innovus pharma

A Leader in the OTC/Consumer Care Men’s and Women’s Health Products

OTCQB: INNV
Corporate Presentation
December 1, 2014
Safe-Harbor Statement

Statements under the Private Securities Litigation Reform Act, as amended: With the exception of the historical information contained in this presentation, the matters described herein contain forward-looking statements that involve risks and uncertainties that may individually, mutually, or materially impact the matters herein described, including, but not limited to, Innovus Pharmaceuticals, Inc.’s (the “Company”) ability to execute its business plan, obtain regulatory approval for products under development, enter into partnering agreements, realize revenue and pursue growth opportunities, some of which are outside the control of the Company. Readers and attendees are cautioned not to place undue reliance on these forward-looking statements as actual results could differ materially from the forward-looking statements contained herein. Attendees are urged to read the risk factors set forth in the Company’s most recent annual report on Form 10-K, subsequent quarterly reports filed on Form 10-Q and its most recent SEC filings. Company disclaims any intention to update this presentation.
Innovus Pharma

- **Vision**
  - To become the leader in OTC/Consumer care products in men’s and women’s health and vitality
  - To provide safe and effective non prescription medicine and consumer care products on a worldwide basis

- **Therapeutic focus**
  - Men’s and women’s health and vitality
  - Men and women sexual dysfunction
Innovus Pharma
Our “road map”

**Execution**
- Secure Funding
- SHAPE the organization for the future (products & indications)
- Build product pipeline

**2013**

**Intense growth**
- Realize the commercial potential of new products in 28 countries
- Generate Revenues from US sales channels and initial international markets

**2014**

**Breakthrough**
- Launch products on a worldwide basis
- Turn the Corner to Profitability
- Realize accelerated revenue growth from commercial partnerships worldwide
- Continue to grow product pipeline

... and beyond
<table>
<thead>
<tr>
<th>Product</th>
<th>Indication</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Zestra</strong></td>
<td>Increases Arousal and Desire in Women</td>
</tr>
<tr>
<td><strong>Zestra Glide</strong></td>
<td>High Viscosity water based lubricant</td>
</tr>
<tr>
<td><strong>EJECT DELAY</strong></td>
<td>Premature Ejaculation</td>
</tr>
<tr>
<td><strong>Sensum</strong></td>
<td>Increase penile sensitivity</td>
</tr>
<tr>
<td><strong>Vesele</strong></td>
<td>Increase in sexual and cognitive health</td>
</tr>
</tbody>
</table>
Innovus Pharma continues on track

- **2013:**
  - Acquisition of revenue generating products Zesta® and Zesta Glide® transforming Innovus Pharma into a commercial stage company
  - Acquisition of ex-US rights of Sensum®+

- **2014:**
  - Acquisition of Vesele®
  - Sign commercial partnerships in 28 countries
  - Higher revenue growth reported

- **2015:**
  - Launch of Zesta®, EjectDelay®, Zesta Glide®, Sensum®+, and Vesele® in multiple countries accelerating the growth of the Company
  - Expand product pipeline and therapeutic indications
Innovus Pharma Revenue Highlight

**ON TRACK TO PROJECTED YEARLY REVENUES OF $1.2-1.5M**

* Q4 revenues are based on the annual guidance of $1.2-1.5M in revenues
## Innovus Pharma’s Signed Commercial Agreements

<table>
<thead>
<tr>
<th>Product</th>
<th>Partner</th>
<th>Territory</th>
<th>Milestones</th>
<th>Royalty</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zestra®</td>
<td>Orimed/Jamp Sothema Labs</td>
<td>Canada</td>
<td>Up to $85M</td>
<td>Tiered Double Digit</td>
</tr>
<tr>
<td></td>
<td></td>
<td>MENAWA</td>
<td>Up to $171.2M</td>
<td>Transfer Price</td>
</tr>
<tr>
<td>EjectDelay™</td>
<td>Orimed/Jamp Ovation Pharma</td>
<td>Canada</td>
<td>Up to $85M</td>
<td>Tiered Double Digit</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Morocco</td>
<td>Up to $18.6M</td>
<td>Tiered Double Digit</td>
</tr>
<tr>
<td>Sensum+™</td>
<td>Orimed/Jamp Ovation Pharma</td>
<td>Canada</td>
<td>Up to $85M</td>
<td>Tiered Double Digit</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Morocco</td>
<td>Up to $11.25M</td>
<td>Tiered Double Digit</td>
</tr>
<tr>
<td></td>
<td></td>
<td>UK</td>
<td>Up to $44M</td>
<td>50%</td>
</tr>
<tr>
<td>Zestra Glide®</td>
<td>Orimed/Jamp Sothema Labs</td>
<td>Canada</td>
<td>Up to $85M</td>
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<td>TOTAL</td>
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<td></td>
<td>Up to $330M</td>
<td></td>
</tr>
</tbody>
</table>

Note: Orimed partnership includes all four products
Sothema partnership includes Zestra® and Zestra Glide®
# Management & Board of Directors

Proven & Experienced Team from Leading Publically Traded Life Sciences Companies

<table>
<thead>
<tr>
<th>Management Team</th>
<th>Board of Directors &amp; Advisory Board</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bassam Damaj, Ph.D.</td>
<td>Henry Esber, Ph.D.</td>
</tr>
<tr>
<td>President &amp; CEO, Director</td>
<td>Chairman of Board</td>
</tr>
<tr>
<td>Lynnette Dillen CPA</td>
<td>Ziad Mirza, MD</td>
</tr>
<tr>
<td>EVP and CFO</td>
<td>Director</td>
</tr>
<tr>
<td>Randy Berholtz, Esq.</td>
<td>Vivian Liu</td>
</tr>
<tr>
<td>Acting General Counsel &amp; Secretary</td>
<td>Director</td>
</tr>
<tr>
<td></td>
<td>Robert Hoffman CPA</td>
</tr>
<tr>
<td></td>
<td>Advisory Board</td>
</tr>
</tbody>
</table>

*Management Team, Board and Advisory Board Past or Present Affiliations. All Trademarks are owned by their respective companies.*
Why Invest in INNV?

• Commercial Revenue Generating Company
  ➢ Five commercial products (Zestra®, EjectDelay®, Sensum+, Zestra Glide® & Vesele®)

• High Growth & Revenues
  ➢ 289% increase in Q3 2014 revenues versus Q2 2014

• Multiple Near-Term Milestones
  ➢ Up to $330M in sales milestones already signed with commercial partners in 28 countries
  ➢ Introduction of additional products through acquisition in H2 2014 and H1/2015
  ➢ Continue to announce additional commercial partnerships in H2 2014 and throughout 2015

• Unique Business Strategy and Niche Market
  ➢ Clinically-proven products with established sales channels
  ➢ Minimal Investment needed for R&D
  ➢ Leverages established commercial partners in underserved geographies
  ➢ Extensive network of commercial partnerships in 28 countries

• Experienced and Proven Management Team
A Clinically Active and Proven Product to Enhance Female Sexual Desire/Arousal & Satisfaction in Women
A Commercial High Value Asset

THE PRODUCT:

• Zestra®, acquired at the end of 2013, is the only clinically-proven COMMERCIALLY SOLD consumer care product with statistically significant clinical efficacy in women with FSI/AD, a disorder estimated to affect 10 million women.

• Over 11.5 MILLION DOSES of Zestra® have been sold so far.

• Zestra® is WOMEN APPROVED: 92% of users said that they would recommend to a friend and 78% said they would use it again.

• Zestra® is currently being sold in retailers such as Walmart, Kroger, Meijer and through distributors such as McKesson, and Cardinal Health.

• EXCELLENT SAFETY PROFILE: 2 in 1 million reported minor adverse events from over 11 million doses sold since launch.

• Zestra® franchise is PATENT PROTECTED until 2021.
Zestra® Caters to a Large & Unmet Medical Market

Zestra® is a leading OTC brand franchise — for improved female arousal desire & sexual satisfaction

LARGE MARKET

- 43% of women have sexual difficulties (vs. 31% of men – ED = $6 billion market)
- 72% of sexually active women desire improved satisfaction

NO APPROVED SOLUTIONS

- No approved Rx solution in US

** deKadt Zestra quantitative Consumer Study, October 2009
Recommended by Leading Gynecologists

“All women deserve sexual satisfaction. Zestra is a breakthrough and it is safe, hormone-free and topically applied. I recommend Zestra because it is effective for so many of my patients.”
– Dr. Susan Kellogg, Co-Founder and Director of Sexual Medicine, The Pelvic and Sexual Health Institute of Philadelphia

“I have had great success using Zestra with a wide range of patients. In fact, I have had great results with my patients who are cancer survivors, and have experienced decreased sexual satisfaction due to their treatment. I frequently recommend Zestra, because it has proven to be safe and effective to enhance the sexual satisfaction of many of my patients.”
– Michael L Krychman MD, Executive Director of the Southern California Center for Sexual Health and Survivorship Medicine.

“Yes, many of my patients have had a positive experience using Zestra.”
– Dr. Kristene E. Whitmore, Co-Founder and Medical Director, The Pelvic and Sexual Health Institute of Philadelphia
Top Worldwide Key Opinion Leaders Backing Zestra®

Dr. Michael L. Krychman (Executive Director of the Southern California Center for Sexual Health and Survivorship Medicine located in Newport Beach California, USA)

Dr. Gilbert Bou Jaoudé (Manager of the Center of Treatment and Research for the Reproductive Tract and Psychosomatic Diseases (ETPARP Center), located in Lille, France and President of the French-speaking Society for Sexual Medicine (SFMS), an affiliate of the European Society for Sexual Medicine (ESSM) France)

Dr. Susan Kellogg-Spadt (Director of Female Sexual Medicine at Academic Urology Center for Pelvic Medicine in Bryn Mawr, Pennsylvania, USA)

Dr. Rosella Nappi (Associate Professor of Obstetrics and Gynecology at the Research Center for Reproductive Medicine and Director of the Gynecological Endocrinology & Menopause Unit at the IRCCS San Matteo Foundation, University of Pavia, Italy)

Dr. Santiago Palacios (Director of the Palacios’ Institute of Women’s Health, in Madrid, Spain, and President of the Spanish Foundation for Women and Health (FEMYS), Spain)

KOLs are part of Innovus Clinical advisory Board (CAB)
Very Well Reviewed and Liked Product
The Celebrities...
In the Media

Zestra in the Media

ZESTRA FEATURED ON...

access hollywood   THE VIEW   EXTRA

Doctor Oz   Rachael Ray   tyra   abc NIGHTLINE

READ ABOUT US (Click logos to view articles)

SFGate   lemondrop   The Philadelphia Inquirer

Innovus New Marketing Strategy for Zestra®
A Multi prong Approach in the US

Contract Retail Sales Reps targeting 40,000 stores a year

Sampling through subscriptions boxes (Bulu Box, Blush Box, Globe Awards, etc.)

Over 129,000 subscribers to Zestra® website

Wellness TV commercials, medical magazine ads, etc..

Contract 25 Medical Reps Sales force targeting Gynecologists in 17 states (Consortia Health)

Store Specific Marketing Support:
Sampling to Gynecologists within 30 miles of each retail store carrying Zestra®

Increase Revenues to $12-15M in Three Years
Two Placebo Controlled Double Blind US Clinical Trials in 276 Women

• Clinical Efficacy - Primary Endpoints:
  • FSFI scores
  • FSEP scores as recorded in a diary

• Clinical Efficacy - Secondary Endpoints:
  • Treatment satisfaction questionnaire (WITS)
  • Consumer testing survey (ZCTS)
  • Two GAQs
    • Q1: If Sexual Satisfaction improved
    • Q2: If Number of successful encounters increased
  • FSDS, BDI and DAS
  • Sexual encounter frequency
  • Dropout rates

• Safety: Monitoring adverse events (AEs)
Zestra® Clinical Efficacy: Primary Endpoint Female Sexual Function Index (FSFI)

Zestra® Induced a statistically significant increase in Desire and Arousal in women using the product as compared to placebo.

*2003 & 2007 Zestra® Clinical studies; The Journal of Sex & Marital Therapy, 29(s):33-44, 2003 and January 2010

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Women’s Inventory of Treatment Satisfaction (WITS)

Women using Zestra® were 6 times more satisfied with their treatment as compared to placebo.

Women using Zestra® were twice more sexually satisfied as compared to placebo.

*2003 & 2007 Zestra® Clinical studies; The Journal of Sex & Marital Therapy, 29(s):33-44, 2003 and January 2010
Zestra® Safety Profile

Clinically proven: Well-established safety profile

276 patients

- No serious adverse events
- No drug / drug interactions
- Hormone-free
- Ingredients GRAS (generally recognized as safe)

Birth control pill
Anti-depressants
Hormone therapies
Diabetes
Cancer therapies
Zestra®-Commercial

Zestra® is available in the US and Canada including:

**US Retailers such as:**

Walmart
FredMeyer
drugstore.com
C&S Wholesale Grocers
BigY

**Canadian Retailers such as:**

Loblaws
Rexall
Shoppers Drug Mart
Well.ca

**Distributors:**

Cardinal Health
MCKESSON
KeHE
HD Smith
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For the Treatment of Premature Ejaculation (PE)
EjectDelay™ For Premature Ejaculation

- **EjectDelay™** is an OTC gel (Benzocaine 7.5%) indicated for the treatment of premature ejaculation.

- Benzocaine 7.5% in **EjectDelay™** is supported by a clinical study which improved the intra-vaginal ejaculation latency time by 6.4 minutes when compared to placebo treatment.

- Products with **Benzocaine 7.5%** for the treatment of premature ejaculation have superior clinical efficacy than other over the counter products, including Lidocaine, for the treatment of (Premature Ejaculation) PE.

- **PE** is the most common form of male sexual dysfunction, affecting 30% of men. \(^1\)

\(^1\)J Urol, suppl.,2008;179:340, abstract 988
PE is a Large Market

Source:
PE a Fast Growing Market

10.3% Annual Growth

Source: companiesandmarkets.com; June 30, 2011
PE is a ~US $1 Billion Market

First Line Therapy in the US Prescribed by Urologists
- SSRIs: 69%
- Topical Anesthetics: 31%


PE Market Segmentation
- SSRIs: 66%
- Topical Anesthetics: 14%
- Devices: 18.5%
- Condoms/Benzocaine: 1%
- Other: 0.5%
EjectDelay™: Clinical Efficacy-I-ELT

Benzocaine 7.5% achieved the highest primary and secondary endpoint efficacy
- Over 90% increase in IELT >2min
- Extended ejaculation time by 6.4min
2. Culley C. PSD 502: A second Phase III, randomized, double-blind, placebo-controlled study in premature ejaculation (PE) patients in the US and Europe, AUA 2010, Abstract# 1493
EjectDelay™-Commercial

• Launch of retail distribution in the US is expected to start in H2 2014.

• Product License approved by Health Canada. Expected Launch in Canada in Q1 2015.

• EjectDelay™ is currently available through the following online channels:

  - drugstore.com
  - EJECTDELAY.COM
  - Medicals.com
  - Amazon.com
Financial Snapshot

OTCQB: INNV
Funds committed/raised for 2014: ~$2.1M
Cash Runway: Q3 2015
Shares outstanding: ~26M

Cash runway until Q3 2015 including standard operating expenses
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