NŪROSENE

CSE: MEND
OTC: MNNDF
FRA: 8TV

CORPORATE PRESENTATION
DECEMBER 2021

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We are a team of visionary leaders with a highly experienced management team.

THE TEAM

Ranj Bath



Chief Executive Officer and Director

Inspirational leader with 20 years of experience in various senior-level marketing and branding roles. Previously, VP Corporate Strategy at Beats Music, where he worked with the brand through a $3Bn acquisition by Apple. Avid investor and advisor across a number of health, wellness and technology companies, including being an early stage investor in Bulletproof and Classpass.

Daniel Gallucci



Chief Innovation Officer and Director

Trained functional neurologist, osteopath, exercise physiologist, and exercise scientist, with experience working in-clinic with top athletes. Daniel has completed fellowships in Traumatic Brain Injury, Vestibular Dysfunction and Rehabilitation, Developmental Disorders, and Neurochemistry. Daniel is currently researching multimodal neuroimaging, digital phenotyping, and their impact on health and performance.

Dr. Joseph Geraci



Chief Scientific Officer

Co-Founder of NetraMark, mathematician, medical scientist, and quantum machine learning specialist with postdocs in machine learning, oncology, and neuropsychiatry. He is associated with the department of Molecular Medicine and Pathology at Queen's University in Ontario, Canada, and the Center for Biotechnology and Genomics Medicine Medical College of Georgia, USA.

George Achilleos



President & Chief Operating Officer

Seasoned Business Executive who has led over $50M of business deals and transactions, and has generated over $70M+ of revenue over his career. Leading industry experience in digital strategy, e-commerce, and retail. Strong entrepreneurship professional with a Bachelor of Commerce from The University of Calgary.

Mark Smithyes



President, NetraMark

25+ years of experience in the pharmaceutical and medical device industries, including senior leadership positions at Novartis and Alcon. Previously President of Life Sciences Consulting. Currently, a Sessional Lecturer at the University of Toronto and Board Chair of Life Sciences Ontario.

Blake Sing



Chief Financial Officer

Finance professional most recently holding leadership roles in companies within the cannabis industry, including the transition to legalization, public offerings, consolidation, and financial reporting. CPA, CA.

Jaime Hackett



VP Marketing

12+ years of experience in marketing and technology working in the public and the non-profit sector. Previously developed marketing and IR strategies in the cannabis sector and worked in product management at a large public firm.

Joseph Loren



VP Engineering

10+ years of Engineering experience with a background in Cognitive Science. Led engineering for multiple startups and corporate institutions including American Express, Under Armour Innovation Lab, the NFL, and GE.

We are supported by experts with extensive experience in technology, neuroscience, mental health, and capital markets.

BOARD & ADVISORS



Kevin Taylor
Director and Chairman of the Board

Seasoned executive and philanthropist with 30+ years of operating experience in Fortune 500 companies. CEO of TERel International. Previously President of Nortel in Latin America.



Sheetal Jaitly
Director

Founder and CEO of TribalScale, a software design and development company. 15+ years of experience in the technology sector. Current Board Member for the Ontario Association of Food Banks and mentor at the Founder Institute and the DMZ at Ryerson University.



Kirstine Stewart
Director

Former Executive Committee at the World Economic Forum. Former Founding Head of Twitter Canada and the Head of the Canadian Broadcast Corporation. Author of best-selling business book *Our Turn* published by Random House.



Andrew Parks
Director

CEO and Director of Fountain Asset Corporation. Former Portfolio Manager and Research Analyst/ Trader for Forge First Asset Management. Chartered Financial Analyst from the CFA Institute.



Dr. Newton Howard
Advisor

Professor of Computational Neurology at Oxford. Board of Directors at the Brain Sciences Foundation and the Oxford Computational Neuroscience Lab. Founder of the Mind Machine Project at MIT.



Dr. Luca Pani
Chief Medical Advisor

Former Director General of the Italian Medicines Agency. VP for Regulatory Strategy and Market Access Innovation at VeraSci, Professor of Psychiatry and Clinical Pharmacology, and author of over 180 scientific publications.



Will Travis
Advisor

Former CEO of 4 internationally acclaimed communication agencies including SID LEE, Dentsu America, and ATTIK. Founder of Elevation Barn, a worldwide network of leaders coming together to solve our planet's grand challenges.



Marcus East
Advisor

Chief Digital Officer at T-Mobile. 30+ years of experience working at some of the world's leading brands. Former Head of Ecommerce Solutions at Apple.



Dean Sebastian
Advisor

Scientific leader and technical operations with 20+ years experience in drug product formulation development for global leaders, including Teva Pharmaceuticals.



Chuck McBride
Advisor

Founder of Cutwater. 30+ years of marketing experience, creating award winning campaigns. Previously Creative Director at TBWA. 2020 Campaign 40 over 40 honoree.



Peter Carlisle
Advisor

Managing Director of Octagon's Olympic and Action Sports division, the world's largest sports and entertainment marketing firm with 60 offices around the globe. Represents Simone Biles and Michael Phelps.



Raja Rajamannar
Honorary Advisor

Chief Marketing & Communications Officer and President, Healthcare Business, Mastercard. Former Chief Transformation Officer at Anthem. Author of Bestseller Quantum Marketing. Top 5 World's Most Influential CMOs by Forbes.

Why Nurosene?

Our vision is to help people live healthier, happier and longer lives.

We will do this by starting a performance and wellness revolution.

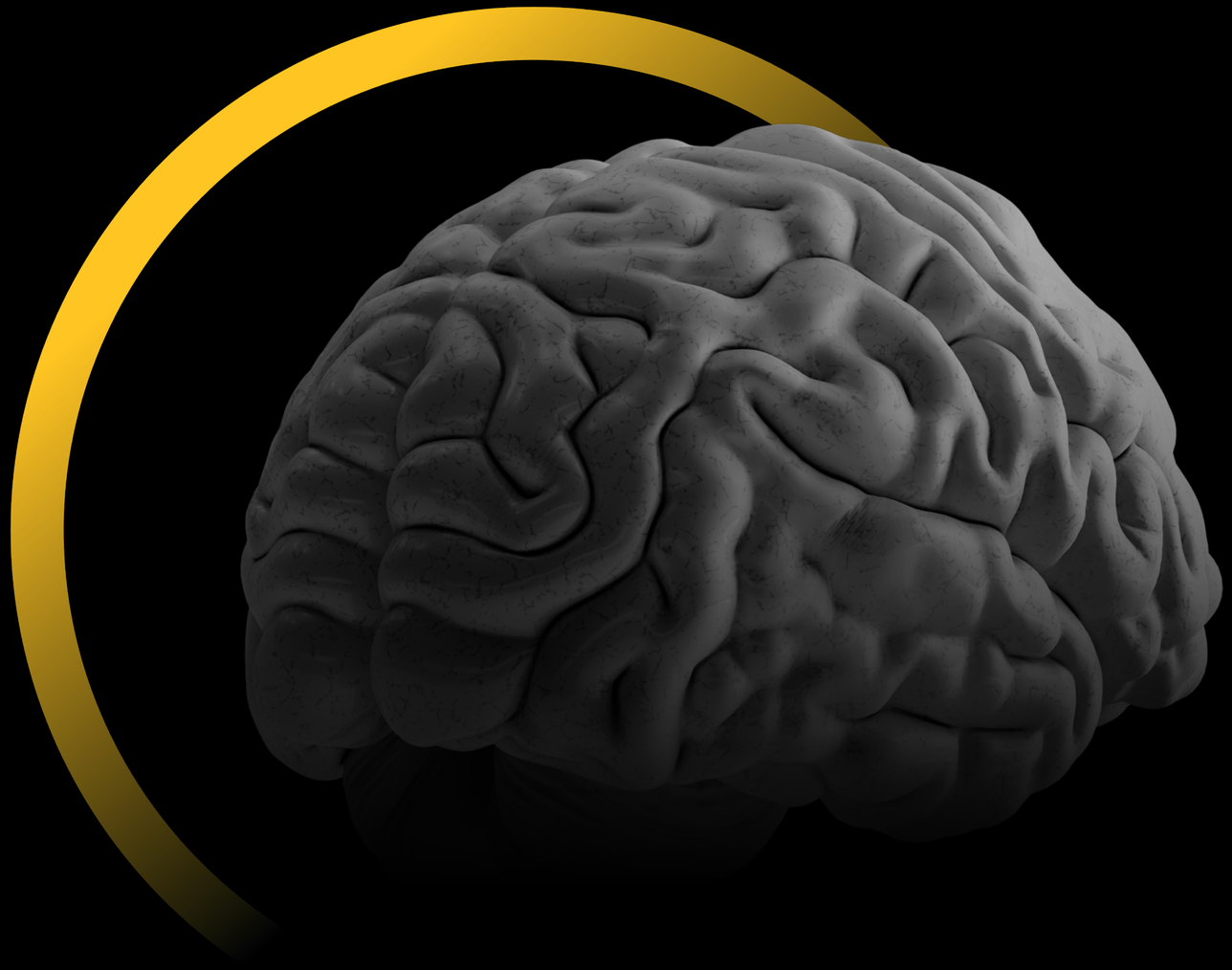


THE VISION

What we will do!

We will restore and evolve the self-organizing and interconnected nature of the brain.

This will have an impact on important human conditions and goals.



01.

Health + Wellness

02.

Performance

03.

Self-Improvement

04.

Mental Health

THE MARKET OPPORTUNITY



What is the opportunity?

No one has democratized access to underlying brain biology.

Health + Wellness

$1.5 Trillion Market[1]

Performance

$10B by 2025[2]

Self-Improvement

$14B by 2025[3]

Mental Health

264M affected globally[4]

(1) www.mckinsey.com/industries/consumer-packaged-goods/our-insights/feeling-good-the-future-of-the-1-5-trillion-wellness-market
(2) www.worldbank.org/en/topic/mental-health
(3) www.blog.marketresearch.com/10.4-billion-self-improvement-market-pivots-to-virtual-delivery-during-the-pandemic
(4) www.ibisworld.com/united-states/market-research-reports/sports-coaching-industry/

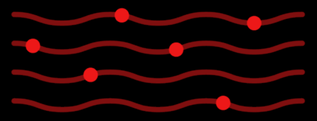
An opportunity exists because...

Current performance and wellness apps have NO understanding of the underlying biology of the brain.

THE PROBLEM



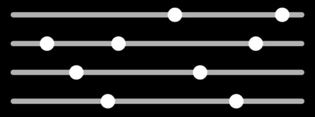
Blood Flow



Oxygen



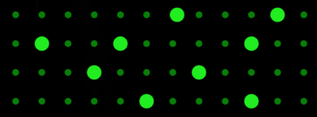
Glucose



Sugar



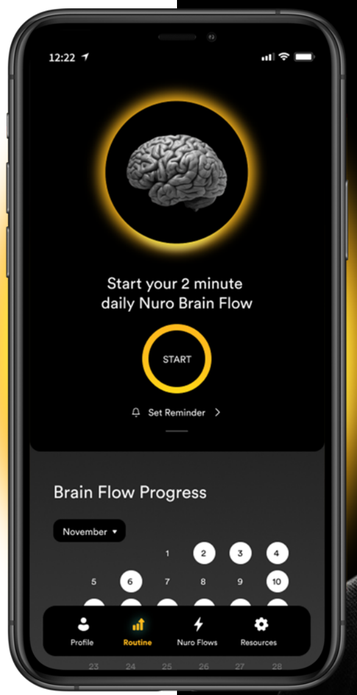
Activation



THE SOLUTION

Nurosene will revolutionize how consumers approach their performance and wellness needs.

- Nuro – The world's first app that understands the underlying brain biology by using our proprietary Virtual Neural Scan
- Nuro – Will make recommendations that improve specific core neural networks and improve brain coherence
- Nurosene – Will own the world's most advanced brain-based population data set
- Nurosene – Will drive this data through our advanced AI platform – NetraMark's NetraAI
- NetraAI – Will identify precision drugs and nutraceuticals and we will hold a carried interest in these candidates



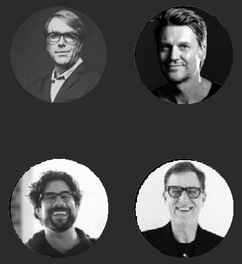
Nurosene is building an advanced ecosystem

THE SOLUTION

MARKETING

Industr y Icons to Drive Consumer Awareness and Traffic

Jordan, Tiger Woods, NBA, Ray-Ban, HBO, Oculus and more.



INBOUND CHANNELS

DTC

Nuro App

Corporate Wellness

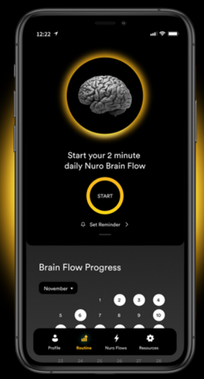
Nuro One

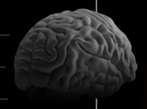
Athletic Performance

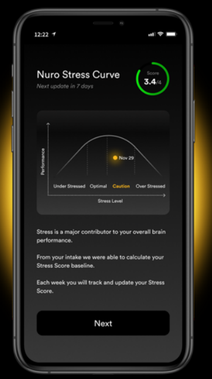
Nuro Pro

THE NURO APP PLATFORM

INPUT	ANALYSIS	ASSESSMENT	ACTIONS
Virtual Neural Scan	Virtual Neural Scan	1. Brain Function Score	NETRAMARK
Active Data Collection	Brain Adaptability	2. Stress Curve	Actionable Routine
Passive Data Collection	Cognitive Flexibility	3. Neural Network Assessment	4X4
Advanced Virtual Neural Scan	Working Memory		Brain
DNA Data MRI Data	Long-term Memory		Movement
	Advanced Virtual Neural Scan		Recovery
	Up to 15 neural networks		Nutrition



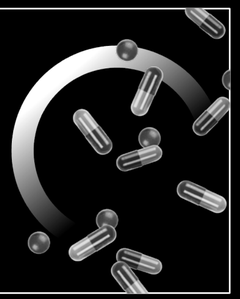




NETRAMARK

OUTBOUND TO NETRAMARK

Nurosene Drug IP Portfolio



Drug Resurrection

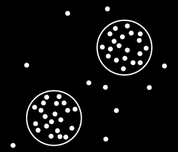
Reigniting failed clinical trials with improved intelligence and methodologies to bring drugs to Market.

Drug Repurposing

For new indications as identified through databases of molecules, disease interactions, and the NetraAI technology.

New Molecule Invention

Using mathematical and machine intelligence technologies for determining molecular docking and binding affinities for new drug inventions through precision drug targets discovered by the NetraAI technology.



NETRAMARK

NŪRO

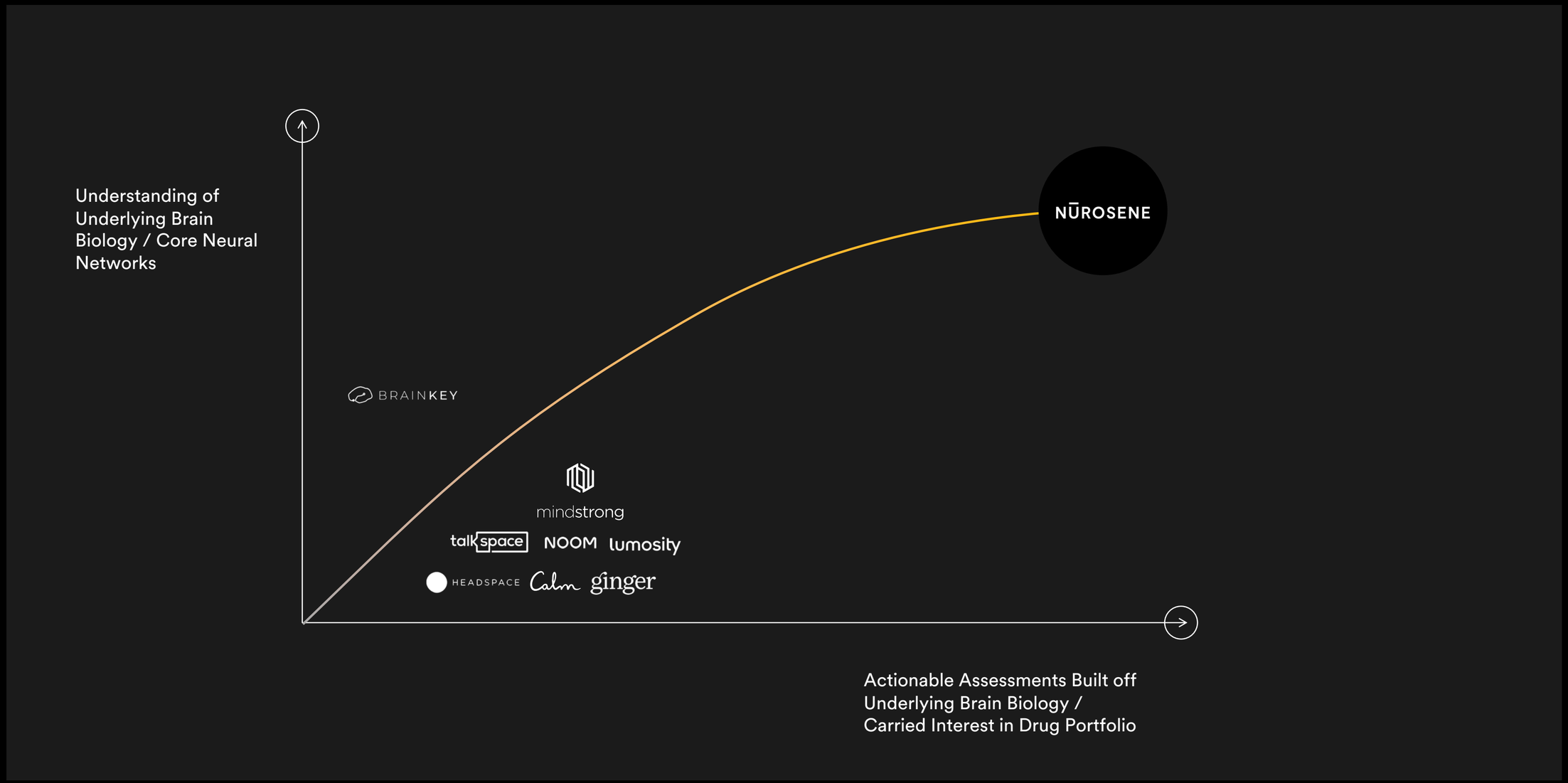
Nuro Advanced Population Data

Partner Population Data

CSE: MEND, OTC: MNNDF, FRA: 8TV

NŪROSENE

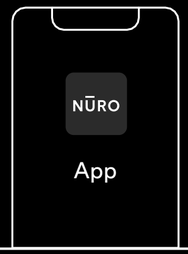
THE COMPETITIVE SET



Our assets and revenue model

HOW WE DRIVE MARKET VALUE

NUROSENE PROPRIETARY TECHNOLOGIES

NŪROSENE	Virtual Neural Scan	Neural Network Assessment	Brain Function Score	Stress Curve Score	AI-based Actionable Routine / Digital Therapeutics	Advanced Virtual Neural Scan
 App						
NETRAMARK  Population Data Sets	**Netra AI** optimize what you can learn from your data	**Netra Health Atlas** empowers discovery of drug repurposing and repositioning	**Netra Shatter** improves models, relabels data, and discovers sub populations	**Netra Surge** turns small data sets into large ones	**Netra Crush** turns noisy data into compressed data that can be turned into predictive models	

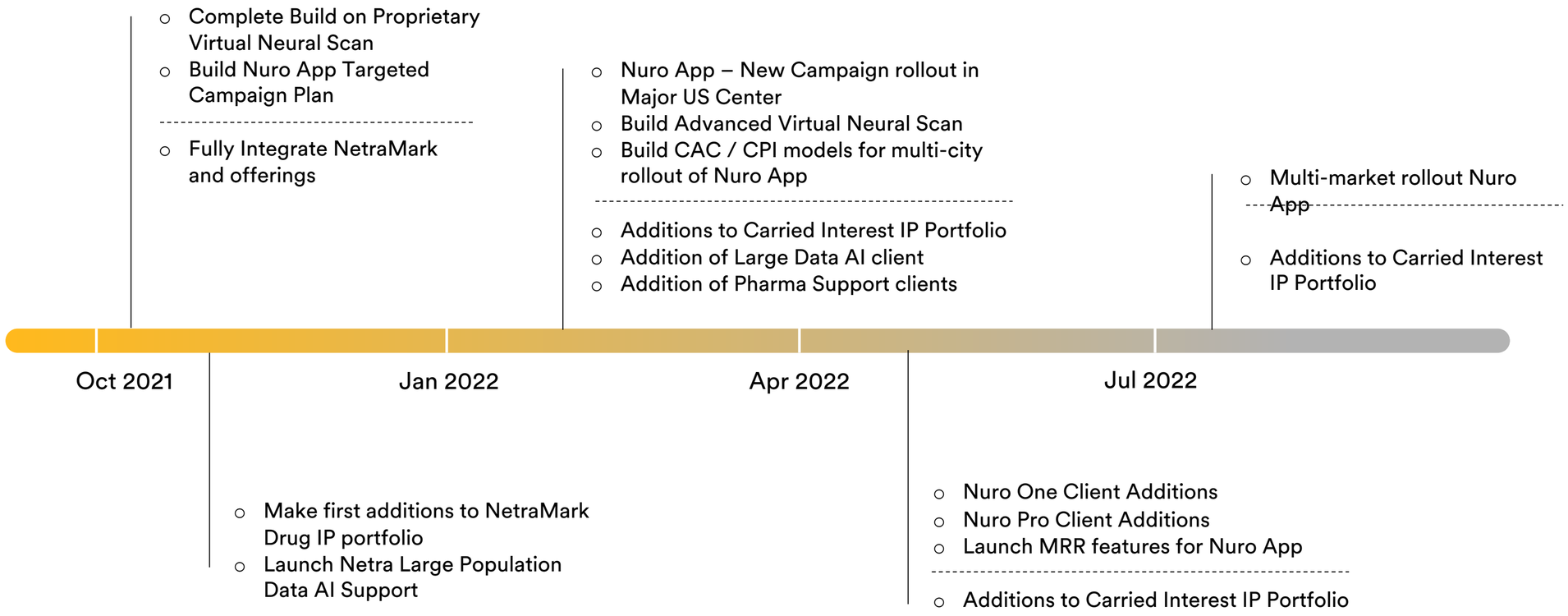
REVENUE / IP

- Channels - DTC, Nuro One, Nuro Pro
- Cumulative Downloads
- Monthly Active Users (MAU)
- MRR – Subscription Model

- Drug / Nutraceutical Precision IP Portfolio
- NetraAI Pharma Support Model
- NetraAI Large Partnership Population Data AI Support Model

KEY MILESTONES

2021-2022 Deliverables



FINANCIAL HIGHLIGHTS



Cap table	Shares
Common Shares	40,282,489
Warrants	581,534
Stock Options	3,196,000
Fully Diluted	44,060,023

Nurosene has been featured by the following news outlets:

NURO IN THE NEWS

BUSINESS INSIDER

"Mental-health app Nurosene gains investment from Nick Jonas and NHL player James van Riemsdyk"

Forbes

"NFL's Richard Sherman teams up with Health Tech Company Nurosene to shed light on mental and brain health"

Bloomberg

"Nurosene creates Mental Health Advisory Council to tackle global mental health crisis"

CNBC

"CNBC's Deirdre Bosa chats with Nurosene CEO Ranj Bath and NFL star Richard Sherman"

Additional Highlights:

betakit

THE WALL STREET JOURNAL.

yahoo! finance

cheddar news

SPORTTECHIE

The Logic

GoodDay

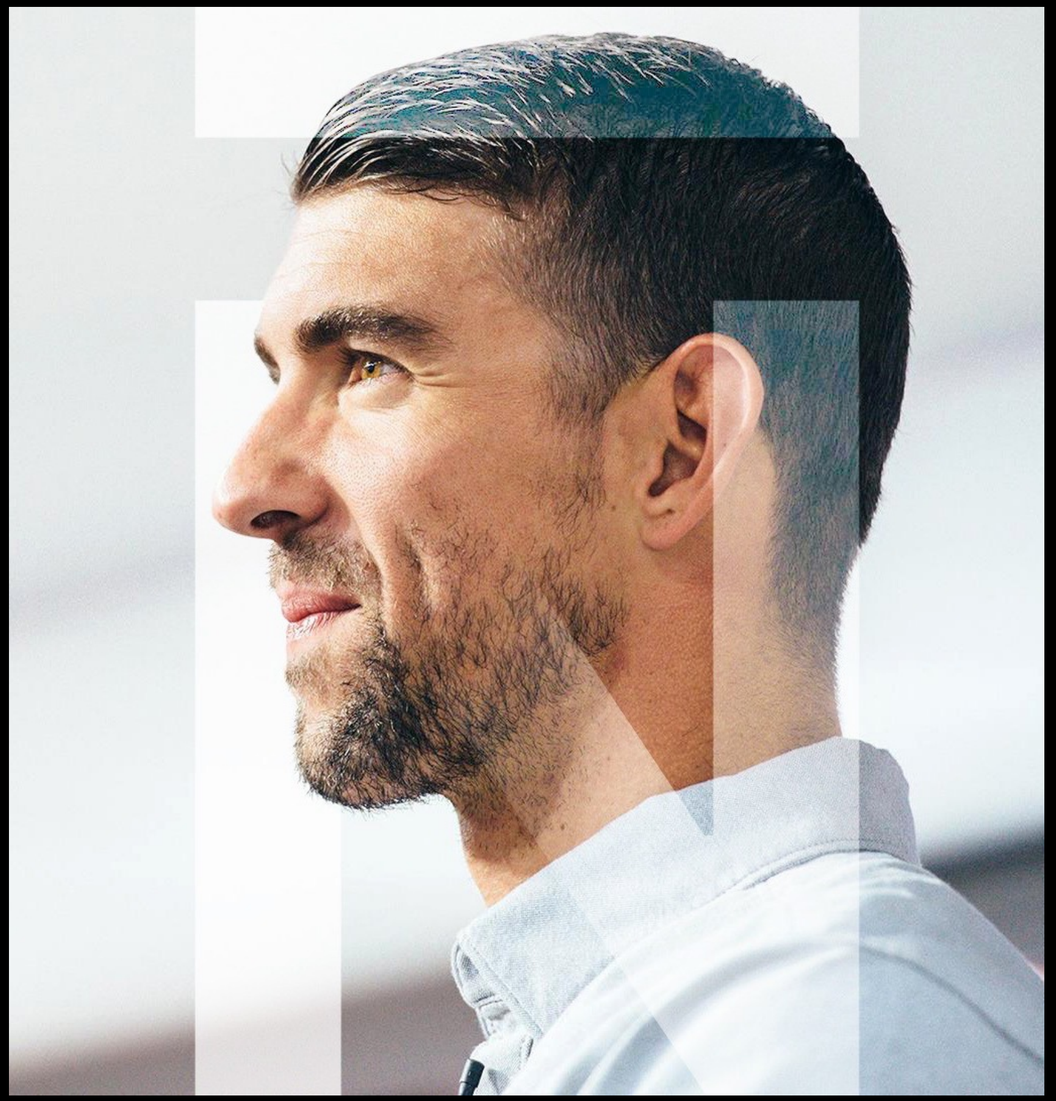
CANADIAN Healthcare Technology

B/R BLEACHER REPORT

CSE TV

“It’s OK not to be OK.”

— **Michael Phelps**
Nurosene Advisor



Olympian Michael Phelps
joins Nurosene Mental Health
Advisory Council

“The brain is a muscle that can move the world.”

— Stephen King



Thank you

For more information, please contact
investors@nurosene.com

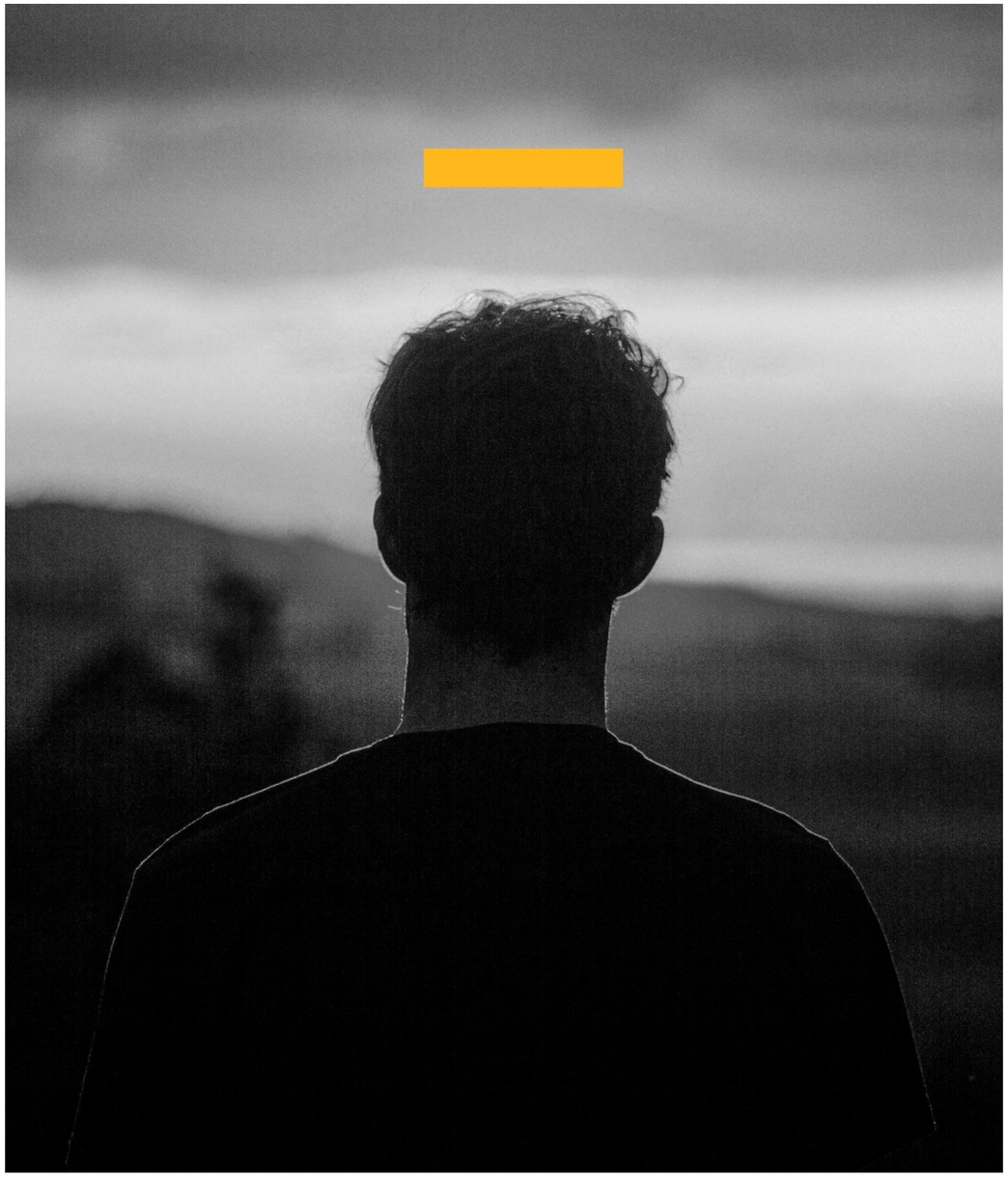


Appendix

Company Highlights

Nuro Affiliations

COMPANY HIGHLIGHTS



Nuro Milestones

- Listed on Canadian Stock Exchange (CSE: MEND), Frankfurt Exchange (Frankfurt: 8TV), OTC (OTC: MNNDF)
- Total capital raised to date $11.9M CAD
- Formed Mental Health Advisory Council featuring Olympian Michael Phelps
- Investment from Global Pop Icon Nick Jonas
- Launched a performance based mobile application, on the Apple App Store and Google Play Store
- Completed acquisition of leading AI company Netramark
- Developing infrastructure for passive data collection into the Nuro app, leveraging NetraAI technology to develop hypotheses correlated to mental health concerns
- Nuro Pro pilot project underway featuring 200 aspiring young athletes, including a neuro training program designed by Co-Founder Daniel Gallucci

NURO AFFILIATIONS

Nurosene is affiliated with the following organizations:

Associate Professor in Molecular Medicine

Queen's University, Canada

ISCTM

USA

MaRS

Canada

Creative Destruction Labs

Canada

Professor at the Center for Biotechnology & Genomics Medicine

Medical College of Georgia, USA

JLABS

Canada

BoodleAI

USA

Ontario Brain Institute

Canada

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In certain circumstances, purchasers resident in certain provinces of Canada, are provided with a remedy for rescission or damages, or both, in addition to any other right they may have at law, where an offering memorandum (such as this presentation) and any amendment to it contains a misrepresentation. Where used herein, "misrepresentation" means an untrue statement of a material fact or an omission to state a material fact that is required to be stated or that is necessary to make any statement not misleading in light of the circumstances in which it was made. These remedies, or notice with respect to these remedies, must be exercised or delivered, as the case may be, by the purchaser within the time limits prescribed by applicable securities legislation. The following summary is subject to the express provisions of the applicable securities laws, regulations and rules, and reference is made thereto for the complete text of such provisions. Such provisions may contain limitations and statutory defences not described here on which the Company and other applicable parties may rely. Purchasers should refer to the applicable provisions of the securities legislation of their province for the particulars of these rights or consult with a legal advisor.

ONTARIO, NEW BRUNSWICK, NOVA SCOTIA, AND SASKATCHEWAN

The following is a summary of rights of rescission or damages, or both, available to purchasers resident in the province of Ontario, New Brunswick, Nova Scotia and Saskatchewan. If there is a misrepresentation herein and you are a purchaser under securities legislation in Ontario, New Brunswick, Nova Scotia and Saskatchewan you have, without regard to whether you relied upon the misrepresentation, a statutory right of action for damages, or while still the owner of the securities, for rescission against the Company. This statutory right of action is subject to the following: (a) if you elect to exercise the right of action for rescission, you will have no right of action for damages against the Company; (b) except with respect to purchasers resident in Nova Scotia, no action shall be commenced to enforce a right of action for rescission after 180 days from the date of the transaction that gave rise to the cause of action; (c) no action shall be commenced to enforce a right of action for damages after the earlier of (i) 180 days (with respect to purchasers resident in Ontario) or one year (with respect to purchasers resident in Saskatchewan and New Brunswick) after you first had knowledge of the facts giving rise to the cause of action, and (ii) three years (with respect to purchasers resident in Ontario) or six years (with respect to purchasers resident in Saskatchewan and New Brunswick) after the date of the transaction that gave rise to the cause of action; (d) with respect to purchasers resident in Nova Scotia, no action shall be commenced to enforce a right of action for rescission or damages after 120 days from the date on which payment for the securities was made by you; (e) the Company will not be liable if it proves that you purchased the securities with knowledge of the misrepresentation; (f) in the case of an action for damages, the Company will not be liable for all or any portion of the damages that it proves do not represent the depreciation in value of the securities as a result of the misrepresentations; and (g) in no case will the amount recoverable in such action exceed the price at which the securities were sold to you. The foregoing is a summary only and is subject to the express provisions of the Securities Act (Ontario), the Securities Act (New Brunswick), the Securities Act (Nova Scotia) and the Securities Act (Saskatchewan), and the rules, regulations and other instruments thereunder, and reference is made to the complete text of such provisions contained therein. Such provisions may contain limitations and statutory defenses on which the Company may rely.

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Notwithstanding that the Securities Act (British Columbia), the Securities Act (Alberta), and the Securities Act (Québec) do not provide, or require the Company to provide, to purchasers resident in these jurisdictions any rights of action in circumstances where this presentation or an amendment hereto contains a misrepresentation, the Company hereby grants to such purchasers contractual rights of action that are equivalent to the statutory rights of action set forth above with respect to purchasers resident in Ontario.

MANITOBA, NEWFOUNDLAND AND LABRADOR, PEI, YUKON TERRITORY, NUNAVUT, AND THE NORTHWEST TERRITORIES

In Manitoba, the Securities Act (Manitoba), in Newfoundland and Labrador the Securities Act (Newfoundland and Labrador), in Prince Edward Island the Securities Act (PEI), in Yukon, the Securities Act (Yukon), in Nunavut, the Securities Act (Nunavut) and in the Northwest Territories, the Securities Act (Northwest Territories) provide a statutory right of action for damages or rescission to purchasers resident in Manitoba, Newfoundland, PEI, Yukon, Nunavut and Northwest Territories respectively, in circumstances where this presentation or an amendment hereto contains a misrepresentation, which rights are similar, but not identical, to the rights available to Ontario purchasers.

The statutory right of action described above is in addition to and without derogation from any other right or remedy at law.

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The securities described herein are being offered on a private placement basis in reliance upon prospectus and registration exemptions under applicable securities legislation. Resale of the securities offered hereby will be subject to restrictions under the applicable securities legislation, which will vary depending on the relevant jurisdiction. Generally, such securities may be resold only pursuant to an exemption from the prospectus and registration requirements of applicable securities legislation or pursuant to an exemption order granted by appropriate securities regulatory authorities.