

2025 MEDIA KIT

NOVA OCULUS



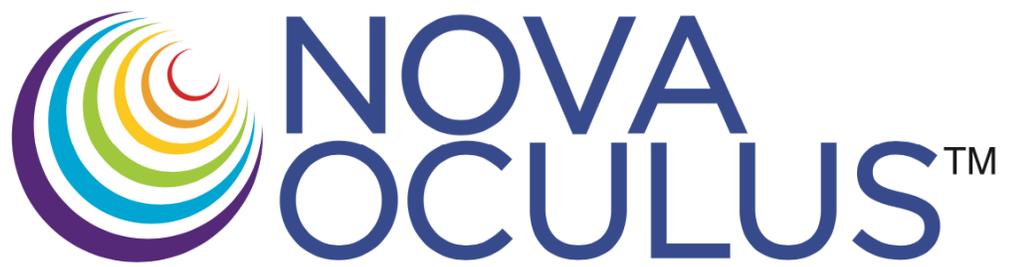
NOVAOCULUSMEDICAL.COM

 @NovaOculus

 @NovaOculusMedical

 @NovaOculusMedical

COMPANY OVERVIEW



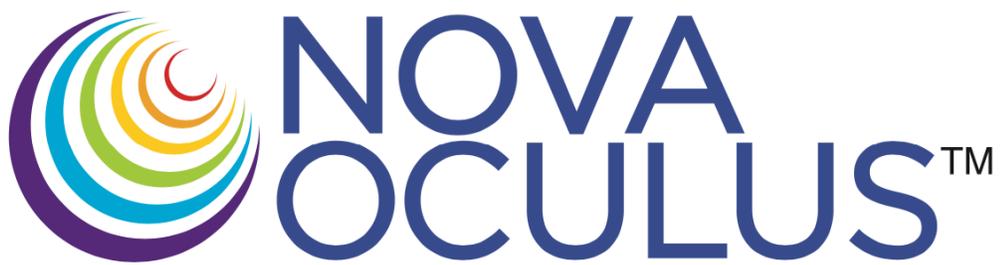
Nova Oculus was founded in 2016. The name Nova Oculus is a loose translation from the Latin meaning “New Eyes.” OUR MISSION is to prevent the progression of and greatly restore vision to those with dry AMD in all stages of the disease.

Dry macular degeneration, the most common form of age-related macular degeneration (AMD), leads to gradual loss of central vision, significantly impacting daily activities such as reading, driving or even recognizing the faces of loved ones. Unlike the wet form of AMD, which can be treated with injections or laser therapy, the dry form has historically been difficult to manage, with no effective treatments available until now.

The Nova Oculus III treatment uses very small doses of electrical energy (microcurrent, similar to those from a TENS unit) to provide a range and pattern of frequencies that revitalize macular structures and slow down the progression of dry AMD. This low current has been shown by studies to stimulate the production of the active transport enzyme Adenosine Triphosphate, which facilitates the movement of nutrition from the blood to the cell.



PRESS RELEASE



Nova Oculus III: The First Known Effective Treatment for Dry Macular Degeneration

Palm Springs, California – 01/08/2025 – Nova Oculus proudly announces the revolutionary Nova Oculus III, the world’s first known effective, non-invasive treatment for dry macular degeneration (AMD), offering new hope to millions of patients worldwide. Dry macular degeneration, the leading cause of vision loss in older adults, gradually impairs central vision, making daily activities like reading and driving challenging or impossible. Until now, patients with this condition have had no effective treatment options. The Nova Oculus III changes that with its groundbreaking electro microcurrent technology. This device safely stimulates and supports retinal health.

“An unexpected miracle. I look forward to the day when I can offer it to my patients and spread the word of its efficacy to my colleagues and the Canadian public.”

-Dr. Kevin Parkinson MD, FRCSC

Principal Investigator for the Nova Oculus Device Clinical Trial

Key Features of the Nova Oculus III:

- Non-Invasive: No needles, injections, or surgeries required.
- Affordable: A cost-effective alternative to expensive treatments.
- Clinically Proven: Extensive clinical research and our clinical trial shows improved vision and slowed disease progression.
- Portable: Lightweight design for everyday convenience.

Our clinical trial has shown significant improvements in vision quality and a reduction in AMD progression for many users.

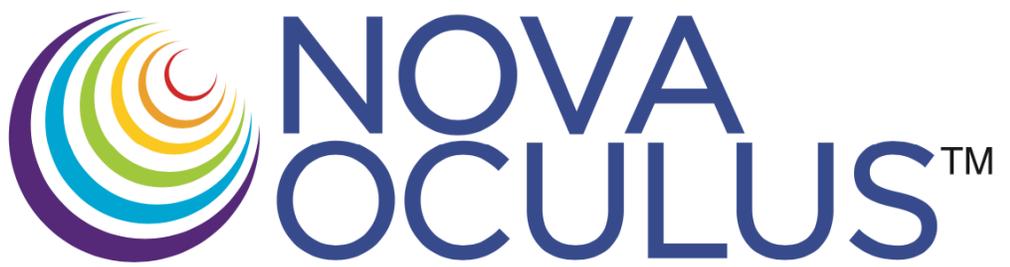
Nova Oculus is dedicated to advancing eye care through innovative technology, empowering patients to lead healthier, more independent lives.

For more information, sign up to our mailing list at novaoculusmedical.com.

Media Contact: Aaron Hite Director of Operations Email: ahite@novaoculus.com

Website: novaoculusmedical.com

PRODUCT DESCRIPTION



The Nova Oculus is a cutting-edge headset designed to rest over the eyes, similar to safety or ski goggles. The device is compact, and exceptionally lightweight. With the adjustable eye cups and headband, it offers a comfortable and seamless fit. Equipped with a durable, long-lasting battery, the Nova Oculus III supports up to 40 treatments on a single charge, ensuring reliable, extended use before recharging is necessary. Unlike devices that rely on DC current, the Nova Oculus III utilizes AC current, providing a totally safe and more effective treatment experience.

KEY FEATURES

- **Non-Intrusive:** No needles, injections, or surgeries required.
- **Affordable:** A cost-effective alternative to expensive treatments and eye surgeries.
- **Clinically Proven:** Early results show improvements in vision and slowing of disease progression.
- **Portable and Convenient:** Lightweight and convenient, the device is easy to bring with you using our included travel bag.

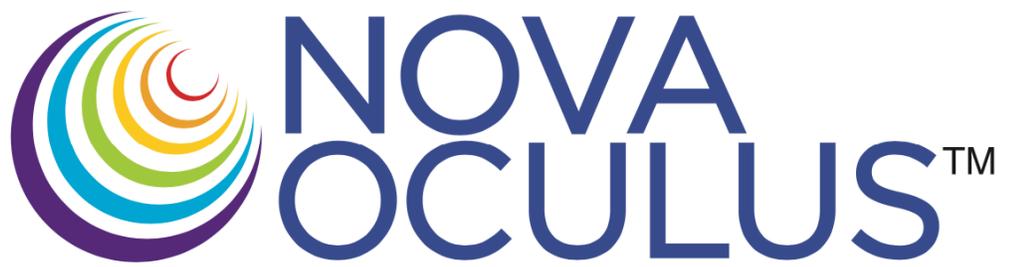
HOW IT WORKS

The Nova Oculus III treatment uses very small doses of electrical energy (microcurrent, similar to those from a TENS unit) to provide a range and pattern of frequencies that revitalize macular structures and slow down the progression of dry AMD. This low current has been shown by studies to stimulate the production of the active transport enzyme Adenosine Triphosphate, which facilitates the movement of nutrition from the blood to the cell.









The Nova Oculus III represents a truly next generation solution for dry macular degeneration (AMD), a condition that previously had no effective treatments. For millions of people worldwide, this has meant living with limited vision and little hope for improvement. The Nova Oculus III not only offers a highly effective treatment but also does so in a non-invasive and affordable way.

“After the treatment, I could actually drive home.”

-Bernie Smith

Participant in the Nova Oculus research program

“I feel like it saved my life.”

-Nancy

Participant in the Nova Oculus research program

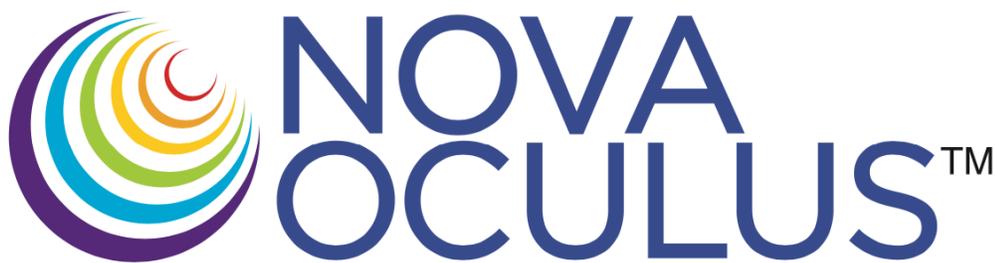
“An unexpected miracle. I look forward to the day when I can offer it to my patients and spread the word of its efficacy to my colleagues and the Canadian public.”

“A painless, comfortable, portable device without any known side effects or drawbacks. Its ability to alter the course of millions of Canadians can’t be understated.”

-Dr. Kevin Parkinson MD, FRCSC

Principal Investigator for the Nova Oculus Device Clinical Trial

EXECUTIVE OFFICERS

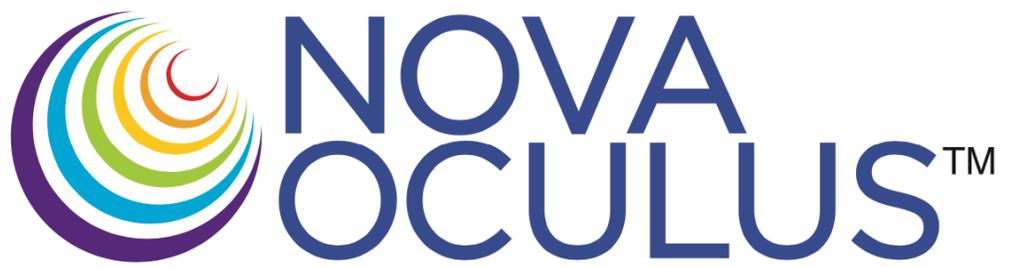


Steven A. Hite Chief Executive Officer Mr. Hite assumed the responsibilities as CEO for both Nova Oculus Medical and Nova Oculus Canada in early 2023, has had extensive experience in life sciences, primarily pharmaceuticals and medical devices. Earlier in his career, he was recruited by the board of directors of Taiho Pharmaceutical Co., Ltd. (Japan), a member of the Otsuka Pharmaceutical Group, as CEO to startup Taiho's first offshore subsidiary, its global clinical trials and business development unit in Princeton, New Jersey, responsible for clinical trial management and business development across three continents. He led the out-license of Taiho's primary drug to Sanofi-Aventis (France), which was valued at \$1.7B Mr. Hite has also started three additional companies in Japan, Cambridge, MA and the Research Triangle Park in North Carolina in pharmaceuticals and medical devices. In these roles he was responsible for all fundraising, corporate management and product commercialization, including out-licensing. In all Mr. Hite has booked over \$13B in business deals over the course of his career. He is confident that his work at Nova Oculus will be his biggest achievement yet.



Terry Walton Chief Financial Officer Terrence (Terry) J. Walton is a seasoned financial executive with over 40 years of experience in the healthcare, energy, and public accounting sectors. He has overseen the development of multiple solar energy projects. Throughout his career, Terry has held leadership positions as CFO for multi-specialty medical groups, guiding financial strategy, contract negotiations, and system implementations. He has driven profitability, reduced operational costs, and lead complex organizational transitions. He currently serves as the CFO of Nova Oculus.

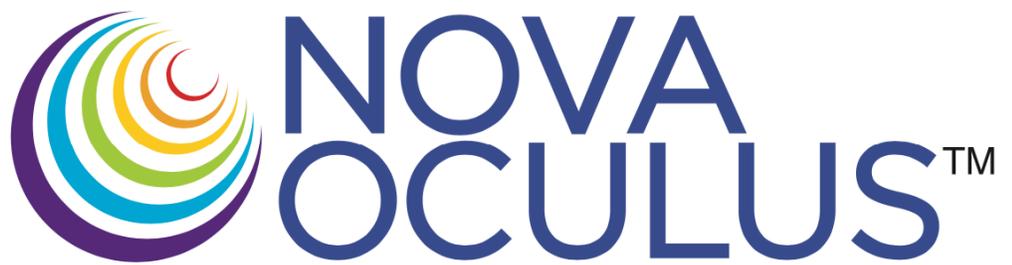
CHIEF SCIENCE OFFICER



Burt W. Dubow, O.D., F.A.A.O. Chief Scientific Officer Dr. Dubow was named chief scientific officer for Nova Oculus in early 2023. The founder of Insight Eye Care, a three-office private practice in central Minnesota, he has been recognized by the American Optometric Association with awards for his leadership and service, was the national chairperson of the AOA's Contact Lens and Cornea Section, is a Fellow of the American Academy of Optometry, and a Distinguished Practitioner in the National Academies of Practice. Dr. Dubow was the founding editor-in-chief of EyeQuest Magazine, a published writer in numerous optometric journals, and the founder of the OPAT, a training and certification program for optometric staff.

He has also been an international lecturer and has participated in many FDA clinical studies. Dr. Dubow has worked as a consultant to most of the major companies in the ophthalmic industry including Johnson & Johnson, Bausch + Lomb, CooperVision, and Essilor of America. Dr. Dubow is a co-administrator of Vision Source Minnesota. Vision Source is the largest network of private practice doctors of optometry in the world

**CONNECT
WITH US**



Requesting Interviews

To request an interview, please reach out to Aaron Hite, our Director of Operations via email at ahite@novaoculus.com with the subject line "Interview Request." Include the following details:

- Your name and media outlet
- Purpose of the interview
- Preferred dates and times
- Key topics or areas of interest
- We will respond promptly to coordinate the best time for an interview.

Contacting Our Team for Further Questions

For any additional inquiries or information, feel free to contact our team at novamedia@novaoculus.com or reach out through our social media channels. We're happy to assist with any questions or details you need.

- **Do I have to keep receiving treatments for life?**

Yes, Nova's technology is not a cure. Patient vision improvements are temporary. Our therapy is ongoing. Once the user has achieved their optimal restored vision, continued treatments will be prescribed by the user's doctor to maintain best vision results.

- **Are Nova Oculus treatments expensive?**

No. We are committed to offering treatment at a reasonable cost.

- **Will Nova Oculus treatments prevent me from going blind?**

Our clinical trial and ongoing research program shows that patients using our therapy can experience lesser and slower AMD disease progression, with most experiencing a significant improvement in visual performance. Those who have been in the research program for years, using the device as prescribed, continue to maintain improved vision, especially when our therapy is combined with other mitigating behaviors such as stopping smoking, weight control, regular exercise, macular nutritional supplements, sun protection, etc.

- **How does the Nova Oculus device work?**

The human body is essentially a system of fluids and electrical circuits. One of the main reasons the body fails is oxidation (rust) that interferes with the body's functions, causing cell death. Macular degeneration, in particular, can be caused by a variety of factors causing this oxidation to occur – smoking, high cholesterol, excess weight, lack of exercise, diet, heredity, and disease. The Nova Oculus III introduces a low voltage microcurrent into the macula to stimulate cell health, act as an antioxidant, promote blood flow, and preserve (and even restore) vision. Microcurrent therapy is painless, safe, and very effective – particularly when combined with other good health practices to reduce oxidation and macular retinal health.

- **Who can benefit from this treatment?**

Anyone who is experiencing dry AMD

- **Is the treatment safe?**

Yes, our clinical trial and years of additional clinical research, and one regulatory agency, Health Canada, have confirmed the complete safety of our microcurrent medical therapy to treat dry AMD

- **How is Nova Oculus different from other treatments for macular degeneration?**

Because our treatment is microcurrent based and is the only known effective treatment of its kind that can successfully slow the progression of dry AMD and restore vision for most users.

- **Am I eligible for Nova Oculus treatment?**

You are eligible for treatment with our medical therapy if you have been diagnosed with dry AMD and obtained a doctor's prescription.

- **What types of macular degeneration does this treat?**

Presently we are seeking regulatory approval to treat all stages of dry AMD.

- **Can this treatment restore vision for someone who is already legally blind?**

Yes, our clinical data has proven it can for most patients. Please refer to the information and testimonials on our website www.novaoculusmedical.com.

- **Are there age restrictions for receiving treatment?**

No. Our medical therapy has been demonstrated to show efficacy at all ages.

- **What is involved in a typical treatment session?**

There are no pre-treatment or post-treatment requirements. For optimum treatment effect, patients should sit quietly in a reclined bed or chair during treatment.

- **How long does each session last?**

32 minutes

- **How soon can I expect to see results?**

For many, some vision improvement can be immediate; and generally, all patients have seen improvement within 3-4 treatments.

- **How many sessions are required for optimal results?**

This is up to the individual patient's progress and their doctor to determine, but optimal results can take up to several months.

- **Do I need a prescription from my doctor?**

Yes. The Nova Oculus III can only be used with a doctor's prescription and follow-up care.

- **Can the treatment be combined with other therapies?**

This is a stand-alone medical therapy, which doctors generally recommend additional practices such as quitting smoking, exercise, diet, and macular nutritional supplements.

- **Where can I access Nova Oculus treatment?**

Presently the Nova Oculus III is not available. It has undergone significant upgrades in the past year. We anticipate that it will receive regulatory approval for the new modifications for the Canadian market in the 2nd or 3rd quarter of 2025.

- **Is the device or treatment currently available in any country?**

No. However, in addition to Canada we anticipate entry into Australia and Japan in 2025. These markets were not selected arbitrarily, but due to regulatory advantages presently unavailable in other countries.

- **What research supports the effectiveness of our microcurrent therapy?**

Our clinical trial with its peer-reviewed article can be found in the International Journal of Retina and Vitreous, “Evaluation of visual acuity in dry AMD patients after microcurrent electrical stimulation” which is available on our website.

- **Who developed the technology behind Nova Oculus?**

Nova first acquired it from its inventor, a university professor. The device has been greatly improved by our advisory board medical experts, scientists and engineers for greater efficacy of the treatment as well as in safety and comfort that our device now delivers.

- **Are there any side effects or risks associated with the treatment?**

No. “A painless, comfortable, portable device without any known side effects or drawbacks. Its ability to alter the course of millions of Canadians can’t be understated.” Kevin Parkinson MD, FRCSC (Principal Investigator for the Nova Oculus Device Clinical Trial)

- **How can I stay updated on Nova Oculus news and developments?**

The primary source for up-to-date detailed information is subscription to Nova Community mailing list, with regular information releases (<https://novaoculusmedical.com/contact-us/>). Please also follow us on social media.

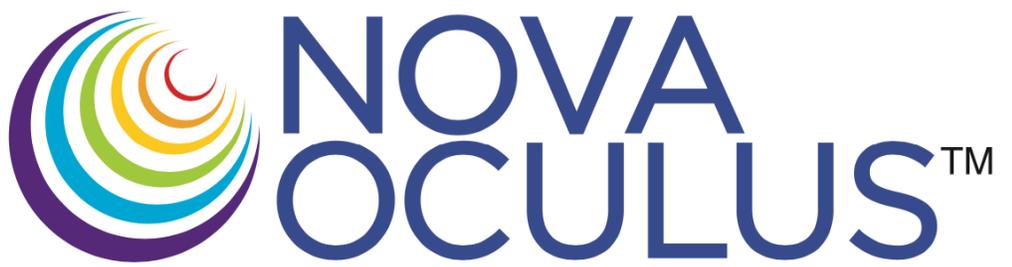
- **How much does the treatment cost?**

This can only be provided by your doctor.

- **Is the treatment covered by insurance?**

No. This therapy is so new to the insurance industry that they have not had time to evaluate it for reimbursement. However, Canada recently passed a new law, BILL C-284, An Act to Establish a National Strategy for Eye Care, which has a key focused on AMD and establishing health insurance reimbursement for our therapeutic treatment

FAQ/CLINICAL DATA



- **How do I book a consultation or treatment session?**

Once the device is available in your country you may contact our in country representative distributor to locate an authorized doctor.

- **How do I contact Nova Oculus for additional information not answered here?**

Info@novaoculus.com