



# BioCure - Company Overview

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# What is BioCure's Vision?

We at BioCure are committed to be a leading company in the dynamic healthcare market.

We are dedicated to serve the medical community and the patients under their care by providing product solutions to treat many medical conditions where today's therapies are either deficient or non-existent.

BioCure's unique intellectual capital is derived by combining patented technology, biomaterial and process innovation developed by an experienced and dynamic workforce.

Our vision is to create strong, product-focused collaborations with leading commercialization partners in the fields of medical devices and biotechnology.

BioCure's role in these collaborations is to advance the R&D and manufacturing innovation through to the clinical phase of the development. Our collaboration partners bring their clinical, sales and marketing expertise to bring the product development to commercial success.



# What are BioCure's Short-Term Goals?

BioCure's dual strategy in the short term includes:

1. **Executing on current development programs.** BioCure is currently working with research and commercial partners in the following areas:
  - a. Embolotherapy
  - b. Spine and Orthopedic
  - c. Wound Care
  
2. **Developing new partnerships.** BioCure is seeking new or additional collaborations with commercially-focused partners in the following markets:
  - a. Spine & Orthopedic
  - b. Nanotechnology & Drug Delivery
  - c. Wound Care
  - d. Embolotherapy
  - e. Diagnostics

# What are BioCure's Longer Term Goals?

We intend to remain at the forefront of product research and development in medical devices and biotechnology using innovation to produce an extensive pipeline of new life-saving and life-enhancing device products.

We want to build our internal and external research and development base to become a partner of choice.



## What are BioCure's Key Strengths?

- ✓ We have a strong focus in applied biomaterial research, development and manufacturing
- ✓ We have great people with a broad and profound experience in producing and managing product technology and in successfully bringing innovative products to market
- ✓ We have an extensive and comprehensive intellectual property portfolio
- ✓ We have strong financial backers
- ✓ We all share a common interest in bringing innovative medical solutions for the benefit of medical professionals and patients

## Who are BioCure's Investors?

Our first round of investment, completed in September 1999, was made by the original supporters of the seed project within CIBA Vision:

- ✓ CIBA Vision, Switzerland and USA
- ✓ Novartis Venture Fund, Switzerland
- ✓ CRCERT/CSIRO, Australia
- ✓ Institute for Eye Research, Australia

We completed a second round of investment in August 2006 with the support of the original investors. A leading spine and orthopedic company made a new investment in BioCure Inc.

## Where does BioCure Stand Today?

BioCure continues to reinvest its financial returns from its license to and its manufacturing collaboration with Biocompatibles UK Ltd.

By restricting its focus to R&D and manufacturing, BioCure has been able to continue to partner with leading commercial and research partners in the therapeutic areas of spine and orthopedic and wound care. These programs target short and medium-term regulatory approvals. We are seeking to expand collaborations in these sectors.

Additionally, we have recently formed a Swiss subsidiary company, BioCure (Schweiz) GmbH, which is focused on the development of our intellectual capital in the exciting area of nanotechnology. We are actively seeking new collaborations and, potentially, new investors as we develop a detailed product pipeline.



# Who are BioCure's Management?

We have an experienced management team supported by highly trained and innovative researchers in the areas of polymer science, cell biology, engineering, manufacturing and quality control.

*Mr. Andrew Maslaveckas* is CEO, President, co-founder and Operating Officer of BioCure responsible for all of BioCure's research and commercial operations. Mr. Maslaveckas has over 30 years of experience in managing and building both consumer and professional health care companies.

Prior to the establishment of BioCure, Mr. Maslaveckas, as Head of New Growth Businesses at CIBA Vision, was primarily responsible for identifying the commercial and market rationale for BioCure's spin-off from Novartis.

Joining Ciba Vision in 1993, Mr. Maslaveckas, as Global Head of Contact Lenses, was charged with developing and implementing an aggressive strategy to build a significant presence in the disposable contact lens segment and to grow CIBA Vision's contact lens profitability and market share in the contact lens business in the face of strong competition from Johnson & Johnson and Bausch & Lomb. During his tenure, CIBA Vision's sales revenues increased over 30% per annum and approached \$500 million with excellent returns on sales and capital.

Prior to 1993, Mr. Maslaveckas worked for 14 years with Johnson & Johnson in a number of executive positions in the consumer and professional businesses.

In 1989, he joined Vistakon UK in its first year as Managing Director responsible for relaunching its ACUVUE\* disposable contact lens franchise following initial revenue and financial disappointments. Mr. Maslaveckas initiated a highly successful campaign which culminated in Vistakon achieving the #1 position in the market in his second year and building the business to J&J's largest revenue brand in the UK through aggressive consumer and professional initiatives. In 1991, Mr. Maslaveckas added responsibilities for Vistakon Germany and later joined both the J&J UK Board and was Vistakon's representative on the European Management Committee of J&J's Professional segment.

In 1985, Mr. Maslaveckas, following a regional assignment in Morocco, was named as the first Managing Director of the company and charged with the establishment of a sales, marketing and manufacturing presence and infrastructure. During his six years in Morocco, the company became the #1 market leader in the baby toiletries, sanitary protection and shampoo markets



through aggressive and innovative commercial programs. Latterly, the company assumed responsibilities for J&J's professional and pharmaceutical franchises.

Mr. Maslaveckas joined J&J in the UK as an Area Manager and subsequently a Regional Manager in its sales and marketing department charged with P&L responsibility for distributor territories in Southern Europe, Africa and the Middle East.

Mr. Maslaveckas graduated M.A. (Hons) in French and Russian from the University of Glasgow in 1977.



*Dr. Fiona Carney* serves on the BioCure Board of Directors and doubles as Clinical and Project Director at BioCure Inc.

Dr Carney studied her PhD at the University of New South Wales in Sydney, Australia. The subject of her thesis was the biocompatibility of new ocular devices. Throughout her years in the medical device industry she has also gained her Diploma in Project Management and been elected a Fellow in the British Contact Lens Association.

Dr Carney left Australia in 1998 to take a Postdoctoral position at The Medical Center at Louisiana State University with Dr Jean Jacob. It was here that Dr Carney studies the affect and residence of various ocular medications on severe dry eye as well as identifying any distinct difference in tear protein profile between the normal and dry eye state.

In 1999, Dr Carney then took another Postdoctoral position at Ciba Vision in Atlanta Georgia where she studied novel antimicrobial peptides and the use of various surface polymer chemistry techniques to covalently attach without the loss of biological function.

After 18 months Dr Carney became a senior Scientist at Ciba Vision in which she investigated the use of daily disposable contact lenses as a collection device for ex vivo diagnostics. Clinical correlations and feasibility of the device was shown for the detection of steroid hormones for ovulation detection as well as glucose correlations for the diagnosis of diabetes and diabetic retinopathy. In doing this Dr Carney was responsible for the design of unique and specialized animal studies to ensure safety and efficacy of the products.

Throughout Dr Carney's years as a Principal Scientist at Ciba Vision she studied the binding affinity of various tear film proteins dependent on surface chemistry. These findings translated to the additions of various polymers to contact lenses and storage solutions to decrease protein



adsorption to lenses and increase vision clarity and comfort. Dr Carney also served on the Corporate Advisory Board for the Tear Film and Ocular Surface Society and a reviewer for the Investigative Ophthalmology and Visual Science journal. She also has 4 issued patents and 8 patent applications, amongst various publications and presentations.

Dr Carney joined BioCure Inc. in October 2007 to become Project Director for the development of a medical device in the orthopedic area. Dr Carney is also responsible for all preclinical studies performed at BioCure Inc.



*Dr. Zhikua (Arthur) Lu* is Chief Scientist of BioCure.

Dr. Lu has over 28 years of experience in educational, chemical, pharmaceutical, R&D, and medical device industrials. Dr. Lu joined GlaxoSmithKline Chongqing in 1993 as a senior medical representative to lead marketing in Northeastern China. He joined Mundipharma Beijing in 1994 as the first Marketing Executive to head up the marketing efforts at the new Sino-US Joint Venture, Beijing Mundipharma Pharmaceutical Ltd. His efforts made Beijing Mundipharma a leading narcotics company in China within one year.

Dr. Lu conducted R&D on nanotechnology and biomaterials in universities in Singapore, Canada and United States after graduated from National University of Singapore. He was a pioneer researcher in fullerene/polymer composite materials. He has over twenty three peer-reviewed scientific articles in prestigious journals. His work has been repeatedly cited in peer reviewed journals including Chemical Reviews, Advances in Polymer Science, Encyclopedia of Nanoscience and Nanotechnology, Angewandte Chemie, Journal of the American Chemical Society, Chemistry of Materials, Nano Letters, Nanotechnology, Journal of Nanoscience and Nanotechnology, Langmuir, Macromolecules, Industrial and Engineering Chemistry Research, Biomacromolecules, and Journal of Membrane Science, etc. Due to his widespread and lasting influence on polymeric chemistry and materials science, Dr. Lu has been constantly called upon to serve as a peer reviewer for leading scientific journals including Langmuir, Biomacromolecules, Industrial & Engineering Chemistry Research, Journal of Materials Science, Soft Matter, Materials Letters, etc.

He joined BioCure in September 2006. He has been working on various projects as a principal scientist. He assumed all research responsibilities at BioCure in 2010. He is also responsible for business development in Asia.



Dr. Lu is a graduate from Lanzhou University and Beijing University in Polymer Chemistry. He received his PhD in polymer science at the National University of Singapore.



*Mr. Ray Rene* is the Technology Development and Operations Manager at BioCure and has held this position since December 2010.

As the Technology Development Manager, Mr. Rene oversees all of BioCure's development activities as its research projects move into commercial development, then manufacturing transfer. Mr. Rene's duties include complete process design, quality system implementation and conceptualization of design control procedures. In addition, he also drafts and manages all procedures for GLP / GMP study designs as well as cost analysis for BioCure's future products. Along with his technical duties, Mr. Rene is responsible for BioCure's business development efforts with its GelSpray Liquid Bandage (approved by the FDA in 2008) platform technology and the US Department of Defense.

As the Operations Manager, Mr. Rene's responsibilities extend to all areas that impact BioCure's status as a medical device manufacturer. He serves as Production Manager and supervises manufacturing ramp-up and manufacturing transfer activities. Additionally, he is solely responsible for the maintenance of BioCure's three ISO 7 cleanrooms. His duties also extend to the Quality Assurance side as well, as he co-manages the company expansive Quality System, including oversight of the company's management meetings and audits from the FDA or its British counterpart, BSi. Finally, Mr. Rene is fully responsible for the operation and maintenance of its 18,000 square-foot R&D and manufacturing facilities which include the three cleanrooms, two R&D Labs, one biology lab, one analytical lab, as well as office, conference, shipping, inventory and storage areas.

In 2009-2010, Mr. Rene served at BioCure as Production Manager and Research Scientist and was involved in all facets of BioCure's \$7M project funded by a major orthopedic company. His daily work consisted of overseeing the mechanical research testing needed for FDA IDE Submission, managing all personnel in production of pre-clinical and clinical units, as well as directing BioCure's efforts in production management and quality management in design reviews, project transfer from R&D to GMP manufacturing, process optimization and automation, and procedure drafting.

Mr. Rene joined BioCure in April 2006 as both a manufacturing specialist in BioCure's Beadblock technology and a research scientist in BioCure's GelSpray project. As a lead specialist in BeadBlock, Mr. Rene was able to recruit, interview, and train BioCure's new technicians by



developing training modules, training the new staff and managing the GMP manufacturing of BeadBlock. In the research of BioCure's polymer-based GelSpray technology, he developed testing procedures and trained other R&D staff in these procedures.

Before his employment at BioCure, Mr. Rene worked for four years as a research assistant in the Department of Polymer and Textile Fiber Engineering at Georgia Tech, investigating dye diffusion studies in Nylon-6,6 fibers and polymeric fluids. Prior to that, he interned at the 3M Company in 1998 and was part of the group that invented the 3M Command Mechanical Fastener now commercially available.

Mr. Rene holds a Bachelor of Science in Chemical Engineering from the Georgia Institute of Technology.



# BioCure - Company History

BioCure, Inc. is incorporated in Delaware and located in Norcross, Georgia, on the outskirts of Atlanta. We began operations in July 1999.

We are an established private, independent company, principally spun-off from the Novartis subsidiary, CIBA Vision. BioCure's technology originated from an extensive portfolio of advanced biomaterials and biosurface technologies licensed exclusively from CIBA Vision and its research partners – to exploit outside the ophthalmic field.

We have built a world class research team of scientists, which has made major additions to its core and adjunct technology.

Our initial product Gelspheres™ Embolic Agent was approved in the USA and Europe in 2002 and 2003. The product has been exclusively licensed to Biocompatibles UK Ltd. ([www.biocompatibles.co.uk](http://www.biocompatibles.co.uk)) and is currently sold under the trademark BeadBlock.

Following a successful second round of financing in August 2006, we are well positioned to build and grow our innovation platform. We are currently working on several development programs in spine / orthopedics, wound care, drug delivery and embolotherapy.

We have recently formed a fully-owned subsidiary company in Switzerland focused on developing our intellectual capital in the exciting area of nanotechnology.

Please contact us if you have any questions. We'd be happy to provide you with more information.

**BioCure, Inc.**  
**2975 Gateway Drive, Suite 100**  
**Norcross, GA 30071**  
**Toll-Free Phone: 1-888-BIOCURE (246-2873)**  
**Local Phone: 678-966-3400**  
**Fax: 770-416-4331**  
**Email: [information@biocure.com](mailto:information@biocure.com)**  
**Web: [www.biocure.com](http://www.biocure.com)**

