

MANAGEMENT TEAM

Christopher J. Moreau
President and CEO

James Kinley
Chief Financial Officer

Marcus Enns
Vice President,
Corporate Affairs

Paul Moreau
Vice President,
Sales & Marketing

Dr. Michael Eveleigh
Vice President,
Product Development

L. Michael Coutts
Director, Business Development

BOARD OF DIRECTORS

Mr. Harry Bloomfield Q.C.
Interim Chairman
Managing Partner,
Bloomfield & Avocats

Mr. Michael Stasiuk
Retired partner,
KPMG LLP

Mr. Christopher J. Moreau
President & CEO,
Miraculins Inc.

Mr. Noah Billick
Vice-President, Legal Affairs,
Palos Management Inc.

William (Bill) Roberts
President & CEO
ZoomerMedia Limited

TRADING SYMBOL

TSX-V : MOM

STOCK INFO

(May 15, 2012)

Shares O/S 92.6 Million
Market Cap. C\$12.5 Million
Recent Price C\$0.1120

IMPROVING HEALTHCARE DIAGNOSTICS AND ECONOMICS

Through our leadership in the acquisition, development and commercialization of diagnostic tests and risk assessment technologies for unmet clinical needs, we seek to improve the overall diagnosis and treatment of patients by enhancing the information available to physicians.

LEAD PROGRAMS

- The Company's **PreVu® Non-Invasive Skin Cholesterol Point of Care (POC) Test** is a completely painless and non-invasive test that involves no blood draw or needles, requires no overnight fasting and involves no handling of

potentially hazardous biomaterials. Skin cholesterol is the cholesterol that has been deposited and diffused into tissue, as opposed to free circulating in the bloodstream, and has been shown in clinical trials to be strongly associated with significant coronary artery disease (CAD) as measured by treadmill stress testing, coronary angiography, coronary calcium and carotid artery thickening.

With the test and results taking less than five minutes, The PreVu® POC Test has been developed to provide new and additive information about coronary artery disease risk that is independent of traditional risk factors, such as blood cholesterol, to help physicians worldwide more effectively assess their patients' risk. The PreVu® POC Test has been cleared for sale by Health Canada and CE-Marked for the European Union as a general population screen, and has a specific FDA clearance in the U.S. as well. The test will be launched shortly.

Potential Market: More than 7.2 million heart attacks globally every year and growing; 540 million blood cholesterol tests performed annually worldwide.

- The Company's **Preeclampsia Program** is based on advancing a suite of protein biomarkers implicated in Preeclampsia, discovered by scientists at The Samuel Lunenfeld Research Institution, Mount Sinai Hospital, Toronto. Preeclampsia is a devastating and growing disease of pregnancy affecting 5-8% of women worldwide regardless of ethnicity. Preeclampsia's rapidly progressive condition, characterized by high blood pressure and the presence of protein in the urine, can quickly accelerate and result in seizure, coma, kidney failure and death for both mother and child.

The technology is being advanced and commercialized through a collaborative research and option agreement with Alere, Inc. (NYSE:ALR); one of the world's largest diagnostic companies (formerly Inverness Medical Innovations) with professional and consumer offerings in over 100 disease categories, and a market capitalization of \$2 billion.

Potential Market: Affecting more than 6.4 million pregnancies per year in the US and 134 million worldwide, with a cost of more than \$3 billion annually to the global healthcare system.



MIRACULINS STRATEGY

- ▶ Miraculins' business strategy is to bridge the gap between promising diagnostic biomarker opportunities and the marketplace.
- ▶ Miraculins is focused on acquiring, developing and commercializing diagnostic products for unmet clinical needs. Miraculins strives to extend life, reduce suffering and lower health care costs.
- ▶ In order to maximize opportunities for revenue generation, the Company is also actively pursuing opportunities for research use only (RUO) and ASR commercialization of its products.

“ Our goal is to develop a diagnostic test so that physicians don't have to rely on symptoms alone to determine if a patient has preeclampsia, and I am very excited to be working with the Miraculins team to achieve this goal and ensure better outcomes for mothers and babies.

- Dr. Isabella Caniggia, *technology inventor and leading research authority on placental development and its associated pathologies at the Samuel Lunenfeld Research Institute at Mount Sinai Hospital*

INVESTOR INQUIRIES

Miraculins Inc.
6-1250 Waverley Street
Winnipeg, MB R3T6C6
Canada

Phone: 204.477.7599

Fax: 204.453.1546

ir@miraculins.com



KEY MILESTONES

- Secured Health Canada clearance for the sale of the PreVu® Non-Invasive Skin Cholesterol Point of Care (POC) Test in Canada.
- Concluded CE-Marking of the PreVu® Non-Invasive Skin Cholesterol Point of Care (POC) Test for sale in the European Union.
- Achieved ISO: 13485 Certification upon completion of the development of a comprehensive Quality Management System.
- Negotiated an exclusive agreement with The Stevens Company - the largest, privately-owned Canadian distributor of hospital, physician and nursing home supplies - to distribute the PreVu® Non-Invasive Skin Cholesterol Point of Care (POC) Test to doctors in the Canadian medical market.
- Established a special PreVu Medical Advisory Board comprised of leading Canadian and U.S. doctors, cardiologists, scientists and researchers.
- Negotiated an exclusive agreement with Gamma-Dynacare Medical Laboratories, one of Canada's largest and most respected medical laboratories, to finalize a laboratory processed format of the PreVu® Non-Invasive Skin Cholesterol Test technology - PreVu® LP Test.
- Finalized a collaborative research and option agreement with Alere, Inc. (NYSE:ALR) one of the world's largest diagnostic companies with a \$2 billion market capitalization (formerly Inverness Medical Innovations), to advance and commercialize a suite of protein biomarkers diagnostic for preeclampsia; licensed by Miraculins from Mount Sinai Hospital, Toronto.
- Launched a research use only ELISA kit for detecting PSP94, the lead marker from Miraculins prostate cancer program.

CORPORATE OVERVIEW

The Company's business model is centered on acquiring, developing and commercializing diagnostic tests and risk assessment technologies in areas where there are unmet clinical needs. Once Miraculins has acquired or advanced its technology through the development stages, the Company leverages partnerships with large diagnostic companies, reference laboratories and distribution partners for final commercialization and marketing of its technologies.

Of greatest interest to the Company, are diagnostic and risk assessment technologies after the completion of discovery stage research and biomarker identification, thereby requiring additional expertise and resources for development into commercialized assays. A significant number of promising diagnostic opportunities remain un-commercialized because of the sizable gap between the discovery stage, when research institutions are typically involved, and the commercialization stage, when the larger commercial enterprises become interested. Miraculins has direct experience in bridging this gap.

The Company's Management team and Board of Directors have a valuable mix of industry, business development, operations, fund raising and scientific/corporate development experience.

This fact sheet contains forward-looking statements that involve risks, which may cause actual results to differ materially from the statements made. The Company disclaims any intention, and has no obligation or responsibility to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.