

# Sonoma Pharmaceuticals, Inc.

Investor Presentation

January 2026



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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 care, eye 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 over 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, 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 in Europe, 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 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 and cosmetic manufacturing capabilities in Mexico lower COGS and create 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, hydrogel 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

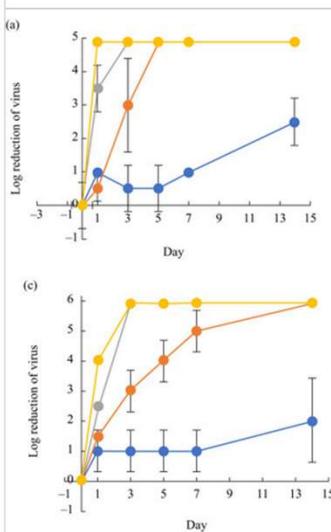
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**Background:** Hypochlorous acid (HOCl), a naturally occurring molecule produced by the immune system, is highly active against bacterial, viral, and fungal microorganisms. Moreover, HOCl is active against biofilm and increases oxygenation of the wound site to improve healing. Natural HOCl is unstable, through technology, it can be stabilized into an effective topical antiseptic agent.  
**Aims:** 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 in 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 microbial 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. (a) Stability of SARS-CoV-2 in dried form. (b) Stability of SARS-CoV in dried form. (c) Stability of SARS-CoV in dried form. (d) Stability of SARS-CoV in dried form. St Blue line, 4°C; orange line, 20–25°C; grey line, 30°C;**

## COVER FOCUS

### Optimizing Wound Healing for Cosmetic and Medical Dermatologic Procedures

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

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

**M**ultiple 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 microorganisms. 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 elective procedures, are well aware that procedures focused on rapid healing, minimal pain, minimum down time, and optimal appearance are necessary for some patients. Chlorhexidine can be toxic to tissues, especially if applied to a wound. Therefore, procedural dermatologists have grown concerned about its use. However, chlorhexidine can provide practical benefits over betadine, and, at least has been an important option. Chlorhexidine prouders, perhaps up to 72 hours, of antiseptic properties and can be combined with silicone or PRP.

Use of topical antiseptic preparations for wound

increasingly, evidence suggests that the care immediately before a surgery or procedure and the healing phase can have important effects on healing. For years, dermatologists have relied on iodoform dressings for wound care. However, iodoform dressings do not allow for early wound closure, which is important for aesthetic procedures. The use of iodoform dressings can delay wound closure and increase the risk of infection.

The antiseptic preparations most commonly used in surgery are iodoiodine and chlorhexidine, and associated irritation are notorious for some patients. Chlorhexidine can be toxic to tissues, especially if applied to a wound. Therefore, procedural dermatologists have grown concerned about its use. However, chlorhexidine can provide practical benefits over betadine, and, at least has been an important option. Chlorhexidine prouders, perhaps up to 72 hours, of antiseptic properties and can be combined with silicone or PRP.

Use of topical antiseptic preparations for wound

Accepted: 13 February 2017

DOI: 10.1111/jocd.12390

## REVIEW ARTICLE

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

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Email: anneke@andriessen.nl

**Funding Information:**  
Intertech Pharmaceuticals, Grant/Award Number: supported literature research with an educational grant.

**Conclusions:** A postprocedure regimen using the technology, aimed at preventing infection, reducing inflammation, and promoting healing is proposed to have benefits over current regimens as it appears to be effective, safe, and well-tolerated.

## KEY WORDS

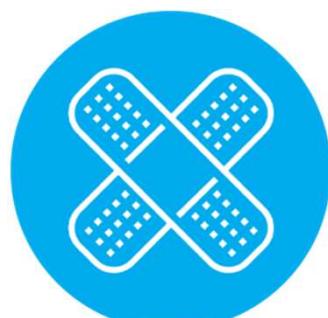
hypochlorous acid technology, postprocedure care, scar management

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 anti-inflammatory effects.<sup>1,2</sup> A HOCl-containing spray or super-oxidized solution for debriding, irrigating, and disinfecting of surgical sites (Aveeno® Dermal Spray) may decrease the risk of infection and optimize surgical

1 | INTRODUCTION

Clinician concerns over pre-and postprocedure care 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

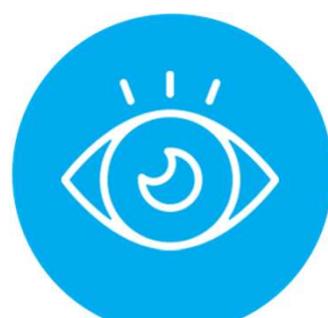
# Wide Range of Applications



Wound Care



Dermatology



Eye Care



Animal Health Care



Surface Disinfectants



Podiatry

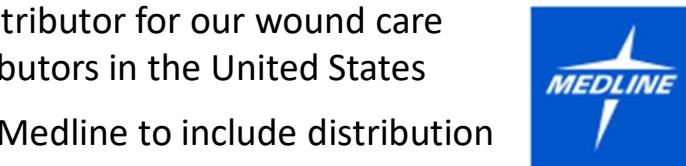


Senior Care



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

- Celebrating over **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
- National Eczema Association Seal of Acceptance
- National Psoriasis Foundation Seal of Recognition
- National Rosacea Society Seal of Acceptance
- All natural ingredients 
- No harmful chemicals
- OTC, office dispense, and Rx products available
- Innovating packaging available including both high end and cost competitive options



## 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 MDR-compliant CE Mark for blepharitis 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
- Global shipping into over 55 countries, with multiple methods for shipments
- Highly trained staff of over 160 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 40% 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.<sup>1</sup>
- 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.<sup>2</sup>
- 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.<sup>3</sup>
  - 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.<sup>4</sup>
- The global **animal health** market size was valued at USD 62.89 billion in 2024 and is projected to grow at a CAGR of 10.46% from 2025 to 2030.<sup>5</sup>

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

2. Grand View Research, *Natural Skin Care Products Market Size, Share & Trends Analysis 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 & Trends 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 & Trends Analysis Report, 2025-2030*, available at <https://www.grandviewresearch.com/industry-analysis/animal-health-market>



# Recent Business Developments

## Introduction of new products using our Microcyn® technology

- In August 2025 we announced the launch of our HOCl-based **diaper rash product** for infants and children into **Walmart**  and other large retailers in the United States.
- 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**.

# 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 October 2025, we successfully registered our manufacturing facility and listed our Microcyn-based facial spray under the FDA's **Modernization of Cosmetics Regulation Act of 2022 (MoCRA)**
- 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.
- Reliefacyn® Advanced Itch-Burn-Rash-Pain Relief Hydrogel was awarded the **NATIONAL ECZEMA ASSOCIATION SEAL OF ACCEPTANCE™**, the **NATIONAL PSORIASIS FOUNDATION SEAL OF RECOGNITION**, and the **NATIONAL ROSACEA SOCIETY 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.<sup>1</sup>



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 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, June and July 2025, we expanded our agreement with WellSpring to include additional consumer focused products.*
- In April 2025, we announced the launch of our acne products in the **United Kingdom** through a leading health and beauty retailer and pharmacy chain.
- 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**.
- Our partner **Brill Pharma SL** is now selling Sonoma's eye care products in **Italy**, **Spain**, and **Portugal**.
- 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

# Key Financial Metrics

*Fiscal year ended March 31, 2025 –*

- **Revenues increased 12%** compared to FY 2024
- **Net loss improved 29%** compared to FY 2024
- **EBITDA loss improved 17%** compared to FY 2024

*Three and six months ended September 30, 2025 –*

- **Revenues increased 57%** for the quarter and **38%** for the six months compared to same periods last year
- **U.S. revenue increased 115%** for the quarter and **86%** for the six months compared to same periods last year
- **Net loss per share decreased 46%** for the quarter and **42%** for the six months compared to same periods last year



## APPENDIX: Product Portfolio



# Diverse Product Portfolio

## United States

### Reliefacyn



### Regenacyn

#### Scar Gel



### Podiacyn

#### Everyday Foot Care



### Lumacyn

#### Clarifying Mist



### Microcyn Rx

#### Skin & Wound Care



### Acuicyn

#### Eyelid & Eyelash Hygiene



### Nanocyn

#### Hospital Grade Disinfectant



### Ocucyn

#### Eyelid & Eyelash Cleanser



### Pediacyn

#### Skin Care & First Aid for Children



### Microcyn OTC

#### Wound & Skin Cleanser



### Lasercyn

#### Dermal Spray & Gel



### Epicyn

#### Facial Cleanser



### Levicyn

#### Dermal Spray, Gel & Spray Gel



### Celacyn

#### 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



# 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** and **Tractor Supply**.



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



# EU Products

Solutions that work naturally **for everybody**

## Microdacyn60® Wound Care



## Ocudox® Eye lid solution



Blepharitis  
treatment

## Epicyn® Dermatology



Keloid or  
hypertrophic  
scar

## Gramaderm® Dermatology



Acne  
treatment

## Pediacyn® Dermatology



Atopic  
Dermatitis

## MicrocynAH® Animal Health Care



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



# 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



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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**NASDAQ: SNOA**