Safe-Harbor Statement

Statements under the Private Securities Litigation Reform Act, as amended: With the exception of the historical information contained in this presentation, the matters described herein contain forward-looking statements that involve risks and uncertainties that may individually, mutually, or materially impact the matters herein described, including, but not limited to, Innovus Pharmaceuticals, Inc.’s (the “Company”) ability to execute its business plan, obtain regulatory approval for products under development, enter into partnering agreements, realize revenue and pursue growth opportunities, some of which are outside the control of the Company. Readers and attendees are cautioned not to place undue reliance on these forward-looking statements as actual results could differ materially from the forward-looking statements contained herein. Attendees are urged to read the risk factors set forth in the Company’s most recent annual report on Form 10-K, subsequent quarterly reports filed on Form 10-Q and its most recent SEC filings. Company disclaims any intention to update this presentation.
Innovus Pharma

Based in San Diego, Innovus Pharma is a commercial stage revenue generating emerging leader in OTC/Consumer care products in men’s and women’s health and respiratory diseases.

We generate revenues from thirteen commercial products on a worldwide basis.

We grow by acquiring or in-license high value, revenue generating assets.
## Innovus Pharma Commercial Portfolio

### Men Health Franchise

<table>
<thead>
<tr>
<th>Product</th>
<th>Indication</th>
<th>Countries Marketed</th>
</tr>
</thead>
<tbody>
<tr>
<td>EjectDelay®</td>
<td>Premature Ejaculation</td>
<td>US, Canada</td>
</tr>
<tr>
<td>Sensum+®</td>
<td>Increase in Penile Sensitivity</td>
<td>US, UK, Morocco</td>
</tr>
<tr>
<td>Vesele®</td>
<td>Increase in sexual and cognitive health</td>
<td>US, UK</td>
</tr>
<tr>
<td>BTH® Testosterone Booster</td>
<td>Testosterone enhancement</td>
<td>US</td>
</tr>
<tr>
<td>BTH® Human Growth Agent</td>
<td>Growth</td>
<td>US</td>
</tr>
</tbody>
</table>

### Women’s Health Franchise

<table>
<thead>
<tr>
<th>Product</th>
<th>Indication</th>
<th>Countries Marketed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zestra®</td>
<td>Female Desire &amp; Arousal</td>
<td>US, UK, Canada, Morocco, UAE</td>
</tr>
<tr>
<td>Zestra Glide®</td>
<td>Water Based Lubricant</td>
<td>US, Canada, MENA</td>
</tr>
<tr>
<td>Vesele®</td>
<td>Increase in sexual and cognitive health</td>
<td>US, UK</td>
</tr>
</tbody>
</table>
Innovus Pharma Commercial Portfolio

Vitality Franchise

- Vision
- Weight Loss Management
- Blood Pressure
- Digestive System
- Diabetes
Innovus Pharma Target Markets

Markets Targeted

Female Sexual Dysfunction
$1B

Premature Ejaculation Reduced Penile Sensitivity
$1B

Allergic Rhinitis
$1B

> $3B
Strong Retail Presence in the US

US Retailers such as:

- Walmart
- meijer
- Kroger
- Target
- drugstore.com
- Fred Meyer
- Sears
- Pathmark
- C&S Wholesale Grocers
- kmart
- Swanson Health Products
- ABC Drugs
- Big Y

Distributors:

- Cardinal Health
- McKesson
- KeHE
- Smith
Commercialization Overview

> 500m Sales Milestones Signed

60 Countries

10 Partners

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Management & Board of Directors
Proven & Experienced Team from Leading Publically Traded Life Sciences Companies

Management Team

Bassam Damaj, Ph.D.
President & CEO, Director

Reuven Rubinson CPA
EVP Finance

Randy Berholtz, Esq.
Acting General Counsel & Secretary

Board of Directors & Advisory Board

Henry Esber, Ph.D.
Chairman of Board

Ziad Mirza, MD
Director

Vivian Liu
Director

Robert Hoffman CPA
Advisory Board

*Management Team, Board and Advisory Board Past or Present Affiliations. All Trademarks are owned by their respective companies
INNV 2015-H1 2016 Accomplishments

- **Grew Pipeline to 13 Commercialized Products and 3 Pipeline Products**
  - **Commercial:** Zestra®, EjectDelay®, Sensum+, Zestra Glide®, Vesele®, Androferti®, BTH® Testosterone, BTH® HGA, BTH® Vision, BTH® Blood Sugar, BTH® GCBE, BTH® Colon Cleans, BTH® Ketones.
  - **Pipeline:** Fluticare™ OTC (Fluticasone propionate NS), Androvit® and Urocis® XR

- **Acquisition of Beyond Human Franchise**
  - Product sold over $1.3 M in 2013 and over $2.2 M in 2014.
  - Completed acquisition in March 2016

- **Signed Eight Commercial Partnerships**
  - Eight commercial partnerships signed with over $500M in sales milestones plus royalties in 60 countries

- **Strengthened our Financials**
  - Raised close to $2.5M
  - Repaid all outstanding and due debt
Why Invest in INNV?

- Experienced and Proven Management Team
- Well Positioned for Rapid Growth with > $500M in sales Milestones Signed
- 2016: P. Cash Flow Positive
- 20:17: P. Profitability
- Strong Commercial Revenue Generating Product Pipelines
- Strong Intellectual Property and Clinical Data
Financial Snapshot
OTCQB: INNV

Cash on-hand provides sufficient capital to support the current operating plan through Q1 2017

~67.0 M†
Shares Outstanding

61.5 M†
Shares Fully-Diluted

~22.6 M††
Market Cap

~$0.8 M
2015

$3-5 M
Projected 2017

† as of March 30 2016
†† as of April 14 2016
FlutiCare™

Fluticasone Propionate Nasal Spray for the Management of the nasal symptoms of seasonal and perennial allergic and non-allergic rhinitis
FlutiCare™ contains the Nasal Steroid Active that is Physician Recommended and Consumer Preferred

- #1 form used by patients\(^1\)
- #1 nasal steroid active prescribed by physicians\(^1\)
- Familiar to patients, comfort of a known & trusted medicine
- Engrained in patients’ allergy management
- Effective and safe

\(^1\)Data for nasal steroids since 2007
Fluticase™

>177 million units of Fluticase™ product form dispensed since 2007

Only 2 million Flonase units dispensed since 2007

- Fluticase™ product form firmly fixed in consumer minds
- Leverage recognition of Fluticase™ product form on branded offering as a means of driving purchase intent
- Expect to retain 15% of current prescription once OTC switch takes place

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Fluticare™ Launch

- **Q4/2014**: Filing for OTC ANDA
- **1/2015**: ANDA Accepted for Review
- **Q2-16**: Anticipated approval of New ANDA
- **Q4-16/Q1-17**: Fluticare™ Currently Expected Launch

**Potential Timeline to Launch**

- Q4-16/Q1-17
**FlutiCare™ Commercial- US Plan the**

Innovus Pharma’s established as vendor of record

<table>
<thead>
<tr>
<th>Tier 1</th>
<th>85% of Allergy Category Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walgreens</td>
<td>Walmart</td>
</tr>
<tr>
<td>CVS/pharmacy</td>
<td>AmerisourceBergen</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tier 2</th>
<th>15% of Allergy Category Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>H-E-B</td>
<td>Delhaize</td>
</tr>
<tr>
<td>Ahold</td>
<td>Safeway</td>
</tr>
</tbody>
</table>

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A Clinically Active and Proven Product to Enhance Female Sexual Desire/Arousal & Satisfaction in Women
A Commercial High Value Asset

Zestra® is the only clinically-proven **COMMERCIALY SOLD** consumer care product with statistically significant clinical efficacy in women with FSI/AD, a disorder estimated to affect 10 million women.

Over **12.5 MILLION DOSES** of Zestra® have been sold so far in multiple countries.

Zestra® is **WOMEN APPROVED**: 92% of users said that they would recommend to a friend and 78% said they would use it again.

**EXCELLENT SAFETY PROFILE**: 2 in 1 million reported minor adverse events from over 12.5 million doses sold since launch.

**PATENT PROTECTED**: Strong patents until 2021.
Zestra® Caters to a Large & Unmet Medical Market

Zestra® is a leading OTC brand franchise — for improved female arousal desire & sexual satisfaction

LARGE MARKET

✓ 43% of women have sexual difficulties (vs. 31% of men – ED = $6 billion market)

✓ 72% of sexually active women desire improved satisfaction

NO APPROVED SOLUTIONS

✓ No approved Rx solution in US


** deKadt Zestra quantitative Consumer Study, October 2009

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Two Placebo Controlled Double Blind US Clinical Trials in 276 Women

• Clinical Efficacy-Primary Endpoints:
  • FSFI scores
  • FSEP scores as recorded in a diary

• Clinical Efficacy-Secondary Endpoints:
  • Treatment satisfaction questionnaire (WITS)
  • Consumer testing survey (ZCTS)
  • Two GAQs
    • Q1: If Sexual Satisfaction improved
    • Q2: If Number of successful encounters increased
  • FSDS, BDI and DAS
  • Sexual encounter frequency
  • Dropout rates

• Safety: Monitoring adverse events (AEs)
Zestra® Clinical Efficacy: Primary Endpoint Female Sexual Function Index (FSFI)

Zestra® Induced a statistically significant increase in Desire and Arousal in women using the product as compared to placebo

*2003 & 2007 Zestra® Clinical studies; The Journal of Sex & Marital Therapy, 29(s):33-44, 2003 and January 2010
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Zestra® Clinical Efficacy-Secondary Endpoint
Women’s Inventory of Treatment Satisfaction (WITS)

- Women using Zestra® were 6 times more satisfied with their treatment as compared to placebo
- Women using Zestra® were twice more sexually satisfied as compared to placebo

*2003 & 2007 Zestra® Clinical studies; The Journal of Sex & Marital Therapy, 29(s):33-44, 2003 and January 2010

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Zestra® Safety Profile

Clinically proven: Well-established safety profile

276 patients

- No serious adverse events
- No drug / drug interactions
- Hormone-free
- Ingredients GRAS (generally recognized as safe)

Birth control pill
Anti-depressants
Hormone therapies
Diabetes
Cancer therapies
For the Treatment of Premature Ejaculation (PE)
• **EjectDelay®** is an OTC gel (Benzocaine 7.5%) indicated for the **treatment of premature ejaculation**.

• Benzocaine 7.5% in **EjectDelay®** is supported by a clinical study which **improved the intra-vaginal ejaculation latency time** by 6.4 minutes when compared to placebo treatment.

• Products with **Benzocaine 7.5%** for the treatment of premature ejaculation have **superior clinical efficacy** than other over the counter products, including Lidocaine, for the treatment of (Premature Ejaculation) PE.

• **PE** is the **most common form of male sexual dysfunction**, affecting 30% of men. [1]

EjectDelay®: Clinical Efficacy-I-ELT

2. Culley C. PSD 502: A second Phase III, randomized, double-blind, placebo-controlled study in premature ejaculation (PE) patients in the US and Europe, AUA 2010, Abstract# 1493
EjectDelay®-Commercial

- Launch of retail distribution in the US ongoing in 2016
- Licensed in over 30 countries (Tabuk Pharma, Orimed, Oz Biogenics, Ovation Pharma, BioTask, Elis Pharma)
- Product License approved by Health Canada and launched by our partner Orimed in Canada in Q1 2016 under the Uxor brand.
- EjectDelay® is experiencing fast growth through online sales
- EjectDelay® is currently available through the following online channels:

  - drugstore.com
  - EJECTDELAY.COM
  - QUEST PRODUCTS
  - Medicals.com
  - Amazon.com
  - Silver Star Brands
  - Freedom Hill, LLC
  - Pharmapacks
  - Swanson Health Products
Androferti® is the only product for male infertility tested in five clinical trials resulting in significant results on sperm quality and function.

All other products rely on trials done on the L-Carnitine as an ingredient (Proxeed Plus and FertilAid)
Androferti® - Product Profile

- Androferti® is a patented dietary supplement clinically shown in 5 clinical trials to increase sperm count and motility in addition to supporting normal sperm development, fertility, and reproduction.
- Completed 5 clinical studies with statistically significant increase in sperm count and motility.
- Excellent safety profile.
- Patent exclusivity.
- Available as a dietary supplement in the US and as a food supplement in Europe.
- Expected Launch in the US Q1-2016 online and to IVF clinics.
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President & CEO

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bdamaj@innovuspharma.com

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