



Pure Bio announces \$144M commitment from Dubai company

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Pure Bioscience (Nasdaq: PURE), creator of the patented silver dihydrogen citrate (SDC) antimicrobial, reported in its quarterly investor call Wednesday that **High Scope Trading LLC** of Dubai has contractually committed to Pure's sales agent, **Richmont Sciences**, more than \$144 million in orders over the next 10 years with an initial focus on sales of SDC-based IV-7 Water Treatment.

The first order for approximately \$350,000 was sold and shipped in October to Richmont, for which Pure recorded deferred revenue on its balance sheet at Oct. 31.

For future orders, Pure management anticipates that High Scope will become Pure's direct customer. To that end, the agreement between Richmont and High Scope will be assigned to Pure. Richmont will then function as Pure's sales agent for the transactions between High Scope and Pure, as it does for the commercial disinfectant and sanitizer programs.

"We now have an open door to potentially meaningful and ongoing revenue with a contractual commitment from High Scope to Richmont for more than \$144 million in orders over the next ten years in exchange for exclusive distribution in the Middle East," Michael L. Krall, president and CEO of Pure Bioscience, said. "High Scope's first year minimum is \$9 million with annual minimums increasing to more than \$21 million in year ten. As is common with this type of agreement, these minimums are not guaranteed; but they are the rationale for granting High Scope exclusivity in such a key market. The IV-7 Water Treatment program has generated tremendous excitement and we look forward to watching the business grow over the coming years."

IV-7 Water Treatment contains Pure's SDC technology, based on a proprietary molecule of ionic silver stabilized in citric acid. When used as directed for drinking water, the product provides safe, tasteless and odorless protection and can substantially reduce the incidence of gastrointestinal illness caused by contaminated water. As few as two ounces of IV-7 Water Treatment can treat 200 gallons of water in just minutes with no harm to the environment and no toxic side effects. IV-7 Water Treatment is registered by the United Arab Emirates-Dubai Municipality but it is neither registered nor sold in the United States.