



Business Update on Bentrio™ Program

September 27, 2021

Forward-Looking Statements

This presentation may contain statements that constitute “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995, as amended. Forward-looking statements are statements other than historical facts and may include statements that address future operating, financial or business performance or Altamira Therapeutics’ (formerly Auris Medical) strategies or expectations. In some cases, you can identify these statements by forward-looking words such as “may”, “might”, “will”, “should”, “expects”, “plans”, “anticipates”, “believes”, “estimates”, “predicts”, “projects”, “potential”, “outlook” or “continue”, or the negative of these terms or other comparable terminology. Forward-looking statements are based on management’s current expectations and beliefs and involve significant risks and uncertainties that could cause actual results, developments and business decisions to differ materially from those contemplated by these statements. These risks and uncertainties include, but are not limited to, the approval and timing of commercialization of AM-301, Altamira Therapeutics’ need for and ability to raise substantial additional funding to continue the development of its product candidates, the timing and conduct of clinical trials of Altamira Therapeutics’ product candidates, the clinical utility of Altamira Therapeutics’ product candidates, the timing or likelihood of regulatory filings and approvals, Altamira Therapeutics’ intellectual property position and Altamira Therapeutics’ financial position, including the impact of any future acquisitions, dispositions, partnerships, license transactions or changes to Altamira Therapeutics’ capital structure, including future securities offerings. These risks and uncertainties also include, but are not limited to, those described under the caption “Risk Factors” in Altamira Therapeutics’ Annual Report on Form 20-F for the year ended December 31, 2020, and in Altamira Therapeutics’ other filings with the SEC, which are available free of charge on the Securities Exchange Commission’s website at: www.sec.gov. Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those indicated. All forward-looking statements and all subsequent written and oral forward-looking statements attributable to Altamira Therapeutics or to persons acting on behalf of Altamira Therapeutics are expressly qualified in their entirety by reference to these risks and uncertainties. You should not place undue reliance on forward-looking statements. Forward-looking statements speak only as of the date they are made, and Altamira Therapeutics does not undertake any obligation to update them in light of new information, future developments or otherwise, except as may be required under applicable law.



Triple Mode of Action

- OTC nasal spray
- Protection against airborne viruses and allergens
- Drug-free, preservative-free



Protects

forms a physical barrier on the nasal mucosa



Binds

inhaled particles through electrostatic effects

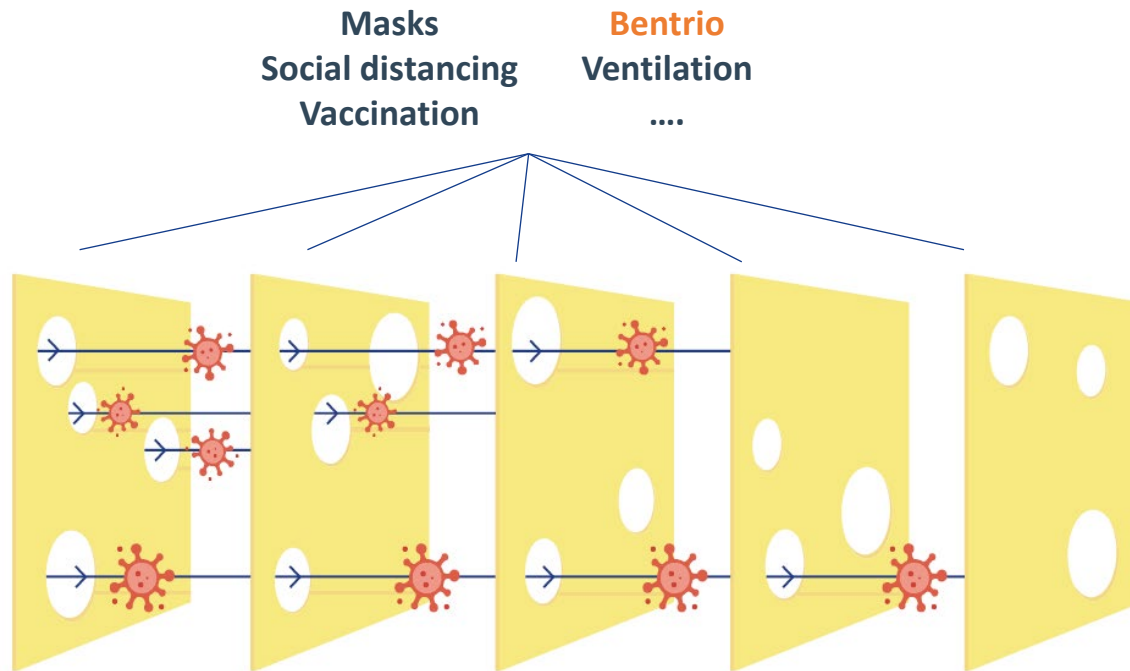


Humidifies

the nasal mucosa and thus aids its functionality

Bentrio as Additional Protective Layer

The Swiss Cheese model of pandemic defense



**All layers are important, since no single layer is perfect.
Each intervention (layer) has holes.**

Market Potential for Bentrío™

Addressing frequent conditions

Viral infections

- Human rhinovirus (HRV) is most common cause of upper respiratory tract infection
- US revenues for cold and cough remedies: > \$12 billion in 2021¹
- Influenza resulted in 9-45 million illnesses, 140,000-810,000 hospitalizations and 12,000-61,000 deaths annually since 2010²
- Covid-19: 219 million cases and 4.55 million deaths to date

Allergies

- About 7.8% of people 18 and over in the US have hay fever³
- 11.1 million visits to physician offices with primary diagnosis allergic rhinitis⁴
- \$4 billion market size for OTC allergy medicines in US in 2020⁵

Air pollution

- > 90% of the world's population exposed to unhealthy air, 5th highest mortality risk factor globally⁶
- E.g. causing 1.8 m premature deaths p.a. in China⁷

¹ www.statista.com

² Centers for Disease Control and Prevention

³ Schiller et al., 2010

⁴ National Ambulatory Medical Care Survey

⁵ www.ibisworld.com

⁶ WHO

⁷ Global Alliance on Health and Pollution

Efficacy in Viral Infection

SARS-CoV2

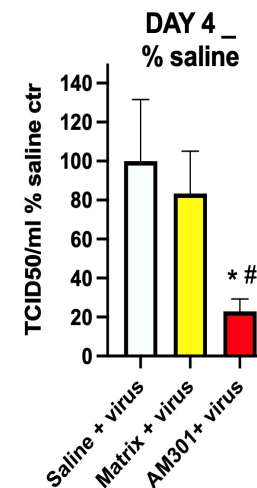
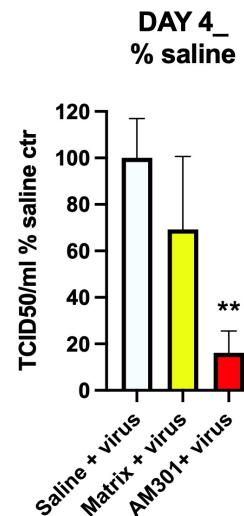
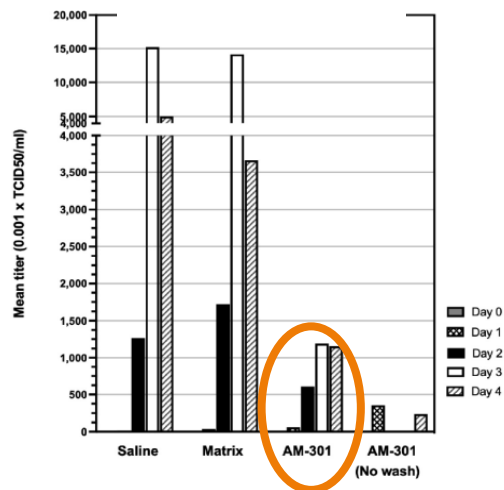
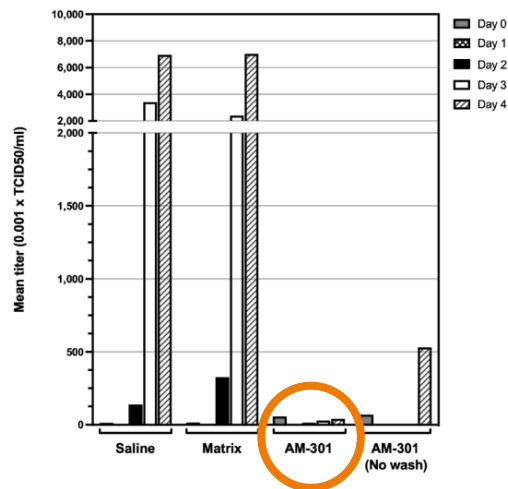
Influenza (H1N1)

Prevention – start 10' before

Mitigation – start 30 hrs after

Prevention – start 10' before

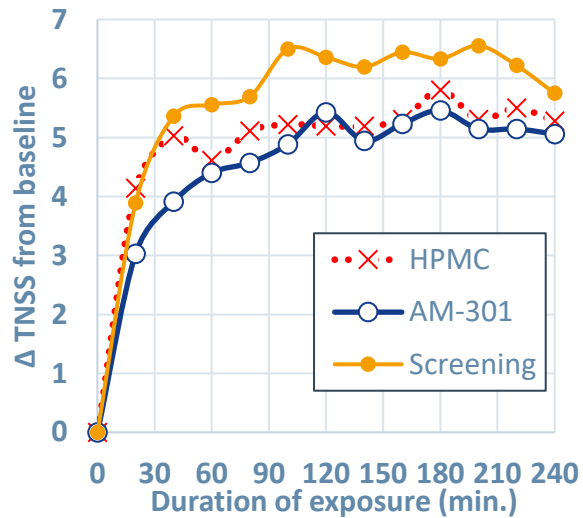
Mitigation – start 24 hrs after



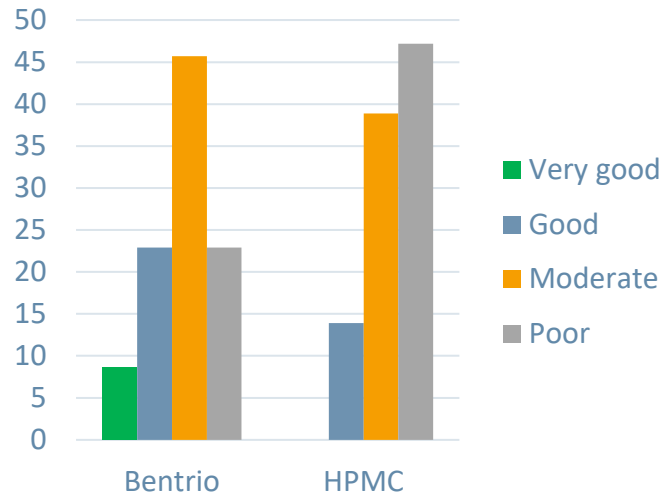
<https://www.biorxiv.org/content/10.1101/2021.07.12.452021v1.full>

Efficacy in Allergy

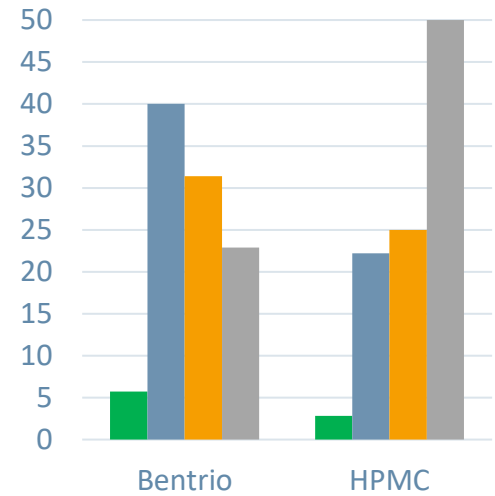
Allergic rhinitis symptoms



Efficacy by subjects (%)



Efficacy by clinicians (%)



<https://www.medrxiv.org/content/10.1101/2021.08.02.21261374v1>

Update on Clinical Development

Programs in Covid-19 and allergy

- Placebo-controlled Covid-19 trial
 - Household study with infected «index» case
 - Primary focus on prophylaxis – non-infected household members
 - Treatment of index case
 - Waiting for regulatory approval by Indian authorities
- House dust mite trial
 - Challenge chamber
 - Going through approval process – data expected in Q1 2022
- Seasonal allergic rhinitis
 - Two weeks of treatment, against comparator
 - Going through approval process – data expected in Q2 2022

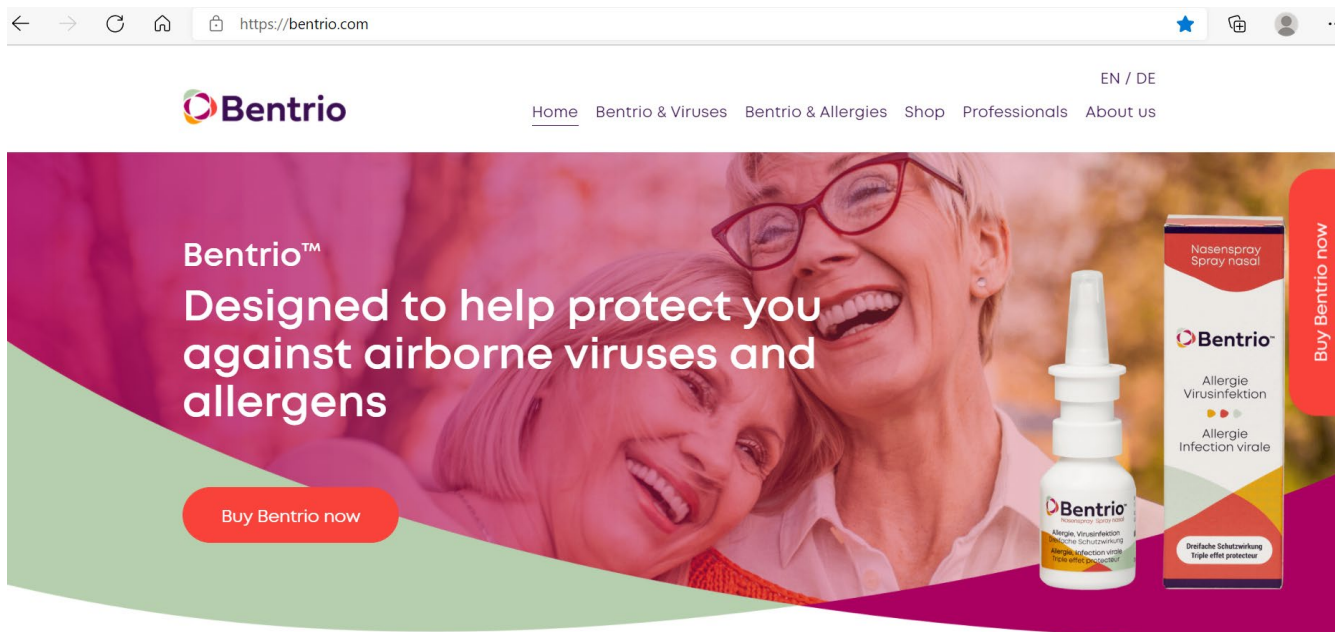
Launch and Marketing Strategy



- Build Bentrío as global brand, ramp up through Q4
- Direct marketing in selected European countries (B2C)
- Build international network of regional/national distribution partners (B2B)
- Primary focus on Covid-19 related need for extra protection
- Focus on airborne viruses (approaching flu season)
- Seasonal allergies / perennial allergies planned
- Strong focus on digital campaign, followed by integrated campaign with classic instruments
- Initial focus on online pharmacies, “bricks and mortar” pharmacies in second stage

Building the Bentrío Brand

2500 visitors on www.bentrio.com per day (first market Germany), growing rapidly with increasing engagement and conversion



Bentrio in Europe

Launched in Germany and Austria – expanding into additional markets



- CE mark – Class I medical device
- First stage: distribution by leading and fast-growing online pharmacies
 - Expansion to additional online platforms
 - Scale up in key European countries
- Webshop under development
- Second stage: distribution by traditional pharmacy channels

Approaching the US Market

510(k) request submitted



- 510(k) pathway – demonstrate substantial equivalence to predicate device
- Open for allergy indication
- Pre-submission meeting with FDA in May
- 510(k) request now submitted
- Average review time \approx six months
- Viral infection – no predicate devices available
 - Discussion with FDA about qualification of Bentrío
- Intend to market Bentrío through a US partner

Other International Markets

Expansion through regional / national distributors



- Significant business development opportunities
- Numerous inbound inquiries
- Proactively targeting partners
- Team of experienced BD specialists
- LOUs signed for two Southeast Asian countries
 - National registration initiated
- Exciting pipeline of leads

Contact



Contacts:

Thomas Meyer, PhD

Chief Executive Officer

hear@altamiratherapeutics.com

Stephen Kilmer

Investor Relations

sjk@altamiratherapeutics.com