

## KEY FACTS:

OTCQX: MDFZF  
Current Price: \$0.03  
Market Cap: \$5M  
52-Week Range: \$0.03-0.14  
Shares Outstanding: 185.18M



## RECENT NEWS:

### **Medifocus, Inc. Announces Agreement with Duke University to License Technology to Develop Heat Activated and Tumor Targeted Immunotherapy (Oct 15, 2015)**

This innovative drug delivery technology platform provides the immediate opportunity for Medifocus to become an active participant in the exciting and rapidly growing molecular/genetic/immune therapeutics marketplace. The Company has established itself as a leader in focused heating within the prostate and breast and will use its clinically established, FDA-PMA approved technology to provide precise intra-tumoral heating to activate the IL-12-GMC-SF therapeutics payload to treat the targeted cancer.

Medifocus, Inc. Announces the Engagement of Tanaka Kapec Design Group, Inc. As Lead Designer of Next Generation of Prolieve® Thermodilatation System (January 11, 2016)

The focus of the redesign is to deliver a console that integrates the best technical and engineering innovations available today while also providing an even better treatment experience to patients. We are taking important steps to position Medifocus to fulfill the unmet needs of the growing BPH market worldwide and to position Prolieve® for entry into geographies around the world.

## ABOUT MEDIFOCUS

Medifocus, Inc. (TSXV-MFS, OTC-MDFZF) develops and commercializes minimally invasive treatment systems for cancerous and benign tumors, and enlarged prostates. Medifocus (the “Company”) owns two technology platforms with approximately 100 issued and pending US and international patents. The Company has recently entered into an exclusive license agreement with Duke University (DUKE) regarding Heat-Activated and Tumor-Targeted Immunotherapy and Gene Therapy. The exclusive license agreement pertains to the Patent Rights of a Duke invention for the development of heat-activated and tumor-targeted immunotherapy and gene therapy for the treatment of cancers and other diseases.

## THE DUKE TECHNOLOGY

The technology, described in the agreement as a “method for selective expression of therapeutic genes in cancer cells by hyperthermia,” is an adenoviral delivery construct which releases IL-12 upon temperature rise within the tumor and its vicinity to effect immunotherapy for treatment of diseases. The technology provides the foundation from which Medifocus can embark on development of heat-activated and tumor-targeted immunotherapy with precision temporal and spatial control for treatment of cancer with enhanced efficacy and reduced toxicity.

## PROLIEVE® THERMODILATATION SYSTEM FOR ENLARGED PROSTATE (BPH)

The Prolieve system provides a 45-minute, in-office treatment combining Medifocus’ microwave thermotherapy capability with a proprietary balloon compression technology to simultaneously heat the prostate and dilate the prostatic urethra obstructed by Benign Prostatic Hyperplasia (BPH). The Prolieve system provides a relatively painless and effective alternative to drug therapy and certain types of surgical procedures to treat the symptoms of BPH.

As the population continues to age, the prevalence of BPH, an age-related disorder, will continue to increase. General estimates indicate approximately 50% of all men over the age of 55 and 90% of all men over 75 will have BPH symptoms at various times. The potential of the worldwide BPH treatment market is estimated to be in billions of dollars. Medifocus’ strategy to capitalize on the proprietary Prolieve Thermodilatation System is to generate recurring revenues through our mobile service and the sale of our disposal catheter kits.

## APA MICROWAVE FOCUSING TECHNOLOGY

The Medifocus management team has been working with researchers at Massachusetts Institute of Technology (MIT) who developed, originally for the U.S. Department of Defense, a microwave control technology known as “Adaptive Phased Array” (APA). This technology permits properly designed microwave devices to focus and concentrate energy targeted at diseased tissue areas deep within the body and to heat them selectively, without adverse impact on surrounding healthy tissue.

The APA technology’s first indication is locally advanced breast cancer (LABC), which involves large tumors generally treated first with neo-adjuvant chemotherapy to induce tumor shrinkage and then followed by either radical surgery or breast conservation surgery, depending on the final size of the tumor.

Medifocus’ focused-heat treatment can significantly improve the efficacy of neo-adjuvant chemotherapy in shrinking LABC, improving the chance of breast conservation, and decreasing the need for radical breast surgery. Focused microwaves can be used to shrink breast tumors up to 8cm in diameter, vastly improving the chance of breast conservation for these patients who under normal circumstances will have no option but to undergo radical breast surgery.

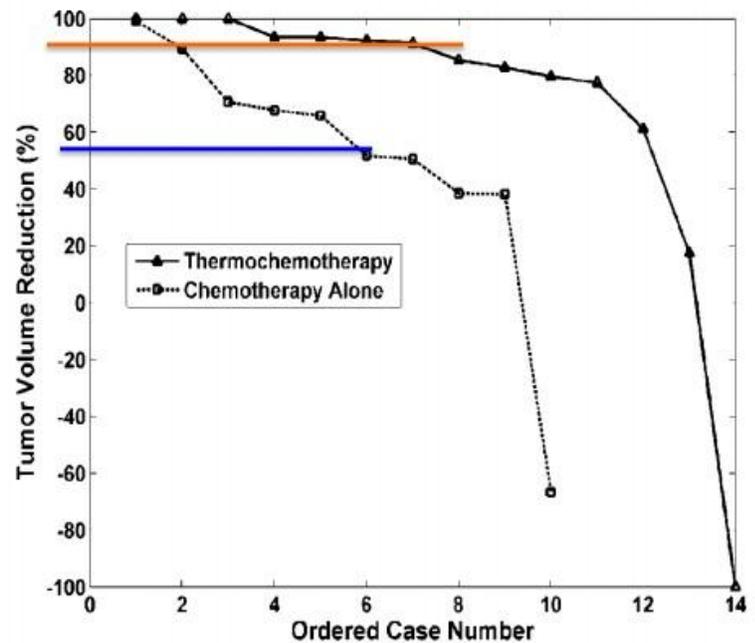
Over 1.6 million new cases of breast cancer diagnosed each year. The Company has received regulatory approvals to start the APA 1000’s pivotal Phase-III clinical trials. The Company’s goal is to improve outcomes and standards of care in cancer treatment.

## MANAGEMENT TEAM

**Dr. Augustine Y. Cheung, PhD (CEO)** Previously founder and CEO of Celsion Corporation in the US and professor at the University of Maryland, Dr. Cheung is a well-known microwave expert. He has raised significant capital in the past for Celsion and successfully developed multiple focused heat-based tumor targeting cancer treatment devices and pharmaceuticals. Dr. Cheung received a PhD in Electrical Engineering from the University of Maryland.

**Mr. Mirsad Jakubovic (CFO)** Mr. Jakubovic is a Chartered Accountant. His experience includes working as the Director of Finance and Administration for Havana House Cigar and Tobacco Merchants Ltd. and as Director of Finance and Administration for Swatch Group Canada Ltd. Mr. Jakubovic received his EMBA from the Richard Ivey School of Business and his B.Comm. from the University of Toronto.

## COMPLETED PHASE II RANDOMIZED STUDY RESULTS



Evaluation Population 24pts

T2, T3 tumors > 2 cm at enrollment

Thermochemo: 88.4% (Median)

Chemo Alone: 58.8% (Median)

P=0.048

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