



<b>OTCQB Symbol</b>	<b>PURE</b>
Recent Stock Price	\$ .49
Avg. Daily Volume	37,509 shares
Market Capitalization	\$35M
Shares Outstanding - Prim./Dil.	68M / 81M
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** – PURE is expanding sales to its first PURE Control customer - Taylor Farms, a leading U.S. produce processor. Taylor Farms has 14 U.S. processing plants. Eight additional processors testing or evaluating. All initial test results have exceeded targets. For a typical produce processor, PURE estimates revenues of approx. \$1M/plant/year.

PURE targets \$35M+ US produce processing aid revenues.

**Poultry Processing** - USDA approval for pre-OLR (online reprocessing) and post chill parts processing applications. Parts processors undergoing in-house validation testing before placing 1<sup>st</sup> order.

PURE is targeting \$30M US poultry processing aid revenues.

### Food Contact Surfaces



**Restaurants** – Six national restaurant chains (most recently Chipotle and Cheesecake Factory) use PURE Hard Surface disinfectant for surfaces which come in contact with food. Restaurant adoption is also driven by the product’s unique, superior efficacy in eliminating Norovirus.

**Processors/Manufacturers** – 85+ national food processors/manufacturers (including Taylor Farms and Del Monte) use it for environmental and plant & equipment surface disinfection to replace less effective, toxic legacy products.

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

### Food Transport Solution

Sales to initial customers (leading food distribution companies) represent a \$2-\$3M annual revenue opportunity. PURE Hard Surface is spray or mist applied to disinfect surfaces and refrigeration units. Total market size - 200,000 trucks; est. \$50M addressable market opportunity.

- Faster, cheaper, superior, non-toxic disinfection solution in less than ¼ of the time of existing treatments.

### 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 commercializing SDC into **two large US segments** (total \$1.6B+) of the growing food-safety-solutions industry. **Target is to achieve a significant share (10%+)** of these markets to prevent foodborne illness.

### Market Drivers

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

Heightened regulatory requirements include:

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

### Investment Thesis

- Disruptive SDC Platform Technology –with wide ranging uses
- 2 Products Now Commercialized in Large Food Safety Markets
- Est. Cash Flow Breakeven in calendar Q1 2019 (\$6M annualized run rate)
- Competitive Barriers (12 US patents + regulatory registrations/approvals)
- Testing in a new market - poultry breeder barn and hatchery sanitization

- Continued -

## Blue Chip Leadership Team

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

- 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 - industry leaders include Elisabeth Hagen, M.D., former USDA Under Secretary for Food Safety and currently a leading food safety consultant; Janet Risi, President and CEO of Independent Purchasing Cooperative, Inc. (purchasing for SUBWAY®).
- Scientific Advisory Board, led by Dr. James Marsden, renowned food safety scientist, Exec. Dir. of Food Safety at Chipotle Mexican Grill.

## *Poised to Capture Meaningful Market Share*

### Inflection Point

- ❖ Expanding orders for PURE Control from Taylor Farms (leading produce processor). Taylor just introduced **SmartWash Boost** process, a combination of PURE Control and Taylor's SmartWash®, for superior pathogen reduction. Copy & paste the following link of Taylor Farms' video into your browser: <https://youtu.be/j4dMnAPZu70>



- ❖ Accelerating revenues for PURE Hard Surface (restaurants; processors/manufacturers); presently \$2M+ annual run rate



- ❖ Increasing sales for PURE Hard Surface solution to sanitize food transportation equipment

### Fiscal 2019 Milestones for Success

- ❖ Continue to build meaningful revenues from PURE Control commercialization into produce processing
- ❖ Accelerate PURE Hard Surface sales into food transportation sanitization market
- ❖ Continue to build traction with sales of PURE Hard Surface disinfectant to national restaurant chains (add 4) and national food manufacturers/processors (total 125)
- ❖ Finalize testing & enter new market - poultry breeder barn and hatchery sanitization
  - ❖ Spray or mist application for breeder farm, hatchery, egg and chick transport equipment sanitization – to replace Quats, chlorine, PAA, etc.

## *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
- While nothing will totally eliminate foodborne illness pathogens, SDC-based PURE Control and PURE Hard Surface are the leading edge solutions for the food industry to meet this challenge

### 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

### PURE Corporate Office

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