COGNOPTIX

WHAT IF there were a way to detect Alzheimer's disease at an early stage with a simple *and* reliable eye test?

Cognoptix has developed a novel, diagnostic eye test designed to identify early-stage Alzheimer's Disease (AD) so that treatment might begin before significant neuronal loss and irreversible brain damage occurs. Currently there is no diagnostic test for early-stage AD. Unfortunately, patients often incur up to 50% neuronal loss and a delay of up to two years before demonstrating severe enough symptoms to achieve diagnosis by the current gold standard: a 'process of elimination' of other possible diagnoses such as stroke, trauma, Parkinson's disease, depression, etc., through extensive cognitive and physical testing. New therapeutic drugs to slow or stop the progress of AD are expected to reach the market soon. Cognoptix has developed a method of early-stage diagnosis to allow treatment *before* significant neuronal loss and irreversible brain damage occurs.

What some of the leading experts* are saying:

P. Murali Doraiswamy, MD
Professor of Psychiatry and Geriatrics
Duke University Medical Center
Member, Duke Institute for Brain Sciences

"There is an urgent need for a quick, predictive, reliable, cost-effective and widely available test for early diagnosis and treatment of Alzheimer's disease."

Carl H. Sadowsky, MD
Medical Director, Premiere Research;
Clinical Prof, Neurology, Nova Southeastern University

"The easy-to-use SAPPHIRE eye test has demonstrated the clinical potential to remake the paradigm for the way in which Alzheimer's Disease is currently diagnosed and managed."

Pierre N. Tariot, MD
Geriatric Psychiatrist
Director, Banner Alzheimer's Institute

"The pivotal Phase 3 clinical study of SAPPHIRE II will certainly be a milestone event in the development of a relaible test to identify early-stage Alzheimer's Disease."

* Experts' quotes do not necessarily imply endorsement of any product by experts or their institutions.

SAPPHIRE II: A Reliable Eye Test for Early Detection of Alzheimer's Disease

The Company's technology is based on a scientific breakthrough by the founders: the discovery of abnormal deposits on the lens of the eye which involve the same Aß peptide (Aß 1-42) that is deposited in the brain and which is thought to be a cause of neuronal loss in Alzheimer's disease. Through the post-mortem examination of Alzheimer's patients, the founders confirmed this link and determined the presence of complete or partial circumferential deposit of protein aggregates in the supranuclear region of the lens of AD patients.

The FDA has classified the Cognoptix SAPPHIRE II system as a **device/drug combination** product; the Company is seeking PMA approval in the USA. The first indication for which Cognoptix is seeking FDA clearance is to utilize the system as an aid in the diagnosis of probable Alzheimer's disease in cases of subjects suspect of having the disease. SAPPHIRE II will start a pivotal Phase III clinical trial in the US in about 2Q1015. The company expects to be able to market its eye test in 2016.

The Cognoptix SAPPHIRE II system (above) consists of a laser-based reading device and consumable ophthalmic ointment. The eye exam can be given by a general practitioner and only takes a few minutes to achieve a result.

Note: The *SAPPHIRE II* system is not approved for sale in the United States.