



**OxySure
Therapeutics, Inc.**
OTCQB: OXYS

January 14, 2016
Recent Price: \$0.22

Market Data

Fiscal Year	December
Industry	Medtech
Market Cap	\$7.4M
Price/Earnings (ttm)	N/A
Price/Book (mrq)	5.79x
Price/Sales (ttm)	1.92x
Insider Ownership	57.74%
Shares Outstanding	36.22M
Equity Float	8.8M
Avg. Volume (3 mo.)	178,746

As of January 14, 2016

Income Statement Snapshot

TTM

Revenue	\$3.4M
Gross Profit	\$1.0M
Gross Margin	53%
Net Income	(\$1.3M)

Balance Sheet Snapshot

MRQ

Cash	\$2.00M
Debt	\$1.2M

Company Overview

OxySure Therapeutics, Inc. is a medical technology company focused on the design, manufacture and distribution of specialty respiratory and medical solutions. The Company has developed a unique platform technology, whereby medically pure oxygen is created instantly from two dry, inert powders, allowing oxygen to be delivered on demand without the need for pressurized storage. The launch product using this technology is called the OxySure Model 615. With Model 615, there are no compressed tanks, no dials, no valves, no regulatory maintenance, no hydrostatic testing, no batteries, and no required training, and the technology is both safe and easy-to-use for the layperson. And like an automated external defibrillator (AED) or fire extinguisher, it can be placed just about anywhere a medical emergency might occur to help improve medical outcomes and save lives by bridging the gap between a medical emergency and the arrival of first responders on the scene. It can also be used for patients with asthma, unstable angina, pulmonary fibrosis and severe anaphylactic reactions like peanut allergy who could benefit from OxySure prior to the arrival of first responders.

Value Proposition

OXYS has developed a groundbreaking, first-to-market technology that has the potential to achieve a multimillion unit install base. The OxySure Model 615 is far cheaper than an AED (\$349 price for a Model 615 vs. \$1,500 for an AED), which makes it more accessible and affordable than AEDs, potentially leading to larger market acceptance as more end users become aware of the technology. Fourteen consecutive quarters of double digit revenue growth indicates strong market interest, which is anticipated to accelerate as OXYS increases its sales and marketing spend. Multiple analysts have target prices that indicate strong share price upside for OXYS, including Zacks Small-Cap Research (TP: \$1.50), Taglich Brothers (TP: \$2.10), and SeeThru Equity (TP: \$2.30).

Investment Highlights

- **OxySure’s Model 615 is a pioneering technology that is defining a new market with no direct competition**
 - A robust patent portfolio combined with trade secrets should ensure the Company maintains this advantage over the long-term
- **Targeted for use in enormous end markets**
 - End markets are at least as large as the install base for AEDs, which exceeds two million units, and potentially as large as the fire extinguisher based, which exceeds 100 million units in the U.S. (500+ million units globally)
- **3Q13 revenue was up 39% YoY to \$1.14 million**
 - Fourteen consecutive quarters of double digit growth (ave. growth over last three full fiscal years is 216%)
- **OxySure’s Model 615 has been cleared by the U.S. Food & Drug Administration for over-the-counter sales, along with receiving CE Marking approval**
- **Recurring revenue model leads to greater earnings predictability**
 - OxySure’s Model 615 consists of a reusable housing and a replaceable cartridge, which must be replaced after each use or upon expiry of a 2-year shelf life
- **Future products are being developed for other vertical markets**
 - OxySure’s “oxygen from powder” technology also allows the Company to develop much needed solutions for other vertical markets such as aviation, mining and sports & recreation markets

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