Wize Pharma Retains Life Science Advisory Firm Lighthouse BioPartners to Support Potential Pharma Partnership Deals for its Lead Asset LO2A

HOD HASHARON, Israel, July 8, 2019 /PRNewswire/ -- Wize Pharma, Inc. (OTCQB: WIZP) a clinical-stage biopharmaceutical company focused on the treatment of ophthalmic disorders, announced today that it has retained Lighthouse BioPartners, LLC a US-based firm specialized in partnering and financial advisory services for life sciences companies worldwide, to assist in sourcing and consummating deals for further development and commercialization of Wize's lead asset, LO2A a prescription eye drop product for the treatment of dry eye syndrome (DES), a $3.7 billion global market.

"The ophthalmic treatment market has recently seen a string of high value M&A and licensing deals. We believe our lead asset, LO2A, has substantial commercial potential in several geographic territories. Having recently completed a successful Phase II study of LO2A in the symptomatic treatment of DES in patients with moderate to severe conjunctivochalasis (CCh), we look ahead to announcing top line results in our Phase IV study of LO2A for symptomatic improvement of DES in patients with Sjögren's Syndrome in the first quarter of 2020. We are pleased to work with Lighthouse BioPartners to accelerate commercialization," stated Wize's CEO Noam Danenberg.

Lighthouse BioPartners works with big pharma, specialty pharma, and biotech companies of all stages of development on in-licensing, out-licensing, and partnership transactions. Per the agreement, Lighthouse BioPartners will both engage in new negotiations for Wize as well as manage existing leads and interest in LO2A from potential pharma partners.

About Wize

Wize Pharma, Inc. is a clinical-stage biopharmaceutical company currently focused on the treatment of ophthalmic disorders, including DES. Wize has in-licensed certain rights to purchase, market, sell and distribute a formula known as LO2A, a drug developed for the treatment of DES, and other ophthalmological illnesses, including CCh and Sjögren's syndrome (Sjögren's).

LO2A is currently registered and marketed by its inventor in Germany and Switzerland for the treatment of DES, in Hungary for the treatment of DES, CCH and Sjögren's and in the Netherlands for the treatment of DES and Sjögren's. Wize's strategy involves engaging local or multinational distributors to handle the distribution of LO2A. Wize has finished a Phase II trial of LO2A for patients with CCH and is currently conducting a Phase IV study for LO2A for DES in patients with Sjögren's.

Forward Looking Statements

Wize cautions you that statements in this press release that are not a description of historical fact are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements may be identified by the use of words referencing future events or circumstances such as "expect," "intend," "plan," "anticipate," "believe," and "will," among others. For example, when we discuss our market potential, we are using a forward-looking statement. Because such statements are subject to risks and uncertainties, actual results may differ materially from those expressed or implied by such forward-looking statements. These forward-looking statements are based upon Wize's current expectations and involve assumptions that may never materialize or may prove to be incorrect. Actual results and the timing of events could differ materially from those anticipated in such forward-looking statements as a result of various risks and uncertainties, which include, without limitation, the possibility that we will not be able to successfully operate our joint venture with Cannabics Pharmaceuticals, Inc.; risks related to the substantial debt that we have incurred; our needs for additional financing; our dependence on a single compound, LO2A and on the

continuation of our license to commercialize LO2A; our inability to expand our rights under our license of LO2A; the initiation, timing, progress and results of our trials and product candidate development efforts; our ability to advance LO2A into clinical trials or to successfully complete our preclinical studies or clinical trials; our receipt of regulatory approvals for LO2A, and the timing of other regulatory filings and approvals; the clinical development, commercialization and market acceptance of LO2A; our ability to establish and maintain corporate collaborations; the implementation of our business model and strategic plans for our business and product candidates; the scope of protection we are able to establish and maintain for intellectual property rights covering LO2A and our ability to operate our business without infringing the intellectual property rights of others; estimates of our expenses, future revenues, and capital requirements; competitive companies, technologies and our industry; and statements as to the impact of the political and security situation in Israel on our business. More detailed information about the risks and uncertainties affecting Wize is contained under the heading "Risk Factors" included in Wize's Annual Report on Form 10-K filed with the SEC on April 1, 2019, and in other filings that Wize has made and may make with the SEC in the future. You are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date on which they were made. Wize does not undertake any obligation to update such statements to reflect events that occur or circumstances that exist after the date on which they were made, except as may be required by law.

For all investor enquiries, please contact:
Or Eisenberg
Chief Financial Officer
+972-72-260-0536
or@wizepharma.com

SOURCE Wize Pharma, Inc.

Additional assets available online: Photos (1)