



CURE

PHARMACEUTICAL

OTCQB: CURR

# CURE Pharmaceutical

## Delivering the Promise of Healthier Lives

September 2018

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CURE  
PHARMACEUTICAL

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



# 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.

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# THE CHALLENGE

In order for drugs to work, three factors must be carefully balanced:

## EFFICACY



Enough drug must get into the body to be effective.

## SAFETY



Too much drug in the body can cause serious side effects.

## ADHERENCE



Patients must take their drugs as prescribed.

# ORAL DRUG DELIVERY IS AN INEFFICIENT PROCESS

## MOUTH AND THROAT

Most oral drugs need to be swallowed.

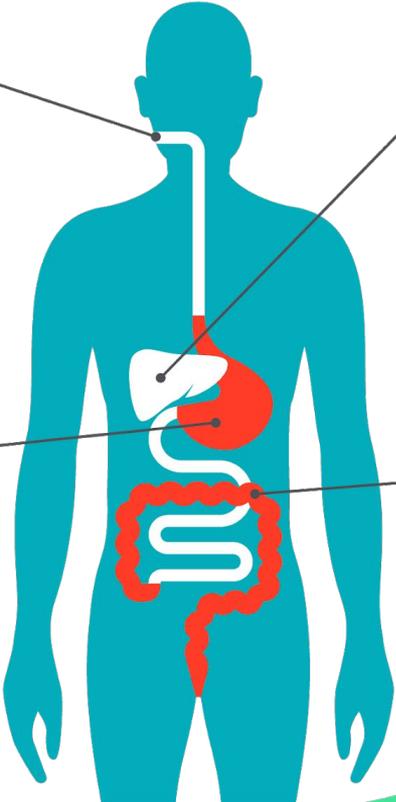
It is estimated that 40% of patients have trouble swallowing pills\* and liquids often taste bad.



## STOMACH

The capsule or tablet sits in the stomach for a period of time and dissolves, often only partially, as many drugs are poorly soluble.

While acidic drugs are absorbed in the stomach, others can degrade from the low gastric pH before they reach the intestines.



## LIVER

Once absorbed into the bloodstream, drugs are transported to the liver, where up to 80% of the drug can be metabolized and excreted.



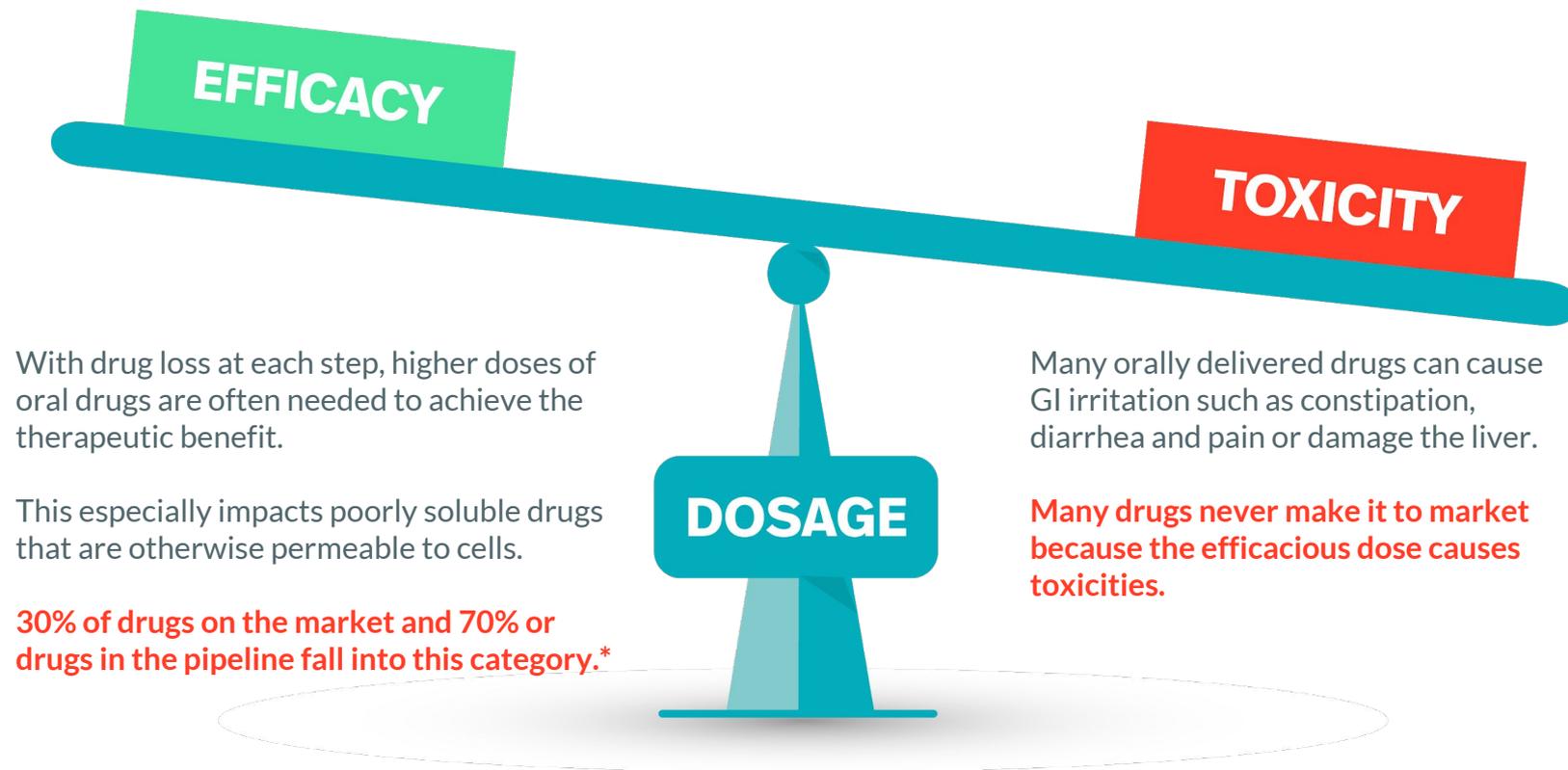
## INTESTINES

Drugs may not readily cross the intestinal wall – or can be metabolized when absorbed through the intestines.

\*Source: HealthPrize and Capgemini

 Relative amount of drug remaining

# ORAL DRUG DEVELOPMENT IS A BALANCING ACT



\*Biopharmaceutical Classification System Group 2

## ORAL DRUG ADMINISTRATION IS CHALLENGING

Patients suffer when drugs work too slowly or lack sufficient efficacy.

Lack of efficacy combined with side effects often deter patients from taking their medication as prescribed.

**\$630B**

Annual global revenues lost in pharma from medication non-adherence.\*

**\$100B**

Additional US healthcare costs from related hospitalizations due to non-adherence

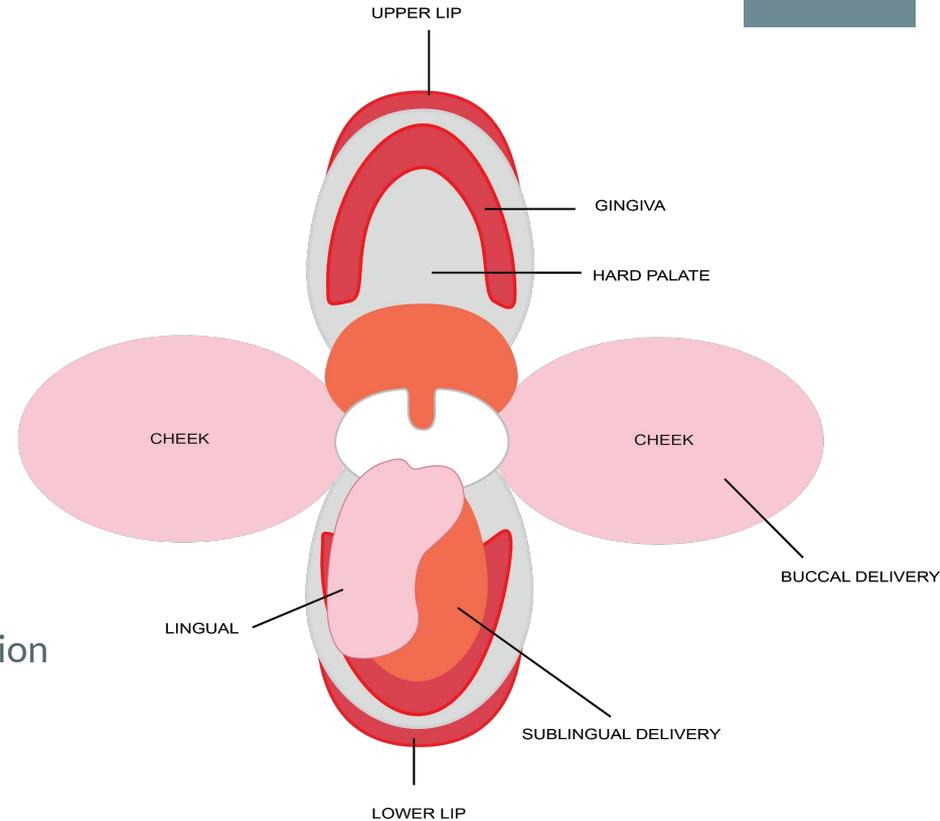
# ORAL DRUG DELIVERY CAN BE IMPROVED

Alternative oral routes of delivery impact drug efficacy, safety and the patient experience.

- **Sublingual delivery** - *under the tongue*
- **Buccal delivery** - *between cheek and gum*

Sublingual and buccal drug delivery lead to direct absorption into the bloodstream avoiding:

- The need to swallow a pill
- Drug exposure to stomach acids and tissue irritation
- Drug absorption through the intestines
- Liver metabolism and potential injury



## THE SOLUTION: CUREfilm™

With our technology, we can deliver drugs more safely and efficaciously by using:

- **THE RIGHT FORMULATION**  
*improves a drug's solubility*
- **THE RIGHT DOSAGE FORM**  
*changes its route of administration*



# CURE PHARMACEUTICAL

## WHO WE ARE

We are a drug delivery and development company with a proprietary formulation and delivery platform - CUREfilm.™

## WHAT WE DO

We improve pharmacokinetics of small molecules for easier, safer and more effective administration.

## HOW WE DO IT

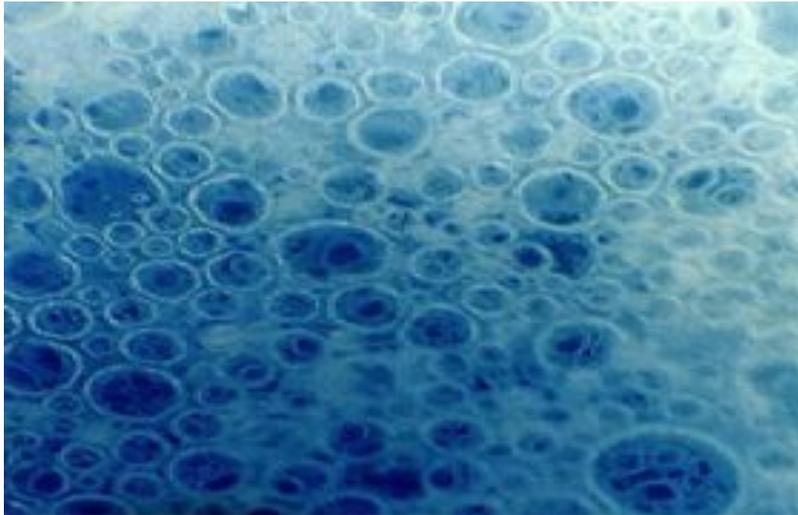
We partner with innovative companies to improve investigational and marketed drugs and dietary supplements.



# CUREfilm™ FORMULATIONS



A proprietary multivalent formulation platform that creates compositions with optimal drug release profiles for better patient outcomes and experiences.



*Microscopic view of encapsulated active in CUREfilm Oral strip*

## OUR TOOLBOX

- Encapsulants
- Stabilizers
- Plasticizers
- Permeation enhancers
- Mucoadhesive agents
- Layering methods
- Flavorings

## CUREfilm™ DOSAGE FORMS

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

### CUREFILM™ TRANSDERMAL

- Transdermal gel
- Patch

# CUREfilm™ - PATIENT BENEFITS



## Customizable

Multiple active ingredients in one dose



## Fast Symptom Relief

Rapid and/or sustained delivery of active ingredients



## Fewer Side Effects

Potential to reduce the dose and avoid the GI tract



## No Pills to Swallow

Ideal for consumers that cannot swallow pills



## Quick Dissolve

No liquid needed to administer  
Optimized for palatability



## Portable

Lightweight and easy to store and transport

# WHY CUREfilm™ IS BETTER



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

# OUR COMPETITIVE DIFFERENTIATORS

## MORE ACTIVE INGREDIENT



We can load more active ingredient on a single CUREfilm™ Oral at commercial scale

(>200mg @ commercial scale)

## MULTIPLE ACTIVES



We can load multiple actives on a single CUREfilm™ Oral at commercial scale

## TASTE MASKING



CUREfilm™ Oral has better taste-masking and overall mouth feel

# OUR CAPABILITIES



INNOVATION &  
TECHNOLOGY

INTELLECTUAL  
PROPERTY  
PORTFOLIO

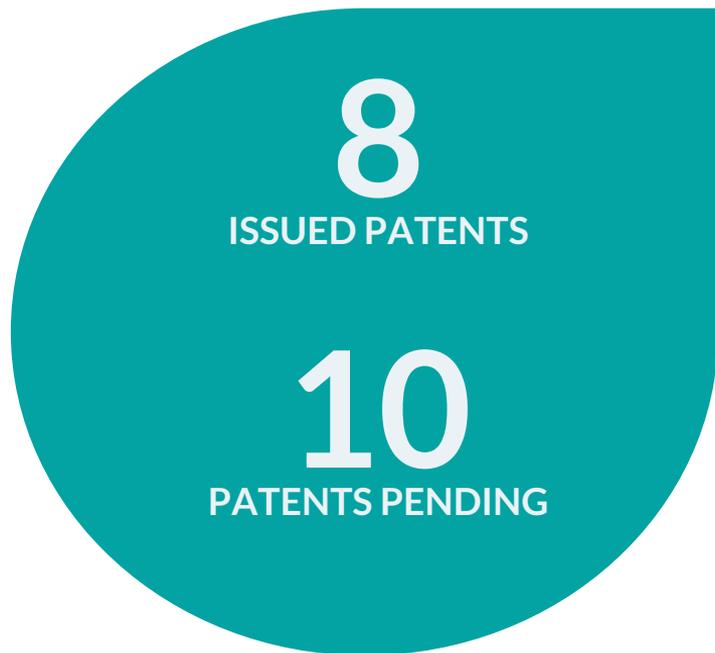
VERTICALLY  
INTEGRATED  
OPERATIONS

We maintain our competitive advantage by: continually improving our technology, implementing a thoughtful IP strategy and tightly controlling the quality and efficiency of our processes with integrated research and manufacturing operations.

# OUR INTELLECTUAL PROPERTY



A blended strategy of patents, trade secrets and proprietary equipment design.



## CURE'S IP PORTFOLIO COMPONENTS:

- Film compositions
- Polymer blends
- Encapsulation methods
- Cannabinoid extraction and formulation methods
- Taste formulations
- Process engineering
- Packaging

# OUR VERTICALLY INTEGRATED OPERATIONS

## MARKET FEASIBILITY



## R&D / SCIENCE / FORMULATION FEASIBILITY



## PROCESS DEVELOPMENT



## PACKAGE DESIGN & BRANDING



## MANUFACTURING FACILITY

- cGMP state-of-the-art 25,000 sq ft production plant in Oxnard, CA
- FDA-registered and audited facility
- Class 100,000 CRT humidity-controlled clean room environment
- Pharmaceuticals, dietary supplements, cosmetics, medical food, controlled substances\*
- Multiple GMP manufacturing lines with expansion capability
- Custom drug delivery systems developed in a design control process



# PROOF OF PLATFORM: ORAL

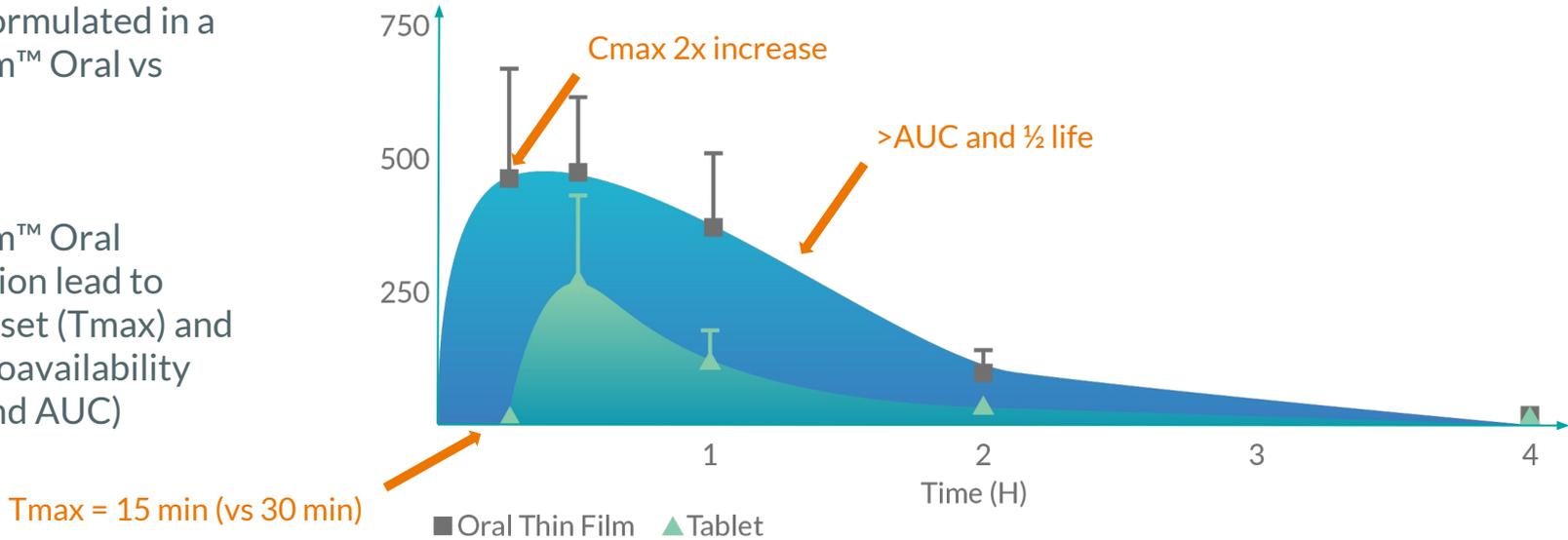
## Goal:

Improve PK Profile

Rabbit study comparing plasma concentration over time of 81mg aspirin formulated in a CUREfilm™ Oral vs tablet

## Result:

CUREfilm™ Oral formulation lead to faster onset (T<sub>max</sub>) and better bioavailability (C<sub>max</sub> and AUC)

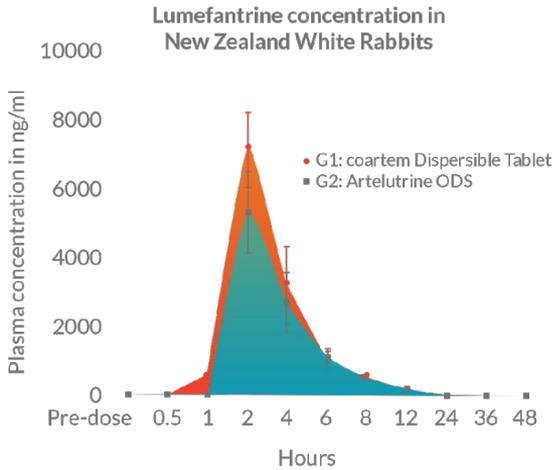
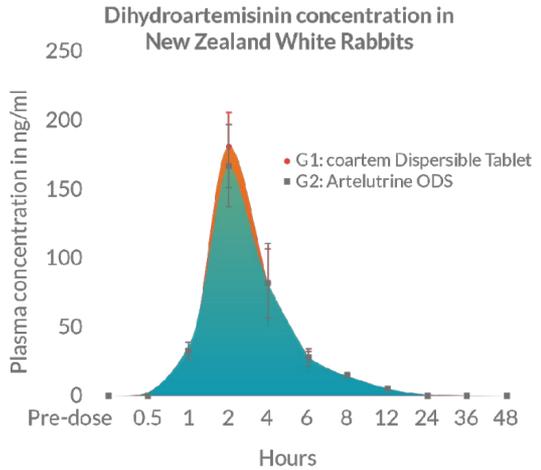
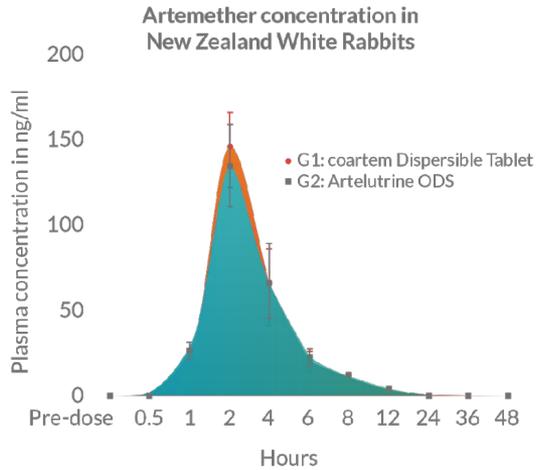


# PROOF OF PLATFORM: ORAL

Goal: Bioequivalency

Rabbit study comparing plasma concentration over time of Artelutrine (2 drug combo) formulated in a CUREfilm™ Oral vs. COARTEM Dispersible Tablets

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

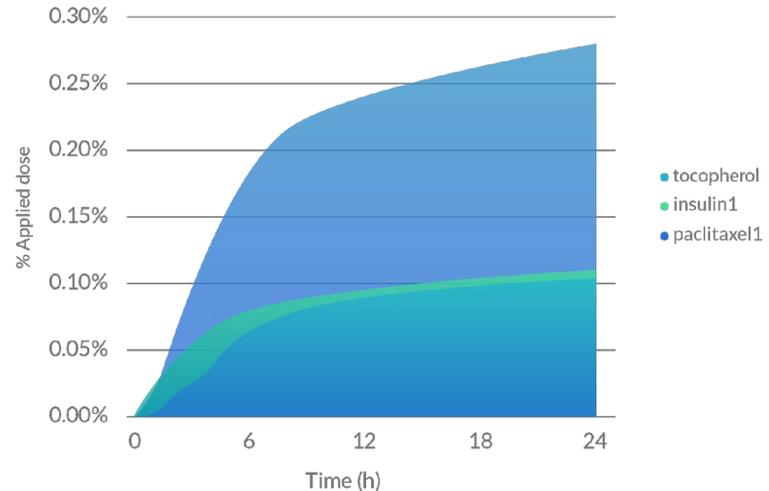
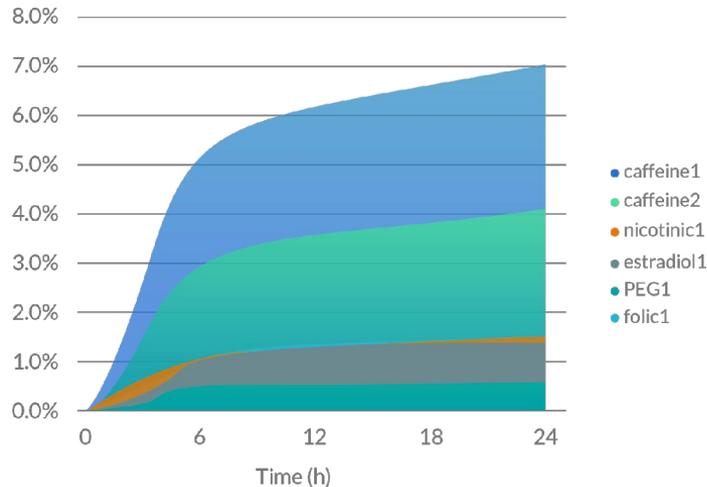


# PROOF OF PLATFORM: TRANSDERMAL

**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 through the most impermeable tissue membrane: the skin. This data supports our ability to deliver actives across the more vascularized oral mucosal membrane.

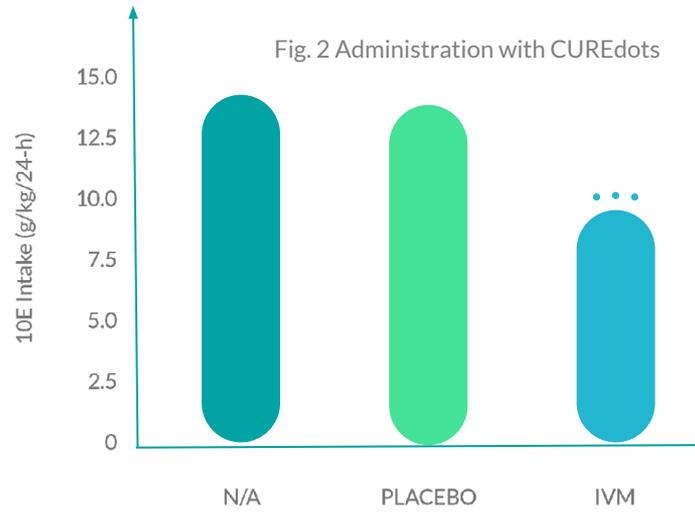
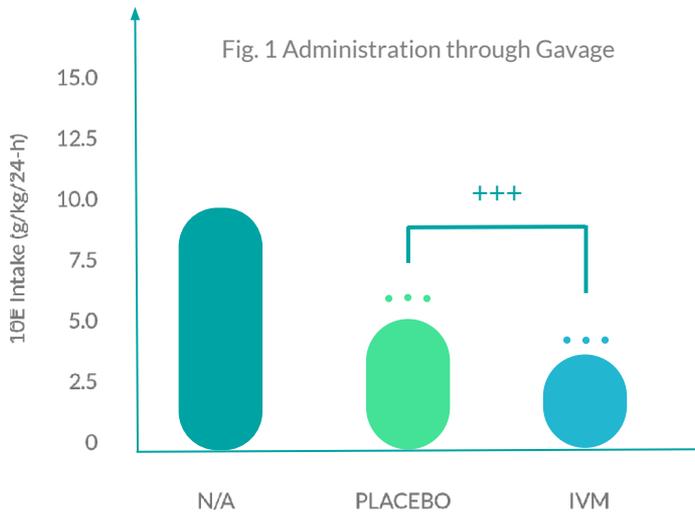


# ANIMAL DRUG DELIVERY

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

Ivermectin mouse study at the USC Department of Pharmacology using CUREdots™, an oral CUREfilm™ designed for administration to small animals

**Result:** With CUREdots, there is no trauma to the animal as compared to oral gavage which affects intake (placebo - fig 1) leading to a more accurate efficacy study.



# STRATEGIC APPROACH



We employ a three-pronged approach to market penetration:

1

## NUTRACEUTICALS

- No FDA approval required
- Faster and cheaper to launch than drugs
- White labeled and distributed by 3rd parties
- Short term revenues
- Permits rapid optimization of production capabilities
- Drives innovative formulations with higher doses of API

2

## PHARMACEUTICALS

- Greater impact for patients
- Longer development time and cost but better pricing
- Diversified go-to-market strategies with focus on ANDA and 505(b)(2) approval pathway
- Revenues from development fees, license fees, milestone payments, manufacturing fees and royalties.

3

## PHARMACEUTICAL CANNABINOIDS

- Improve bioavailability of cannabinoids to increase efficacy of these promising molecules
- Dronabinol-based products developed in house
- Licensed rights to Canopy Growth for whole plant and biosynthetic applications
- Research collaboration with Technion Institute

# NUTRACEUTICALS: CUREfilm™ SLEEP



Two different melatonin-based daily dietary supplements to promote healthy sleep patterns

MARKET POTENTIAL	PRODUCT DIFFERENTIATION	PRODUCT STATUS
<p style="font-size: 2em; font-weight: bold;">\$1.5B</p> <p>Melatonin supplement sales reached \$851 million in 2016 and projected to top \$1.5 billion by 2021*</p>	<ul style="list-style-type: none"> <li>• Convenient thin film dosage form</li> <li>• Scientifically proven CUREfilm™ formulation platform</li> <li>• Patent pending combination of ingredients that promote both sleep and recovery</li> <li>• cGMP facility and processes</li> </ul>	<ul style="list-style-type: none"> <li>• Launched 2017                             <ul style="list-style-type: none"> <li>• ID LIFE</li> </ul> </li> <li>• Launched 2018                             <ul style="list-style-type: none"> <li>• SLEEP STRIPZZZ</li> </ul> </li> <li>• Potential for additional distributors</li> </ul> <div style="display: flex; justify-content: space-around; margin-top: 20px;">   </div>

\*Source: Technavio 2017

# NUTRACEUTICALS: CUREfilm™ D



50,000 IU of Vitamin D3 delivered with the CUREfilm™ platform as a high potency supplement.

## MARKET POTENTIAL

# \$2.5B

Vitamin D supplementation is projected to reach \$2.5 billion by 2020\*

## PRODUCT DIFFERENTIATION

- Weekly dose
- Vitamin D3 - the physician recommended form of Vitamin D
- Convenient thin film dosage form
- Scientifically proven CUREfilm™ formulation platform
- cGMP facility and processes

## PRODUCT STATUS

- Manufacturing scale up
- Exclusive partnership for distribution in MENA territories
- Projected launch 2019

\*Source: MarketsandMarkets Analysis

# NUTRACEUTICALS: CUREfilm™ β Caryophyllene



Contains 30mg of β Caryophyllene, an inflammation-fighting and analgesic terpene.

MARKET POTENTIAL	PRODUCT DIFFERENTIATION	PRODUCT STATUS
<p><b>\$261M</b></p> <p>Anti-inflammatory supplementation with turmeric (curcumin) in 2016*</p>	<ul style="list-style-type: none"><li>• No solid dosage forms currently on the market</li><li>• Scientifically proven CUREfilm™ formulation platform</li><li>• cGMP facility and processes</li><li>• Non GMO, Gluten Free</li></ul>	<ul style="list-style-type: none"><li>• Formulation optimization</li><li>• Projected launch 2019</li><li>• Seeking distribution partners</li></ul>
<p><b>\$261M</b></p> <p>Immune health supplementation is projected to reach \$25 billion by 2025**</p>		

\*Source: Grand View Research \*\*Persistence Market Research

# PHARMACEUTICALS: CUREfilm™ BLUE



50mg of Sildenafil

## MARKET POTENTIAL

# \$3.5B

Market is expected to grow exponentially over the next 10 years.

Patent expiration and availability of the drug in various dosage forms will help grow the market.

## PRODUCT DIFFERENTIATION

- Faster onset
- Ease of dosing
- Discreet with no water needed
- Breath freshening

## PRODUCT STATUS

- Manufacturing scale up
- 505(b)(2) pathway in US
- Exclusive partnership for distribution in ASEAN territories
- US launch in 2021

# PHARMACEUTICALS: CUREfilm™ ENTOURAGE



Dronabinol and  
Palmitoylethanolamine (PEA)

## MARKET POTENTIAL

# \$4.0B

Obstructive Sleep Apnea is surging in prevalence driving the growth of the sleep apnea treatment market.

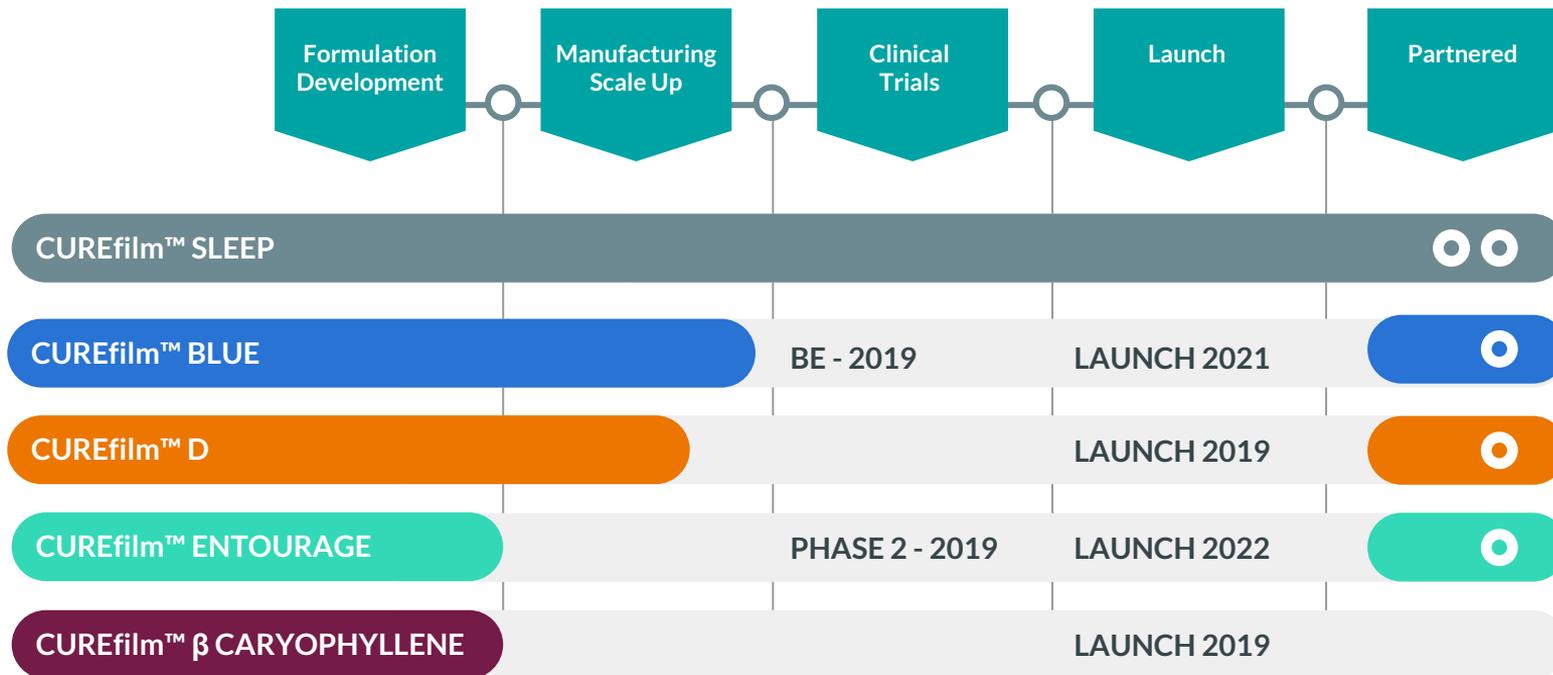
## PRODUCT DIFFERENTIATION

- Replace CPAP and BPAP devices with buccal patch
- Treatment of OSA with Dronabinol has shown reduction in severity of symptoms.
- Combination of Dronabinol with PEA may improve treatment results
- Low toxicity profile

## PRODUCT STATUS

- Formulation optimization
- DEA manufacturing license pending
- 505(b)(2) pathway in US
- Phase 2b in 2019
- Launch in 2022

# PIPELINE SUMMARY



# MANAGEMENT



## Robert Davidson – CEO and Chairman of the Board

Robert Davidson is CURE's CEO and Chairman 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.

# 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.

# MANAGEMENT



## 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.

# MANAGEMENT



## Steven Ruhl – VP Manufacturing

Steven Ruhl is CURE's VP of Manufacturing, overseeing all process development and manufacturing operations. He is a seasoned leader for drug substance and drug products process development, production facility design, process equipment, construction and CGMP management. He has a proven track record with building and developing high performing teams to deliver commercial supply and process solutions that meet regulatory requirements. Mr. Ruhl brings more than 35 years of experience leading technical teams. Most recently he served 11 years at Amgen Thousand Oaks in multiple process development roles. As Process Development Director of Generation Technologies he led the introduction and commissioning of a next generation isolated drug product robotic filler. Prior to that he served 4 years at Amgen Technologies Ireland as Process Development Site and Tech Transfer Program Lead for multiple Amgen Commercial products where he co-led a \$350M capital expansion of an Amgen acquired Pfizer site to expand site capabilities to manufacture, package and cold store finished drug product. Steven entered Amgen in 2007 as Commercial Drug Product Executive Director responsible for global support and lifecycle management of Amgen's commercial products. Previously, Steven held management positions at CancerVax, Certified Facilities, IDEC Pharmaceuticals, Xoma and Celtrix Pharmaceuticals. He served IDEC during the time of two firsts for monoclonal antibody therapies with development and launch of Rituxan® and co-led the CMC development for Zevalin® radioimmune conjugate. He trained as microbiologist and chemist at Brigham Young University.

# MANAGEMENT



## Vered Gigi, PhD – VP Strategy and Business Development

Dr. Vered Gigi is CURE's VP of Strategy and Business Development (BD). As VP of strategy and BD, Dr. Gigi is responsible for the corporate development by identifying and shaping CURE's strategy both organically and inorganically to deliver sustained growth and diversified revenue. She is also responsible for building and maintaining relationships with the pharmaceutical companies, academia and other collaborators. Together with the office of the COO, her charter is to drive operational excellence and competitiveness. Prior to joining CURE, Dr. Gigi was a Project Leader with the Boston Consulting Group. During her tenure, she led and supported a variety of projects at global biopharma and medtech companies with a focus on corporate and network strategy, operations, marketing and post-merger integration initiatives. Dr. Gigi holds a PhD in Immunology from the University of Pennsylvania and a BSc. in Bio-Medical sciences from Tel-Aviv University in Israel. During her years in academia she investigated immunotherapy, stem cell and DNA repair mechanisms.

# BOARD OF DIRECTORS



## Charles Berman, JD

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. He 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 from 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, MD

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.”

# BOARD OF DIRECTORS



## 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.

# ADVISORS



## Gary Speier, JD, MBA

- Registered U.S. patent attorney in multiple States, Gary is a partner at Carlson Caspers and was previously with the firm Schwegman, Lundberg & Woessner.
- He provides counsel on a broad range of patent-related matters and regularly conducts pre-suit investigations, intellectual property valuations, IP due diligence, freedom-to-operate clearance reviews and opinions relating to infringement and validity, and develops patent procurement and patent prosecution strategies for domestic, international, and foreign jurisdictions.
- He has co-authored several peer-reviewed articles published in scientific journals and is a named inventor on several U.S. patents. He has been an invited lecturer in the United States, Europe and Asia on various IP matters, including freedom to operate, Paragraph IV opinions and IP valuation. He is also the owner and moderator of the Freedom to Operate (FTO) and IP Due Diligence discussion group on LinkedIn. In 2004, he was named by *Super Lawyers* as a “Rising Star.”

## Richard Serbin

- 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.
- Pharmacist and patent attorney with more than 40 years of experience in the pharmaceutical industry and the investment community.  
COO of the Gorlin Companies, a family office focused on healthcare technologies, 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 healthcare 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.

# ADVISORS



## Gene Salkind, MD

- Board certified in neurological surgery by the American Board of Neurological Surgery and completed various residencies, fellowships and postgraduate training at Abington Memorial hospital, The Graduate Hospital, Veterans Administration Hospital, Pennsylvania Hospital, Children's Hospital of Philadelphia, and the Hospital of the University of Pennsylvania.
- MD from Temple University School of Medicine and his Bachelor of Arts from the University of Pennsylvania.
- Numerous faculty, hospital and administrative appointments at virtually every major hospital in the northeastern Philadelphia and surrounding areas.
- As a prolific pharmaceutical investor, some of Dr. Salkind's previous successful investments include Intuitive Surgical, Pharmacyclics, which grew from less than \$1 per share to subsequently being acquired by Abbvie for \$250/share, and Centocor, one of the nation's largest biotechnology companies, which was acquired by Johnson & Johnson for \$4.9 billion in stock.
- Dr. Salkind currently sits on the board of DermTech, a private company based in San Diego that has become the global leader in non-invasive dermatological molecular diagnostics.



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This Investor Presentation is supplied for informational purposes only and does not constitute (1) an offer to sell, or the solicitation of an offer to buy, any securities of CURE Pharmaceutical, or (2) a promise or representation that any such offer will be made to the recipient or any other party.

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## GET IN TOUCH



**VERED GIGI**

VP, Strategy

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