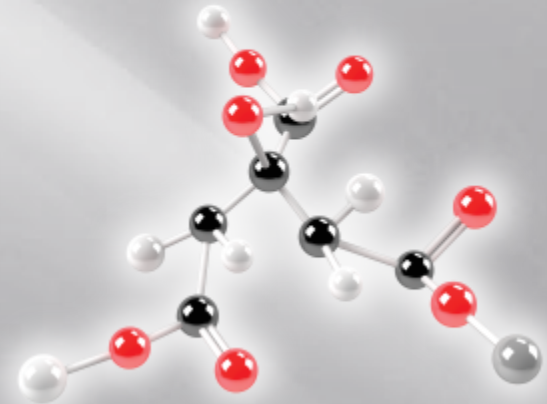


PURE Bioscience, Inc.

DELIVERING SUPERIOR FOOD SAFETY SOLUTIONS

Corporate Presentation
July, 2019



(OTCQB: PURE)



Forward-looking Statements

Any statements contained in this presentation that do not describe historical facts may constitute forward-looking statements as that term is defined in the Private Securities Litigation Reform Act of 1995. Forward-looking statements inherently involve risks and uncertainties that could cause our actual results to differ materially from any forward-looking statements. Factors that could cause or contribute to such differences include, but are not limited to, the Company's failure to implement or otherwise achieve the benefits of its proposed business initiatives and plans; acceptance of the Company's current and future products and services in the marketplace, including the Company's ability to convert successful evaluations and tests for PURE Control into customer orders and customers continuing to place product orders as expected and to expand their use of the Company's products and Taylor Farms' willingness to continue to roll out PURE Control throughout its US processing plants; the ability of the Company to develop effective new products and receive required regulatory approvals for such products, including the required data and regulatory approvals required to use its SDC-based technology as a direct food contact processing aid in raw meat processing and to expand its use in OLR poultry processing; competitive factors, including customer acceptance of the Company's SDC-based products that are typically more expensive than existing treatment chemicals; dependence upon third-party vendors, including to manufacture its products; the Company's ability to raise additional funds to support its operations; and other risks detailed in the Company's periodic report filings with the Securities and Exchange Commission (the SEC), including its Form 10-K for the fiscal year ended July 31, 2018 and Form 10-Q for the third fiscal quarter ended April 30, 2019. You should not place undue reliance on these forward-looking statements, which speak only as of the date of this press release. By making these forward-looking statements, the Company undertakes no obligation to update these statements for revisions or changes after the date of this release.

Problem: Foodborne Illness Outbreaks on the Rise



Great Value, Tipton Grove Frozen Berries Recalled

**Romaine Lettuce is Not Safe to Eat,
CDC Warns U.S. Consumers**

**ConAgra Subsidiary Slapped with Largest
Criminal Fine Ever in Food Safety Case**

**Norovirus Outbreak:
Why It's Easy to Catch and Hard to Get Rid Of**

***Listeria* Prompts Recall of
42 Brands of Frozen Fruits & Veggies**

***E. Coli* Outbreak Tied to Romaine Lettuce
Expands to 16 States**

**Dole Withdraws Packaged Salads After *Listeria*
Outbreak Spreads to Six States, Killing 1 Person**

**28 Years for *Salmonella*: Peanut Exec.
Gets Groundbreaking Sentence**

Additional Market Drivers

Increasing Regulatory Requirements

Food Safety Modernization Act (FSMA)

- Preventive controls implementation
- Increased verification/validation
- Sanitary food transportation rules



Dept. of Justice and FDA

- Recently increased efforts to conduct criminal investigations in foodborne illness outbreaks

Overview: Products / Customers

Two Products Now Being Sold



Applied directly on food

- Produce – Taylor Farms and Del Monte® purchasing; 10 others testing or evaluating
- Poultry – 2 processors undergoing in-house validation testing



Applied to food contact surfaces

- Restaurants – users include Chipotle, SUBWAY®, The Cheesecake Factory and other national chains
- Manufacturers/processors – 110 users including Del Monte
- Food transportation solution – expanding initial orders



SDC: Revolutionizing Food Safety

Superior, broad spectrum, non-toxic antimicrobial disinfectant and processing aids based on patented SDC (silver dihydrogen citrate)



- FDA & USDA approved for direct food contact
 - Fresh Produce Processing
 - Raw Poultry Processing
- Dramatic reductions in most persistent pathogens vs. the competition



- EPA registered for disinfecting surfaces that come in contact with food. First new EPA registration in 30+ years.
- Testing: 90%+ improvement in pathogen reduction on surfaces vs. incumbent products

Nothing will totally eliminate foodborne illness (or those pathogens), but SDC-based PURE Control® and PURE® Hard Surface are the leading-edge solutions for the food industry to meet this challenge

Investment Opportunity

- **SDC = Disruptive Technology**

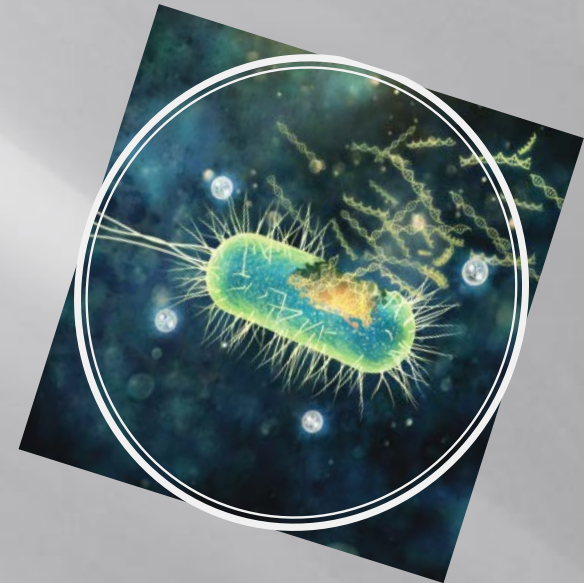
- **Multiple Large Markets**

- **PURE Control®:** Revenue target \$35M+ US produce processing
 - Taylor Farms first customer
 - Margins low 50%
- **PURE® Hard Surface:** Revenue target \$100M+ US market
 - Current \$2M+/year annual revenue run-rate
 - Margins high 40%

- **Customers With Unmet Needs**

- **Competitive Barriers**

- 12 US Patents (extending to 2030)
- Unique EPA Registration and FDA & USDA Approvals



PURE Control –

Applied Directly Onto Food During Processing

PRODUCE: First customer Taylor Farms (leading produce processor), used as a new processing step for added protection

- Currently used in three plants
- Phased rollout to Taylor Farms' 14 plant processing network
- Est. up to \$1M annual revenue per processing plant

SmartWash Solutions recently introduced **SmartWash Boost** process, a combination of PURE Control and SmartWash®, for superior pathogen reduction (<https://youtu.be/tZ0tLy4DKOs>)

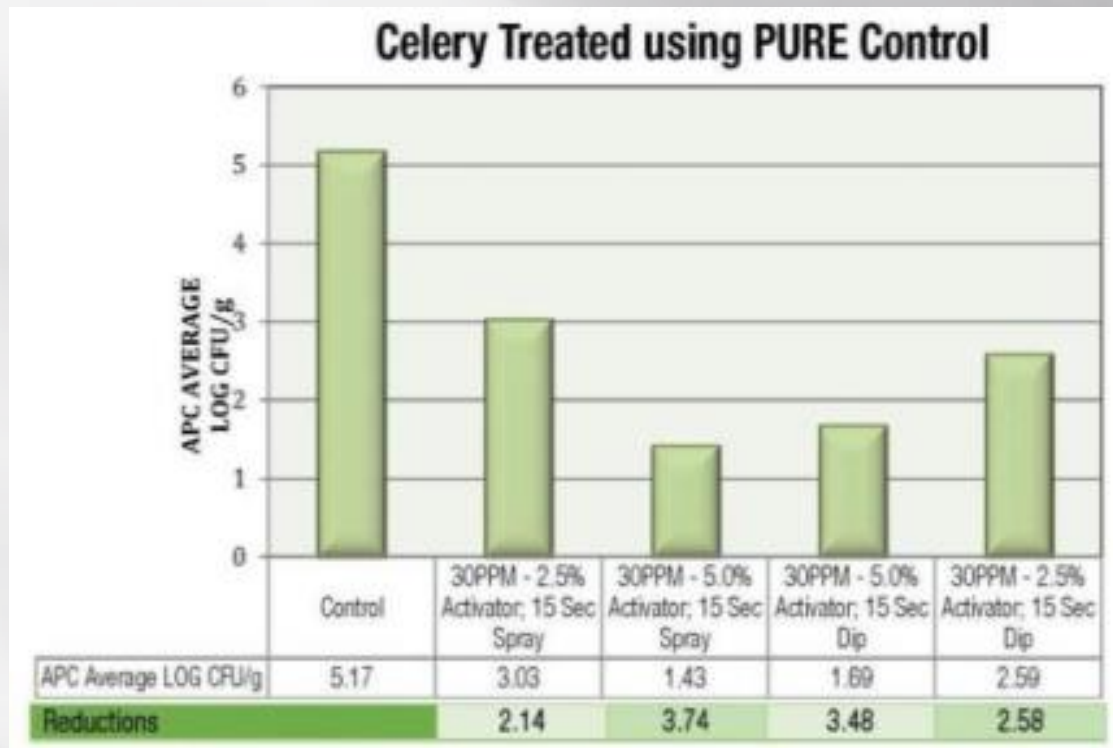
Targeted customers include:

- Ready Pac Foods, Inc.
- Mann Packing
- Dole Food Co., Inc.
- Reser's Fine Foods
- Del Monte
- Fresh Express
- Sysco FreshPoint
- Church Brothers



Produce – Dramatic Pathogen Reductions

*Produce Processors Seek a 1 Log (10x) Reduction -
Celery Test Achieved +3.5 Log (+1000x) Reduction*



PURE Control - Produce Processing Advantages + Commercialization

Superior Performance

Dramatic pathogen reductions

No organoleptic issues

Superior Product

Lowest toxicity

Non corrosive to equipment

Mitigates bacterial resistance

Superior Brand Protection

Risk mgmt. for processors, retailers, restaurant chains

Mitigating scrutiny, liability and financial penalties

Targeting Processors

Push/Pull Marketing

Industry leaders and users of PURE® Hard Surface

Sales goal
>10% of US
market

\$350M+
produce
market

= \$35M+
US sales
goal

- Each customer to conduct in-house validation/optimization testing
- Sales cycle shortens w/ validation and adoption by market leaders

PURE Hard Surface – Restaurant Chains

Applied to Surfaces Which Come in Contact With Food;
Replaces Less Effective and Toxic Legacy Products;
Uniquely Effective for Norovirus Elimination/Prevention



- Adopted by Chipotle Mexican Grill in all 2,500 store locations nationwide
- Used both in the front & back of the restaurant as part of new 'Enhanced Restaurant Food Safety Procedures'

...in use at National Restaurant Chains

- Adopted by SUBWAY® Restaurants; additional applications pending
- Adopted by The Cheesecake Factory; 2 additional national QSR and casual dining chains
- 3 additional chains evaluating

PURE Hard Surface –

Processors / Manufacturers

Applied to Plant and Equipment Surfaces; Environmental Misting -
Replaces Less Effective, Toxic Legacy Products

Growing Adoption

- Used by 110 national food processors/manufacturers
- Superior *Listeria* eradication

Sales Pipeline

- \$25-\$40M revenue potential
- 50+ national companies

Customers

- Bakeries
- Ready To Eat Foods
- Pet Foods
- Tortillas
- Cheese & Dairy
- Meats, Poultry, & Produce

PURE Hard Surface

Food Transportation Sanitization

Solution Addresses Est. \$50M+ US Market

Compliant With Food Safety Modernization Act (FSMA) Rules

- Rolling out system-wide to two of the largest food transportation companies. Est. \$2-\$3m annual revenue stream.
- Superior, non-toxic disinfection in less than $\frac{1}{4}$ of the time of existing treatments.
- Unique, patent pending misting unit; protects all surfaces *and* refrigeration units; reduces labor *and* water usage.



PURE Hard Surface

Food Transportation Sanitization

Dramatic Residual Pathogen Kill

- 840,000-pathogen count found on a previously “cleaned,” sanitized truck
- After a 4-minute PURE mist treatment, reduced 840,000-pathogen count down to 700-pathogen count
- One week later, after continuous use of the truck, re-tested to find only 7,600-pathogen count
- Two weeks later, the pathogen count was 42,000 (after continuous use and after starting at 840,000-pathogen count)

PURE Hard Surface –

New Market (In Testing) – Poultry Breeder Barn and Hatchery Sanitization

Objective: Optimize pathogen free environment (reduce cross-contamination risk) for egg laying, hatching and growing birds; lowering mortality rates and ensuring cleaner birds entering processing.

- **Breeder Farm:** mist breeding house, egg collection room, drains, nest/chute area, egg conveyor belt
- **Hatchery:** mist egg receiving room, egg racks, drains, incubators, chick staging areas
- **Egg and chick transport equipment sanitization**
- Air handling equipment and duct works sanitized throughout
- Effective in controlling yeast and mold
- Replacing Quats, chlorine, PAA, etc.

Experienced Leadership Team

Hank Lambert, President and CEO

- *35+ years food industry/consumer products/food safety experience as executive driving revenues/earnings with Heublein, RJ Reynolds, Nabisco, Pinnacle Foods, Underwriters Laboratories*

Tom Myers, COO

- *40+ years marketing and R&D leadership in food science and processing industries*

Mark Elliott, VP Finance

- *10+ years of financial accounting and management leadership as Controller for PURE*

Dolana Blount, VP, Technology Development and Regulatory Affairs

- *30+ years as microbiologist with PURE includes extensive background in compliance and regulatory affairs, new product development, quality assurance (QA) and protocol development*



Board of Directors

Hank Lambert, President and CEO

Tom Lee, CPA and Chairman

- *Chairman and CEO of Swabplus, Inc.*

Dale Okuno

- *CEO of Okuno Associates, Inc.*

Ivan Chen

- *Corporate Counsel – Pacific Dental Services, LLC*

Food Safety Advisory Board

Elisabeth Hagen, M.D.

- *Former USDA Under Secretary for Food Safety; Leading independent food safety consultant*

Licensing Platform Technology

Continue to Out-License SDC to Partners in Non-Food Markets

Current non-exclusive licensees include:



Personal care products outside of the United States



Institutional, janitorial, sanitation, medical facilities, cruise lines



Disinfection of dental rinse water for patients

Financial Overview (FYE July 31)

Adequate working capital to:

Accelerate commercialization of SDC as a food safety solution

Support operations into fiscal Q1 '20*

Common stock (as of 4/30/19)

75.1 Million Basic

85.6 Million Fully Diluted

No long-term debt
No preferred stock

Fiscal Q3 Ended	4/30/19	4/30/18
Net Product Sales**	\$1.3M	\$1.3M
Net Loss Per Share	\$(0.08)	\$(0.09)
Cash	\$340K	\$1.8M

* Assumes completion of present equity financing

** Current annualized revenue run rate \$2M+ excludes future revenues from PURE Control

Milestones for Success *(Fiscal 2020)*

PURE Control

- Fresh Produce Processing – Expansion by Taylor and Del Monte, market penetration; add new customers

PURE Hard Surface

- Continue building traction in current markets
- Build on launch of food transportation truck solution (ultimate goal 10% market penetration)
- Supply 4 new national restaurant chains
- Grow # of existing national food manufacturers/processors to 150
- Complete testing and commercialize for poultry breeder barns and hatcheries

Continued Licensing

- PURE products distribution and SDC technology for non-food applications

Cash Flow Breakeven

- FQ2 '20 annualized revenue run rate of \$5M to achieve cash flow breakeven

Revolutionizing Food Safety With SDC

One of the Most Powerful Antimicrobials in the Industry

PURE Bioscience, Inc.
Hank Lambert, CEO
(619) 596-8600 x 103 www.purebio.com

Investor Contact
Terri MacInnis, VP of IR, Bibicoff + MacInnis, Inc.
(818) 379-8500 terri@bibimac.com



PURE CONTROL® IS PURE GENIUS

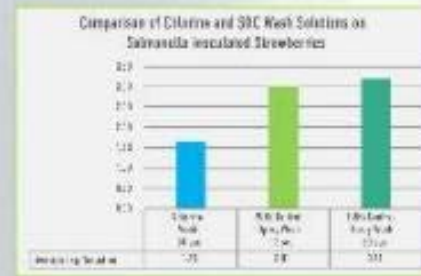
PROCESSING FRESH BERRIES

Berries are washed with an antimicrobial solution during processing to reduce microorganisms in the final product. Using traditional chemistries, it can be challenging for processors to find the right balance between efficacy and maintaining product quality. PURE Control® offers greater reductions than traditional chemistries without changing the quality or taste of the fruit.



CASE STUDY

This study compared the log reductions of *Salmonella* and *Listeria* on inoculated strawberries treated with a standard chlorine dip and a PURE Control spray wash.



Preventing the smallest things from damaging your biggest asset...your brand!



FOR CONSULTATION AND EVALUATION, CALL
619.596.8600 OR EMAIL SALES@PUREBIO.COM



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