CRESCITA

TSX : CTX

INVESTOR PRESENTATION

NOVEMBER 2024

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FORWARD-LOOKING INFORMATION & STATEMENTS

Certain information contained in these materials and to be discussed during this presentation constitutes forward-looking information within the meaning of applicable securities laws. All information contained in this presentation, other than statements of current and historical fact, is forward-looking information and is qualified by this cautionary note. Examples of forward-looking information include, but are not limited to, statements and expectations concerning Crescita Therapeutics Inc.'s ("Crescita" or the "Company") objectives and strategies to achieve those objectives, the aesthetics industry, sales of the Company's products, the Company's product candidates and the timeline for their development and commercialization, the Company's future financial condition and performance, potential acquisition and licensing transactions, as well as other statements with respect to management's beliefs, plans, estimates, and intentions, and similar statements concerning anticipated future events, results, circumstances, performance or expectations that are not historical facts.

Such forward-looking information reflects management's current beliefs as of the date hereof and are based on information currently available to management. Forward-looking information should not be read as a guarantee of future performance or results and will not necessarily be an accurate indication of whether or not, or the times at which, or by which, such performance or results will be achieved, and readers are cautioned not to place undue reliance on such forward-looking information. Although the forward-looking information contained in these materials and to be discussed during this presentation is based upon what management believes are reasonable assumptions, such assumptions may prove to be incorrect and there can be no assurance that actual results will be consistent with this forward-looking information. Such assumptions include, but are not limited to, the assumptions set forth in this presentation, as well as assumptions relating to the Company's future growth potential, results of operations, future prospects and opportunities, industry trends, legislative or regulatory matters, future levels of indebtedness, availability of capital and current economic conditions.

Forward-looking information is subject to risks and uncertainties, that could cause actual results to differ materially from such forward-looking information, including those described in the Company's annual information form, management discussion and analysis and other documents filed with Canadian securities regulators, copies of which are available on the Company's profile at www.sedarplus.ca/. Other unknown or unpredictable factors could also have material adverse effects on future results, performance or achievements of the Company.

Market and industry data included in this presentation was obtained from third-party sources and industry reports and publications, websites and other publicly available information. Although the Company believes that such data is reliable, the accuracy and completeness of such data cannot be guaranteed, and the Company has not independently verified any of the data from third-party sources referred to in this presentation.

Certain statements included in this presentation may be considered a "financial outlook" for purposes of applicable Canadian securities laws, and as such, the financial outlook may not be appropriate for purposes other than this presentation. Except as required by applicable law, the Company undertakes no obligation to publicly update or revise any forward-looking information, whether as a result of new information, future events or otherwise. All forward-looking information contained in these materials and to be discussed during the presentation is qualified by these cautionary statements.

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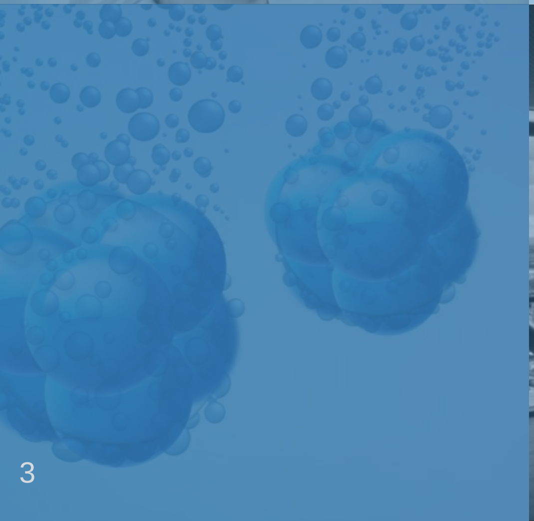
NON-IFRS MEASURES



The Company reports its financial results in accordance with International Financial Reporting Standard ("IFRS"). However, we use certain non-IFRS financial measures to assess our Company's performance. We believe these to be useful to management, investors and other financial stakeholders in assessing Crescita's performance from both a financial and operational standpoint. The non-IFRS measures used in this presentation do not have any standardized meaning prescribed by IFRS and are therefore not comparable to similar measures presented by other issuers. These measures should be considered as supplemental in nature and not as a substitute for the related financial information prepared in accordance with IFRS found in our continuous disclosure documents.

Adjusted EBITDA is a non-IFRS measure. This term is defined as earnings before interest, income taxes, depreciation of property, plant and equipment and amortization of right-of-use asset and intangible assets, foreign exchange (gains) losses, share of (profit) loss of associates, fair value (gains) losses, share-based compensation, restructuring, acquisition-related and integration costs, and goodwill and intangible asset impairment, as applicable. Management believes that Adjusted EBITDA is an important measure of operating performance and cash flow and provides useful information to investors as it highlights trends in the underlying business that may not otherwise be apparent when relying solely on IFRS measures.

A reconciliation of Adjusted EBITDA to Net Income (Loss), its closest IFRS measure, can be found in the Company's Management's Discussion and Analysis for the three and nine months ended September 30, 2024.

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Agenda

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A UNIQUE COMMERCIAL SKINCARE COMPANY

Serving the Professional Aesthetic Market

Market Cap[1]	**$11.5M**
FY2023 Revenue[2]	**$17.5M**
Cash Balance[3]	**$8.4M**

[1] Based on the September 30, 2024 closing price of $0.60.
[2] For the year ended December 31, 2023.
[3] As at September 30, 2024.

Our **goal** is to become a leading Canadian skincare company, promoting wellness through exceptional quality, science-backed skincare solutions and, accompanying consumers through their **beauty journey.**

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CRESCITA BUSINESS SEGMENTS

3 COMPLIMENTARY BUSINESS SEGMENTS

1 Commercial Skincare

- Curated portfolio of cosmeceuticals, Tx skincare and devices
- Sold B2B and DTC in Canada
- In-house sales, marketing, customer service and distribution

2 Manufacturing and Services

- 50,000 sqf Health Canada compliant facility
- Private-label solutions OR customized product development
- R&D Capabilities with recognized expertise

3 Licensing and Royalties

- Lead Rx product, **Pliaglis**, licensed in 39 countries (ex. U.S)
- Upcoming launches in MENA and Europe
- Phase 3 study required in China; underway and partner funded

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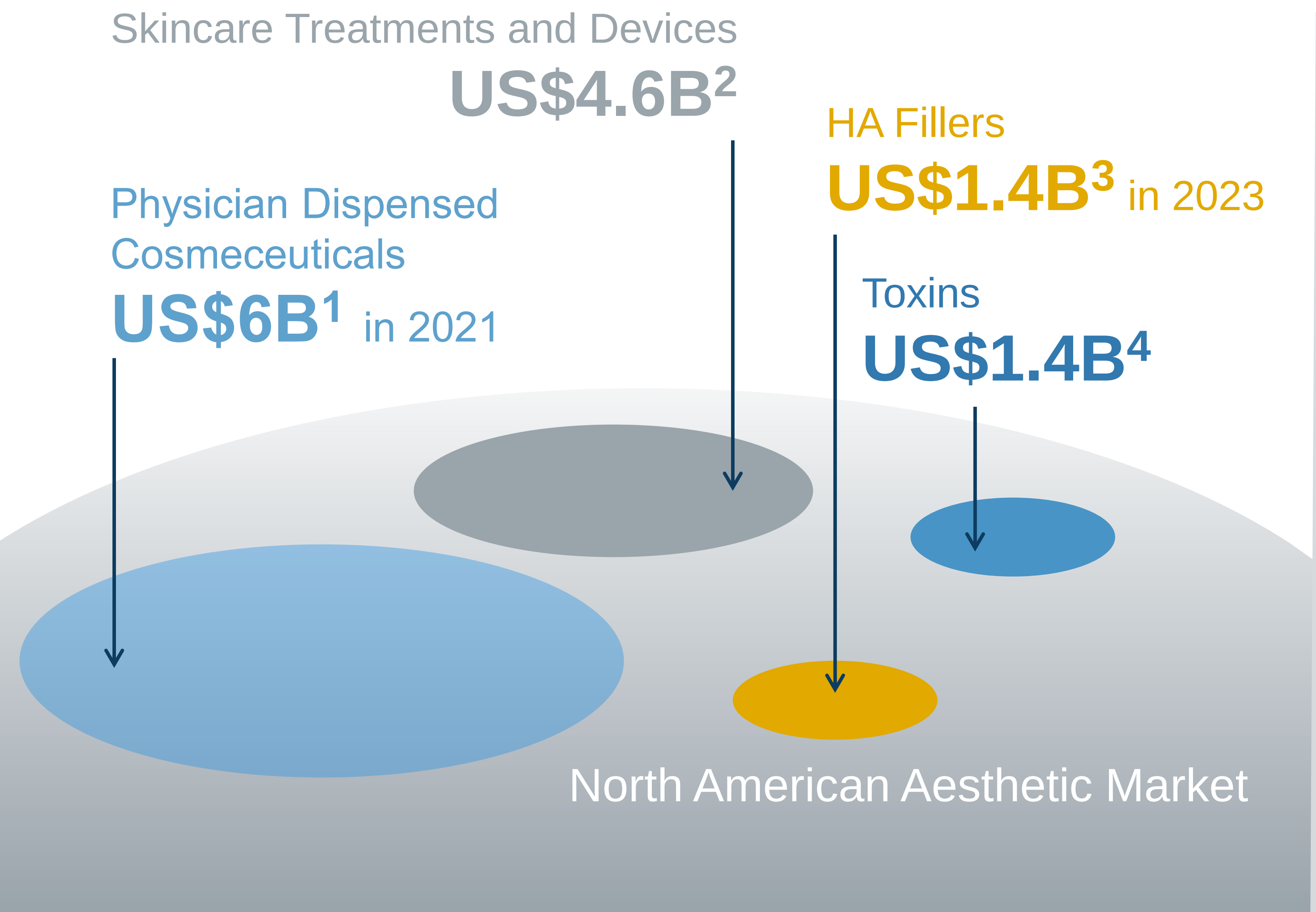
MARKET OPPORTUNITIES

RESILIENT AND GROWING AESTHETIC MARKETS



Market Dynamics

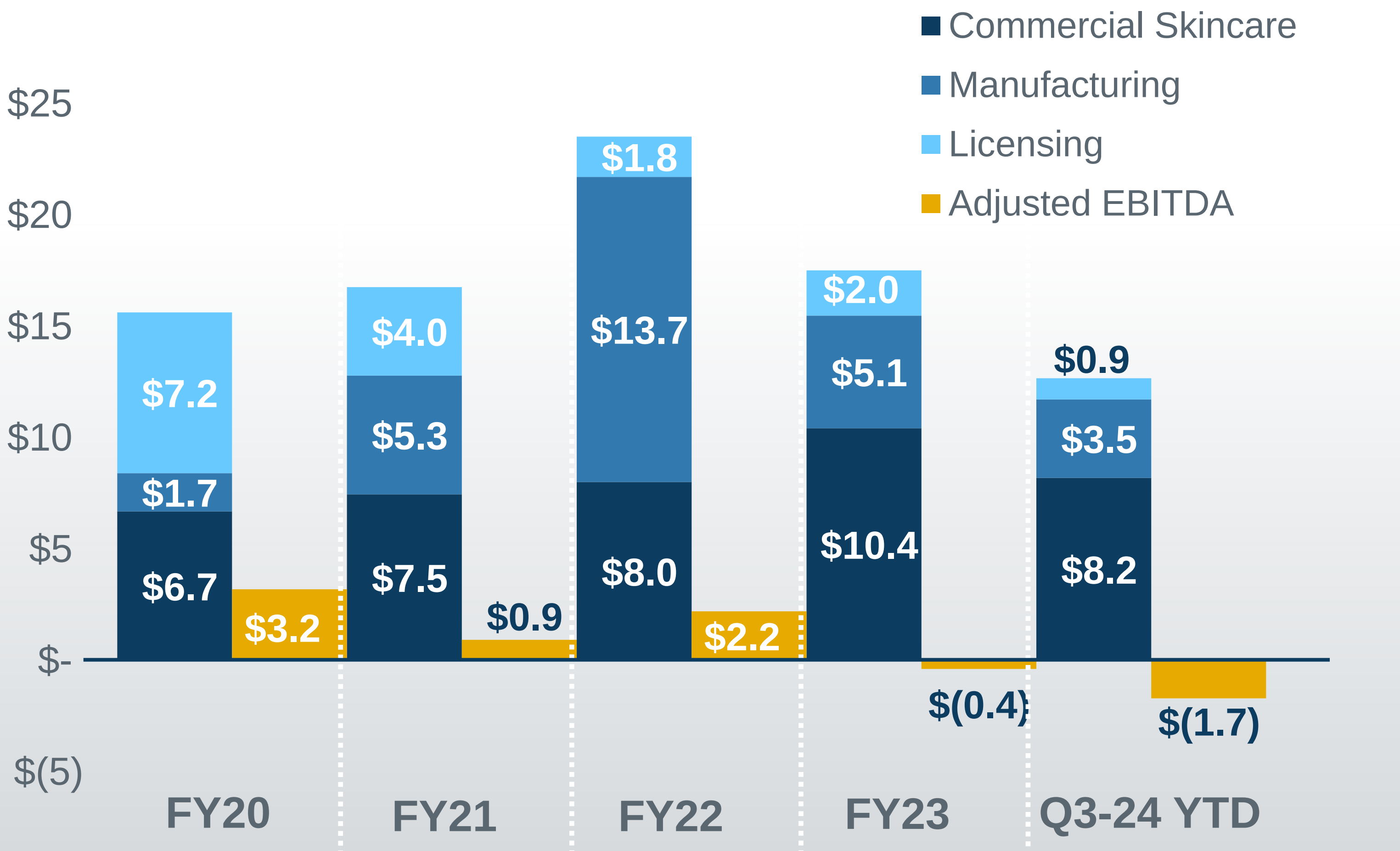
73% of consumers expect to spend money on a physician-administered aesthetic treatment[5]

82% of consumers aged 21-35 believe injectable treatments are socially acceptable[5]

59% of surgical and non-surgical procedures in the U.S. were for the 35-50 age group[5]

[1] Report Linker; [2] https://www.theinsightpartners.com; [3] https://www.intelmarketresearch.com/; [4] Estimation of North America with www.theinsightpartners.com (Medical & Aesthetic uses), Aesthetics representing 42% according to Global Market insights; [5] 2019 Allergan 360° Aesthetics Report.

FOCUSED ON IMPROVING PROFITABILITY



KEY PROFITABILITY DRIVERS

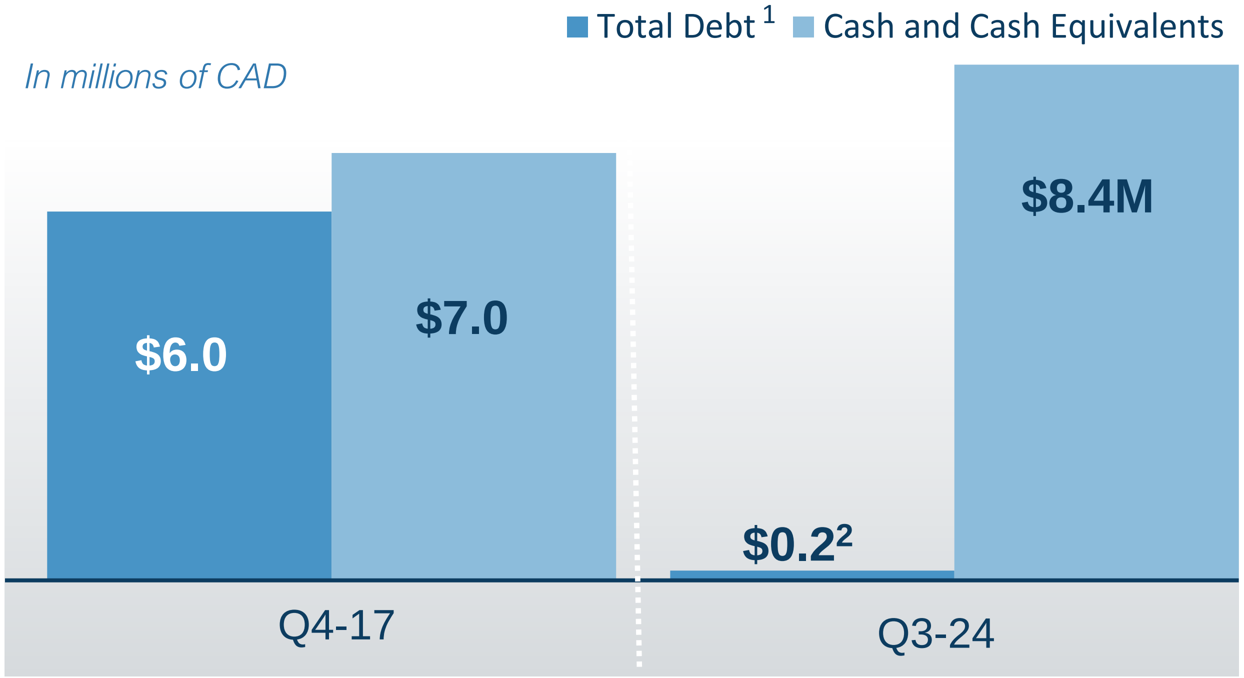
- ✓ Increase recurring revenue
- ✓ Increase manufacturing volume
- ✓ Maximize high-margin revenue
- ✓ Invest in people and brands

[1] Fiscals 2020 and 2021 reflect the impact of the COVID-19 pandemic.

[2] Adjusted EBITDA is a non-IFRS measure. It is defined as earnings before interest, income taxes, depreciation of property, plant and equipment and amortization of right-of-use asset and intangible assets, foreign exchange (gains) losses, share of (profit) loss of associates, fair value (gains) losses, share-based compensation, restructuring, acquisition-related and integration costs, and goodwill and intangible asset impairment, as applicable.

SOLID BALANCE SHEET TO FUND GROWTH

Reduced Debt by 97% and Solidified Cash Position



Total Liquidity of ~$11.9M[3]

CAPITAL ALLOCATION PRIORITIES

- Invest in organic growth
- Invest in growth via M&A
- Pursue share buyback

[1] Total Debt represents the sum of the long and short-term portions of long-term debt, convertible debentures and other obligations. Lease obligations were excluded from Total Debt for comparative purposes, as the Company adopted IFRS 16 – *Leases* on January 1, 2019.

[2] Paid down $3.6M long-term debt with Knight Therapeutics Inc. in Q4-19, and $1.0M debentures with Bloom Burton Healthcare Lending Trust and Bloom Burton Healthcare Lending Trust II in Q2-22.

[3] Total available liquidity includes $8.4M in cash and cash equivalents (as at September 30 2024) and a $3.5M credit facility, subject to margin requirements.

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3 Compelling Growth Strategies

LOOKING AHEAD

COMPELLING GROWTH STRATEGIES

Strategy 1
Expand our Aesthetics Footprint in Canada

Strategy 2
Capitalize on Key Assets

Strategy 3
Grow through Strategic M&A and Licensing

STRATEGY #1

EXPAND OUR AESTHETICS FOOTPRINT IN CANADA

Commercial Expansion

- **Organic Growth** through client acquisition
- Addition of new brand

AQUAFOLIA

Channel Expansion

- Increase brand awareness
- Social media presence and influencer marketing
- Develop omnichannel strategy

Portfolio Expansion

- **NEW** to Pipeline
  - **MicronJet600**
  - **PDLLA**
- Ongoing launches
  - **NCTF®**
  - **Art Filler®**

CURATED PROFESSIONAL AESTHETIC PORTFOLIO

PROFESSIONAL AESTHETIC PORTFOLIO

Cosmeceutical

Laboratoire Dr Renaud

AQUAFOLIA

ALYRIA

OBAGI[1]

Pro-Derm

Skincare Tx and Devices

ART FILLER® BY FILLMED[2]

NCTF® BOOST 135 HA[2]

pliaglis®

TARGETING

Skin Conditions

Aging
Acne
Rosacea
Dehydration
Skin Quality
Suncare

[1] Under license from Obagi Cosmeceuticals LLC. [2] Under license from FILLMED Laboratories.

STRATEGY #1

STRATEGIC ASSET ACQUISITION EXPLAINED

What

In June 2024, CTX acquired the non real-estate assets of OCCY Laboratoire Inc., a Québec-based manufacturer and distributor of high-quality dermocosmetic products.

How

CTX acquired Occy's outstanding debt, taking position as 1st ranking secured creditor, and purchased assets pursuant to their voluntary Bankruptcy proceedings.

Why

- Aligns with our vision and expected to be accretive
- Enhances our market position
- Expanding our product offering and customer network.

Financials

Cash Consideration	Fair Value of Assets	FY23 Revenue
~$0.9M	~$1.7M	~$1.5M

LOOKING AHEAD

COMPELLING GROWTH STRATEGIES

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STRATEGY #2

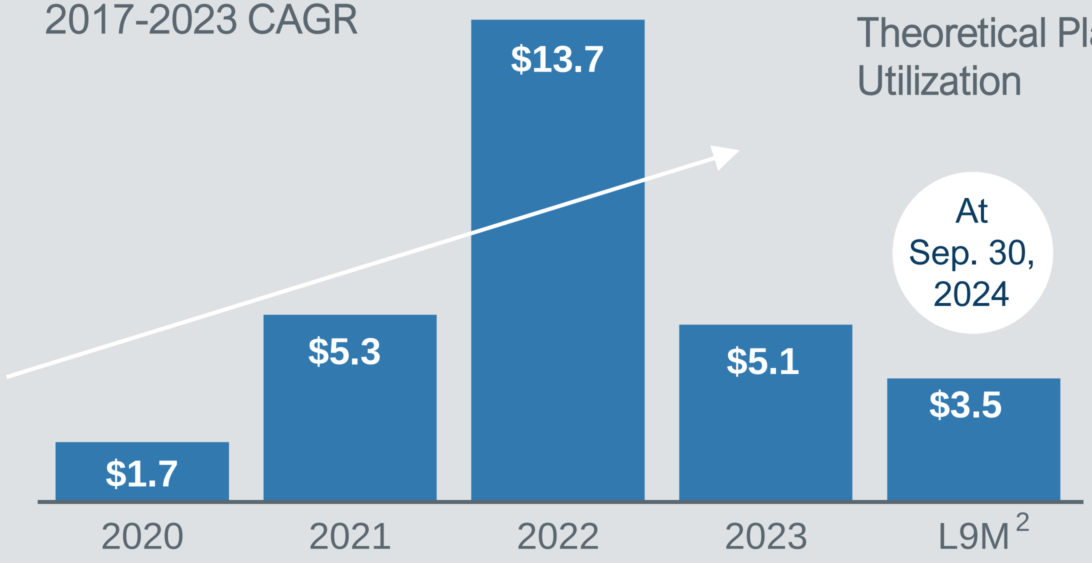
DIVERSIFY CLIENT BASE AND EXPAND VOLUME

Track Record of Growing Revenue

In millions of CAD

+27%
2017-2023 CAGR

~30%
Theoretical Plant Utilization



Growth Strategy

- **Grow customer base** through business development
- **Improve efficiency** through automation
- **Improve margins** and profitability

Plant Capacity

>$25M[1]

with minimal investment

[1] This estimate is based on Management assumptions with current infrastructure, pricing, and equipment.

[2] Certain orders from a large CDMO customer initially scheduled to be delivered in 2023 were, in part, deferred to Q1-24, and some cancelled, contributing to a material decrease in revenue for 2023 compared to 2022.

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STRATEGY #2

MULTI-YEAR CMO CONTRACTS TO INCREASE RECURRING REVENUE

Recent News

4-YR Contract for US$10M with largest CMO Customer

US$2.5M / year — **Revenue** over 4 years

~$1.0M — **CAPEX** Investment

5-YR Contract as **Exclusive MFG Partner** for a **leading** Canadian Healthcare Services Provider

To supply various sanitary products to a hospital buying group

No minimum order quantities

Revenue potential of $6.0M [1] by end of YR5.

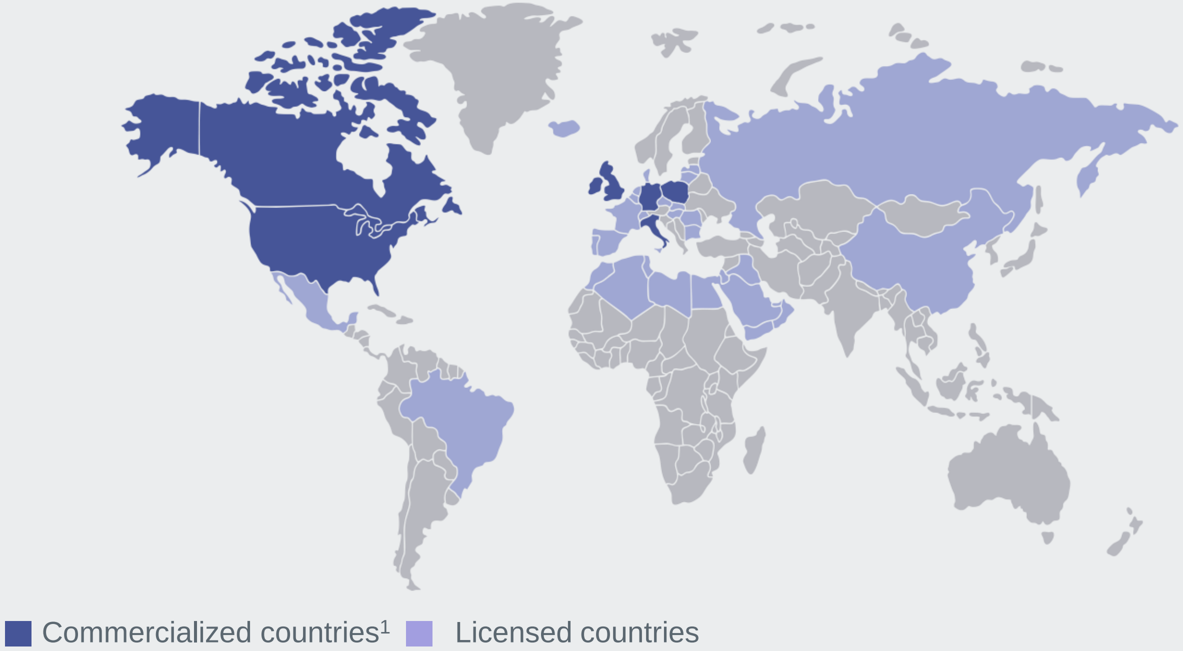
[1] Contingent on the client's ability to convert buying group members from their existing solutions to its new sanitizer dispensing solution.

STRATEGY #2

INTERNATIONAL FOOTPRINT AND PARTNERSHIPS

A DIFFERNTIATED TOPICAL ANESTHETIC

FDA-APPROVED, only anesthetic cream with the **HIGHEST CONCENTRATION of Tetracaine and Lidocaine 7% / 7%**



[1] Crescita is currently looking for a new partner in the U.S. following the termination of the agreement with Taro Pharmaceuticals Inc.

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STRATEGY #2

SIGNIFICANT REVENUE POTENTIAL FOR PLIAGLIS

39[1]

Licensed Countries

- Minimum sales volume commitments
- Several million dollars in potential milestone payments

35[2] **Launches 2023 - 2027**

EU Countries

MENA Countries

China

Future Recurring Revenue Potential

Double Digit Return[3] on Sales

[1] Excludes the U.S. for which we are currently looking for a new partner following the termination of the agreement with Taro Pharmaceuticals Inc.
[2] Includes Germany, the United Kingdom and Ireland launched in 2023, Poland launched in Q1-24, and 31 anticipated launches through 2027.
[3] Royalties on Pliaglis sales or markup on products supplied by Crescita.

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STRATEGY #3

GROW THROUGH STRATEGIC ACQUISITIONS & PARTNERSHIPS

~$8.4M in Cash and Access to Capital

Accretive, Synergistic & Strategic Fit

- Brands
- Skincare Treatments and Devices
- M&A Transactions

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KEY TAKEAWAYS

Integrated Growth Platforms	Strong Balance Sheet	Near-Term Profitability Milestones	Disciplined Approach to M&A
Commercial + **Manufacturing** Capabilities	**~$11.9M** Liquidity[1] **NO DEBT**[2]	**New CMO Contracts** + **Tuck-in Acquisition**	**Game Changing Potential**

[1] In millions of CAD. Includes $8.4 million in cash and cash equivalents at September 30, 2024 and $3.5 million available under Crescita's line of credit.
[2] Debt refers to long-term debt.


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