Company Overview

MabCure Inc. [OTCBB: MBCI] is a biotechnology company that is developing highly specific antibodies against cancer for use as diagnostic tools, imaging agents and, ultimately, as new targeted therapies that go beyond today's treatment options, to target only cancer-specific antigens. MabCure's novel monoclonal antibodies ("MAbs") are generated through a proprietary, re-engineered Hybridoma methodology developed by MabCure founders. The company's two leading MAbs diagnostic candidates are for the early detection of ovarian and prostate cancers, where the cure rates are greater than 90% if diagnosed and treated early. Also in development and testing are MAbs for colon cancer and melanoma.

MabCure recently announced that a confirmatory study showed the company's proprietary MAbs successfully identified ovarian cancer in blood (94 percent accuracy) and with no false positives, or cross-reactions with benign tumors of the ovaries or healthy blood. MabCure's serum diagnostic test is the first test able to recognize unique tumor markers or cancer fingerprints present only in ovarian cancer, the deadliest of all gynecological cancers.

Currently available cancer diagnostics and targeted therapies identify or target normal proteins that are over-expressed by cancer cells in some patients, but are also found in normal cells. In contrast, MabCure's MAbs recognize markers or antigens that are unique to all cancer cells of a given type, and not found in normal cells.

MabCure's studies, along with a growing body of research, suggest a paradigm shift in the diagnosis and treatment of cancer – first identifying and confirming with high specificity the presence of cancer and then the ability to target only cancer cells without harming normal cells.

Business Strategy

MabCure's MAbs are primarily being developed for the detection of early stage cancer by simple blood, urine or fecal tests. Later these MAbs will be candidates for cancer imaging and for the development of anti-cancer drugs.

MabCure's strategy is to focus first on the diagnostic application because:

- There are currently no simple and reliable *in vitro* diagnostic (IVD) tests that can adequately and routinely detect most types of cancers when they are at their earliest and most curable stage;
- MabCure's MAbs have the potential to offer reliable and cost-effective IVD tests for ovarian, prostate, and colorectal cancers;
- The market potential for IVD tests against these cancers is multi-billion dollar; and
- The time to market for diagnostics is much faster than that of drugs.

MabCure plans to use its innovative hybridoma technology to develop non-invasive tests for cancer screening and diagnostics that are more accurate, simple, and less costly than currently available alternatives. MabCure's business model adheres to the principal competitive factors in the cancer testing market:

- Early stage effectiveness;
- High sensitivity;
- High specificity;
- Non-invasiveness;
- Price and cost-effectiveness; and
- An effective marketing organization.

Clinical Studies

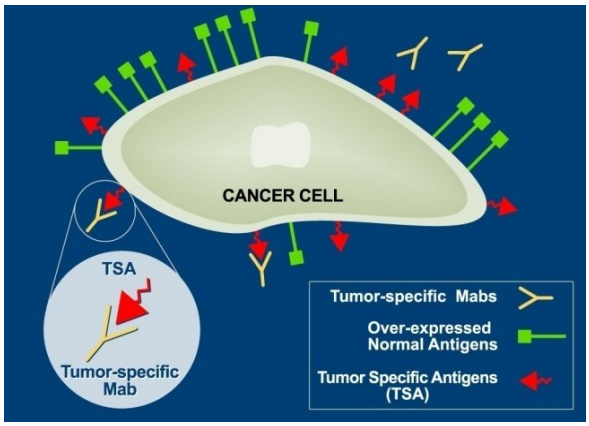
MabCure has conducted and is currently conducting clinical trials for its leading MAbs in two indications:

- Ovarian Cancer
  - MabCure recently completed a confirmatory retrospective study (n=54), evaluating the ability of select MAbs to correctly detect ovarian cancer. The company's MAbs demonstrated 94% sensitivity in correctly detecting the disease and 100% specificity in differentiating cancerous tumors from benign tumors of the ovaries.
  - In addition, these diagnostic Mabs were able to detect residual levels of disease, not detected by the approved CA-125 marker, indicating high analytical sensitivity which may be useful when applied for the detection of early stage ovarian cancer. A larger study is planned in Belgium in the fall of 2010.
  - At the conclusion of the aforementioned study, MabCure will conduct a pivotal multi-center study of its serum marker test in Europe and the U.S. aimed at providing sufficient data for launching the diagnostic test in Europe, and initiating discussions with the U.S. FDA on approving the test in the U.S.
  - MabCure is also in the process of conducting a prospective clinical study for the diagnosis of ovarian cancer in high-risk patients in Thailand in collaboration with the largest hospital in Bangkok (Ramathibodi), as well as the Thai National Cancer Institute.

- Prostate cancer
  - Clinical studies for the detection of prostate cancer are planned in the near future at the Ramathibodi University Hospital in Bangkok, Thailand. A similar study is planned for Europe.

The Science

MabCure's mission is to generate MAbs against rare cancer markers, also known as tumor specific antigens ("TSA") that are present exclusively on the surface of cancer cells. TSA are unique to cancer cells and several have been found to be common to multiple cancers. MabCure's focus is to identify those TSA that are unique to a single type of cancer and that are shared by all patients with a particular cancer. These TSAs are referred to as "Universal" TSA.



Current antibody-based cancer therapies (such as Herceptin®, Avastin® and others) target what is called tumor associated antigens (TAA). TAA are different from TSA in that they are normal proteins over-expressed in some tumors. These proteins are also found and produced in normal cells. In contrast, MabCure's MAbs target only cancer-specific markers not present in normal cells and as such have greater potential as diagnostics, imaging agents and targeted cancer drugs with conceivably no adverse reactions.

Technology

MabCure has re-engineered classic hybridoma technology. Classic hybridoma technology is based on the generation of immortal hybrid cells or hybridoma, which follows the fusion of antibody-producing B-cells with myeloma tumor cells. Each hybridoma continuously manufactures a single monoclonal antibody. MabCure's enhanced technology has improved upon this process by increasing MAb yield, improving production times exponentially, and enhancing specificity.

The following table shows the poor yield and long production time of classic Hybridoma technology versus the high-yield and rapid production time of MabCure's re-engineered Hybridoma technology:

	Classic Hybridoma	MabCure Hybridoma
Yield (hybridomas)	1,000 - 2,000	10,000 - 20,000
Production Time	4 - 6 Months	4 - 6 Weeks
MAb Specificity	Variable	High[1]

[1] *Particularly against poorly immunogenic antigens*

Patents

- MabCure is in the process of filing a provisional patent in the United States on its anti-ovarian cancer MAbs, based on the results of two clinical studies.
- MabCure has elected not to file a patent on its proprietary platform technology for generating MAbs since such MAbs have no unique "fingerprints" that could link them to the technology. Therefore, MabCure's re-engineered Hybridoma technology is a trade secret kept by Company insiders.

Advantages over Competing Technologies

- Prior identity of cancer antigen(s) is not required for generating MAbs against these antigens.
- Qualitative advantage over competing technologies in that MabCure's MAbs bind only to tumor targets that are in their native state (as is the case in fresh or frozen tissue) but not if they are chemically fixed. This is crucial for maintaining specificity and high affinity to the native target antigen.
- MabCure's technology produces vast quantities of antibodies against the desired cancer (as illustrated in the table above). A large library of antibodies is the key factor for selecting a rare antibody repertoire that would exhibit both tumor specificity and tumor "universality," i.e., would recognize all tumors of the same type.

Estimated Market Potential for MabCure's Antibodies

Cancer Type	Target Population	Market Potential Europe	Market Potential U.S.
Ovarian cancer (OVCA)	All women over the age of 40 are at risk of developing OVCA. The target population for screening includes women younger than 40 in several E.U. countries.	€ 29.2 billion	$ 15.0 billion
Prostate Cancer (PROSCA)	In post-mortem analysis, 50% of men in their 50s have histological evidence of cancer in the prostate; the figure rises to 80% by the age of 80.	€ 8.8 billion	$ 9.0 billion
Colorectal Cancer (CRC)	All men and women 50 years and older should be screened for CRC. It is a leading cause of death for both sexes in nearly equal numbers.	€ 35.0 billion	$ 20.6 billion

Market Opportunity

- Cancer is likely to surpass heart disease and become the top global killer by 2010, according to the World Health Organization.
- Cancer testing is considered to be one of the most important growth opportunities for the next three to five years in the pharmaceutical diagnostics market.

Founders

MabCure's founders are highly experienced biotechnology professionals with a combined experience of more than 50 years. The president and CEO, Amnon Gonenne, Ph.D., has been a senior executive at a number of U.S. biotech companies, the CEO of Immunotherapy Inc., and CEO of Elscint Biomedical (a biotech VC fund in Israel). He was involved in the clinical development of a number of genetically-engineered drugs such as human growth hormone, recombinant hepatitis B vaccine, and others. He is experienced in regulatory affairs, clinical trials and cancer immunotherapy.

Elisha Orr, Ph.D., Executive Vice President, and the company's Chief Scientific Officer (CSO), is an expert in molecular biology and immunology and the developer of the MabCure technology and novel MAbs. He has been a professor at the University of Leicester for more than 30 years.

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