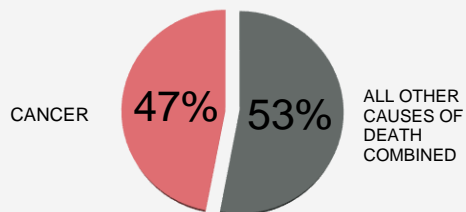
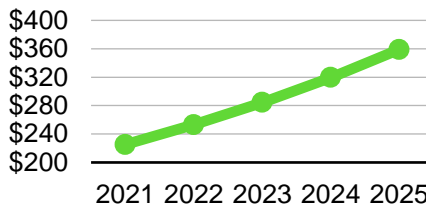


CANCER IS THE LEADING CAUSE OF DEATH IN PETS*



*The Veterinary Cancer Society

GROWTH IN VETERINARY CANCER MARKET



Shortage of good products severely limits the market size. CureLab's products will drive market growth.

INVESTMENT OPPORTUNITY

- Total demand for capital to attain profitability: \$5M
- Crowdfunding reg CF round: \$1.07M included in \$5M
- Pre-money valuation: \$15M
- Discount for large and/or early investors

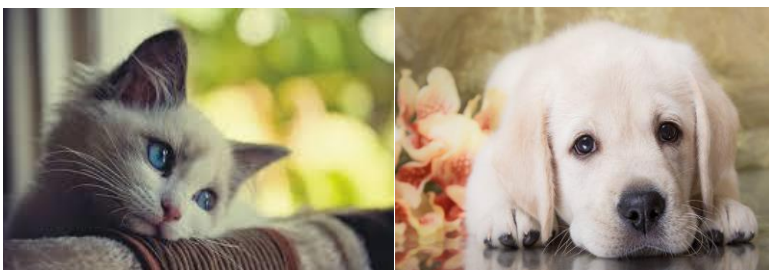
- ElenaVet™ patented in 20+ countries
- Unique mechanism of action
- Proof of concept in dogs and cats

- Experienced management team
- Clear regulatory path via USDA
- Unmet and growing market need

Pet Care is a Growth Market

US pet care market valued at \$281 B by 2023 (the Kiplinger Report). Global CAGR 6.6% (Infinium Global Research)

- 89.7 M dogs and 95.6 M cats in US (growing)
- Continued humanization of pets makes caring for them more important to pet owners
- ElenaVet will resonate with pet owners both on pet care and price



NO DOG OR CAT SHOULD DIE OF BREAST CANCER

- Published: 10 out of 11 dogs with mammary cancer positively responded to ElenaVet and showed no relapse for years.
- Unpublished: cats with breast cancer and dogs with melanoma respond to ElenaVet.

Our immediate goal is to protect pets from cancer, with breast cancer and oral melanoma as our initial targets.

Lead Product, ElenaVet™

effective, affordable, easy to administer

- Circular supercoiled DNA, plasmid, carrying a gene for p62/SQSTM1
- Stimulates anti-cancer immune response and changes tumor microenvironment
- Reduces systemic chronic inflammation
- Safety shown in animal and human studies
- Highly technological and stable
- Intramuscular administration

Cost of Care

1 round of chemotherapy = \$3-\$5K
1 round of ElenaVet = \$1.5-3K*

*Expect COGS <20%

Timeline

- CureLab subsidiary devoted to veterinary medicine was created November 2020
- Conditional USDA licensure: 18 months
Profitability: 36 months

Future Non-Cancer Applications

Diseases with common cause, chronic inflammation

- Osteoarthritis
- Aging
- IBD
- Metabolic syndrome
- Allergies
- Macular degeneration