



Redefining Regenerative Medicine

Investment Opportunity
www.histogeninc.com

The field of regenerative medicine offers vast potential for unmet therapeutic needs. Histogen, Inc. is a regenerative medicine company which utilizes a core technology process to produce two unique product families. ReGenica™ is a liquid complex and ExCeltrix™ is an insoluble human extracellular matrix. These products are developed through a proprietary bioreactor process that simulates the embryonic environment, and therefore contain the characteristics and substances of young, rapidly developing tissue. Unique commercialization opportunities exist in various markets and segments of the life science industry, ranging from a cosmetic additive to research tools, biological products to oncology treatments and a potential homerun product application for hair growth. Product introduction coincides with FDA regulatory requirements and is classified into short term, midterm, and long term products. Histogen offers a unique opportunity to investors to make an early-stage investment where risk is reduced and timelines to commercialization are accelerated.

Market Opportunities

Product	Target Markets	Market Size
BioNuesis	Cell Culture Markets	\$18-\$25 million market
ReGenica	Skin care.....	\$65.7 billion
	Facial care, Anti-aging.....	\$14.9 billion
	U.S. Medical Retail market.....	\$870 million
	World Medical Retail Market	\$1.8 billion
ExCeltrix	Tissue Engineering market – wound care, hernia repair, pelvic floor repair, rotator cuff/ligament repair etc	\$ 2billion (preliminary estimates)
ReGenica for hair	Hair Growth	\$2.5 billion (preliminary estimates)

Financing

Histogen has extended their Series A financing round and is seeking \$2.4 million for the final close. Series A preferred stock is sold for a \$1 per share. Histogen offers a unique term sheet favoring early investors and seeks accredited individuals who are interested in long term financial returns to invest in the Company.

Proceeds will be used to continue to fund direct start up costs, introduction of the short term product applications, the submission of additional 510k applications and the completion of the preclinical toxicology studies required for an Investigative New Drug. Funds will also be utilized for securing a necessary cell bank for manufacturing purposes and the development of a relevant GMP manufacturing plant necessary to move the company forward. In addition, funds will be utilized for research related to oncology applications for solid tumors.

Based on conservative cash projections for the next 4 years, the NPV of the stock is \$3.48. Histogen is in late stage negotiations with a global company for hernia and pelvic floor repair for a \$1 million R&D partnership which will most likely lead to a license in a year. The Company is also in late stage negotiations with a large laser company for the cosmetic product which is being launched at a major dermatology meeting in early March. Late stage negotiations are also taking place with two major research tool kit companies for a stem cell kit product.

Milestones To Date

- Completed 3 clinical evaluations of ReGenica with excellent results
- Submitted a 510K application for ExCeltrix's use in wound care on Dec 31, 2008
- Developed serum-free media and demonstrated hair growth in mice with serum-free material
- Initial clinical hair trials started mid Nov 2008 outside the United States, data available May 2009
- Eight key scientific presentations - 1 scientific manuscript publication
- Applied for three grants for a total of \$3.2 million dollars
- Launched Research Tool Kit Sept 2008
- Filed two new patent applications

Value Drivers

- Experienced scientific and management team
- Seasoned and experienced Board of Directors & Scientific Advisory Board
- Rich product portfolio with a broad range of markets, underserved and expected to grow
- Aesthetic applications are clinically validated and scientifically proven
- Homerun Product with Huge Revenue Potential
- IPO or M&A in 5-7 years

Management Team

- Gail Naughton, Ph.D., Chief Executive Officer
- Hyma Gollamudi, Ph.D., Chief Business Officer
- Robert Kellar, Ph.D., VP of Research and Development
- Frank Zeigler, GM of In-Vitro Products

Board of Directors

- Gail Naughton, Ph.D., CEO, Chairman
- Leonard Lavin, Founder and Chairman Emeritus, Alberto-Culver Company
- Stephen Badylak, M.D., Ph.D., D.V.M. - Director of the Center for Preclinical Testing, McGowan Institute for Regenerative Medicine, University of Pittsburgh
- Stephen Chang, Ph.D. - CSO, Stemgent, Inc.
- Susan Baxter, Ph.D. - Executive Director, CSUPERB

Scientific Advisory Board

- Stephen Badylak, M.D., Ph.D., D.V.M. , Chair
- Dale Devore, Ph.D. - Leading expert in Collagen research
- Craig Ziering, D.O., FAOCD – Hair Transplant Surgeon and Founder of Ziering Medical
- Jeanne Loring, Ph.D. - Director, Center for Regenerative Medicine, Scripps Research Institute

For further information please contact:

Beverly Dunlap, Director of Business Development / Investor Relations
bdunlap@histogeninc.com
858.722.8933 cell