Asthmatic Metered Dose Inhaler
MARKETING PRESENTATION

Use the space bar to advance each slide
MARKETING OVERVIEW

R2 Asthmatic Metered Dose Inhaler
Asthma Facts & Figures

Prevalence

Approximately 25.9 million Americans suffer from asthma (8% of adults, 10% of children), and asthma affects over 230 million people worldwide. The prevalence of asthma has been increasing since the early 1980s across all age, sex and racial groups.

Source: National Institute of Allergy and Infectious Diseases
Social and Economic Costs

- The annual cost of asthma is estimated to be $56 billion.

- Direct costs accounted for nearly $50.1 billion (hospitalizations the single largest portion of direct cost) and indirect costs of $5.9 billion (*lost earnings due to illness or death*).

Sources:

[Image of EPA logo]

[Image of The Journal of Allergy and Clinical Immunology logo]
Top Pharmaceutical Products Sold

- **# 9** Advair Diskus, Seretide / GlaxoSmithKline / Asthma  
  Annual Sales 2014 = $6.43 Billion (*MDI Delivery System*)
- **# 20** Symbicort / AstraZenica / Asthma  
  Annual Sales 2014 = $3.8 Billion (*MDI Delivery System*)
- **# 41** ProAir HFA Albuterol / Teva Pharmaceuticals / Asthma  
  Annual Sales 2014 = $1.1 Billion (*MDI Delivery System*)
- **# 56** Budesonide Generic Manufacturing / Asthma  
  Annual Sales 2014 = $1.0 Billion (*MDI Delivery System*)
- **# 58** Flovent HFA / GlaxoSmithKline / Asthma  
  Annual Sales 2014 = $1.0 Billion (*MDI Delivery System*)

*Sources: The best selling drugs in the world*
Serious Side Effects of Albuterol Sulfate

- Bronchospasm (wheezing, chest tightness, trouble breathing), especially after starting a new canister of this medicine;
- Chest pain and fast, pounding, or uneven heart beats;
- Tremor, nervousness;
- Low potassium (confusion, uneven heart rate, extreme thirst, increased urination, leg discomfort, muscle weakness or limp feeling); or
- Dangerously high blood pressure (severe headache, blurred vision, buzzing in your ears, anxiety, confusion, chest pain, shortness of breath, uneven heartbeats, seizure).

Source: Side Effects of Albuterol Sulfate
Continued Side Effects of Albuterol Sulfate

- headache, dizziness;
- sleep problems (insomnia);
- cough, hoarseness, sore throat, runny or stuffy nose;
- mild nausea, vomiting;
- dry mouth and throat;
- muscle pain; and/or
- diarrhea

Source: Other Side Effects of Albuterol Sulfate
Side effects of Symbicort (Budesonide Corticosteroid)

- Body aches and, or pain
- Chills
- Cough, fever, sneezing, or sore throat
- Difficulty with breathing
- Ear congestion
- Fever
- Headache
- Loss of voice
- Muscle aches
- Pain or tenderness around the eyes and cheekbones
- Shortness of breath or troubled breathing
- Stuffy or runny nose
- Tightness of the chest or wheezing
- Unusual tiredness or weakness

Source: Side Effects of Symbicort
Continued Side effects of Symbicort (Budesonide Corticosteroid)

- Abdominal or stomach pain
- Bladder pain
- Bloody or cloudy urine
- Congestion
- Cough producing mucus
- Diarrhea
- Difficult, burning, or painful urination
- Dryness of the throat
- Fast, irregular, pounding, or racing heartbeat or pulse
- Frequent urge to urinate
- General feeling of discomfort or illness
- Hoarseness
- Joint pain
- Loss of appetite
- Lower back or side pain
- Nausea
- Noisy breathing
- Shakiness in the legs, arms, hands, or feet
- Shivering
- Sore mouth or tongue
- Sweating
- Tender, swollen glands in the neck
- Trembling or shaking of the hands or feet
- Trouble with swallowing
- Trouble with sleeping
- Voice changes
- Vomiting
- White patches in the mouth or on the tongue

Source: Other Side Effects of Symbicort
Side Effects of R2’s Cannabis Derivative, Formulations and MDI

- Rocky Mountain Poison and Drug Center (RMPDC) will collect daily patient study information over the duration of the study R1-V56 to document any side effects of R2’s proprietary marijuana strains, derivatives and formulations, including CO2, and extracted oils that will decrease the BHR in asthmatic patients.

- There are no known side effects reported in numerous studies conducted in the 1970s which found that “THC could act as an effective bronchodilator – countering airway constriction, the primary symptom of asthma – in both healthy and asthmatic individuals.

Source: *Marijuana and Asthma: Benefits vs Risks*
R2’s MDI will capture a substantial share of the asthmatic market in the USA and countries that have legalized medical marijuana. As acceptance grows so will our revenues and profitability. R2 will challenge current medications manifesting minimal side effects which no other medications can achieve.

- Total Annual Sales of Asthmatic products approach **$10 Billion** utilizing MDI delivery systems
- These products include:
  - Advair Diskus, Seretide / Fluticasone/salmeterol
  - Symbicort / Budessonide/formoterol
  - ProAir / Salbutamol
  - Budesonide / Budesonide
  - Flovent HFA / Fluticasone propionate

Source: [List of Largest Selling Pharmaceutical Products](#)
Commitment

• To confirm via study, the specific, proprietary marijuana strains, derivatives and formulations developed by R2 including CO2, and extracted oils that decrease the BHR in asthmatic patients protected by a US patent.

• R2 is confident it’s R2 MDI will deliver asthmatic patients a new and innovative medication free of the adverse side effects of contemporary medications.

• Our goal is to have a medically accepted product on-the-shelf six to nine months from the end of our study.
Investment Partnership Consideration

• R2’s study, R1-V56, will be available for review to our chosen private investor(s) as well as our expenditure categories and itemized budget proposal, estimated at $1.3M - $1.5M respectfully for costs associated with product research and development, the NJH/R2 one year study, and the manufacturing and retail sale of the Product(s).

• Our chosen private investor(s) will have access to all testing results and samples of our R2 MDI after execution by both parties of R2’s Non-Disclosure and Material Transfer Agreement.
Investment Partnership Consideration

• The chosen private investor(s) will invest in the associated Study(s), development and testing of the R2 MDI.

• The R2 MDI, formulations, extractions, and proprietary knowhow will be owned by both parties once a partnership agreement is executed however the United States Provisional / Utility patent application and PCT applications will remain as intellectual property owned by R2 Innovations, LLC.
Robert L. Senter  
Founder – Owner

An industry leading medical and surgical sales specialist since 1980 with a focus on intellectual property and product development for various medical and high-tech industries, including anti-static, and anti-microbial products for the medical, textile, military, aerospace and sports industries.

Mr. Senter has focused his efforts on cannabis derived alternative medicines and formulations for the treatment of Asthma. Once completed Mr. Senter will direct his efforts toward a cannabis derived product(s) for the treatment of COPD and emphysema.
Operations Team

Robert E. Matuszewski
Research and Product Development

15-years experience in research & development of various, Medical, High-Tech, Mobile and Consumer products. Specialist in product development and systems integration with a focus on driving strategies that result in revenue growth in targeted verticals within a given industry and integrating analytical insights.

Robert has brought a multitude of innovative products to market domestically and abroad through systems, proven steps, procedures and a sense of urgency approach towards production, manufacturing and attention to detail.
Medical Research Team

- Rohit K Katial, MD.
- Flavia Hoyte, MD
- Christopher O. Hoyte MD.
- Daniel Hernandez
Rohit K Katial, MD.

Highly innovative physician with a highly respected track record, in clinical research, teaching and clinical care. Over 18 years experience in academic medicine with a broad range of experiences and practice settings with global recognition among medical experts. Recognized regionally and nationally among medical peers.

Demonstrated leadership skills, leading teams of individuals in the clinic and research settings. Managed budgets over million dollars when serving as the Medical Director for the US Army Centralized Allergen Extract Laboratory. Currently, one of the duties include serving as the Director of Allergy/Immunology Clinical Service, leading groups of individuals in the efficient delivery of care.

Excellent speaking skills, and invited to deliver lectures worldwide on a variety of respiratory, allergic and immune topics. Served as the Principal Investigator for industry, foundation and self-funded clinical research. Have conducted over 100 industry clinical trials. Interacted with numerous pharmaceutical companies in varying capacities.

Certified by the American Board of Internal Medicine and the American Board of Allergy and Immunology. Fellow of the American Academy of Allergy, Asthma, and Immunology, a Fellow of the American College of Allergy, Asthma, and Immunology, as well as the Fellow of the American College of Physicians.

Numerous original publications as well as book chapters. Received numerous commendations for clinical expertise and have been selected to the “Best Doctors in America", as well as Best Doctors in US News and World Report. Also selected to Denver’s Magazine 5280 Top Doctors”
Flavia Hoyte, MD

Areas of practice and expertise:

- Allergy
- Asthma

Dr. Hoyte is an allergy / asthma expert and assistant professor of medicine at National Jewish Health. Her research interests include asthma, allergic rhinitis and immunology with several projects that relate to questions raised in her clinical practice.

Flavia is board certified by the American Board of Internal Medicine and the American Board of Pediatrics.

Dr. Hoyte received her MD from New York University School of Medicine and completed a residency at The University of Chicago Hospitals and a fellowship at National Jewish Health.
Christopher O. Hoyte MD.

Medical Toxicologist at Rocky Mountain Poison Drug Center (RMPDC) and Director, Medical Toxicology Clinic, University of Colorado Anschutz Medical Campus

“RMPDC has been one of the nation’s premier poison centers for over 50 years. We’ve done more than successfully manage poison exposures and public health incidents both in Colorado and nationally. We’ve done more than hire the best poison information providers and healthcare specialists in America. And we’ve done more than save lives worldwide, including the life of a US President. Our guidelines are nationally-recognized and formed the foundation of Poisindex®, the international information system that all poison centers use.
Daniel Hernandez

Director of Scientific Development for Generation Health Labs in Denver, Colorado. A leader in transitioning the Colorado Cannabis Industry to an agricultural and dietary supplement focus. Daniel is also a consultant for clinical studies and companies, creating viable drug delivery systems for Cannabis extracts and isolates. Current botanical research includes the development of precision growing methods, medicinal strain development, herbal verifications, and using cryobanks for genetic stabilization of asexually reproduced strains. Daniel’s botanical research is complemented by dietary supplement standardization for safer and healthier Cannabis products for the clientele in both the retail and medical markets.

Daniel started his botanical studies at East Tennessee State University with minor studies in Medical Anthropology. During this time, he became a Research Assistant for Jean Hemphill, of the Mountain Home VA Hospital, on one of the largest interracial prostate cancer studies ever conducted. He then completed a curatorship as a Research Assistant under Doel Soejarto at The Chicago Field Museum, Department of Botany, for the UIC medicinal plant collection under a grant from the National Institutes of Health for cancer research. Studied Pharmacognosy at University of Illinois at Chicago, College of Pharmacy, focusing on traditional herbs used in women’s health and their relationship to ovarian and breast cancer. His additional duties supported the work of the National Institutes of Health Center for Botanical Dietary Supplements at UIC with herbal verifications by microscopical and chemical methods.
Summary

**R2 Innovations** seeks to align with an investor partner(s) who will support the projects clinical trials and product development through its completion.

**It is our mission** to place an R2, proprietary cannabis derivative / formulation “on the shelf” six to nine months from completion of the study, utilizing R2’s proprietary, metered dose inhaler delivery system.

**US Patent protected product(s)** will challenge the multiple, adverse side effects of Albuterol, the primary medicine for asthmatic patients since 1968.

**As an exit strategy** for our investor partner(s), R2 has chosen to complete product testing and manufacturing protocols independently, prior to approaching global pharmaceutical leaders, specializing in respiratory therapies.

**After completion** of the initial asthmatic focused product(s), R2 will pursue products for patients suffering from COPD and emphysema, which will involve similar testing and protocols as established in our initial studies and clinical trials.
Thank You

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