

FOR USE ANYTIME

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Corporate Fact Sheet

Overview: InterCure is a consumer medical device company that creates and sells products that harness the therapeutic power of breathing for the treatment of cardiovascular diseases. The Company has incorporated its award-winning “*Interactive Respiratory-Pacing*” technology platform into several product lines, the first two of which offer a new therapeutic class of non-drug treatments for hypertension and heart failure.

InterCure’s non-drug therapeutic products are uniquely positioned to answer the consumers’ desire to take a more active role in managing their health. Leveraging advances in consumer electronics technologies and online marketing enables InterCure to provide its innovative product directly to consumers at very affordable out-of-pocket pricing

InterCure’s first in-market product, **RESPeRATE®**, is the only medical device clinically proven to lower high blood pressure with no side effects. With multiple published clinical trials and tens of thousands of advocates, both patients and physicians, RESPeRATE is rapidly becoming a part of the standard of care for the treatment of hypertension. Besides being the only therapeutic self-care device treating a major cardiovascular condition, RESPeRATE® has become the first hypertension treatment available over-the-counter (OTC).

InterCure’s second product InTone™, is a dyspnea-improving device for patients prone to mild-to-moderate heart failure. InTone™ has been tested successfully in Phase IIa clinical trials in which it has met or exceeded primary endpoints including significant improvements in QOL (quality of life), 6-minutes walk, ejection fraction, and pulmonary artery pressure.

Core Technology: InterCure has patented a fundamental method for manipulating biological rhythmic patterns (e.g., respiration, movements of small blood vessels, peristaltic gastrointestinal movements, etc.) using external rhythmic patterns (e.g., sound, light, pressure). Together with additional proprietary technologies, the Company has developed the “*Interactive Respiratory Pacing*” technology platform, which guides the user to perform breathing exercises tailored to treat a particular cardiovascular or pulmonary disease state and dynamically adapts to each user’s individual respiration pattern.

In Market Product:	<p>InterCure's in-market product, RESPeRATE, is the only therapeutic self-care device explicitly indicated for the adjunctive treatment of hypertension by the regulatory authorities in the USA (FDA), Europe and other key markets. Since its FDA over-the-counter ("OTC") clearance in mid 2002, RESPeRATE has gained acceptance as part of the standard of care for hypertension treatment. It is being incorporated into therapeutic guidelines and has been featured in numerous medical and popular publications such as John Hopkins Heart Bulletin, American Heart Association's, textbook, <i>Hypertension Primer</i> and Mayo Clinic's, "On High Blood Pressure."</p> <p>RESPeRATE is experiencing a very rapid increase in sales. It has been enthusiastically received by the tens of thousands of physicians and customers who have purchased it at a retail price of \$299 directly from the RESPeRATE website (www.resperate.com) and call center or from a growing number of marketing partners in and outside of the US.</p>	
Company Structure:	<p>Ventured-backed Israeli company since 1997 with a U.S. subsidiary incorporated in 2000; Founded by Benjamin Gavish, Ph.D. and Erez Gavish; Headquartered in Fort Lee, New Jersey and Lod, Israel.</p>	
Key Personnel:	<p>Daniel C. Plotkin, Chairman Erez Gavish, President & CEO Benjamin Gavish, Ph.D., Founder and Chief Scientific Officer Ran Daniel, CFO</p>	
Scientific Advisory Board:	<p>InterCure's SAB consists of some of the most renowned hypertension experts around the globe and include hour past Presidents of hypertension societies:</p> <p>Henry Black, M.D. (Chicago, IL) Jay N. Cohn, M.D. (Minnesota, MN) Ehud Grossman, M.D. (Tel Aviv, Israel) Joseph L. Izzo, M.D. (Buffalo, NY) Giuseppe Mancia, M.D. (Milan, Italy) Thomas Pickering, M.D., (New York, NY) Michael Weber, M.D. (New York, NY)</p>	
Principal Investors:	<p>Nikko Capital, Nippon Venture Capital, Palladin Capital, Medica Ventures, United Bank Mizrahi, Yaacov Shachar, Arie Ovadia</p>	
Capital Raised to date:	<p>\$18 million</p>	
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