and spatial configurations

Ex-vivo study using human tummy tuck tissue to assess the transdermal delivery of various actives in gel format





Result: Non-optimized CUREfilm can deliver a variety of actives transdermally. This data supports our ability to deliver actives across the oral mucosal membrane using CUREfilm.

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Data

Goal: Facilitate small animal research by offering an alternative to oral gavage

Ivermectin Longitudinal Study (Mouse) USC Department of Pharmacology using CUREdots™, an oral CUREfilm designed for administration to small animals

Fig. 1 Administration through Gavage

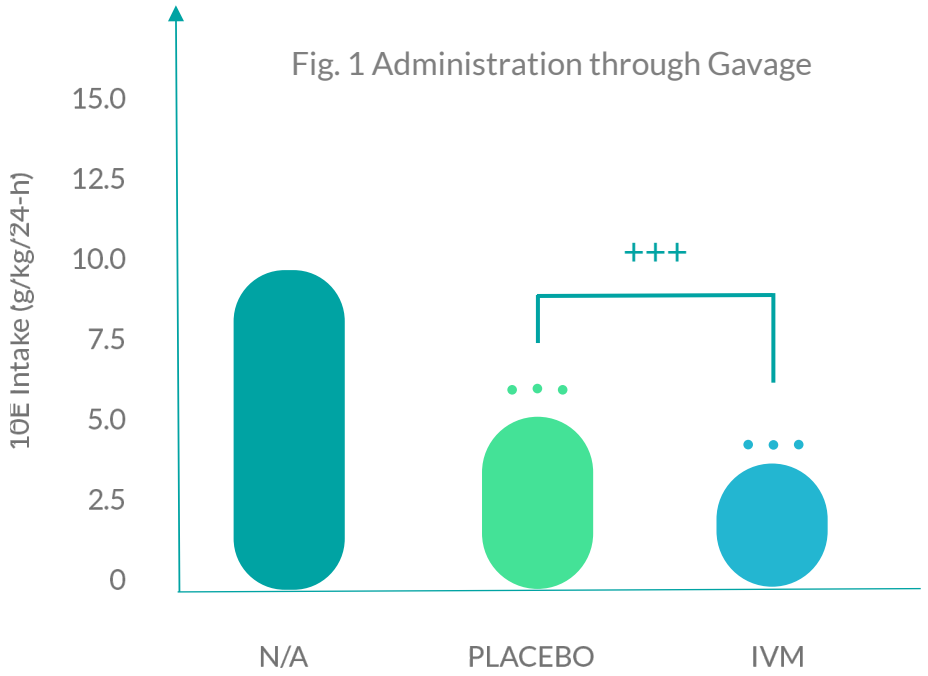
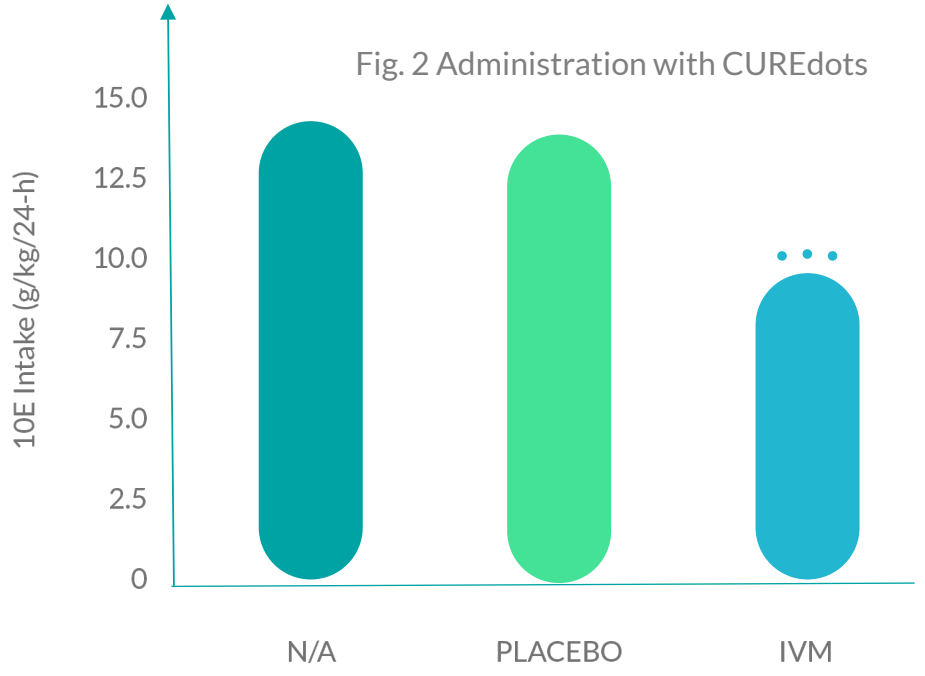


Fig. 2 Administration with CUREdots



Result: Gavage affects intake (placebo – fig 1) and can affect experimental results as well as being traumatic to the animals.

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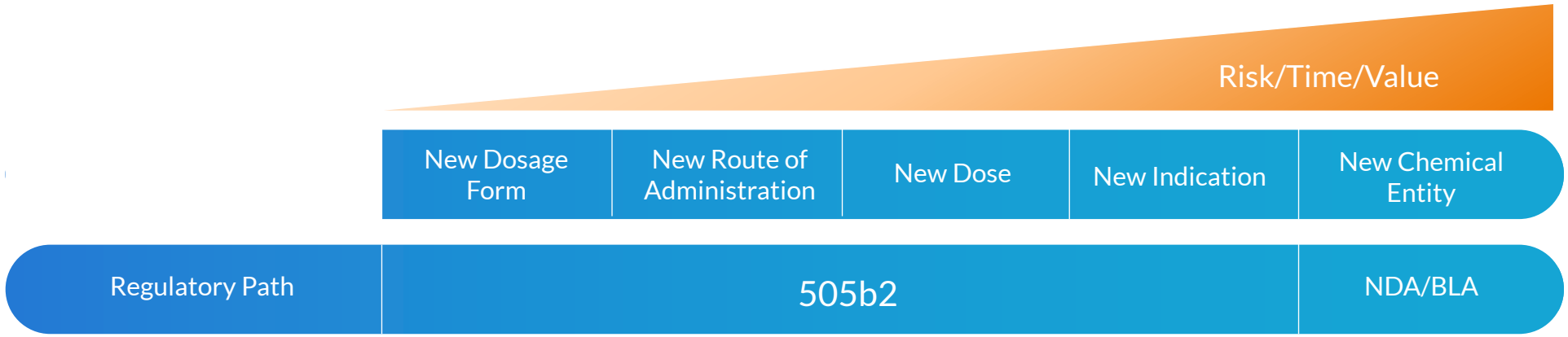
Balanced Portfolio for Risk and ROI



- Lower risk because of previous drug approval
- 4-10 years vs 11-25 years
- May qualify for 3, 5 or 7 years of market exclusivity

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Cannabinoids

- CUREfilm well positioned to improve bioavailability and recapitulate the "Entourage Effect"
- Multiple indications
- Multi-pronged approach

Technion Israel Institute of Technology

Securing novel IP for in-house drug development

THERAPIX BIOSCIENCES

Partnering with pharmaceutical companies to formulate and commercialize cannabinoids on CUREfilm

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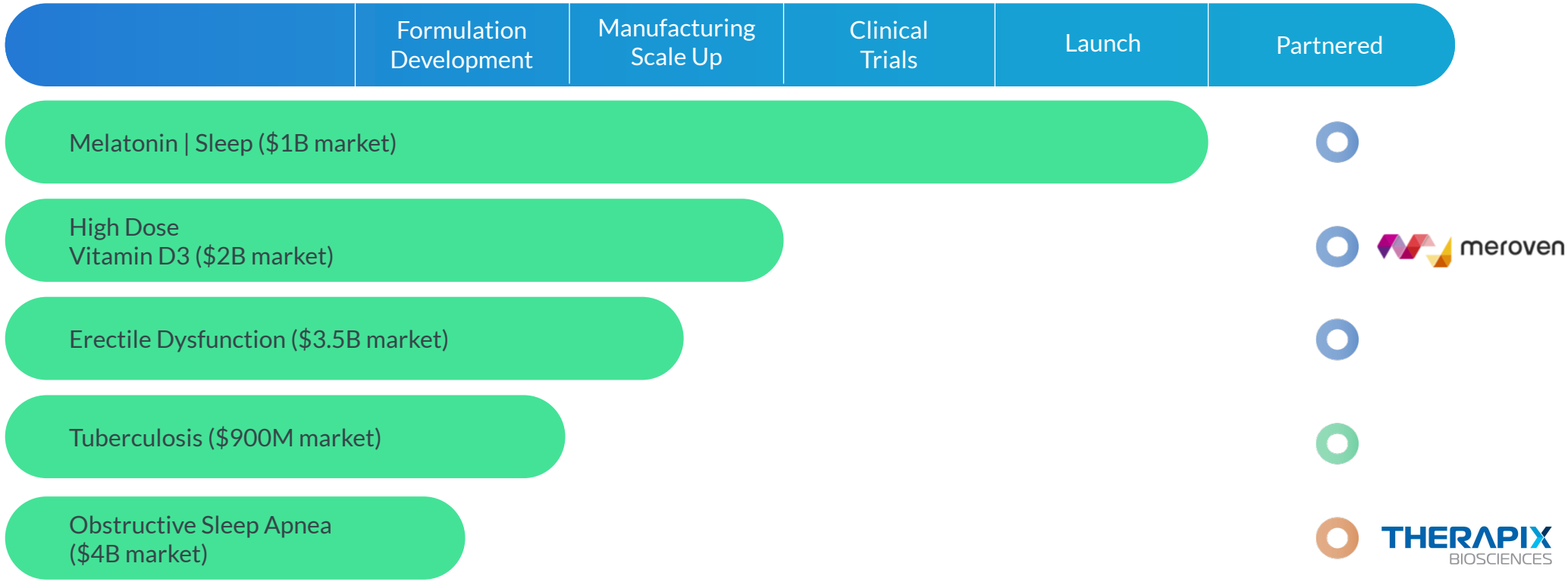
Pipeline



- Distribution rights available in certain territories and/or non-exclusively
- Distribution rights available
- Exclusively partnered

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Management

Robert Davidson - CEO

Robert Davidson is CURE's CEO and Chariman of the Board of Directors. Prior to his role at CURE Pharmaceutical, Robert Davidson served as President and Chief Executive Officer of InnoZen Inc., Chief Executive Officer of Gel Tech LLC, Chief Executive Officer of Bio Delivery Technologies Inc., and has served on multiple corporate boards. Mr. Davidson was responsible for the development of several drug delivery technologies and commercial brand extensions. He has worked with brands such as Chloraseptic™, Suppress™, as well as Pediastrip™, a private label electrolyte oral thin film sold in major drug store chains. Mr. Davidson received his B.S. degree with a concentration in Biological Life Sciences. He has a Masters Certificate in Applied Project Management from Villanova University, Masters of Public Health from American Military University, Virginia and a Masters in Health and Wellness from Liberty University, Virginia. Davidson also completed his Post Graduate Studies at the University of Cambridge with letter of commendation.

Edward Maliski, PhD- President and CSO

Dr. Edward Maliski is an accomplished research scientist with 30 years of experience in the development of pharmaceutical and biotechnology products. As an executive leader and strategist, Maliski contributed his expertise in project management and chemical research to facilitate the transfer of new discoveries into pharmaceutical products for the Sterling Winthrop Research Institute, Glaxo Research Institute, Merck & Co., and Amgen Inc. Additionally, Dr. Maliski has worked with several successful start-up companies.

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Management

Jessica Rousset - COO

Jessica Rousset is CURE's Chief Operating Officer. Mrs. Rousset oversees operations and drives corporate strategy and growth. She is a seasoned business development and commercialization leader, expert in bridging corporate, academic and governmental interests toward the common goal of improving patient's lives. She brings more than fifteen years of experience fostering innovation in large organizations and advising start-ups to bring novel healthcare solutions to market and into clinical use. Mrs. Rousset previously served as Head of Innovation at Children's Hospital Los Angeles, where over a ten year period, she helped launch both therapeutic and medical device companies and founded and operated a national pediatric technology accelerator. Prior to that, Mrs. Rousset held positions at The Scripps Research Institute and GlaxoSmithkline Biologicals in laboratory, clinical research and business development roles. She trained as a biochemical engineer at the Institut National des Sciences Appliquées in Lyon, France.

Mark Udell - CFO

Mark Udell is CURE's Chief Financial Officer, Treasurer and Secretary. As CFO, Mr. Udell is responsible for all strategic tactical matters as they relate to budget management, cost benefit analysis, forecasting need, securing of new funding and overseeing the management and coordination of all fiscal reporting activities for the organization. He is a Certified Public Accountant with over 17 years of experience in finance and accounting. Prior to joining CURE Pharmaceutical in 2011, Mr. Udell served as InnoZen, Inc.'s Chief Accounting Officer and Controller and was responsible for establishing, monitoring and enforcing policies and procedures for the company as well as conducting audits and working with external auditors. While working at CURE and InnoZen, Inc., Mr. Udell gained valuable knowledge in the drug delivery industry and is a key contributor in the development and commercialization of various drug delivery technologies. He has also held the position as Auditing Manager at Green Hasson & Janks, LLP in Los Angeles. Mr. Udell received his B.A. in Business Economics with a concentration in accounting from the University of California, Santa Barbara.

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Board of Directors

Charles Berman

Formerly a shareholder at Greenberg Traurig LLP, and partner at other leading law firms including Merchant and Gould, Charles Berman has focused his practice in patent work for more than 40 years. His clients include both major corporations and smaller companies, which he represents within the U.S. and internationally. HeHe is admitted to practice before the United States Supreme Court, the US Patent and Trademark Offices, the US District Court, Central District of California. From 1996-2000, he served as president, secretary and treasurer of the Los Angeles Intellectual Property Law Association ("LAIPLA"), and has represented LAIPLA and the California State Bar Intellectual Property Section before the U.S. Bar/European Patent Office- Liaison Council and the U.S. Bar/Japanese Patent Office- Liaison Council since 1990. A board member of the American Intellectual Property Association form 1995 to 1998, he was a founding fellow of the AIPLA. He has a degree in electrical engineering and a law degree from the University of Witwatersrand in Johannesburg.

Alan Einstein

Dr. Alan Einstein, grandson to famed Albert Einstein, has been practicing medicine since 1996. Dr. Einstein is also involved in medical research utilizing Umbilical Cord Blood stem cells, with a particular interest in Parkinson's disease. Dr. Einstein also assisted Senator David Shafer in the writing and passage of Georgia's first and only Cord Blood stem cell bill. He emphasizes health and preventative care to allow individuals to achieve their maximum potential. He has numerous areas of medical expertise including cardiovascular diseases, diabetes, thyroid and hormone metabolism disorders. Dr. Einstein is a thought leader in the area of metabolic syndrome and its role in weight gain and overall health and longevity. He has presented to his medical peers at numerous medical institutions and conferences. Dr. Einstein prides himself in individualized and unrushed medical care. His educational history includes a Bachelors of Science in Physical Chemistry from The University of Florida a medical degree from The College of Osteopathic Medicine and Surgery in Des Moines, Iowa, training at The Johns Hopkins University School of Medicine/Sinai Hospital program in Internal Medicine, where he was recognized as, "The Outstanding Senior Resident of the Year."

William Yuan

William Yuan was most recently Chairman and CEO of Fortress Hill Holdings, an Asian-based investment banking firm. With 23 years in global finance experience, he has served as a key strategist and advisor to international institutions. U.S. companies advised by Mr. Yuan include Amgen Corp., Biogen, GE Capital, Warner Brothers Studios, and Fox News. He has also guided such leading Asian institutions as Sina.com, Shanghai Petrochemicals, Jinlia Pharmaceutical and Tsingtao Beer Corp. In 1995, Mr. Yuan led Merrill Lynch Asset Management Asia, and managed one of the largest pension/retirement funds in the world, with a $488 billion portfolio under his leadership. He began his finance career at Goldman Sachs in 1983 as an investment banker in Mergers & Acquisitions. Mr. Yuan is a member of the International Who's Who of Finance, Technology, Media and Telecom. Mr. Yuan holds a Bachelor of Science degree in Economics from Cornell University and attended Harvard University's John F. Kennedy School as a Mason Fellow.

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Advisors

Michael Neely

Dr. Neely is the director of the University of Southern California Laboratory of Applied Pharmacokinetics, which has been at the forefront of nonparametric population pharmacokinetic modeling techniques and dose optimization for individual patients for over 35 years. He is an Associate Professor of Pediatrics, Clinical Scholar at the University of Southern California (USC) and at Children's Hospital Los Angeles. His research and clinical interests are in pediatric clinical pharmacometrics, including population pharmacokinetic and pharmacodynamic modeling, pharmacogenomics, simulation, and most importantly, use of models to optimize therapy for individual patients. He is a member of the United States Food and Drug Administration Anti-infective Drug Advisory Committee and board certified in pediatrics, pediatric infectious diseases and a Fellow of the American College of Clinical Pharmacology. He completed a four-year NIH career development award, and is the Principle Investigator for two R01 awards from the NIH totaling over 6 million dollars over 5 years to develop and apply pharmacometric techniques to anti-infective therapy in populations and individual patients. He has a Master of Science degree in Clinical and Biomedical Investigations from USC, with a focus on applied Bayesian approaches to clinical trial design and pharmacokinetic modeling.

Tracy Ryan

Mrs. Ryan is founder of CannaKids a California Cooperative Cooperation that specializes in the creation of lab tested and Ph.D. scientist extracted cannabis oils, after realizing success using cannabinoid therapy on her own 8 ½-month-old infant who was diagnosed with a rare brain tumor. After establishing CannaKids in mid-2014, she partnered with scientists and pediatric physicians to formulate her own cannabinoid product line that was later released into the California market in 2015. She has gained educating the mass public on the power of the cannabis plant, as continue work in the pharmaceutical cannabis sector. She has vast, first-hand knowledge on the medicinal powers of cannabis in treating her own daughters disease and has worked on a global scale helping families who seek education and treatment options, guiding many patients to a better quality of life.

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Advisors

Richard Serbin

Mr. Richard S. Serbin is a global strategy advisor and entrepreneur with credentials both in pharmacy and law, complemented by more than 40 years of service as an FDA regulatory attorney and consultant and patent attorney in the healthcare industry. Mr. Serbin is an expert in licensing medical extracts, compounds, and technologies. He is a pharmacist and patent attorney with more than 40 years of experience in the pharmaceutical industry and the investment community. Mr. Serbin spent a large portion of his career focusing on international markets and clients. He also serves as COO of the Gorlin Companies, a family office focused on healthcare technologies, and is COO of Sapir Pharmaceuticals, an early stage pharmaceutical company with offices in the US and France. He has held senior positions at Schering-Plough Corporation, Revlon Corporation and Johnson & Johnson Corporation, and has been the founder or co-founder of over 10 heathcare technology and/or healthcare service organizations. He sits on the Boards of several healthcare companies and on the Advisory Board of the Swedish American Life Science Summit.

Ian Sephton

Ian Sephton is currently the CEO of Syncromatics, a SaaS and technology integration company disrupting the mobility market. Prior to that role he Co-Founded Hangar202 an early stage investment firm and The Branstetter Group a retail hospitality ideation firm. With over 20 years of C-level experience in retail and technology markets, Ian currently sits on the board of 5 private companies and CURE Pharmaceutical a publicly traded drug delivery technology company. Ian remains active in social causes tied to veteran rights and homelessness in Downtown Los Angeles. As a former Marine and serial entrepreneur Ian believes a company without a social mission is a ship without a compass. He believes strongly that the technology developed by CURE Pharmaceutical can improve lives and is dedicated to supporting the company with his diverse leadership experience and strategic marketing expertise. Ian earned his undergraduate degree from California Lutheran University and sits on the business school advisory board. He earned his MBA from the University of Southern California.

Greg Strathe

Dr. Strathe has been a practicing veterinarian for over 20 years. He is co-owner of one of the largest animal hospitals in Oklahoma. Dr. Strathe's interests include internal medicine, surgery, dentistry, and overall preventative health of his patients. Dr. Strathe has been involved with CURE Pharmaceutical the past 2 years. He has tested numerous products and compliance with his patients using the strip technology and delivery system. Dr. Strathe Graduated KSU vet school in 1993, Bachelors in Arts & Science KSU 1998.

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