



GENIX

"Your sight is our vision"

Genix Pharmaceuticals Corp.
Corporate Presentation
May 2020



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disclaimer



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“In 2018 generics were used to fill 90% of all prescriptions in the United States. If the use of generic medicines in Canada were equal to the US levels, Canadians would have saved more than **\$11 billion in 2018**”

-Canadian Generic Pharmaceutical Association



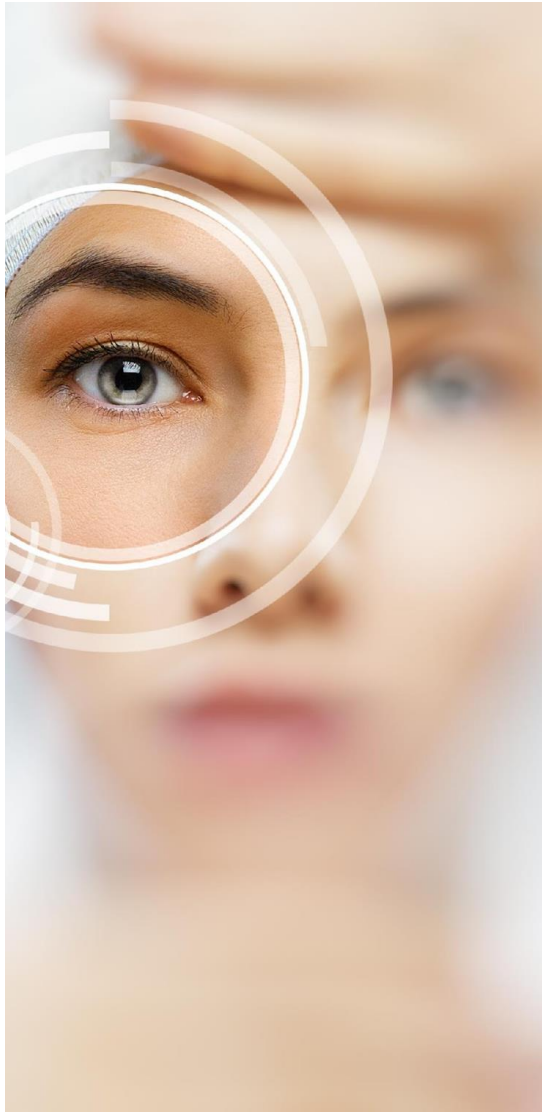
A hand is shown placing a wooden block with a heart icon on top of a stack of other wooden blocks. The blocks are arranged in a pyramid shape: one block on top, three in the middle row, and one at the bottom. The icons on the blocks include a heart with an ECG line, a stethoscope, a first aid kit, a pill, and a syringe.

mission

Committed to providing high quality, **affordable** ophthalmic solutions to **all** patients through generic drugs, novel OTC's and nutraceutical products.

"Your sight is our vision"

about us



A Canadian life-sciences company focused on bringing research-based ophthalmic generic drugs to market.

-  Genix is currently engaged in R&D, manufacturing, licensing, sales, and distribution of our products.
-  Specializing in **ophthalmic, OTC** and **nutraceutical** products.

healthcare outlook



Increasing aging population and healthcare costs

Rising chronic and long-term health conditions

Increasing demand for OTC health products

Increasing understanding of public health through big data, patient engagement, and care delivery

Growing trend in alternative health and preventative care

Increasing pricing controls on pharmaceuticals

Growing trend for wearable and remote patient monitoring

Rising demand for visual care due to eye function deterioration

the opportunity



C\$1.8B ophthalmic drug market in Canada (annual sales)

Fastest growing segment of the Canadian pharmaceutical industry with average annual growth of 32.6%

Ophthalmic drugs patent cliff of \$3B in next five years providing a significant growth opportunity for generic versions

Increasing incidence of eye diseases among all ages

Global market opportunity for generic ophthalmics exports

Only four drug companies controlling the Canadian ophthalmics market

Canadian ophthalmic drugs among the highest priced in the world

Ophthalmic drugs have accelerated registration approvals as they do not require BA/BE studies to be done



why generic ophthalmics?



Safe and as effective as brand-name drugs



Same active ingredient, quality, dosage, strength and route of administration



High profitability for suppliers of ophthalmic drugs



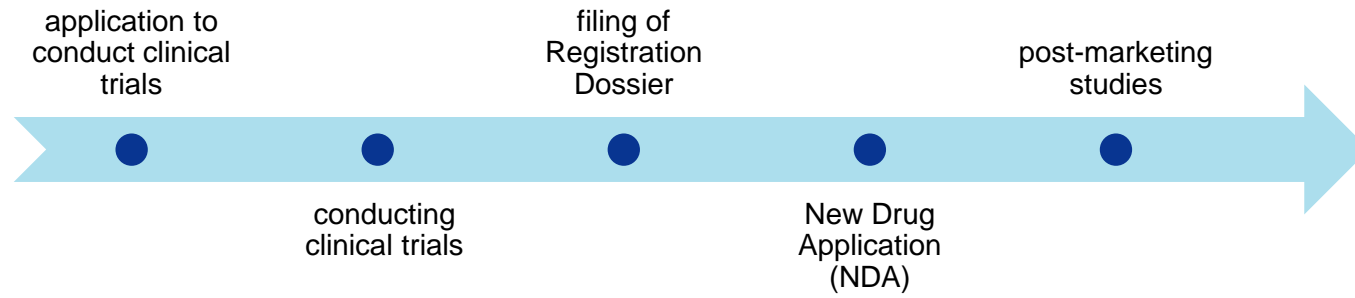
Ophthalmic generic drugs retail at 50-80% of the price of branded drugs



Save Gov't, hospitals and patients billions of dollars annually*

* source: Competition Bureau of Canada Report, Benefiting from Generic Drug Competition in Canada: The Way Forward

drug approval process



Genix competitive advantage

directors & officers



Sina Pirooz – P.Pharm, BSc.
CEO, Director

Sina has over 18 years of pharmaceuticals and pharmacy management experience and is actively engaged in the sales, marketing and export of pharmaceuticals, OTC drugs and health supplements to the U.S. and Middle East. He is the principal of Coal Harbour Compounding Pharmacy and President of SP RX Services and formerly a partner of one of the largest independent pharmacy chain – Pure Integrative Pharmacies of British Columbia.

Jamie Lewin – MBA, CPA, LLB
CFO, Director

Jamie has more than 20 years' experience in accounting and finance for private and public companies in brokerage, investment, manufacturing, distribution and resources He was CFO of Vanc Pharmaceuticals and is the owner of Best Fit Consulting. As a professional accountant, he focuses on business leadership and strives to motivate others to personally succeed. In his spare time he volunteers in community activities.

Dr. Conny Lin – PhD.
Director

Dr. Conny Lin is a neuroscientist, with a PhD from UBC, with considerable experience and expertise in opiate drug addiction management and policy. She has more than 15 years of governance, strategic, and operational experience as a president, chair or director of the boards of various companies, non-profits and political organizations. Conny is currently a DCD at The Science & Policy Integration Network. She has also had extensive experience at the College of Pharmacists of B.C. as Co-Lead, Information Technology Plan & Innovation - Excellence Canada, Policy and Legislation Analyst, Committee Member, Record Management, Committee Chair, Suppliers Performance Evaluation - Excellence Canada and Committee Member.

Kevin Bottomley
Director

Kevin is an accomplished professional with more than 15 years working in with Canadian publicly traded companies. He has successfully closed over \$100 million in capital funding and has developed an extensive network of funding partners throughout North America and Europe. Kevin has served in many senior roles including directorship and executive management roles and assisted in the launch of several publicly listed companies.

advisory board



Dr. Erik Vu

Executive Advisor

Dr. Vu is an Emergency and Critical Care Physician for Vancouver Coastal Health Authority, and a Clinical Assistant Professor in the Departments of Emergency and Critical Care Medicine at the University of British Columbia, where he also completed Fellowship training in Emergency Medical Services and Critical Care Transport. Concurrent with his sub-specialty training, Dr. Vu has special interest in Special Operations Medicine, including CBRNE Disaster and Tactical Medicine. Dr. Vu has completed postgraduate studies in Aviation Medicine and has qualified as a Flight Surgeon with the Department of National Defense, as part of his portfolio in both private and public sectors of Aeromedical Evacuation.

Dawn Polley

Executive Advisor

Ms. Polley, a pharmacist and businesswoman is President and CEO of the Granville Business Group. This multi-faceted company includes healthcare and pharmacy practise consulting; an on-line Canadian pharmacy and a business solution based company serving various industries. Her experience spans more than 40 years. She has owned her own retail pharmacies as well as managed pharmacy operations and professional services for 80 Shoppers Drug Mart stores in BC. Ms. Polley has served on many professional boards and committees. Considered a leader and an expert in her Industry Ms. Polley has made many presentations to Canadian and US Senate hearings and has spoken at a number of public forums in Washington.

novel nutraceutical products

- ✓ Sucanon ®
- ✓ Renochlor ®
- ✓ Flu-X ®



sucanon®

insulin sensitizer



**Only natural
insulin sensitizer
product**

Highly safe and effective
natural substitute for
prescription
pharmaceuticals for non-
insulin dependent
diabetes patients

Sucanon® is an OTC
Product and has an
NPN in Canada

Insulin sensitizers
lower blood sugar by
increasing the muscle,
fat and liver's
sensitivity to insulin



Source: clinical trial, packaging may differ



Genix is the exclusive
agent for Sucanon® in
Canada and will negotiate
for distribution agreement
in other countries

There are only 3 approved
drugs in a multi-billion
market for the class of
diabetic medications called
“insulin sensitizers”

Merck® has exclusive agent
agreement for Sucanon® in
Mexico

renochlor®

restores kidney health



Clinically proven dietary supplement to aid in restoration of kidney health and kidney function

Exclusive Canadian sales and marketing agent

Dietary Supplement for improvement of renal functions in patients suffering from Chronic Kidney Disease (CKD) and Chronic Renal Failure (CRF).



International patents covering 83 countries, commercially launched in 2018

Only therapeutic product in the world to treat CKD and CRF

4 million Canadians suffer from kidney CKD and CRF

Helps regenerate nephrons (kidney cells)

Source: clinical trial, packaging may differ

flu-X®

Anti-viral



GENIX

Clinically proven to kill influenza A and B, and common cold corona viruses*

Helps prevent and reduce severity of flu and colds

Inhibits virus from attaching to receptors located in the nose and throat



Exclusive global sales and marketing agent

Prevents replication of virus and accelerates recovery from flu and colds

Proprietary, herbal anti: flu, common cold and viral spray

Stimulates immune system

Developed and used for the prevention and treatment of SARS-CoV in 2002

Source: clinical trial, packaging may differ

drug sales strategy



Through Mckesson,
world's largest
pharmaceuticals
distributor

Develop global
export markets

B2B sales will be
pursued with
pharmacies and
retailers

Low-cost
competitive
pricing



nutraceutical sales strategy



GENIX

Develop
global export
channels

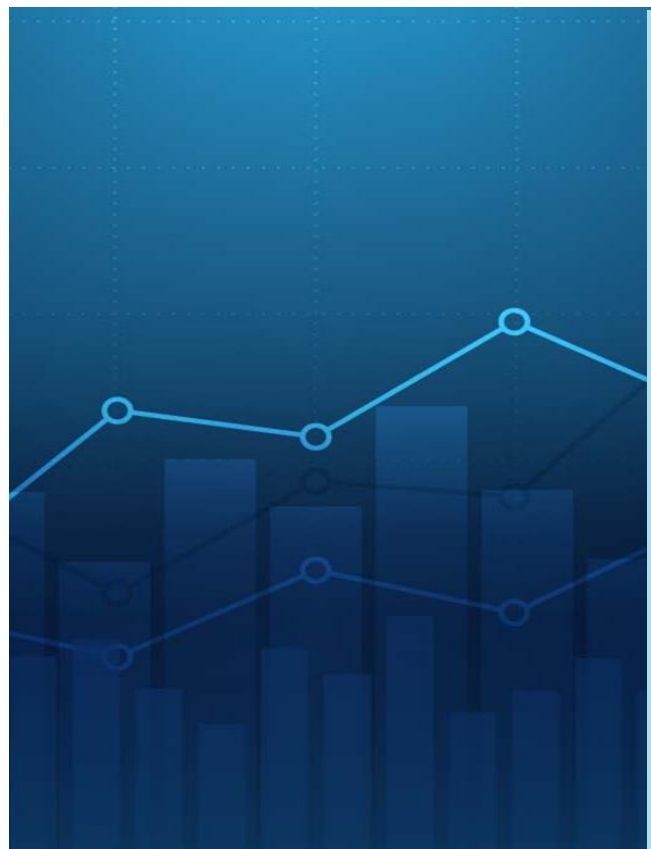
Launch
regional sales
team

E-commerce

Nutraceutical
products:
third party
marketing
agencies
e.g. Purity Life
–the largest
distributor of
health
supplements
in Canada



share structure



Issued & Outstanding	52,514,237 *
Options	Nil
Warrants	Nil
Fully diluted common shares	52,514,237
Restricted Shares become free-trading June 15, 2020 (Acquisition of 30 drugs)	15,000,000

timeline



Enter into acquisition agreement to acquire

Renalchlor and Sucanon

07.18.19

01.14.20

Name change from Alta Herbs and supplements LTD.

Acquired 30 ophthalmic drugs

03.27.20

02.14.20

Enter into a D.A. for exclusive dist., sales, marketing right for Flu-x Financing

Prepare and submit Abbreviated New Drug Submissions to Health Canada

Close financing, complete acquisition

Apply for Natural Product Number for Renalchlor, and Flu-x

Anticipated sales of pharmaceutical drug products

Summer 2020

Summer 2021

Anticipated sales of nutraceutical products

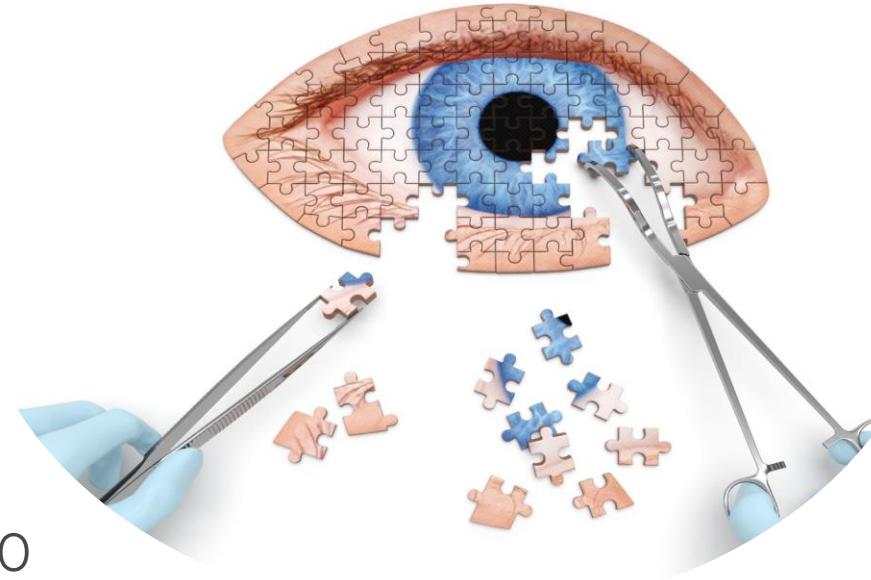
future outlook



Nearly US \$3 billion*
patented ophthalmic
drugs with patents
expiring next 5 years
which provides
opportunity for Genix
to register generic
equivalents



Genix will
acquire an
additional 70-100
dossiers for the
next highest
grossing
ophthalmic
drugs in Canada



R&D of the
world's first
topical ARMD
drug product



Finalizing acquisitions
of other novel
ophthalmic OTC and
nutraceutical
products



contact us

Get in touch, we are here to answer your questions



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