



INDUSTRY: Healthcare
 SECTOR: Medical Appliances & Equipment

OxySure Therapeutics, Inc.

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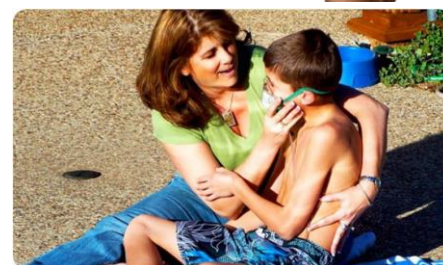
SELECT FINANCIALS

OTCQB: OXYS	
Fiscal Year End	Dec. 31
Market Cap (4/26/13)	\$18.0 M
Current Price (4/26/13)	\$0.78
52-Week Price Range	\$0.35 - \$2.75
Shares Outstanding (12/31/12)	19.9 M
FY 2012 Revenue (\$000s)	\$270
FY 2012 Net Income	\$(828)
FY 2012 Income (loss) Per Common Share	\$(0.04)
Legal	K&L Gates, LLP
Auditor	Sam Kan & Company

OxySure Therapeutics, Inc. (OTCQB: OXYS) is a medical technology company that focuses on the design, manufacture and distribution of specialty respiratory and medical solutions. The company pioneered a safe and easy to use solution to produce medically pure (USP) oxygen from inert powders. The company owns numerous issued patents and patents pending on this technology which makes the provision of emergency oxygen safer, more accessible and easier to use than traditional oxygen provision systems. OxySure's products improve access to emergency oxygen that affects the survival, recovery and safety of individuals in several areas of need: (1) Public and private places and settings where medical emergencies can occur; (2) Individuals at risk for cardiac, respiratory or general medical distress needing immediate help prior to emergency medical care arrival; and (3) Those requiring immediate protection and escape from exposure situations or oxygen-deficient situations in industrial, mining, military, or other "Immediately Dangerous to Life or Health" (IDLH) environments.

INVESTMENT HIGHLIGHTS

- Approved by FDA for OTC purchase
- Attractive Razors-Razor Blades Model
- Great brand/market reputation
- Lighter, safer, more affordable and easier to use
- Validated Breakthrough Lifesaving Technology
- "No brainer" combined with AEDs
- Large and growing markets
- New future Products, Vertical Markets
- Thousands of lives already saved
- 40+ U.S. Distribution Agreements



COMPANY OVERVIEW

- Founded in 2004
- 2005: Received FDA approval for first product, the OxySure Model 615
- 9 Patents Issued; 15+ Pending
- 6 New, complimentary products launched



INDUSTRY ANALYSIS

Bridging the Gap

Gap = Emergency Onset → Arrival of First Responders

USA Today: Gap is 6 – 15 Minutes

AEDs Address This Gap,

But Oxygen has Always Been Missing Until OxySure

Where OxySure is Needed: U.S. Placement Markets

- 20,000,000 OSHA Compliant Buildings
- 116,000,000 Homes and Apartments
- 7,000+ MRI Centers
- POC Markets, Alternate Sites
- 100,000 K-12 Schools
- 6,000,000 Residential Swimming Pools
- 925,000 Restaurants
- 350,000 Manufacturing Facilities
- 325,000 Places of Worship
- 16,000 Golf Courses
- Airports, Public Use Facilities, Sports Facilities



Worldwide Placement Markets in excess of ~500 million units

U.S. AT RISK MARKETS

- **Cardiovascular Disease (CVD)**
 - ◇ 40 Million Diagnosed
 - ◇ 40 Million Undiagnosed
- **Chronic Obstructive Pulmonary Disease (COPD)**
 - ◇ 16 Million Diagnosed
 - ◇ 14 Million Undiagnosed
 - ◇ 1.6 Million on Long Term Oxygen Therapy (Back-up)
- **Asthma – 22.3 million**
- **General medical & civil emergencies**
- **Travelers to higher altitudes**
- **Private pilots – 400,000**
- **Over 50**

Worldwide

CVD = 500+ M

Asthma = 300+ M

COPD = 200+ M

PRODUCTS



OxySure Model 615: It's About Time™

- Non-Compressed Source
- No Training required
- Safe
- No Prescription Required
- Lightweight



- Disposable Cartridge
- Easy Operation
- 6 LPM, 15-20 minutes
- 99% + Medical oxygen
- Rest is moisture



1. Plug in the Mask



2. Turn the Knob



3. Place the Mask Over the Nose and Mouth

Problems with Existing Emergency Oxygen

Compressed Cylinders

- Explosion hazard
- Heavy
- Expensive to purchase and maintain

Chemical Generators

- No widespread consumer application
- Produces high heat
- Explosion hazard
- Highly toxic



LOCATIONS TODAY

- Municipalities
- Manufacturing/Commercial
- Churches
- Colleges: UT, TCU, UTD, MSU, Purdue
- K-12 education
- 40+ States
- International: Australia, New Zealand, United Kingdom, South Africa, Turkey & Brazil



GROWTH STRATEGY

Increase Sales to Existing and New Customers

- Deeper and wider in education, commercial and government
- Enter new international territories
- Jumpstart mass "At Risk" markets

Introduce New Products / Services

New Channels

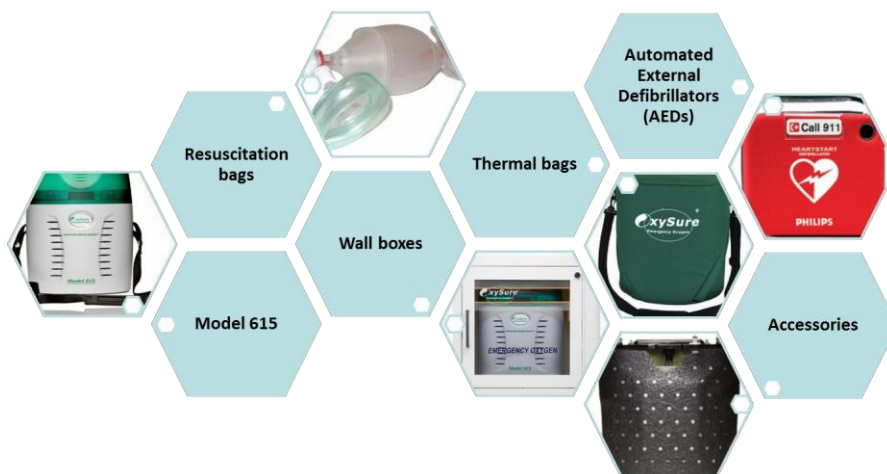
- Program management
- Sports & recreation model, SCSR, Aviation
- Disposable model
- Cartridges

Pursue Market Catalysts

- Insurance Reimbursements
- Legislation / Mandates

Tuck In Acquisitions

PRODUCT DIVERSIFICATION



MANAGEMENT TEAM

Julian T. Ross, MBA, Chairman & CEO - Julian is the OxySure founder, technology developer (holds 9 patents) and CEO since inception. He has 25+ years experience in technology, manufacturing, and finance. He has managed development of production capabilities, partnerships and alliances, managed the development of sales, distribution and licensing partnerships, raised in excess of \$14 million in debt and equity to fund operations, and took OXYS public in 2011 through an S-1 registration with the Securities and Exchange Commission. Julian's other experience: Roll-up, technology companies; \$315 million high yield debt offering (Merrill Lynch/Salomon Brothers in lead, plus Deutsche Morgan Grenfell, Nomura Securities).

Jeremy "Jerry" Jones, Director - Jeremy has over 35 years in healthcare leadership. He was Former Chairman/CEO of Apria Healthcare (sold to Blackstone for \$1.7 billion) and Chairman of On Assignment (NYSE: ASGN), \$1.3 billion healthcare services leader. His current and former Boards: (1) CombiMatrix Corporation (CBMX); (2) Byram Healthcare Centers Inc. (Chairman); (3) Lifecare Solutions, Inc. (Chairman) (4) US Labs, Inc., acquired by Lab Corp in 2005; (5) Cardium Healthcare, acquired by CenCorp Health in 2006. Jeremy was Chairman of the Health Industry Distributors Association (HIDA), 2 terms and is Founding Chairman of the Home Oxygen Services Coalition. He has also received the Dr. Jonas Salk Memorial Mentor in Medicine Award from the March of Dimes.

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