



C U R E

P H A R M A C E U T I C A L

OTCQB: CURR

CURE Pharmaceutical

A Leader in Wellness, Beauty and Innovative Technology

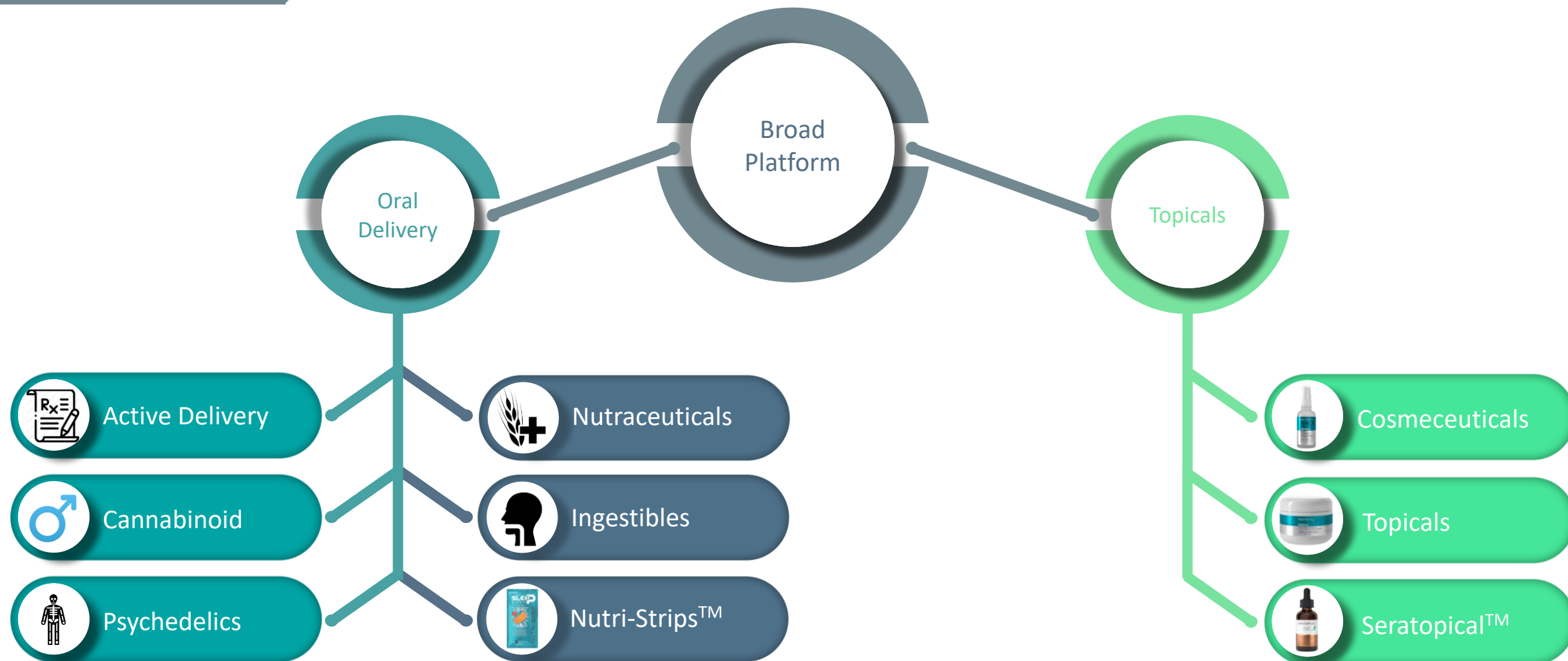
Forward-Looking Statements

This presentation contains "forward-looking statements" within the meaning of the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995, which statements are subject to considerable risks and uncertainties. Forward-looking statements include all statements other than statements of historical fact contained in this presentation, including statements regarding the future growth and success of our organization. We have attempted to identify forward-looking statements by using words such as "anticipate," "believe," "could," "estimate," "expected," "intend," "may," "plan," "predict," "project," "should," "will," or "would," and similar expressions or the negative of these expressions.

Forward-looking statements represent our management's current expectations and predictions about trends affecting our business and industry and are based on information available as of the time such statements are made. Although we do not make forward-looking statements unless we believe we have a reasonable basis for doing so, we cannot guarantee their accuracy or completeness. Forward-looking statements involve numerous known and unknown risks, uncertainties and other factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements predicted, assumed or implied by the forward-looking statements. Some of the risks and uncertainties that may cause our actual results to materially differ from those expressed or implied by these forward-looking statements are described in the section entitled "Risk Factors" in our Annual Report on Form 10-K for the fiscal year ended December 31, 2021, as well as in our Quarterly Reports on Form 10-Q and other filings with the Securities and Exchange Commission.

Any forward-looking statement made by us in this presentation is based only on information currently available to us and speaks only as of the date on which it is made. Except as required by applicable law, we expressly disclaim any intent or obligation to update any forward-looking statements, or to update the reasons actual results could differ materially from those expressed or implied by these forward-looking statements, whether to conform such statements to actual results or changes in our expectations, or as a result of the availability of new information.

CURE Pharmaceutical Technology Platform



INTELLECTUAL PROPERTY ASSETS / PATENTS

Oral dissolvable film that includes plant extract	14/810,595	07/28/2015	Issued	U.S. 10,307,397 (06/04/2019)	Pharmaceutical composition and method of manufacturing Cannabinoid molecules	14/934,940	11/06/2015	Issued	US 10,238,705 (03/26/2019)
Oral dissolvable film that includes plant extract	16/394,413	04/25/2019	Issued	U.S. 11,266,625 (03/08/2022)	Pharmaceutical composition and method of manufacturing Cannabinoid molecules	16/151,436	10/04/2018	Issued	U.S. 10,639,339 (05/05/2020)
Oral dissolvable film containing psychedelic compound	16/947,005	07/14/2020	Pending	N/A	Pharmaceutical composition and method of manufacturing Cannabinoids, Terpenes and Flavonoids	16/359,579	03/20/2019	Issued	U.S. 10,624,940 (04/21/2020)
Oral soft gel capsule containing psychedelic compound	16/947,003	07/14/2020	Pending	N/A	Pharmaceutical composition and method of manufacturing	16/809,958	03/05/2020	Issued	11,266,702 (03/08/2022)
Pharmaceutical composition and method of manufacturing Cannabinoid molecules	14/255,296	04/17/2014	Issued	U.S. 9,044,390 (06/02/2015)	Pharmaceutical composition and method of manufacturing	16/809,700	03/05/2020	Allowed	
Pharmaceutical composition and method of manufacturing Cannabinoid molecules	14/723,980	05/28/2015	Issued	U.S. 9,186,386 (11/17/2015)	Pharmaceutical composition and method of manufacturing	16/856,492	04/23/2020	Issued	U.S. 11,344,591 (05/11/2022)
Pharmaceutical composition and method of manufacturing Cannabinoid molecules	14/694,303	04/23/2015	Issued	US 9,980,996 (05/29/2018)	Pharmaceutical composition and method of manufacturing	16/856,609	04/23/2020	Issued	U.S. 11,331,358 (05/17/2022)
Pharmaceutical composition and method of manufacturing Cannabinoid molecules	15/988,484	05/24/2018	Issued	U.S. 10,092,611 (10/09/2018)					

Vertically Integrated Operations

In house product development and manufacturing operations for full process control



Market
Feasibility



R&D/Science
Formulation
Feasibility



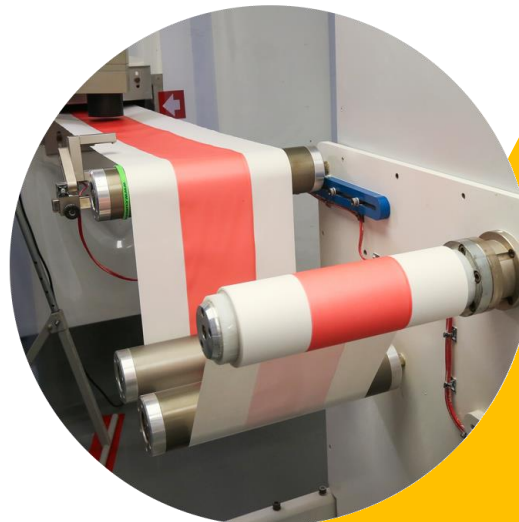
Process
Development



Distribution



Package
Design and
Branding





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BRAND STRATEGY

HOW WE ARE CREATING A LEGACY BRAND

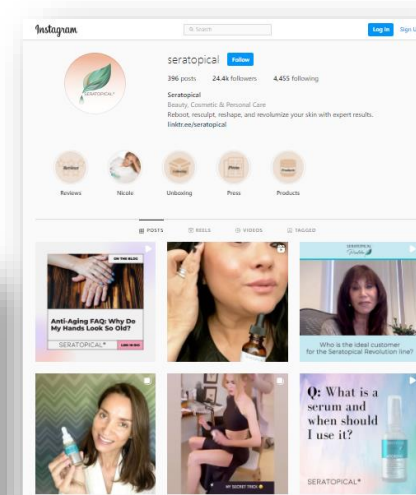
Awareness



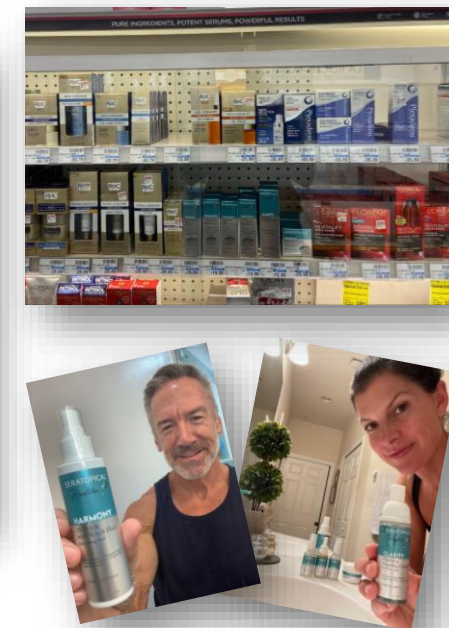
Consumer Experience



Consumer Following



Consumer Loyalty



BRAND STRATEGY EXECUTED CORRECTLY

REACHING OUR GOALS

OUR TWO FRONT APPROACH

- We are using Nicole Kidman as an anchor for brand credibility and retail presence but will not be relying on the ambassadorship as a transaction gateway to consumer conversion.
- Our hybrid approach consists of marrying The ambassadorship with our consumer community via extensive UGC engagement and real women that have experienced the line.
- We are currently rolling out a robust pool of targeted Influencers across multiple channels including TikTok, Instagram, & FB.
- National TV spots highlighting our newest addition to the lineup will only solidify and build our customer data base and client outreach.



INTRODUCING NUTRI-STRIPS TO HEALTH AND WELLNESS MARKET

BRINGING CURE TECHNOLOGY TO LIFE - PROOF OF CONCEPT

NUTRI-STRIPS

Lose the pill & change
the way you take
supplements



Customized Acquisition Funnels

THIS OFFER IS NOT AVAILABLE IN STORES
Fill out the form below to order your **Sleep A.S.A.P.™** now!

*Indicates Required Field

STEP 1: Select Your Offer

☒ **Complimentary 30-Day Supply**
• Free Month's Supply of ImmunD3. Just pay \$5.95 P&H!
• This exclusive offer is only available with web-based subscription plan that costs \$59.95 with free shipping your subscription term and expires beginning 10 days after today's purchase. Subscription plan continues until you cancel by calling Customer Care at 800-343-6170. See Terms and Conditions for more details.

☐ **SAVE 20% On A Full Order!**
30-Day Supply • Free Month's Supply of ImmunD3
Normally ~~\$69.95~~ \$55.95
\$39.95 • FREE Shipping!

STEP 2: Review Your Order

Description	Quantity	Price	PSH
Sub Total:			\$0.00
State Tax:	Enter Zip Code		
Estimated Order Total			\$0.00

STEP 3: Enter Your Payment Information

Card Number:

Expiration Date: 01-Jan-0 2021 0

CVC2: What is CVC2?

STEP 4: Enter Your Billing Information

Full Name:

Address:


Phone:

Email:

☐ Check if your shipping address is different than billing.

PROCESS ORDER

By clicking Process Order, your credit card will be charged the amount above. Click only once.



Omni-Channel Digital Advertising



National TV Omni-Advertising



FORGING RETAIL PARTNERSHIPS AND DISTRIBUTION



- Sera Labs has taken a strategic approach to brick & Mortar, and selected key high profile partners
- With a managed roll-out and introduction to retail we are able to aggregate and pinpoint marketing support for select retail partners
- 2023 will provide further opportunities for expansion
- The company will be expanding its 3P vendor relationships in Q3 of 2022 to accelerate consumer syndicated reviews across all retailer websites

CVS, 1300 Doors - Bed Bath, Full chain – Walmart, 1350 Doors
RiteAid/Bartells, Full chain – SaveMart, Full chain - Target.com



Treating Washington Well Since 1890



INTERNATIONAL OPPORTUNITIES

Canada: DEAL SIGNED WITH
NORTHERN RESPONSE

UK: They are continuing their
import regulatory according to
Brexit rules. They love both the lines
and don't anticipate any glitches
with the CBD. Highstreet

Mexico: Almost thru compliance

Germany: Provided us with a list of documents that
they require for the PIF file, which must be completed
prior to selling in the EU. They are extremely
enthusiastic. Mediashop

France: Require PIF file.
Cannot import CBD so
Revolution only. HSS

Korea: Still working on regulatory with
KFDA. They would like to take both
lines. This is a relatively short time
frame compared to the EU. Hanjo

Japan: In
negotiations.
Oak Lawn

South Africa: We have settled on the
Revolution line to start. They are
working concurrently on the CBD line.
Homemark

Australia: APPROVED-
WITH LEGAL FOR
SIGNATURE
Global Shop

VANISHING STRIPS



- The most recent line extension to the Seratopical Revolution line up “Vanishing Strips” is a patented technological game changer, melts into your skin and literally Vanishes your wrinkles.
- This one item backed by its own marketing campaign has the ability to increase our projections for 2023 due to its heavy Direct to Consumer play and retail placement
- **National TV and PR Kickoff Q1 2023**



CALL OR CLICK NOW!

VanishingStrips.com





NANCY DUITCH

CEO and Board Member

Nancy Duitch has over 30 years' experience as an entrepreneur and leader in the consumer products industry. She founded and developed several diverse businesses from start-up to public company level, and she has executed state-of-the-art campaigns generating over \$3 billion in revenue for some of the most well-loved consumer brands.

Sera Labs was created to expand CBD products in the health, wellness, and beauty sectors, and is structured to connect the brand with customers in a results-oriented and fully-integrated relationship. Her creativity, ability to develop talent, and effective utilization of multi-channel strategy for optimal ROI has consistently positioned Nancy as an industry leader. After losing two siblings to sudden cardiac death when they were in their twenties, she and her mother embarked on a mission to educate and raise awareness and resources to help fight sudden death in children and young adults. In 1995 they founded the Cardiac & Arrhythmia Research & Education Foundation (C.A.R.E.) which continues to play a critical role in supporting thousands of patients and their families. She is also passionate about, and heavily involved in, several philanthropic activities supporting children in need.



JOEL BENNETT

Chief Financial Officer

Joel Bennett joined us in May 2022 as Chief Financial Officer of The Sera Labs, Inc. and will succeed Michael Redard as Chief Financial Officer of CURE Pharmaceutical Holding's upon Mr. Redard's resignation at the completion of the CURE Asset Sale. Joel most recently served as the principal finance and accounting executive of Live Nation Merchandise LLC, the consumer products division of Live Nation Entertainment, Inc., a leading publicly-listed international entertainment company, from November 2019 to December 2021. From August 2018 to February 2019, he was Chief Financial Officer for BlockHold Capital Corporation, an early-stage emerging growth publicly-listed company providing fintech advisory services and products and for Kori Capital, the related investment management and strategic advisory firm, from February 2019 to May 2020. From September 1995 to March 2018, he was Chief Financial Officer and was an Executive Vice President since May 2000 of JAKKS Pacific, Inc., a leading publicly-held international designer and producer of children's toys and related products and consumer products. Prior to this, Joel held various financial management positions at The Walt Disney Company and Time Warner Entertainment Company and in the direct-to-consumer computer industry. He began his career with over three years at Ernst & Young LLP, holds a Bachelor of Science degree in Accounting and a Master of Business Administration degree in Finance and is a Certified Public Accountant.



JOHN CAMMARANO

Senior VP of Sales

John Cammarano has over 25 years of product and brand development experience. John is also renowned as one of the top 10 Direct to Consumer marketing and campaign creators in the industry, with over 30 top-ranked National TV spots and over a billion dollars generated at retail. He has worked with some of the most influential brands in Beauty, ASOTV consumer products, and Nutraceuticals throughout the world, and has been labeled a "marketing extraordinaire" by some of the top CEO's in the retail industry.



ROB DAVIDSON

**Executive Board Member and
Technology Consultant**

Robert Davidson is CURE's former CEO. Prior to his role at CURE Pharmaceutical, Robert Davidson served as President and Chief Executive Officer of InnoZen Inc., Chief Executive Officer of Gel Tech LLC, Chief Executive Officer of Bio Delivery Technologies Inc., and has served on multiple corporate boards. Mr. Davidson was responsible for the development of several drug delivery technologies and commercial brand extensions. He has worked with brands such as Chloraseptic™, Suppress™, as well as Pedialstrip™, a private label electrolyte oral thin film sold in major drug store chains. Mr. Davidson received his B.S. degree with a concentration in Biological Life Sciences. He holds a Masters Certificate in Applied Project Management from Villanova University, a Masters of Public Health from American Military University, Virginia and a Masters in Health and Wellness from Liberty University, Virginia. Davidson also completed his Post Graduate Studies and Masters degree at the University of Cambridge with letter of commendation.

Board of Directors

NANCY DUITCH

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ROB DAVIDSON

Robert Davidson is CURE's former CEO. Prior to his role at CURE Pharmaceutical, Robert Davidson served as President and Chief Executive Officer of InnoZen Inc., Chief Executive Officer of Gel Tech LLC, Chief Executive Officer of Bio Delivery Technologies Inc., and has served on multiple corporate boards. Mr. Davidson was responsible for the development of several drug delivery technologies and commercial brand extensions. He has worked with brands such as Chloraseptic™, Suppress™, as well as Pediastrip™, a private label electrolyte oral thin film sold in major drug store chains. Mr. Davidson received his B.S. degree with a concentration in Biological Life Sciences. He holds a Masters Certificate in Applied Project Management from Villanova University, a Masters of Public Health from American Military University, Virginia and a Masters in Health and Wellness from Liberty University, Virginia. Davidson also completed his Post Graduate Studies and Masters degree at the University of Cambridge with letter of commendation.



Dov Szapiro

Mr. Szapiro is co-founder, managing partner and principal of Entourage Effect Capital, an investment firm focused on the cannabis industry. Mr. Szapiro also co-founded AFS Acceptance LLC, and served as President and CEO and oversaw the businesses' expansion into 30 states until its sale in 2015 to Credito Real SAB de CV, which is Mexico's largest non-bank financial institution and is listed in the Mexican Stock Exchange. Previously, Mr. Szapiro was a director of business development for GovWorks, Inc, an internet start-up in the e-government sector. Earlier in his career, Mr. Szapiro was an analyst for Bassini, Playfair + Associates, a \$1.2 billion emerging markets private equity firm. Mr. Szapiro also serves as Member of the Board of Directors of Conception Nurseries, Promociones Fantasticas SAS, PathogenDx, and One Last Harrah. He also serves on the non-profit boards of KovodFund.org and is an Advisor for the Alliance for Education. Mr. Szapiro earned his bachelor's in business administration from The Wharton School at the University of Pennsylvania.

Gene Salkind MD

Dr. Salkind is a board-certified neurological surgeon. He has had numerous faculty, hospital and administrative appointments at major hospitals in northeastern Philadelphia. As a prolific pharmaceutical investor, Dr. Salkind's previous successful investments include Intuitive Surgical, Pharmacyclics, which was acquired by AbbVie, and Centocor, which was acquired by Johnson & Johnson. Dr. Salkind currently sits on the board of DermTech (Nasdaq: DMTK), a global leader in non-invasive dermatological molecular diagnostics. Salkind has completed various residencies, fellowships and postgraduate training at Abington Memorial hospital, The Graduate Hospital, Veteran's Administration Hospital, Pennsylvania Hospital, Children's Hospital of Philadelphia, and the Hospital of the University of Pennsylvania. He received his Medical Degree from Temple University School of Medicine and his Bachelor of Arts from the University of Pennsylvania.

Gerald Bagg

Gerald is a 45+ year veteran of the advertising industry, Gerald is best known for pioneering the BRAND RESPONSE advertising approach to campaigns. He is the Chairman and a co-founder of Quigley-Simpson & Heppelwhite, Inc., a more than twenty-year-old full-service advertising agency specializing in strategic planning, marketing, media planning and buying, brand building, creative development, and production. Quigley-Simpson clients include some of the largest consumer goods companies with some of the most well-known brands in the world including over 60 brands from Proctor & Gamble ie. Beauty (CoverGirl), Health & Wellbeing (Olay Vitamins and Supplements in conjunction with Pharmavite) J.P. Morgan Chase credit card division, which includes the United MileagePlus Card, Sapphire Card, and International Hotel Group (IHG) Card amongst others. Other clients of the agency include and have included NBCUniversal, Tivity Health, Ball Corporation, Philips, SC Johnson, Reckitt Benckiser, VISA and The Hoover Company, to name a few. Prior to establishing Quigley-Simpson, Gerald had an extensive advertising and marketing career beginning in 1976. Gerald's distinguished career has included senior executive positions with major advertising agencies and retailers.

