



## Company Overview

Headquartered in San Diego, Innovus Pharma is an emerging OTC consumer goods and specialty pharmaceutical company engaged in the commercialization, licensing and development of safe and effective non-prescription medicine and consumer care products to improve men's and women's health and vitality and respiratory diseases. Innovus Pharma delivers innovative and uniquely presented and packaged health solutions through its (a) OTC medicines and consumer and health products, which we market directly, (b) commercial partners to primary care physicians, urologists, gynecologists and therapists, and (c) directly to consumers through our on-line channels, retailers and wholesalers. The Company is dedicated to be a leader in developing and marketing new OTC and branded Abbreviated New Drug Application ("ANDA") products. The Company is actively pursuing opportunities where existing prescription drugs have recently, or are expected to, change from prescription (or Rx) to OTC.

### Company Statistics

Ticker: INNV (OTC:QB)

State of Incorporation: Nevada

Price (4/8/19): \$3.13

Analyst Price Target (4/8/19): \$3.44

Day's Range: \$2.57 to \$3.37

Volume (30 day): 9,786 shares

Shares Outstanding (4/8/19): 2,355,737

Market Cap (4/8/19): \$7,373,000

2017 Revenue: \$8,816,000

2018 Revenue: \$23,990,000

Source: OTCMarkets.com, Yahoo! Finance & SEC.gov

### KEY MANAGEMENT

**Bassam Damaj, Ph.D.**

**President and Chief Executive Officer**

Prior to joining Innovus Pharma, Bassam Damaj served as President and Chief Executive Officer of Apricus Biosciences, Inc. (NASDAQ: APRI), a specialty pharmaceutical company where he was responsible for the approval of its lead drug Vitaros™, a treatment for erectile dysfunction. Damaj also signed multimillion-dollar partnerships between Apricus Bio and leading pharmaceutical companies such as Abbott, Novartis-Sandoz and Takeda. He was also a Co-founder of Bio-Quant, Inc., serving as the Chief Executive Officer/Chief Scientific Officer and managing the board of directors from its inception in June 2000 until its 2009 acquisition by Apricus Biosciences. In addition, Damaj was the Founder/Chairman/President/Chief Executive Officer of R&D Healthcare, and the Co-Founder of Celltek Biotechnologies. He also served as a Director of the Board of Directors at CreAgri, Inc. and was part of the Scientific Advisory Board of Microslet, Inc. He authored Immunological Reagents and Solutions: A Laboratory Handbook (2000) and won a U.S. Congressional Award for the Anthrax Multiplex Diagnostic Test in 2003. Damaj holds a Ph.D. degree in Immunology/Microbiology from Laval University and completed a postdoctoral fellowship in Molecular Oncology at McGill University.

**Randy Berholtz, MBA/JD**

**Executive Vice President, Corporate Development and General Counsel**

In addition to his responsibilities as Executive Vice President and Corporate Development and General Counsel, Randy Berholtz is also the Secretary of the company. He was the founding partner of the Sorrento Valley Law Group and is the former Executive Vice President and General Counsel and Secretary of Apricus Biosciences, Inc. (NASDAQ: APRI), a specialty pharmaceutical company. Prior to that time, he was the Vice President, General Counsel and Secretary of

### Investment Catalysts

- INNV has shown over the last 3 years that it has been and continues to be successful in increasing revenue significantly year over year. Net revenue increased by over 2.7x in 2018 to \$24 million from revenues in 2017 of \$8.8 million.
- INNV currently expects to move towards profitability in 2019.
- Healthy financial position with no "going concern" opinion from external auditors.
- INNV currently has over 35 products marketed in the U.S. with 10 of those being marketed and sold in 45 countries around the world through some of its 12 commercial partners. INNV currently has approvals to launch certain of its already marketed products in several additional countries. INNV has 7 products in its current pipeline.
- INNV subsidiary, Novalere, Inc., has launched its product line into the hemp-derived, cannabinoid ("CBD") oil-based products with the introduction of MZS Sleeping Aid™, a dietary supplement in tincture form delivering a 3 mg dose of melatonin per serving that incorporates either a 100 or 250 mg of hemp-derived CBD oil.
- INNV acquired four products from Boston Topicals, LLC., in December of 2018. INNV is continuously looking to add additional drugs, supplements, diagnostic and medical devices to its product pipeline and expects additional launches of new products throughout 2019.
- INNV announced the acquisition of all of the assets of SupplementHunt.com in December 2018, an E-Commerce storefront with proprietary sales platform and marketing technology.
- INNV announced the acquisition of all of the assets of Primesavingsclub.com in January 2019, an E-Commerce storefront with an established sales platform and marketing technology and expertise.
- INNV holds significant patents and patent applications for its products all of which are differentiators into the OTC pharma industry.

ACON Laboratories, Inc., a group of Chinese and U.S. life sciences companies. He has also been the Chief Operating Officer and General Counsel of Inglewood Ventures, L.P., a life sciences venture capital company, and the Interim General Counsel and Secretary of Nanogen, Inc. (NASDAQ: NGEN), a genomics tools company. He has also been an attorney with the law firms, including Heller Ehrman LLP, Cooley LLP, Kirkpatrick & Lockhart LLP (now K&L Gates LLP) and Cravath, Swaine & Moore LLP. He has a Bachelor of Arts degree from Cornell University, a Master of Arts degree from Oxford University (he was a Rhodes Scholar), and a Juris Doctor degree from Yale Law School - where he was a Senior Editor of the Yale Law Journal - and an MBA from the University of San Diego School of Business.

**Ryan Selhorn, CPA**  
**Vice President, Chief Financial Officer**

Ryan has served as our Vice President and Chief Financial Officer since April 27, 2018. From July 2013 to April 2018, he was the Chief Financial Officer and Chief Accounting Officer of Signature Analytics, an outsourced finance and accounting firm. From October 2003 to July 2013, he was an Audit Senior Manager with Grant Thornton LLP, a financial accounting firm. Mr. Selhorn has significant experience with venture financings, public equity offerings, public debt offerings, mergers and acquisitions, interaction with the SEC and PCAOB, and implementation and monitoring compliance with the requirements of the Sarbanes-Oxley Act. Additionally, Mr. Selhorn has participated in several financial due diligence processes for acquisitions and capital financings. Mr. Selhorn received his B.S. in Accounting and Finance from Georgetown University, McDonough School of Business, and he is a certified public accountant in California.

**Christopher Stella**  
**Vice President, Operations**

Christopher Stella has served as our Vice President of Operations since June 2018. From February 2014 to June 2018 he was President and CEO of Stella Marketing Group, a specialty marketing firm supporting the natural products industry. His clients included large public and private health companies advertising through various direct-to-consumer channels. One of which, Innovus Pharmaceuticals, where he worked directly with management, helping the company exceed revenue targets in both 2017 and 2018. From September 2013 to February 2014, he worked at Nutraclick, a technology-driven health and wellness products company, where he developed marketing campaigns for their four leading brands found in major retail outlets such as GNC, Walmart and CVS and popular ecommerce platforms. Mr. Stella received his Bachelor of Economics from the University of Massachusetts at Amherst with minors in both Chinese and Finance from the School.

## Recent News

**Apr. 4, 2019 - Innovus Pharma Receives Expanded Claims for Its UriVarx® Product in Canada to Include Symptoms of Urinary Incontinence**

**Apr. 2, 2019 – Innovus Pharmaceuticals Continues Strong Revenue Growth & New Product Rollouts**

**Apr. 1, 2019 – Innovus Pharma Reports Record Annual Revenue for Fiscal 2018 of \$24.0 million in line with Previous Guidance and Product Gross Margins of 81%**

**Mar. 27, 2019 – Innovus Pharmaceuticals to Release its Annual 2018 Financial Results on Monday, April 1, 2019**

**Mar. 21, 2019 – Innovus Pharmaceuticals Reports Preliminary Annual 2018 Net Revenue of \$24 Million**

**Mar. 6, 2019 – Innovus Pharma Announces the Launch of its Diabasens® Product in Canada**

**Mar. 4, 2019 – Innovus Pharma Announces the Approval of its RecalMax™ Product in Canada Indicated to Temporarily Relieve Symptoms of Mental Fatigue and Sensation of Weakness and Support Cognitive Functions Including Mental Focus and Stamina**

**Mar. 1, 2019 – Innovus Pharma Announces the Approval of its Diabasens® Product in Canada Indicated to Relieve Cutaneous Pain Associated with Diabetic Neuropathy**

**Feb 28, 2019 – Innovus Pharma Announces the Approval of its BH™ Testosterone Booster Product in Canada for the Indication to Help to Support Testosterone Levels and Production in Adult Males**

**Feb 26, 2019 – Innovus Pharma's Subsidiary, Novalere, Inc., Announces Launch of Its First Hemp-Derived Cannabidiol Oil-Based Product, MZS Sleeping Aid™ in the United States**

**Feb 21, 2019 – Innovus Pharma Announces Regulatory Filings by its International Distribution Partner, Lavasta Pharma, for ProstaGorx® in Certain Gulf Countries**

**Feb 1, 2019 – Innovus Pharma's Product FlutiCare® Ranks #2 Behind Flonase® in Amazon®'s Fluticasone Propionate and Allergy Nasal Spray Categories**

**Jan 31, 2019 – Innovus Pharma Announces the Approval and Launch of its OTC Hemorrhoid Xyralid® Suppositories in Canada**

## Our Mission Statement

**Innovus Pharma's mission is to in-license, acquire or develop over-the-counter and consumer health care products designed for in-home treatment of medical conditions and ailments to help customers take care of themselves and their families in order to lead healthy lives.**