



Delivering the Promise of Healthier Lives®

May 2021

OTCQB: **CURR**



Safe Harbor

This presentation contains forward looking statements and information that is 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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EXECUTIVE SUMMARY

CURE is a vertically integrated healthcare company focused on developing, manufacturing and marketing innovative delivery forms across multiple categories including pharmaceutical and wellness



SOLID EXPERIENCE

Years of drug development, regulatory and marketing experience



SECURED IP

Proprietary formulations and delivery mechanisms, strong patent portfolio and exclusive know-how



CERTIFIED FACILITIES

DEA Schedule 1 licensed, FDA-registered, NSF and cGMP certified manufacturing facility



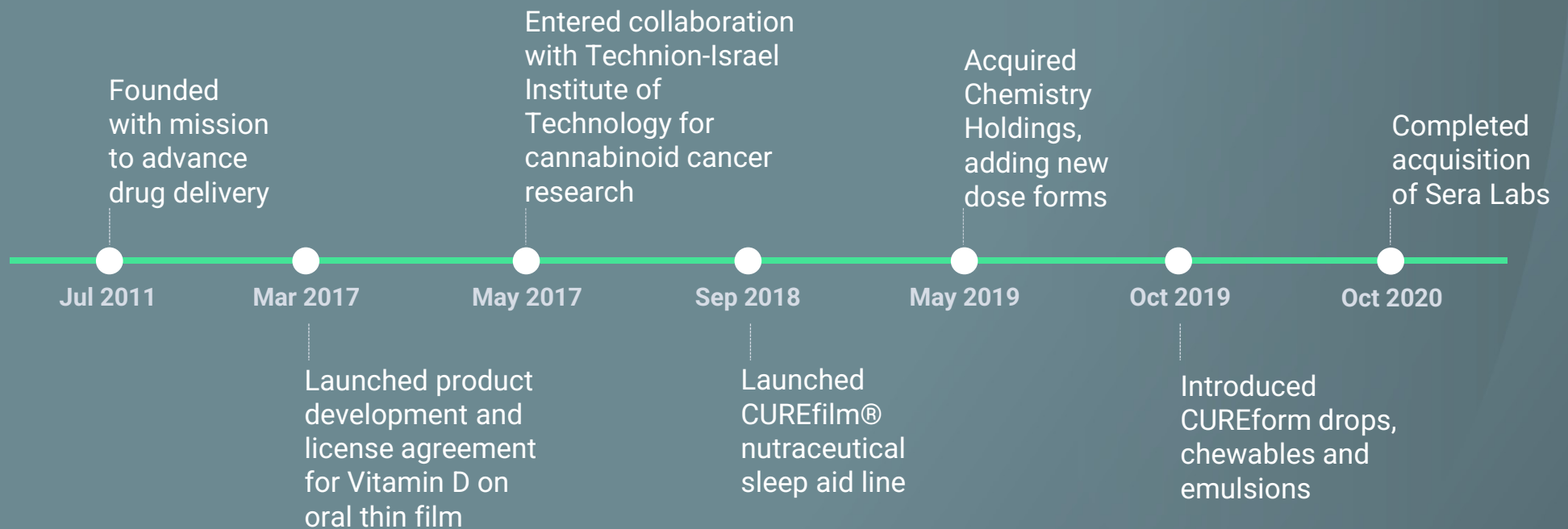
BRAND PORTFOLIO

Broad portfolio of products across multi-channel distribution network



OUR HISTORY

Our Journey through 2020



Significant Progress in 2020

Setting the stage for attaining key objectives



Acquisition Completed

Acquired Sera Labs- an established health, beauty and wellness company



Key Accreditations

Earned NSF International and cGMP certification for 25,000 sq ft manufacturing facility



Launched Nutri-Strips

Introduced Sleep A.S.A.P, ImmuniD3™, Energy™ and RecoverB™ products



Closed \$10M Financing

Supports progress in two key areas: driving strong sales growth for Sera Labs, and advancing the CURE pharmaceutical pipeline



Gaining Prominence

Nicole Kidman joins as strategic business partner and global brand ambassador for Sera Labs topical products



Received IND Approval for Sildenafil

505(b)(2) PK study expected to commence 1Q21



2020 MILESTONES

Acquisition of Sera Labs further propels CURE to becoming a fully integrated health and wellness company

\$7.7M

Consolidated
Pro-forma Revenue
for year ending 12/31/2020

**Acquisition supports
CURE's goal of cash
flow positive 1H 2022**

- \$20M acquisition completed October 2020
- Expertise in brand marketing and multi-channel distribution platform
- 20+ existing products in the health & wellness, beauty and pet categories, with a particular expertise in cannabinoids
- Proven track record of success in driving revenue on high-margin products
- Strong presence in both e-commerce and wholesale-to-retail distribution – total retail doors exceed 8,850 in the U.S.

- *Immediate vertical integration - launched Nutri-Strips™ product line December 2020 using CURE's patented & advanced oral thin film strip technology*



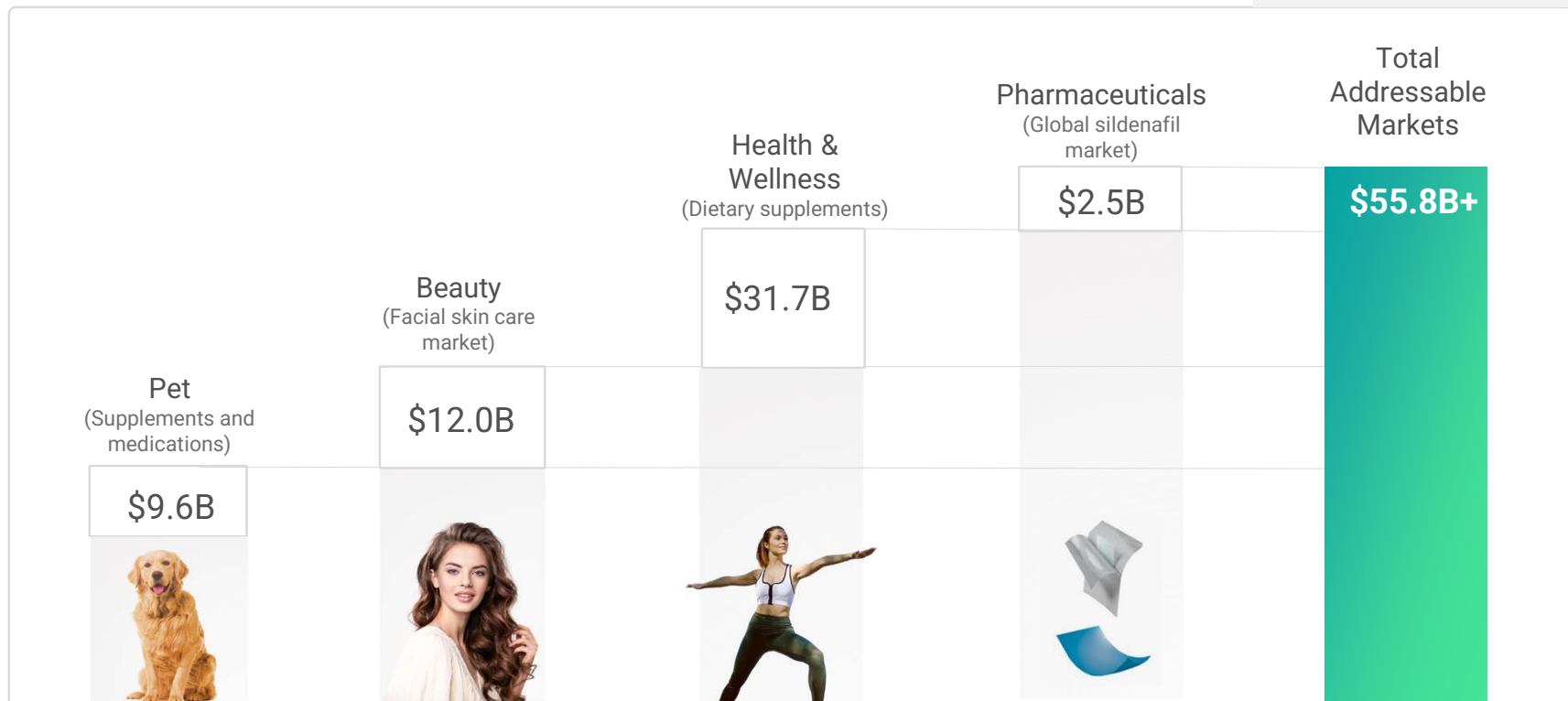


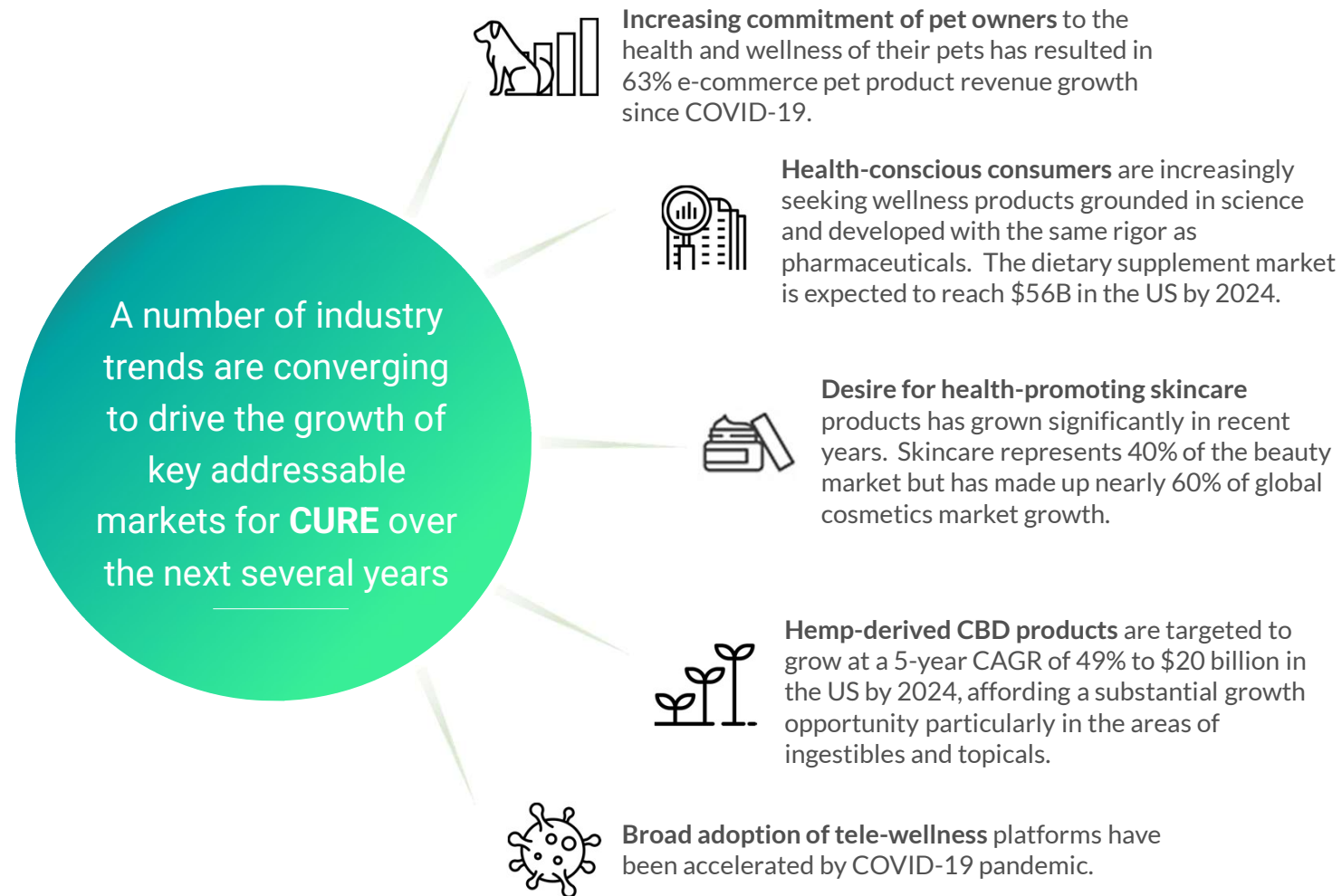
THE MARKET

On Target

Large and growing markets

2020 market estimates





THE OPPORTUNITY

Well Positioned

to address compelling market sectors

	Pharmaceuticals	Health & Wellness	Beauty	Pet
Delivery and dosage form differentiation & IP	●	●		●
In-house product development	●	●		●
Manufacturing know-how	●	●		●
Branding and marketing expertise		●	●	●
Multi-channel sales and distribution		●	●	●

THE OPPORTUNITY

Pharmaceuticals

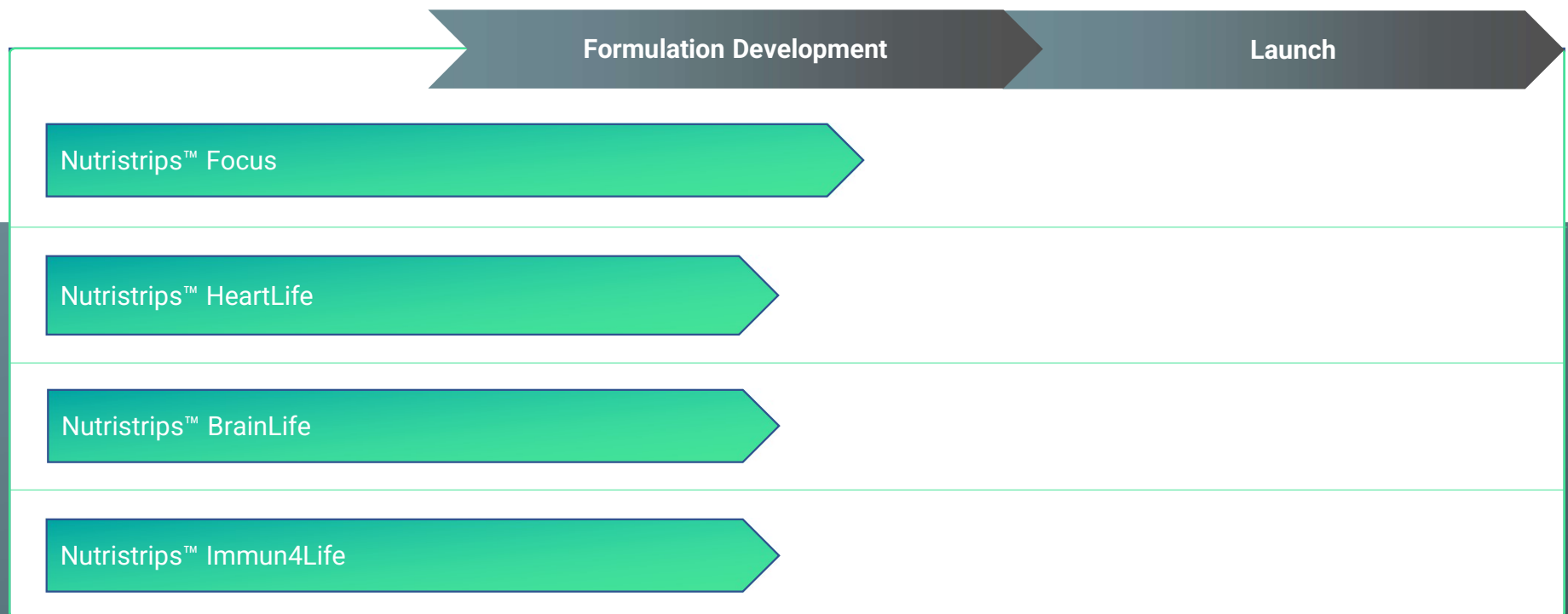
product pipeline





THE OPPORTUNITY

Health & Wellness product pipeline



CUREForm

Our Innovative Dosage Forms



CUREfilm®

Shelf-stable and discreet oral dissolving film for increased and faster absorption.

IDEAL FOR
Wellness and pharma
products



CUREDrops

Water-based formulas that stabilize both water- and oil-soluble ingredients, in combination or alone.

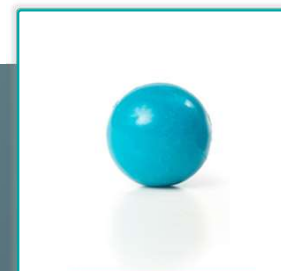
IDEAL FOR
Wellness and pharma
products



CUREcream

Shelf-stable topical formulations that target the surface of the skin or penetrate beneath the skin.

IDEAL FOR
Cosmetics



CUREpods

Chewable formulas that overcome problems with poorly absorbed ingredients.

IDEAL FOR
Sports wellness products



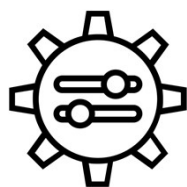
Advantages

CUREform Proprietary Encapsulation



Increased Bioavailability

through greater water solubility, enhanced permeability and retention in target tissue



Specific Release Profiles

allow for controlled time release of actives



Protection from degradation

during manufacturing, throughout shelf life, and from the biological environment



Better patient experience

with effective symptom relief, improved taste masking, and overall ease of use



OUTLOOK

Funding Outlook



Uses of cash

- Build CURE's commercial platform
- Advance pharma pipeline – achieve pre-clinical and clinical milestones
- Continue to execute comprehensive sales and marketing plan and expansion of direct-to-consumer business
- Additional working capital to continue funding development projects and achieve revenue growth targets

Future funding

- Expect \$5M in additional funding tranche in 2021 based on achievement of milestones



CURE is well positioned to address substantial market opportunities across variety of categories



Proprietary formulations and delivery mechanisms, strong patent portfolio and exclusive know-how



Experienced management team with years of drug development, regulatory and marketing experience



Manufacturing facility is FDA-registered and has NSF International and cGMP certification



Broad portfolio of products and multi-channel distribution network



End markets provide substantial opportunity, \$55.8B TAM



Cash flow positive by 1H2022



TEAM

Executive Leadership



Robert Davidson

Chief Executive Officer and Board Member

- Former CEO of InnoZen, Gel Tech LLC, and Bio Delivery Technologies Inc.
- Led development of drug delivery technologies and brand extensions for Chloraseptic™, Suppress™ and Pediastrip™
- Masters of Public Health, American Military U., Virginia; Masters, Health & Wellness, Liberty University; Post-grad studies, Univ. of Cambridge



Jonathan Berlent

Chief Business Officer

- >25 years strategic business development
- B.S. in Economics, University of Michigan; MBA, New York University Stern School of Business



Mike Redard

Chief Financial Officer

- Formerly CFO, VP and GM positions with VC- and PE-backed companies: Inogen, Medical Analysis Systems (acquired by Thermo Fisher Scientific), CDTi Advanced Materials, and Abrisa Technologies.
- B.S. in Business, California Polytechnic State University, San Luis Obispo; CPA (inactive)



Vered Gigi, Ph.D.

Chief Scientific Officer

- Boston Consulting Group
- PhD in Immunology, Univ. of Pennsylvania; BSc. in Bio-Medical Sciences, Tel-Aviv University, Israel



Nancy Duitch

Chief Strategic Officer and CEO of Sera Labs

- Founded Sera Labs
- Previous marketing and consulting roles at Pep Boys, Spa Formula Cosmetics, Kent & Spiegel Marketing, Vertical Branding and VisionWorx



Donna Hudson

VP of Quality and Compliance Systems

- Formerly Quality & Operations Mgmt at HRL Labs (a Boeing and General Motors company), Amgen and ICOS Corp.
- BA in Communications from California Lutheran University, Thousand Oaks, Calif.





TEAM

Non-management Board

Ruben King-Shaw, Jr., Chairman

- Board: Intelligent Retinal Imaging, former Dir., Athenahealth; WellCare; Advisory to Obama, Bush and Trump admin.; Sr. Advisor to Sect. U.S. Treasury, health care tax policies
- B.S., Industrial and Labor Relations, Cornell; Masters in Health Service Admin. & Int'l Business, Florida International University

Joshua Held

- Founder and CEO Made by Science; President/founder Form Factory; Founder/CEO, Chemistry Holdings; Formerly JP Morgan private equity
- B.A., California State University, Long Beach

John K. Bell, FCA, FCPA, ICD.D

- Chair Canopy Rivers, BSM Technologies & former chair Canopy Growth
- Mg. partner PE firm Onbelay Capital; Owner/CEO Polymer Technologies; Previously CEO, Shred-Tech, ATS; Former board member, Del Mar Pharmaceuticals
- B.A, Western University, Ivey Business School

Anya Goldin

- Counsel, Nolan Heimann, LLC; Board member, Petroteq (TSXV:PQE)
- Formerly Partner Latham & Watkins, Vice Chair, Redline Capital, General Counsel, SISTEMA (LSE listed holding company)
- B.A., Mass Communications & JD, UC Berkeley

Lauren Chung, Ph.D.

- Research scientist Mass. General/Harvard Medical School, Boston Children's; Founder MINLEIGH LLC; Co-founder, Tokum Cap; PM: Kingdon Capital, and Pequot
- Ph.D. in Neuropathology, Columbia, BA with honors in Biochemistry and Economics, Wellesley College, Corporate Director Certificate, Harvard

Dov Szapiro

- Co-Founder, Managing Partner and Principal of Entourage Effect Capital; Mg. Director e54 Capital, LLC
- Formerly President & CEO of AFS Acceptance LLC and analyst for Bassini, Playfair + Associates
- B.B.A., University of Pennsylvania

Gene Salkind, M.D.

- Board certified practicing neurosurgeon; active and successful pharmaceutical investor.
- Board member Mobiquity Technologies, and former board member, DermTech.
- B.A. in Biology from the University of Pennsylvania and M.D. from Temple University School of Medicine.



Thank You

CURE Pharmaceutical

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