



# Working to build a BetterLife, with innovative medicines.

BetterLife strives to deliver breakthrough, patient-friendly, safe, non-hallucinogenic medicines to treat the unmet psychiatric conditions and the neurological disorders.



**BetterLife Pharma**

CSE: BETR

OTCQB: BETRF

# Disclaimer

This presentation may contain forward-looking statements and predictions. These forward-looking statements, by their nature, necessarily involve risks and uncertainties that could cause actual results to differ materially from those contemplated by the forward-looking statements. BetterLife Pharmaceuticals Inc. (“BetterLife” or the “Company”) considers the assumptions on which these forward-looking statements are based to be reasonable at the time they were prepared, but cautions that these assumptions regarding the future events, many of which are beyond the control of the Company, may ultimately prove to be incorrect. Factors and risks, which could cause actual results to differ materially from current expectations, include, amongst other factors, those related to the timing or successful completion of the Company’s development plans including, but not limited to synthesis of its compounds, obtaining regulatory approval, success of pre-clinical and clinical studies. Forward-looking information is based upon a number of assumptions and estimates of management at the date the statements are made. Risk factors include among other things BetterLife’s ability to raise capital to complete its plans and fund its studies and assumptions are inherently subject to significant economic, social, political, competitive and regulatory and other uncertainties. The Company disclaims any intention or obligation to update or revise any forward-looking statements whether as a result of new information, future events, or except as required by law. For additional information on risks and uncertainties relating to these forward-looking statements, investors should consult the Company’s ongoing continuous disclosure and other filings found on SEDAR at [www.sedar.com](http://www.sedar.com).



**BetterLife Pharma**



## Investment Highlights

### Market:

According to a new report by Reports and Data, the global anxiety disorder and depression treatment market size is forecast to reach USD 19.81 Billion by 2028, registering a CAGR of 2.4% over the forecast period.

Source: <https://www.marketwatch.com/press-release/anxiety-disorders-and-depression-treatment-market-size-share-global-development-revenue-future-analysis-by-2027-2022-05-17>

### Vision:

To deliver patient-friendly mental health solutions by producing unregulated, economical, curative, and safe prescription medicines for the global market.

### Team:

Highly experienced pharma team with significant track record in developing & commercializing successful therapeutics.

### Pipeline:

#### **BETR-001 (2-Bromo-LSD)**

Potential treatment for major depressive disorder, treatment resistance disorder, migraines, post-traumatic stress disorder and other neuro-psychiatric disorders.

#### **BETR-002 (Dihydrohonokiol-B)**

Potential treatment for anxiety, benzodiazepine dependency and other neurological disorders.

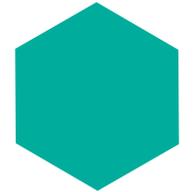


## Mental Disorder

More and more people are suffering from mental disorders. In a forecast by Mordor Intelligence, the global antidepressants market alone is expected to grow at a CAGR of 2.68% during the forecast period of 2019-2027.

Today's business and life culture is demanding more and more commitment, leading to the rise of mental disorders. The impact of the COVID-19 pandemic further contributes to this rise, as several studies have shown an increase in addictive behaviors, as well as sleep, eating, and other mental disorders during this period.

The drug-based psychotherapeutic treatments, currently available on the market, lead to dependency and have many side effects that can lead to incapacity and often complete isolation. The goal of bringing the patient out of the darkness of a mental illness cannot be achieved with most current therapies and medicines, but only a state of better endurance.

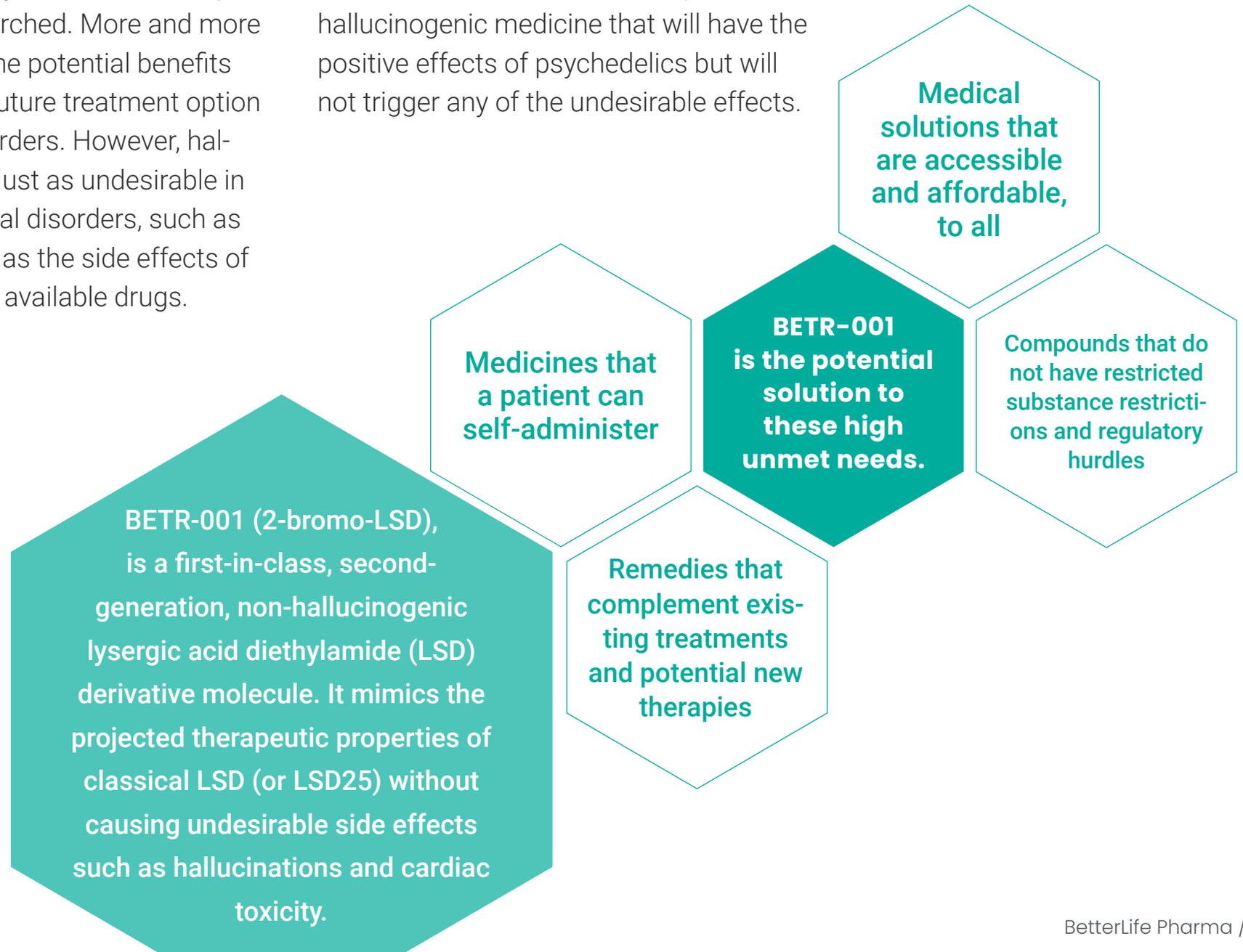


## A Fast Growing Problem – Worldwide

# BETR-001 – A promising Solution

In the last 10 years, psychedelics have again been intensively researched. More and more studies are showing the potential benefits of psychedelics as a future treatment option for psychological disorders. However, hallucinations (trips) are just as undesirable in the treatment of mental disorders, such as depression or anxiety, as the side effects of existing commercially available drugs.

BetterLife has set out to develop a non-hallucinogenic medicine that will have the positive effects of psychedelics but will not trigger any of the undesirable effects.



# BETR-002

A novel formulation of a derivative of dihydrohonokiol, a known anti-anxiety compound, with potential for treatment of benzodiazepine dependency, anxiety, and other neurological disorders. Its active pharmaceutical ingredient is dihydrohonokiol-B ("DHH-B"). DHH-B is a derivative of honokiol, which is the active anxiolytic (anti-anxiety) ingredient of magnolia bark extracts. Magnolia bark extracts have been used in traditional Chinese medicines for centuries as anxiolytic medication.



## Honokiol

Honokiol is a poly-phenolic compound found in Magnolia bark, that exerts neuroprotective properties through a variety of mechanisms. It has therapeutic potential in:

- ◆ Anxiety
- ◆ Depression
- ◆ Pain
- ◆ Cerebrovascular injury
- ◆ Epilepsy
- ◆ Cognitive disorders including Alzheimer's disease

Higher doses of honokiol have been shown to produce an anxiolytic (anti-anxiety) effect without change in motor skills or respiration. It has been used by many to decrease daytime anxiety and works well to facilitate sleep.

DHH-B (dihydrohonokiol-B) is a derivative of honokiol and is approximately 20 times the strength as the natural Magnolia Bark (honokiol) supplement. DHH-B is a powerful anxiolytic medicine without the side effects presented with anti-anxiety medications like Benzodiazepines (e.g. Xanax).

# Indications



## Major Depression Disorder (MDD)

Mental disorder characterized by a sustained feeling of sadness or loss of pleasure and or interest in life.



**Economic Burden worldwide to be about \$1 trillion/year.**

**Approximately 280 million people in the world have depression. <sup>(1)</sup>**



**DEPRESSION IS A LEADING CAUSE OF DISABILITY WORLDWIDE.**

Expected market size by 2027 US\$13.03 billion.

More than **75%** of people in low- and middle-income countries receive no treatment. <sup>(2)</sup>

Growth Rate (CAGR)  
**2.68%** in the period of 2010-2027.

More than **60%** of those who commit suicide struggle with depression. <sup>(3)</sup>

<sup>1</sup> Institute of Health Metrics and Evaluation. Global Health Data Exchange (GHDx). <http://ghdx.healthdata.org/gbd-results-tool?params=gbd-api-2019-permalink/d780dffbe8a381b25e1416884959e88b> (Accessed 1 May 2021)

<sup>2</sup> Evans-Lacko S, Aguilar-Gaxiola S, Al-Hamzawi A, et al. Socio-economic variations in the mental health treatment gap for people with anxiety, mood, and substance use disorders: results from the WHO World Mental Health (WMH) surveys. *Psychol Med.* 2018;48(9):1560-1571.

<sup>3</sup> American Association of Suicidology, 2009

# Indications



## Anxiety Disorder (AD)

Intense, excessive and persistent worry and fear about everyday situations. Often, anxiety disorders involve repeated episodes of sudden feelings of intense anxiety and fear or terror that reach a peak within minutes (panic attacks).



**12 Billion workdays are lost, every year, to depression and anxiety.**

**Economic Burden of Anxiety Disorders costs the US over \$42 billion per year.**



**OVER 300 MILLION PEOPLE LIVING WITH ANXIETY DISORDER GLOBALLY**

Most prevalent type of mental disorder across all ages in the world, affecting 18% of the population.

**Psychosis  
Diagnosis**

**71%**  
don't receive mental  
health services.

**Anxiety  
Severity**

**54%**  
of a poll, say it's  
High to Very High.

**Anxiety  
Disorder**

**50%**  
more common in  
women than in men.

<https://www.who.int/publications/i/item/9789240049338>  
<https://www.anxietycentre.com/statistics/anxiety-disorder-statistics-facts>  
<https://www.anxietycentre.com/articles/impact-of-anxiety-disorder>  
<https://anxietyhub.org/anxiety-disorder-statistics>  
<https://ourworldindata.org/mental-health>

# Indications



## Neuropathic Pain (NeP)

Neuropathic pain is pain caused by a lesion or disease of the somatosensory nervous system. The origin of neuropathic pain is diverse and related to a large variety of often difficult to treat underlying diseases or lesions.

Symptoms include localized or widespread spontaneous pain, perceived as burning, electrical or shooting, often in combination with paresthesias.

By far the most important challenge to doctors and scientists is the lack of adequate efficacy of currently available pharmacotherapy.

US\$  
25.2  
billion

**Neuropathic Global Pain Market  
predicted by 2027**

**NEUROPATHIC PAIN IS OFTEN CHRONIC OR PERIODIC  
AND DEBILITATING – PATIENTS HAVE HIGHER  
INCIDENCE OF ANXIETY AND DEPRESSION**

**Elderly Population**

**16%**

suffering from  
diabetes, experience  
painful diabetic  
neuropathy

**Global Citizens**

**7-10%**

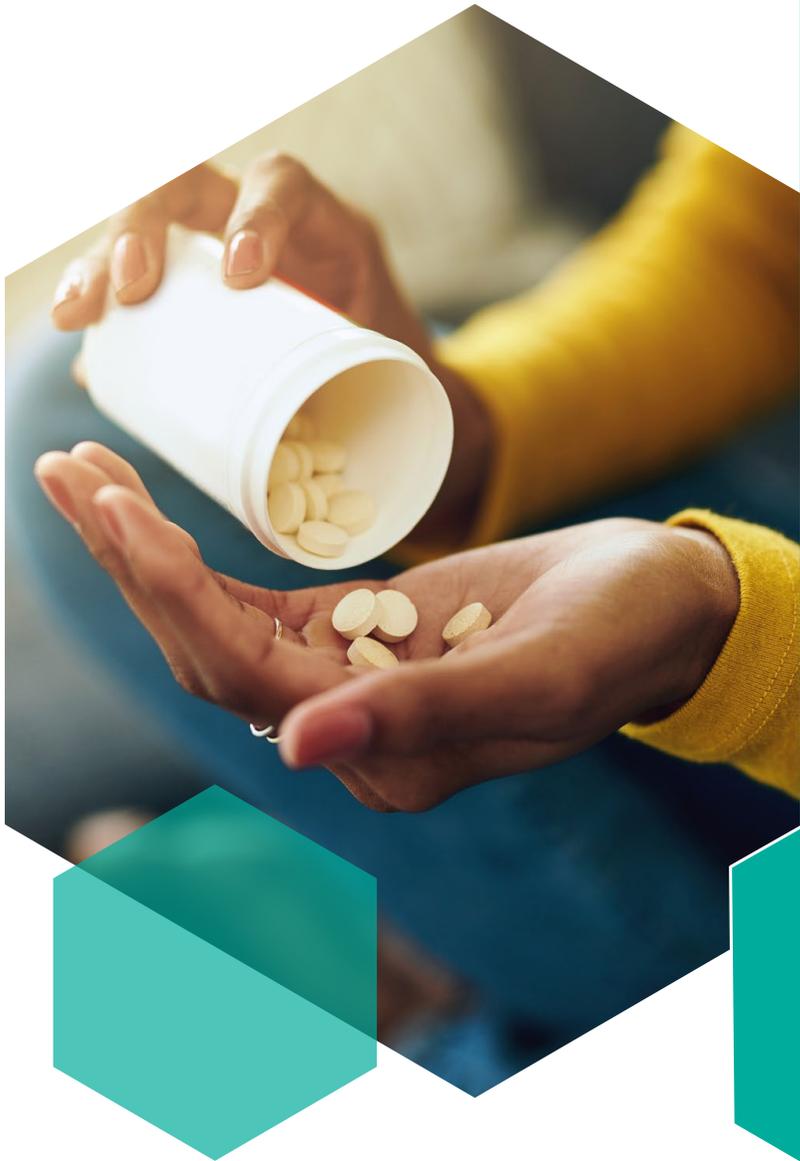
of the global population  
suffers from neuropathic  
pain

**US Population**

**30%**

are estimated to be  
affected by neuropathy

# Indications



## Benzodiazepine Dependency (BZD)

Class of drugs used to tranquilize symptoms of anxiety, panic disorders, insomnia, muscle tension and seizures. Usually prescribed for short-term relief over a few weeks because it is highly addictive.



**Benzodiazepines Market size is projected to reach USD 4.25 Billion by 2028, growing at a CAGR of 2.27% from 2021 to 2028. <sup>(1)</sup>**

**Estimated use of benzodiazepine and opioids may account for as many as 50% of opioid overdose deaths.**



**Emergency Visits**

**24%**

increase for BZD  
overdose

**Doctor Visits**

**30%**

lead to BZD  
Medication

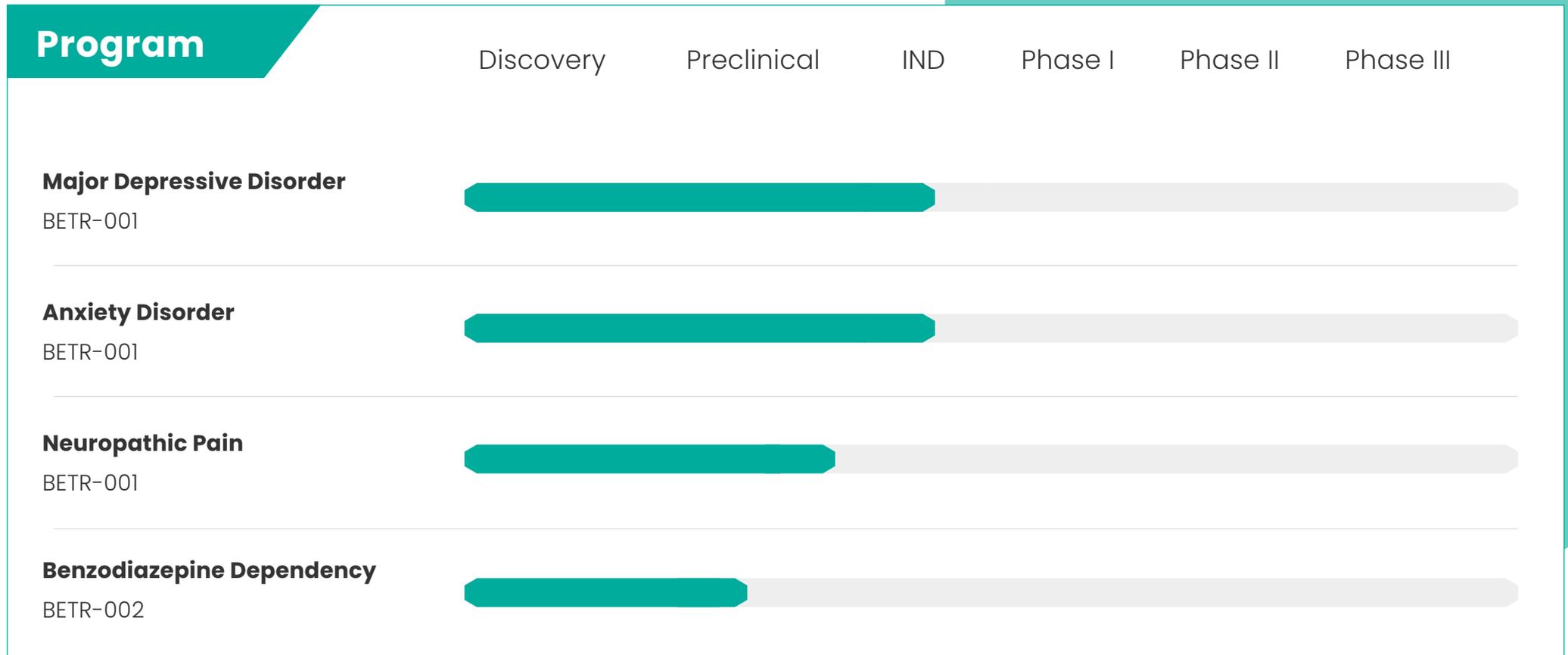
**Prescriptions**

**70%**

up for adults filling  
BZD prescriptions

<sup>1</sup> <https://www.verifiedmarketresearch.com/product/benzodiazepines-market/>

# Program Planning





## Market

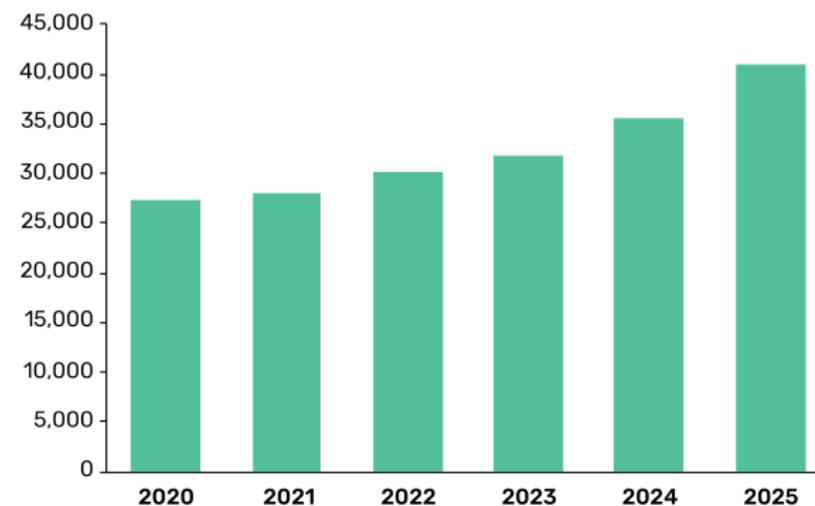
- With the development of BETR-001 and BETR-002, BetterLife is able to produce drugs that have sustainable curative effect on mental illness, but without triggering debilitating side effects and undesired dependency.
- BETR-001 and BETR-002 do not have to overcome global regulatory hurdles and can be brought to market faster than other drugs of their kind.
- Since BETR-001 can be offered over-the-counter, the market adoption & scalability is greater, enhancing the growth possibility in an already fast-developing market.

<sup>1</sup> Source: GlobalData.

## Global sales of psychiatric drugs could reach more than \$40bn by 2025.

According to GlobalData, sales of psychiatric drugs are expected to increase from US\$ 27.4 billion in 2020 to US\$ 40.9bn in 2025, growing at a compound annual growth rate (CAGR) of 8.4%.

### Global annual sales forecast of drug for psychiatric indications, 2020–2025 <sup>1</sup>





# Management Team

# Management

**Hooshmand Sheshbaradaran, PhD**  
**Chief Operating Officer**

30+ years senior pharma executive drug development, operations, licensing and M&A

**Anthony Calandra, PhD**  
**Head Regulatory**

30+ years of pharmaceutical and regulatory affairs



**Ahmad Doroudian, PhD**  
**Founder, CEO**

25+ years experience in finance, M&A, Founder of Merus Labs (NASDAQ: MSLI)



**Abdi Ghaffari, PhD**  
**Head of Preclinical Research**  
15+ years, Pre-Clinical R&D



**Moira Ong, CPA, CA**  
**Chief Financial Officer**

20+ years, financial and corporate reporting



**Scott Rudge, PhD**  
**Head of CMC**

20+ years in CMC development



**Wolfgang Renz, MD**  
**Director**

10+ years involvement in developing medicines and technology.

# Advisors

**Dr. Adam Halberstadt, PhD**  
Psychiatry  
[Go to Profile >](#)

[bit.ly/adam-halberstadt](https://bit.ly/adam-halberstadt)

**Dr. John McCorvy, PhD**  
Neurobiology  
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[bit.ly/john-mccorvy](https://bit.ly/john-mccorvy)

**Dr. Argel Aguilar-Valles, PhD**  
Neuroscience  
[Go to Profile >](#)

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**Dr. Mark Swaim, MD, PhD**  
Biochemistry, cell biology, hepatology

# Thank you.

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