



OTCQB Symbol	PURE
Recent Stock Price	\$0.46
Avg. Daily Volume	23,103 shares
Market Capitalization	\$34M
Shares Outstanding - Prim./Dil.	68M / 81M
Fiscal Year-End	July 31

Antimicrobial for use on or around food



- 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

Used Directly On Food During Processing



Produce Processing – PURE is expanding sales to its first PURE Control customer - Taylor Farms, a leading U.S. produce processor – for use on leafy greens. Taylor Farms has 14 U.S. processing plants. For a typical produce processor, PURE estimates revenues of approx. \$1M/plant/year.

10 additional processors testing or evaluating. All initial test results have exceeded targets.

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

Used on Surfaces that Come In Contact with Food



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

Processors/Manufacturers – 90 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.

Food Transport Solution - Est. \$30M market opportunity. Ongoing sales to initial food distribution companies represent a \$2-\$3M annual revenue opportunity. Faster, cheaper, non-toxic disinfection 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, restaurants and food transportation. 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 \$1.3B+) 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 and legal enforcement include:

- Food Safety Modernization Act [FSMA] (preventative controls/increased verification);
- Dept. of Justice and FDA increasing criminal investigations/prosecutions of foodborne illness outbreaks

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 Q3 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
- COO, Tom Myers, 40+ years marketing and R&D leadership in food science and processing industries
- Food Safety Advisory Board
 - 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®)

Poised to Capture Meaningful Market Share

Inflection Point

- ❖ Expanding orders for PURE Control from Taylor Farms (leading produce processor). SmartWash Solutions recently introduced **SmartWash Boost** process, a combination of PURE Control and SmartWash®, for superior pathogen reduction. Copy & paste the following link for the video into your browser: <https://youtu.be/tz0tLy4DKOs>



- ❖ 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

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 - Spray or mist applications for breeder barn, hatchery, egg and chick transport equipment sanitization – to replace Quats, chlorine, PAA, etc.

The information contained herein was obtained from PURE Bioscience and other sources believed to be reliable. This does not constitute the solicitation of the purchase or sale of securities. Except for the historical information contained herein, the matters discussed in this document are forward-looking statements, the accuracy of which is subject to risks and uncertainties. Please see PURE Bioscience's most recent filings with the SEC for additional information about the Company and related risks.

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

HIGHLIGHTS

PURE GENIUS

Superior Performance

- 90% improvement in pathogen reduction on surfaces
- 100-fold pathogen reduction over current practices in produce
- 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
- 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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