



GENIX

"Your sight is our vision"

Genix Pharmaceuticals Corp.
Corporate Presentation
January 2021



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disclaimer

“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 close-up photograph of a hand placing a wooden block with a heart icon on top of a row of three other wooden blocks. The blocks are arranged in a cross shape on a light blue background. The top block has a heart icon with a pulse line. The middle row has three blocks: a stethoscope, a first aid kit, and a pill. The bottom block has a syringe icon.

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
pharmaceuti-
-cals

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



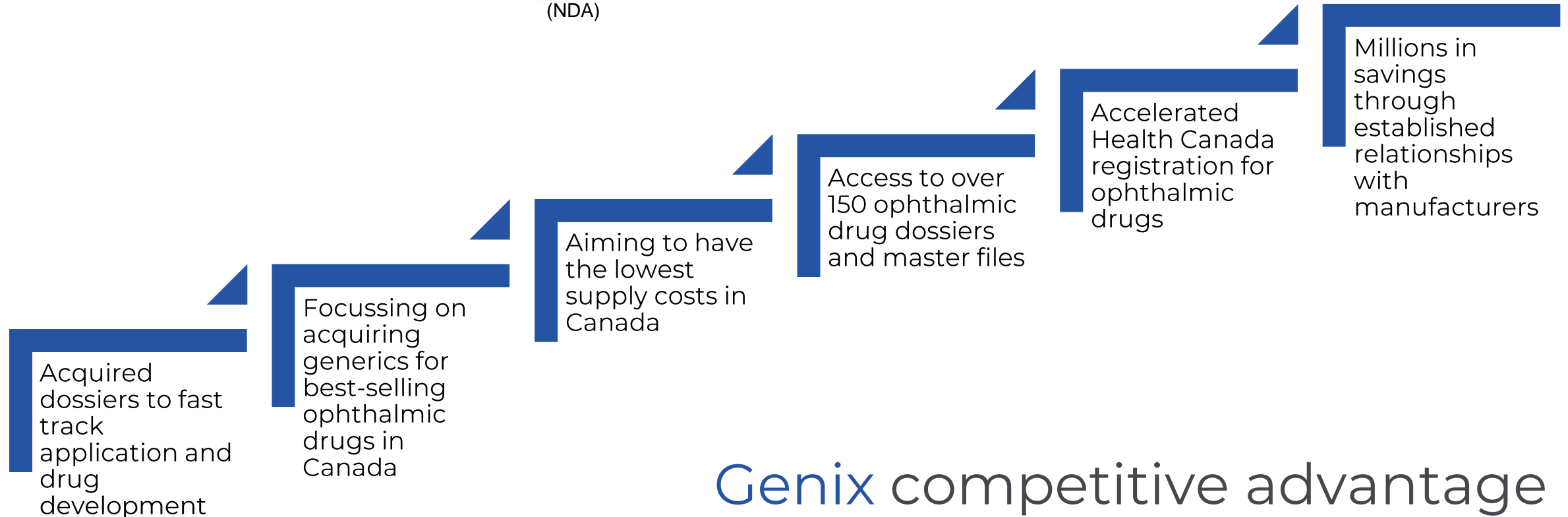
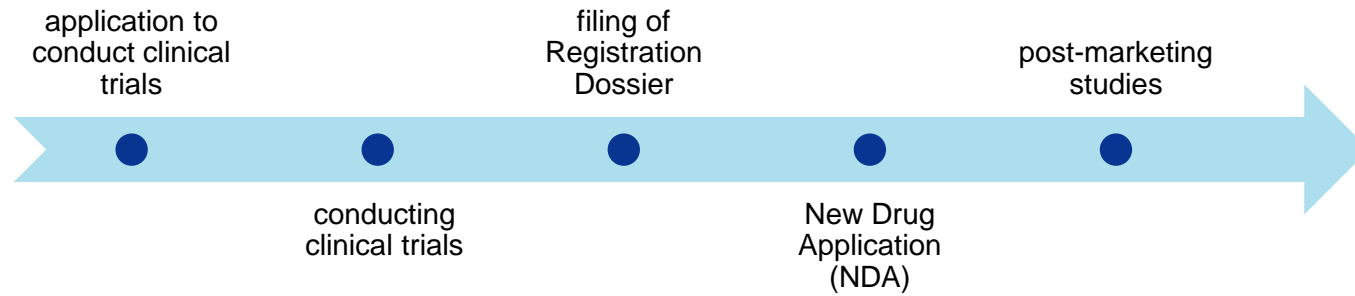
Ophthalmic generic drugs retail at 50-80% of the price of branded drugs



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



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 Colombia.

Danny Lee CPA, CA CFO, Director

Mr. Lee is a Chartered Professional Accountant (CPA, CA) with more than 20 years of experience working with public companies in mineral exploration, software, technology and distribution. Mr. Lee's experience includes financial reporting for both Canadian and US listed companies with international operations, corporate finance, strategic planning, tax planning, corporate governance, equity financings and due diligence for acquisitions. Mr. Lee has a Bachelor of Commerce degree from the University of British Columbia.

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.

Darryl Yea Director

Darryl is currently president of Investco Capital Management Inc., a private Vancouver-based company that invests in a diverse range of businesses and projects. He was formerly chairman, president, and CEO of TSX-listed Datawest Solutions Inc., a banking tech. and payment processing Co., and president and CEO of a publicly listed national financial services organization. Mr. Yea was a former MOB of governors of the Vancouver Stock Exchange, and chaired several of its committees. He holds a Bachelor of Commerce degree from UBC in Urban Land Economics and Finance, and was a member of the Real Estate Institute of B.C. and of the Institute of Certified Management Consultants of B.C.

Directors/ advisory board



Jamie Lewin – MBA, CPA, LLB
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. 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

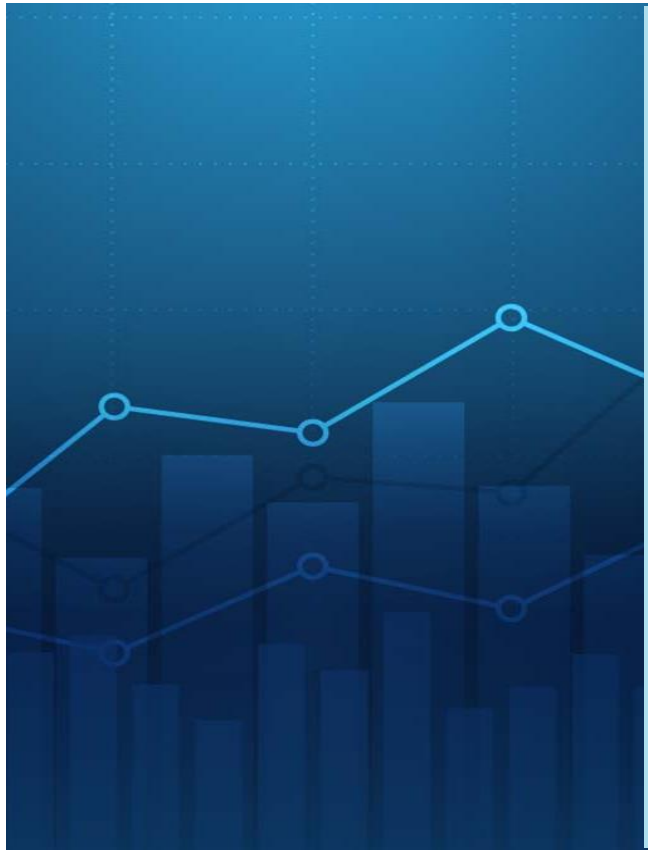
Launch
regional sales
team

E-commerce

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



share structure



Issued & Outstanding	59,359,131
Options	2,250,000
Warrants	3,503,645
Fully diluted common shares	65,112,776

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

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

03.27.20

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

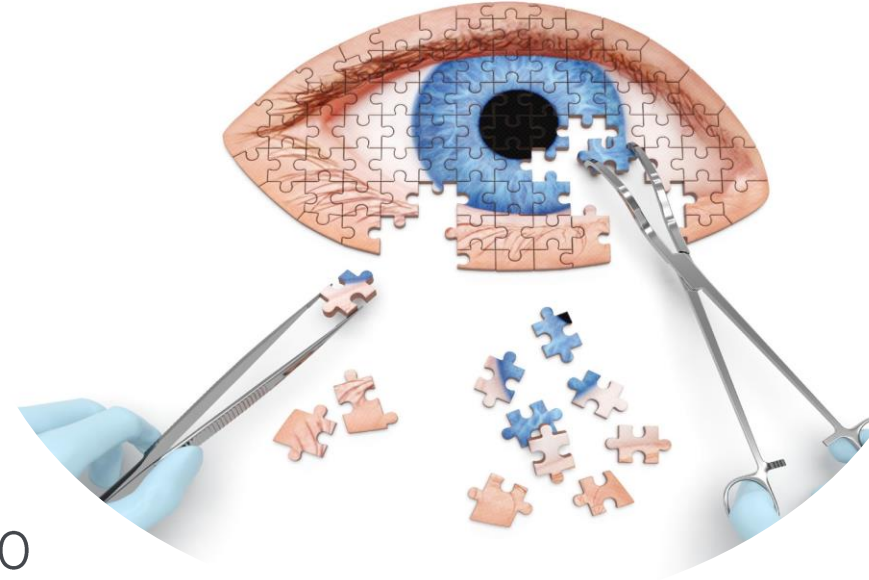
future outlook



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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