

Sonoma Pharmaceuticals, Inc.

Investor Presentation

April 2025



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About Sonoma

Sonoma Pharmaceuticals is a global healthcare leader for developing and producing stabilized hypochlorous acid (HOCl) products for a wide range of applications, including wound, eye, oral and nasal care, dermatological conditions, podiatry, animal health care and non-toxic disinfectants. Sonoma's products are clinically proven to reduce itch, pain, scarring, and irritation safely and without damaging healthy tissue. In-vitro and clinical studies of HOCl show it to safely manage skin abrasions, lacerations, minor irritations, cuts, and intact skin.



Sonoma's products are sold either directly or via partners in 55 countries worldwide. Sonoma actively seeks new distribution partners.



Investment Highlights

Hypochlorous Acid Industry Leader

Over 20 years of experience developing and manufacturing products containing HOCl, over 100 research articles, papers and clinical and case studies, over 50 active U.S. and international patents, and continual product innovation

22 U.S. FDA clearances as 510(k) medical devices, transition to MDR completed for all revenue-producing products, and extensive worldwide regulatory clearances

Utilized on millions of patients worldwide without a single report of serious adverse effect

Diverse Global Healthcare Business

Focused on billion-dollar markets in Rx and OTC dermatology, wound care, eye, oral and nasal care, podiatry, animal health and non-toxic disinfectants, treating common injuries and managing irritations

Robust and diverse international partner network selling into over 55 countries and extensive worldwide regulatory clearances means products can be commercialized faster

FDA registered medical device manufacturing capabilities in Mexico lowers COGS and creates opportunities for volume plays

Sonoma's Microcyn® Technology



Patented, Stabilized Triple-Action Topical Technology

- HOCl kills microbes including bacteria, fungi and viruses while assisting healing
- Relieves pain and itch
- Improves wound care by cleaning and moistening the wound and peri-wound area
- Safely manage skin abrasions, lacerations, minor irritations, cuts, burns, and intact skin
- Applications in dermatology include atopic dermatitis, scar treatment and daily care

May replace other treatments with side effects or health concerns

- Overused antibiotics may cause deadly epidemics such as MRSA
- May replace steroids for some patients
- Avoids harmful ingredients such as benzoyl peroxide

Cost Effective

- Reduces hospital/physician visits
- Medicare/hospital savings from reduced hospital stays



Sonoma's Microcyn® Technology



Unparalleled Safety

- No drug-to-drug interaction or contraindications
- Millions of patients treated worldwide without a single report of serious adverse effect
- 30+ human clinical trials with over 1,500 patients
- Products contain all-natural hypochlorous acid

Industry Leader

- Strong U.S. and international regulatory portfolio
- Longer shelf life than most competitors while retaining efficacy
- Available in solution, hydrogels and in combination with silicone for scar treatment
- White label available with custom packaging and design
- Established Microcyn® brand
- State of the art manufacturing



Over 100 research articles and case and clinical studies showcasing both the efficacy and safety of our Microcyn® technology

Received: 26 June 2019 | Revised: 25 November 2019 | Accepted: 10 December 2019
DOI: 10.1111/jocd.12390

REVIEW ARTICLE

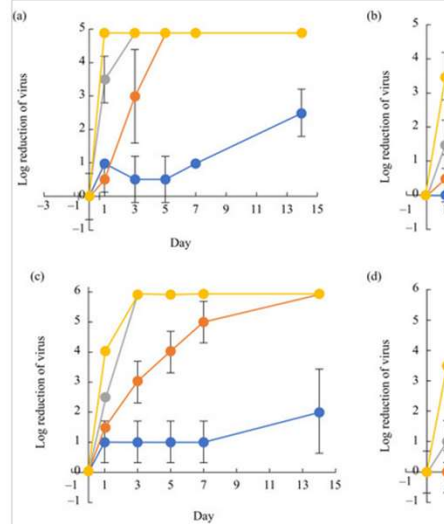
Topical stabilized hypochlorous acid: The future gold standard for wound care and scar management in dermatologic and plastic surgery procedures

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Abstract
Background: Hypochlorous acid (HOCl), a naturally occurring molecule produced by the immune system, is highly active against bacterial, viral, and fungal microorganisms. Moreover, HOCl is active against biofilm and increases oxygenation of the wound site to improve healing. Natural HOCl is unstable; through technology, it can be stabilized into an effective topical antiseptic agent.
Aim: This paper focuses on the use of topical stabilized HOCl in wound and scar management for pre-, peri-, and postprocedures—including its ability to reduce the occurrence of hypertrophic scars and keloids. The role of the product in other skin conditions is beyond the scope of this article.
Methods: A panel comprising clinicians with experience in cosmetic and surgical procedures met late 2018 to discuss literature search results and their own current clinical experience regarding topical stabilized HOCl. The panel of key opinion leaders in dermatology and plastic surgery defined key insights and consensus statements on the direction of use for the product.
Results: Topical stabilized HOCl provides an optimal wound healing environment and, when combined with silicone, may be ideal for reducing scarring. Additionally, in contrast to chlorhexidine, HOCl, used as an antiseptic skin preparation, raises no concerns of ocular- or ototoxicity.
Conclusions: For wound care and scar management, topical stabilized HOCl conveys powerful microbicidal and antibiofilm properties, in addition to potency as a topical wound healing agent. It may offer physicians an alternative to other less desirable wound care measures.

KEYWORDS

hypertrophic scars, keloid scars, scar management, stabilized hypochlorous acid, wound care



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Figure 1. Stability of severe acute respiratory syndrome SARS-CoV-2 in dried form. (a) Stability of SARS-CoV-2 in dried form. (b) Solution. (c) Stability of SARS-CoV-2 in dried form. (d) St Blue line, 4°C; orange line, 20–25 °C; grey line, 30 °C; ;

Optimizing Wound Healing for Cosmetic and Medical Dermatologic Procedures

Among the options for wound management is hypochlorous acid, a broad-action antimicrobial anti-inflammatory agent.

BY ASHISH BHATIA, MD; JEFFREY HSU, MD; TODD SCHLESINGER, MD; AND ROBERT W.

Multiple factors influence wound healing. However, three primary conditions are essential for optimal wound healing with minimal risk of scarring. First, optimal wound healing requires the eradication of pathogenic bacteria and biofilm. Second, optimal wound healing requires an excellent blood supply and proper oxygenation. Finally, the proper immunological healing factors must be present in order for the wound to heal. With these optimal healing "primers" in place, the outcome is minimal scarring, rapid healing, and good structure and function of the healed wound site.

Physicians who perform aesthetic procedures, especially energy-based treatments or injections, are particularly focused on rapid healing, minimum pain, minimum downtime, and optimal appearance. A controlled wound, as created with these tools and technologies, is associated with improved healing compared to uncontrolled or traumatic wounds. Nevertheless, proper wound care serves to further support healing for optimal cosmetic results. Consider that, in some cases, aesthetic physicians are creating controlled wounds with the intention to revise existing scars, and the need to support wound healing becomes evident.

For dermatologists, wound care generally is focused on post-surgical management for biopsy and excision sites or post-procedural skin care following energy-based procedures or peels. At-home skin prep for excisions or Mohs micrographic surgery is not common. However, many patients interested in aesthetic procedures are advised to implement a skin care routine in advance of the procedure. In the aesthetic patient, retinoids and related compounds, botanical ingredients, growth factors, and antioxidants may be recommended individually or in combination, depending on the patient, the procedure, and the physician preference.

Increasingly, evidence suggests that the care of immediately before a surgery or procedure and the healing phase can have important effects on healing outcomes. For years, dermatologists have relied on "ventilation" options for peri-procedural skin care: sepsis to cleanse the skin immediately before a procedure, petroleum ointments immediately after a procedure, and topical antibiotic ointments to reduce the risk of infection. Emerging evidence and experience suggests these may not be ideal.

The antiseptic preparations most commonly used in surgery in the US are iodine/povidone and chlorhexidine. Iodine/povidone dyes the clothing and the hair. It and associated irritation are noxious for some patients. Chlorhexidine can be toxic to tissues, especially in the eye. Therefore, procedural dermatologists have grown concerned about its use. However, chlorhexidine can practical benefits over betadine, and, at least has been an important option. Chlorhexidine pre-hygiene—perhaps up to 72 hours—of antiseptic can endure being washed with blood or fluids.

Use of topical antibiotic preparations for wound increasingly unpopular, due to concerns about the risk of bacterial resistance. Furthermore, topical antibiotics confer no activity against yeasts that reside on the skin and may infect wounds. Additionally, some topical formulations are associated with risks for allergic dermatitis. The associated inflammation in the skin is detrimental to wound healing and may contribute to hyperpigmentation, or hypopigmentation. Alternative approaches to wound management prevention have been emerging. The use of rich plasma (PRP), which is increasingly being ad-

Accepted: 13 February 2019
DOI: 10.1111/jocd.12390

REVIEW ARTICLE

Hypochlorous acid gel technology—Its impact on postprocedure treatment and scar prevention

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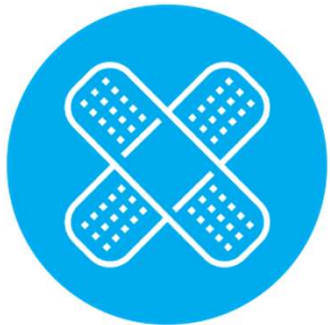
Funding information:
Intraderm Pharmaceuticals, Grant/award number: supported literature research with an educational grant

1 | INTRODUCTION

Clinicians concerned over pre-procedure skin and scar management are at the forefront. They are balancing antiseptic properties and cytotoxicity with severity of colonization to assure a proper healing environment and enhance outcomes. Our immune system

naturally produces a compound called hypochlorous acid (HOCl) to eradicate bacteria and other invading pathogens within the body. This compound has also shown antiseptic and antimicrobial effects.^{1,2} A HOCl-containing spray or super-oxidized solution for cleansing, irrigation, and disinfection of surgical sites (Newlinec Skin Spray) may decrease the risk of infection and optimize surgical

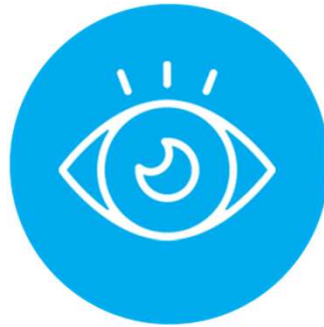
Wide Range of Applications



Wound Care



Dermatology



Eye Care



Oral and Dental Care



Animal Health Care



Surface Disinfectants



Podiatry



Senior Care



Our Wound Care Business is Growing in the U.S. and Internationally

- Celebrating **20 years** of selling wound care
- In August 2024, we added **Medline Industries, LP** as a U.S. distributor for our wound care products – Medline is one of the largest medical supply distributors in the United States
 - In October 2024, we expanded our partnership with Medline to include distribution in Canada, and OTC wound care sales to retailers in both countries
- We sell wound care across Europe and added a new distributor for wound care in Ukraine in 2024
- Expanding Product Lines: including new options for our **Microcyn® Negative Pressure Wound Therapy Solution** product line.
- Product innovation: In June 2023, we announced a new application of our Microcyn® technology for intraoperative **pulse lavage irrigation treatment**.



Industry-Leading Safe and Effective Dermatology Products

- Products to relieve symptoms of atopic dermatitis, reduce scarring, and for daily skin care
- Line of office dispense products targeting growing med spa market
- Eczema seal of approval 
- All natural ingredients 
- No harmful chemicals
- OTC, office dispense, and Rx products available
- Innovating packaging available including high end and cost competitive options
- **Continual Product Innovation:** Introduced Lumacyn™ Clarifying Mist in 2024, a daily toner formulated to reduce redness and manage blemishes by reducing infections.



Expanded Eye Care Product Line

- Sonoma has the strongest FDA indications for eye care in the HOCl industry
- OTC and prescription eye care sold into multiples channels
- Strong CE Mark for eye care sales in the EU
- Animal health eye care sold in major chains including PetSmart and Tractor Supply



Robust U.S. and International Distribution Network

OVER 40 GLOBAL PARTNERS AND GROWING

We continue to:

- Expand our presence in new markets by replicating what works in existing markets
- Add new distribution partners and grow existing relationships
- Co-develop innovative new products with partners
- Work with partners to seek new approvals and certifications



CUTTING EDGE MANUFACTURING



Currently operating at 40% capacity
with margin of approximately 35%



- 57,153 square foot state-of-the-art facility
- ISO 9001, ISO 13485 and cGMP certified
- MOH, KFDA, SFDA, KSA, TGA, EN, Biocide and numerous other national listings and approvals
- Shipping to over 55 countries, with multiple methods for shipments
- Highly trained staff of 162 employees
- Additional 11,840 square feet of overflow capacity

Flexible operations capable of CUSTOM LABELING, SIZING, PACKAGING & DISPENSE MODES

High or small volume, large or small batch, delivered in 12 weeks



Manufacturing Facility



Growth Strategy

Continue to introduce new high margin products

- Launch new applications of Sonoma's Microcyn® technology for consumer-focused products, including in the dermatology and aesthetic space

Manufacturing capabilities can support significant future growth, leading to improved margins overall

- Efficient, flexible and FDA-regulated manufacturing facility currently operating at only 30% capacity
- Seek new manufacturing customers to utilize overflow space

Expand Rx and OTC reach in U.S.

- Increase sales of dermatology products through the direct dispense model that generates Sonoma's highest margins
- Increase direct-to-consumer marketing in niche markets
- Seek retail partners for OTC products
- Expand eye care marketing for Rx and OTC

Invest in R&D to expand commercialization opportunities

- Seek additional regulatory clearances for expanded indications
- Introduce new technology to new markets
- Fully commercialize robust pipeline of new products via direct-to-consumer sales or distribution partnerships

New Market Opportunities

Sonoma is expanding its partnerships and product offerings in the eye care, all-natural skin care, medical spa and animal health care industries.

- The global **eye care** market size was estimated at USD \$70.78 billion in 2023 and is projected to grow at a compound annual growth rate (CAGR) of 6.72% from 2024 to 2030.¹
- The global **natural skin care** products market size was valued at \$6.7 billion in 2021 and is expected to expand at a CAGR of 6.6% from 2022 to 2030.²
- The global **medical spa** market size was estimated at USD 18.6 billion in 2023 and is expected to grow at a CAGR of 15.13% from 2024 to 2030.³
 - North America dominated the medical spa market with a share of 41.1% in 2023, due to higher expenditure on wellness tourism than other regions.⁴
- The global **animal health** market size was valued at USD 62.40 billion in 2023 and is projected to grow at a CAGR of 9.0% from 2024 to 2030.⁵

1. Grand View Research, *Eye Care Market Report, 2024-2030*, available at <https://www.grandviewresearch.com/industry-analysis/eye-care-market-report>

2. Grand View Research, *Natural Skin Care Products Market Report, 2022-2030*, available at <https://www.grandviewresearch.com/industry-analysis/natural-skin-care-products-market>

3. Grand View Research, *Medical Spa Market Size, Share & Growth Analysis Report 2024-2030*, available at <https://www.grandviewresearch.com/industry-analysis/medical-spa-market>

4. *Ibid.*

5. Grand View Research, *Animal Health Market Size & Share Report, 2024-2030*, available at <https://www.grandviewresearch.com/industry-analysis/animal-health-market>



Recent Business Developments

Introduction of new products using our Microcyn® technology

- In December 2024, we announced the relaunch of our prescription eye care product, **Acuicyn®**, our prescription dermatology products **Celacyn®**, **Levicyn®** and **Epicyn®**, and our over-the-counter **Lasercyn® Dermal Spray** and **Lasercyn Gel**.
- In September 2024, we announced the consumer-friendly redesign of **Ocucyn® Eyelid & Eyelash Cleanser**.
- In April 2024, we announced expansion of our **Microcyn® Negative Pressure Wound Therapy Solution** product line, now available in 250mL, 450mL and 990mL sizes to meet the diverse needs of healthcare professionals and patients.
- In January 2024, we launched **Lumacyn™ Clarifying Mist**, a new direct-to-consumer skincare product in the United States. Lumacyn is an all-natural daily toner formulated with Microcyn technology to soothe the skin and relieve irritation.
- In June 2023, we announced a new application of our Microcyn technology for **intraoperative pulse lavage irrigation treatment**, which can replace commonly used IV bags in a variety of surgical procedures.
- Our **MicrocynAH®** products are now available through **Pets at Home**, with over 450 stores across the UK, through our partner **Compana Pet Brands**
 - In May 2024, we announced expansion of our MicrocynAH animal health care products in the **Menards®** chain of home improvement stores in the United States, through **Compana Pet Brands**.
- In April 2023, we launched **Podiacyn™ Advanced Everyday Foot Care** direct to consumers for over-the-counter use in the United States.

Recent Business Developments

Expanding commercialization opportunities by investing in R&D

- We successfully transitioned all of our commercialized products in Europe, including **eye care**, **wound care**, **scar gel**, **acne products** and **atopic dermatitis products** to the new European Union (EU) **Medical Device Regulation (MDR)**.
- Our manufacturing facility and five of our products are successfully registered with the **Medicines & Healthcare products Regulatory Agency (MHRA)** in the United Kingdom, including our wound irrigation solution and hydrogel, scar management products and acne products.
- In 2024 we received **two new 510(k) clearances** from the FDA, including specific over-the-counter indications for the **face**, **eyelid** and **eyelashes**, as well as improved biocompatibility for our Microcyn-based solution and hydrogel.
- In March 2023, we announced new EPA claims for **Nanocyn® Hospital-Grade Disinfectant** for effective use against **MRSA**, **Salmonella**, **Norovirus**, **Poliovirus**, and as a **fungicide**. Nanocyn was previously approved for use against **COVID-19** and emerging pathogens including **Ebola virus**, **Mpox**, and **SARS-CoV-2**. Nanocyn also received the esteemed **Green Seal® Certification**. In August 2024, the Australian TGA approved new claims for use against **C. auris** and **C. diff**.
- **Reliefacyn® Advanced Itch-Burn-Rash-Pain Relief Hydrogel** was awarded the **NATIONAL ECZEMA ASSOCIATION SEAL OF ACCEPTANCE™**
- A recent publication in the journal *Neurourology and Urodynamics* highlighted the potential for **Microdox®** in the management of urinary tract infections, or UTIs, in children with neurogenic or non-neurogenic bladder dysfunction.¹

1. Singh G-K, Deshpande A, Schlegel G, Starkey M, Taghavi K. The rationale for bladder washouts in children with neurogenic bladder. *Neurourol Urodyn*. 2024;1-6. doi:10.1002/nau.25450



Recent Business Developments

Continuously expanding our distributor network

- In April 2025, we announced the launch of our acne products in the U.K. through a leading health and beauty retailer and pharmacy chain.
- In January 2025, we partnered with **WellSpring Pharmaceutical Corporation** for the sale of our Microcyn technology-based products to large retailers in the **United States**.
 - In March 2025, we expanded our agreement with WellSpring to include additional consumer focused products.
- In August 2024, we announced a new distribution agreement with **Medline Industries, LP** for the marketing and distribution of our wound care products in the **United States**.
 - In October 2024, we expanded our agreement with Medline for marketing and distribution of our wound care products in **Canada**, and the sale of OTC wound care products to retailers in both countries.
- In July 2024, we announced a new distribution agreement for wound care in **Ukraine**.
- In April 2023, our partner **Te Arai BioFarma Limited** launched **BabySoothe** for diaper rash applications in **Taiwan**.
 - In April 2024, Te Arai launched **Microdacyn** for wound care in **Taiwan**.
- Our partner **Microderm Technologies** recently launched **Dermodacyn** for wound care applications in **Thailand**.
- Our partner **Brill Pharma SL** is now selling Sonoma's eye care products in **Italy**, **Spain**, **Portugal** and **Germany**.
- In January 2023, we entered into a distribution agreement with **Daewoong Pharmaceutical Co., Ltd.**, one of the largest pharmaceutical companies in **South Korea**, for marketing and distribution of **Primocyn™ Skin Solution** products

Management

Amy Trombly **CEO**

Amy Trombly is our Chief Executive Officer and also serves on our Board of Directors. She counseled public companies for over two decades in corporate and securities law and mergers and acquisitions, including as the owner and manager of Trombly Business Law, PC. In her earlier career, Ms. Trombly was a Vice President at State Street Bank and Special Counsel at the U.S. Securities and Exchange Commission. Ms. Trombly is a member of the bar in Massachusetts and Colorado.

Bruce Thornton **COO**

Bruce Thornton has served as our Chief Operating Officer, Vice President of Global Operations, and US General Manager since 2004, and currently as Executive Vice President and Chief Operating Officer. He served as Vice President of Operations for Jomed (formerly EndoSonic Corp.) from January 1999 to September 2003, and as Vice President of Manufacturing for Volcano Therapeutics, an international medical device company, following its acquisition of Jomed, until March 2004. Mr. Thornton received a B.S. in Aeronautical Science from Embry-Riddle Aeronautical University and an M.B.A. from National University. He also has served in the US Army.

Jerry Dvorch **CFO**

Mr. Dvorch serves as our Chief Financial Officer. He joined us from the SpineCenter Atlanta where he was the controller and Senior Vice President of Finance and Accounting since March 2017. From March 2016 to April 2016 he was a consultant controller for DS Healthcare Group, Inc. Prior to that he was the director for external reporting and director of finance of NeoGenomics Laboratories from July 2005 to July 2015. He has over 10 years of experience with SEC reporting. Mr. Dvorch is a licensed Certified Public Accountant in New York. He holds a Master of Business Administration in Finance from the University of Rochester and a Bachelor of Business Administration in Accounting from Niagara University.



Key Financial Metrics

Nine months ended December 31, 2024 -

- **Revenues increased 13%** compared to same period FY 2024
- **Net loss improved \$1.1 million**, or **29%**, compared to same period FY 2024

Three months ended December 31, 2024 -

- **Revenues increased 14%** compared to same period in FY 2024
- **Positive cash flow from operations** for the quarter with **\$5.2 million of cash** at December 31, 2024

APPENDIX: Product Portfolio



Diverse Product Portfolio

United States

Reliefacyn

Itch, Burn, Rash & Pain Care



Regenacyn

Scar Gel



Podiacyn

Everyday Foot Care



Lumacyn

Clarifying Mist



Microcyn Rx

Skin & Wound Care



Acucyn

Eyelid & Eyelash Hygiene



Nanocyn

Hospital Grade Disinfectant



Ocucyn

Eyelid & Eyelash Cleanser



Pediacyc

Skin Care & First Aid for Children



Microcyn OTC

Wound & Skin Cleanser



Rejuvacyc

Skin Repair



Lasercyn

Dermal Spray & Gel



Epicyn

Facial Cleanser



Levicyn

Dermal Spray, Gel & Spray Gel



Celacyc

Scar Management Gel



U.S. Dermatology

- Office dispense products exclusively for skin care professionals
- Generates highest margins for Sonoma
- Focused marketing to med spas and dermatology offices, which can resell products to their clients for a substantial margin



LUMACYN[®]

- 1 Ph Balanced
- 2 Perfect for all skin types
- 3 Easy-to-apply

Discover Natural Relief

- Safe as water
- Steroid free
- Antibiotic free
- Alcohol free
- Odorless
- Non-cytotoxic, non-irritating and non-sensitizing

EASY TO USE

With Regenacyn Plus Skin Management Hydrogel You Can Say Goodbye To Scars With 3 Simple Steps

- Step 1**
Clean skin and surrounding areas
- Step 2**
Apply thin layer of hydrogel to affected area
- Step 3**
Gently massage into the scar
Use as frequently as needed

Safe As Water

- Alcohol free
- Odorless
- Cruelty free and vegan
- Non-cytotoxic, non-irritating and non-sensitizing

Rejuvacyn[®] PLUS
Skin Repair Cooling Mist

U.S. Animal Health Care

MicrocynAH[®] family of advanced animal healthcare products, safe to use on pets and livestock, and perfect for hot spots, pink eye, scratches, skin rashes and ulcers, cuts, burns, post-surgical sites, irritated skin and lacerations.

- Sold in national pet-store retail chains and specialty stores such as **PetSmart**, **Chewy**, **Tractor Supply**, **Cabela's**, **Bass Pro Shops** and **Menards**.



MicrocynVS[®] veterinarian-strength animal care for use in vet clinics and animal hospitals.



EU Products

Solutions that work naturally **for everybody**

Mucoclyns®
Decontamination solution



Exposure to
germs and
pathogens

Microdacyn60®
Oral Care



Mouth and
throat
infections

Sinudox®
Nasal care



Blocked nose or
sinuses

Ocudox®
Eye lid solution



Blepharitis
treatment

Epicyn®
Dermatology



Keloid or
hypertrophic
scar

Gramaderm®
Dermatology



Acne
treatment

Pediacyn®
Dermatology



Atopic
Dermatitis

Microdacyn60®
Wound Care



MicrocynAH®
Animal Health Care



Direct-to-consumer products available through Shopify, Amazon and Amazon EU



U.S. Products



EU Products



Middle East

Microdacyn Wound Care



Microsafe

Face Cool, Anti-Microbial, Baby Cool, Foot Cool, Lady Cool



Microsafe Disinfectant & Sanitizer



Asia

Singapore, Malaysia, Thailand, Indonesia



China

Microcyn



Hong Kong

Microdacyn60 Oral Care



South Korea

BioDerm
Wound Care

Biodacyn60



The Philippines

Microdacyn



MicrocynAH®



Latin America

Celacyn

Scar Management Gel



Gramacyn

Kit for Acne Skin



Australia & New Zealand

Microdacyn

Surgical Irrigation and
Wound Treatment



Epicyn

Treat Scars Right
from the Start



Microdox

Super-Oxidised Solution
Bladder & Catheter Rinse



THANK YOU

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