



OTCQB Symbol	PURE
Recent Stock Price	\$0.90
Avg. Daily Volume	34,830 shares
Market Capitalization	\$56M
Shares Outstanding - Prim./Dil.	62M / 74M
Fiscal Year-End	July 31



- Patented/EPA registered/FDA & USDA approved antimicrobial
- Faster disinfection kill times (30 seconds vs. up to 10 minutes)
- Broader-spectrum efficacy (including *Salmonella*, *Listeria*, *E. coli*, and Norovirus)
- Safe, non-toxic (EPA Category IV, same category as water), user and environment friendly
- Mitigates bacterial resistance
- No rinse needed for hard surfaces; up to 24-hour residual kill
- Formulates well with other products
- Tasteless, odorless, colorless, non-corrosive, non-flammable

Superior Food Safety Solutions



Direct Food Contact

Produce Processing – A leading produce processor is completing its own pilot plant validation/optimization of PURE Control – moved testing to its production plant in calendar Q1. Three additional processors have begun use trials. All initial test results have exceeded targets.

Expect first order in calendar Q1. Sales est. +\$1m per plant/year. Target +\$30m US produce processing aid revenues.

Poultry Processing - Recent USDA approval for pre-OLR (online reprocessing) and post chill applications. Testing for OLR use is ongoing and USDA approval anticipated in calendar Q2, after which PURE will begin immediate commercialization.

PURE is targeting +\$35m US poultry processing aid revenues.



Food Contact Surfaces

Restaurants – Six national restaurant chains (most recently Chipotle Mexican Grill) are using PURE Hard Surface for surfaces which come in contact with food. It's also being adopted because of its unique, superior efficacy in eliminating Norovirus.

Processors/Manufacturers - +40 national food processors/manufacturers use it for environmental and plant and equipment surface disinfection to replace less effective, toxic legacy products.

Current annualized revenue run rate for PURE Hard Surface is +\$2 million.

Company Profile

PURE Bioscience, Inc. is commercializing patented SDC-based antimicrobial products (FDA/USDA approved **PURE Control**® and EPA registered **PURE**® **Hard Surface**). Each provides less toxic and more effective food safety solutions for food processors/manufacturers, retailers and restaurants. SDC (silver dihydrogen citrate) test data demonstrate proven superior efficacy over a broad spectrum of pathogens, including *E. coli*, *Salmonella*, *Listeria*, *Campylobacter* and Norovirus, when compared with less effective, toxic products currently in use in the food industry.

While SDC is a platform technology with many potential markets, management is focused on commercializing SDC into **two large US segments** (total +\$2 billion) of the growing food-safety-solutions industry. Led by sales of PURE Control, **target is to achieve a significant share (+10 %)** of these markets to prevent foodborne illness.

Market Drivers

Foodborne illness outbreaks are documented with increased frequency by the media. Consumer health/confidence and brand reputation are increasingly at risk. The Dept. of Justice and the FDA have recently increased criminal investigations into responsible companies and groundbreaking sentences for executives have been handed down.

Additional market drivers include increasing regulatory requirements:

- Food Safety Modernization Act (preventative controls/increased verification);
- USDA *Salmonella* Action Plan (reduce to 15% today's levels of +25% contaminated raw poultry sold to consumers)

Investment Opportunity

- Disruptive SDC Technology
- Large Food Safety Markets
- Est. Cash Flow Breakeven in 12-18 mos. (\$12-\$15M run rate)
- Food Processors/Manufacturers/Restaurants with Unmet Needs
- Competitive Barriers (12 US patents + regulatory registrations/approvals)

Blue Chip Leadership Team

PURE has built a leadership team with deep food industry and food safety experience, including:

- Chairman, Dave Pfanzer, +30 years in senior executive positions in the food industry, running operating companies for Oscar Meyer, Kraft, Keebler and Kellogg.
- CEO, Hank Lambert, +35 years experience, ran both retail and foodservice operating companies for Heublein, Nabisco, Pinnacle Foods; started up and ran the Food Safety business for Underwriters Laboratories, UL, prior to joining PURE.
- BOD, includes Dr. David Theno, renowned food safety scientist and expert credited with saving the Jack in the Box brand after its *E.coli* crisis in the '90s; and Bill Otis, head of operations for Smithfield Foods.
- Scientific Advisory Board, led by Dr. James Marsden, renowned food safety scientist, recently named Exec. Dir. of Food Safety at Chipotle Mexican Grill, to address the food safety challenges they face.

Poised to Capture Meaningful Market Share

Inflection Point

- ❖ Est. calendar Q1 first revenues for PURE Control (produce processors)
- ❖ Accelerating revenues for PURE Hard Surface (restaurants; processors/manufacturers); presently +\$2 million run rate



* SUBWAY® is a registered trademark of Doctor's Associates Inc.

Calendar 2017 Milestones for Success

- ❖ Continue to build PURE Control commercialization for Produce and Poultry processing
- ❖ Complete PURE Control testing for beef and pork (late '17)
 - Target to file for both FDA and USA approvals for direct food contact (in first half of '18) and prepare for entry into that new +\$400m US processing market once approved
- ❖ Continue to build traction with sales of PURE Hard Surface disinfectant to national restaurant chains (add 3) and national food manufacturers/processors (add 40)

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HIGHLIGHTS

PURE GENIUS

Superior Performance

- 90% improvement in pathogen reduction on surfaces
- 100-fold pathogen reduction over current practices in produce
- Potential to reduce *Salmonella* to below detection levels in poultry, with neutral to positive yield impact

Superior Product

- Non-toxic – user and environment friendly
- Mitigates bacterial resistance
- Easier to handle and dilute
- Non-corrosive to processing equipment

Superior Brand Protection

- For processors, retailers and restaurant chains
- Risk management
- Mitigating scrutiny, liability and adverse financial consequences

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