

NEWBORN
STEM CELL
BANKING

BANKING FOR THE
FUTURE OF YOUR

Newborn



From my family to yours.

It's an honor and privilege to share this technology with you. As a new mom myself, I remember being so overwhelmed with all the decisions I had to make. Knowing that the choices we make today might have a lasting effect on our kids, is such a tremendous responsibility. The topic of stem cells and banking might seem complicated with all the information out there and it can be overwhelming. We're here to help! Please visit our website and our youtube channel for helpful resources. Have more questions? We are just a phone call away!

At Hope, we are 100% committed to ensuring that the cells you bank with us are viable and can translate to a therapy one day. As a stem cell researcher, I knew exactly what I wanted to bank for my kids. It's such a joy to be able to share the same with your family. Thank you for trusting us with the future health of your little one. Let's enjoy the journey together.

Donna Chang

Founder, Hope Biosciences

A NOVEL APPROACH: BANKING FOR ACTUAL USE

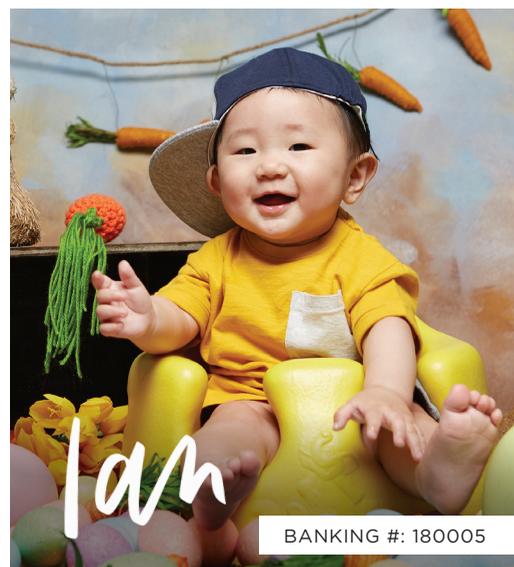
By now, you've probably read a lot of conflicting information about stem cell banking. As you make this important decision for your newborn, we hope to educate you on the science so that you can make a more informed decision. To help navigate you through this rather complex discussion, we've organized the information into several key questions.

WHAT IS THE PURPOSE OF BANKING STEM CELLS?

This may seem like a silly question, but the truth is that almost everyone who has banked their newborn's stem cells has banked them for the purpose of banking rather than for the purpose of using. According to the American Society for Blood and Marrow Transplantation (ASBMT), the chance of a baby benefiting from his or her own banked cord blood is currently less than 0.04%.

DO WE DEPOSIT OUR MONEY INTO BANKS IN ORDER FOR THEM TO HOLD ON TO IT FOR THE REST OF OUR LIVES?

No! We store our money in banks knowing they will securely keep it for us so that we can withdraw the funds when we need them.



ISN'T CORD BLOOD BANKING THE SAME THING AS STEM CELL BANKING?

Cord Blood contains hematopoietic stem cells. These cells have the ability to differentiate or transform into various blood cells such as red blood cells, white blood cells, platelets, etc. Cord blood banking consists of just that — literally storing the blood itself. When you donate blood at a blood drive, your blood also contains some stem cells. How come it's not called a stem cell donation?

WHAT ABOUT BANKING CORD TISSUE?

Most cord blood companies encourage customers to bank the cord or placenta tissue along with the cord blood. The majority of these companies bank the tissue just like they bank the cord blood — collect and freeze. Simply freezing and storing tissues doesn't guarantee that a therapeutic product can be made. The tissues may contain stem cells but what happens after years of storage? What is the viability of those cells? How many doses can be made? Is there any data on the process?

\$7,730



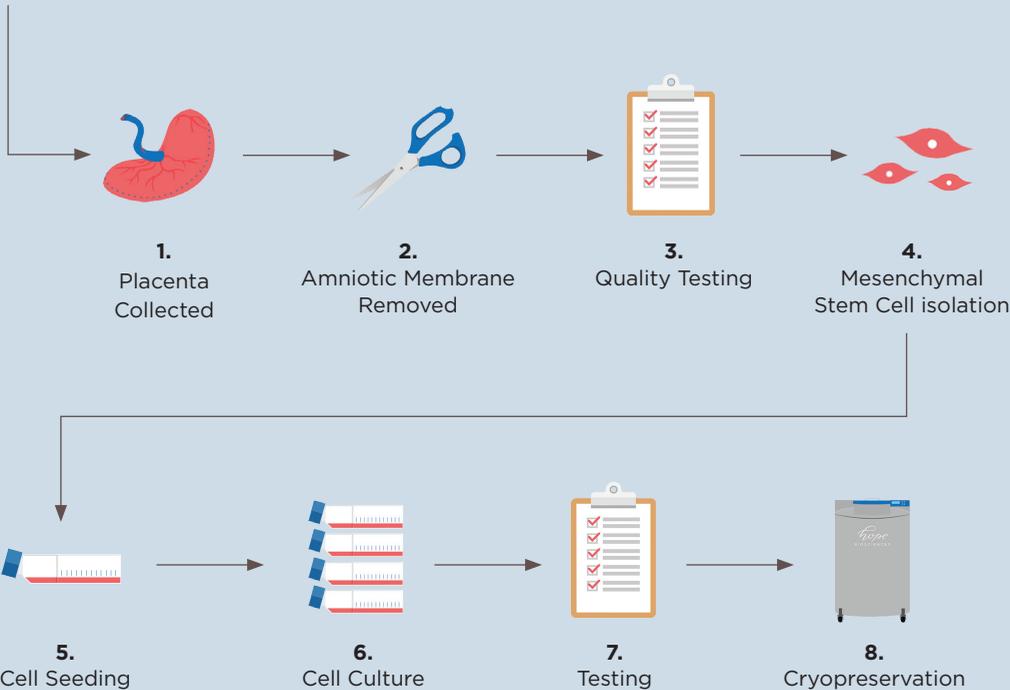
The average cost of cord blood and cord tissue banking (20 yr plan).

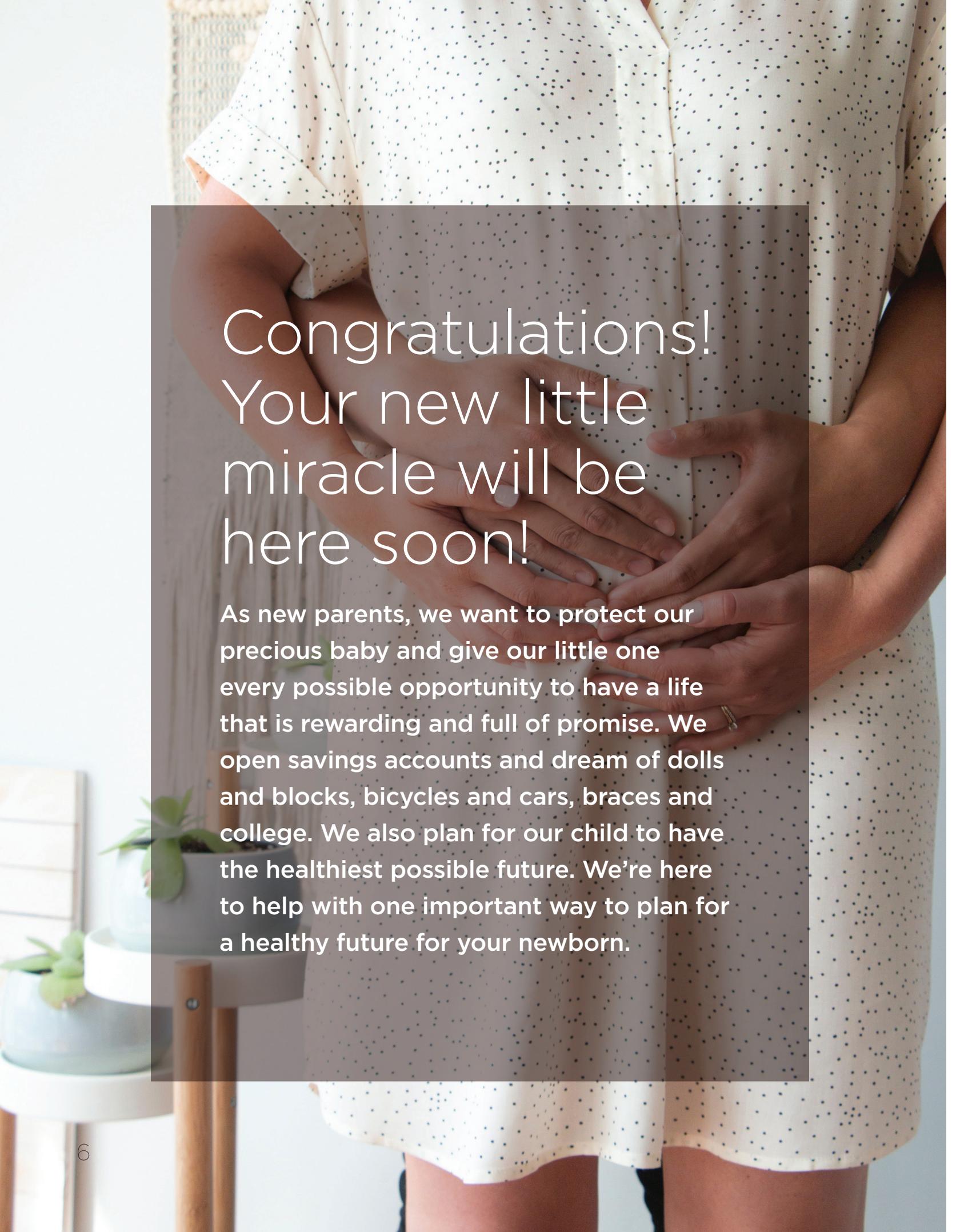
CORD BLOOD BANKING VS. HOPE BIOSCIENCES NEWBORN STEM CELL BANKING

CORD BLOOD BANKING



HOPE BIOSCIENCES NEWBORN PLACENTA AMNIOTIC MEMBRANE DERIVED MESENCHYMAL STEM CELL BANKING





Congratulations!
Your new little
miracle will be
here soon!

As new parents, we want to protect our precious baby and give our little one every possible opportunity to have a life that is rewarding and full of promise. We open savings accounts and dream of dolls and blocks, bicycles and cars, braces and college. We also plan for our child to have the healthiest possible future. We're here to help with one important way to plan for a healthy future for your newborn.

HOW DOES HOPE GET THE STEM CELLS?

When your baby's placenta arrives at the Hope Biosciences' lab, it undergoes quality testing to ensure it passes our rigorous standards for banking. Once our Quality Team places their stamp of approval on the tissue, one of our Stem Cell Production Specialists is assigned to you and begins the process of separating only pure MSCs from the tissue.

In a special room that meets regulatory standards requiring it to be cleaner than a hospital operating room, your MSCs are "seeded" and incubated in our proprietary growth media in exactly the right conditions.

Your technician keeps watch over your baby's cells, preserves the Master Cell Bank and maintains it for your use in the future.

The whole process is very similar to how Hope Biosciences extracts adult MSCs from fat tissue for Adult Stem Cell Banking.



WHAT'S THE DIFFERENCE?

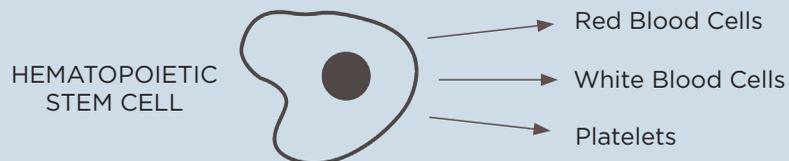
	CORD BLOOD BANKING	HOPE BIOSCIENCES NEWBORN STEM CELL BANKING
Cell Source	Cord Blood	Placenta Amniotic Membrane
Type of Stem Cells Banked	Hematopoietic (CD34+)	Mesenchymal (CD73+, CD90+, CD34-, CD45-)
Number of Stem Cells Banked	1.8 million*	On average 145 million stem cells
Treatment Potential	Blood based cancers such as leukemia and lymphoma. Blood based conditions such as sickle cell disease and Wiscott-Aldrich syndrome**	Chronic degenerative diseases, tissue injuries and autoimmune conditions
Number of Possible Treatments	Typically a single treatment	On average 1037 doses of 200-400 million cells

* Sun, JJ et al., Transfusion Sept. 201 0; 50(9):1980-1987 doi:10.1111/j.1537-2995.2010.02720.x To learn more about cord blood banking, visit Parent's Guide to Cord Blood Foundation at <https://parentsguidecordblood.org/en/faqs/how-much-blood-and-stem-cells-does-a-typical-umbilical-cord-hold>

** <https://www.fda.gov/consumers/consumer-updates/cord-blood-what-you-need-know>

CORD BLOOD STEM CELLS

Stem cells that come from cord blood are called hematopoietic stem cells. They have the ability to become different types of blood cells.



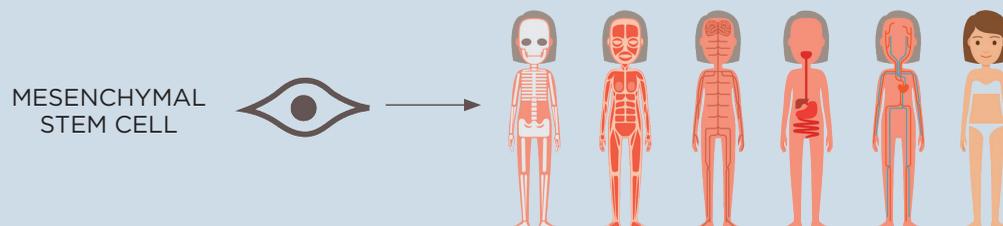
WHAT ARE MESENCHYMAL STEM CELLS USED FOR?

Therapies utilizing Mesenchymal Stem Cell therapies are showing they have real promise for treatments and even cures for many progressive diseases once thought to have little or no chance to delay, reverse or cure. Today, patients struggle to manage the symptoms of their diseases with medications hoping to avoid life changing, often catastrophic, complications. But clinical trials all over the world are showing evidence in treating the progression of these diseases, improving lives and even producing cures. Studies to treat autoimmune diseases like diabetes, lupus, RA, MS, as well as COPD, autism, cerebral palsy, stroke, Alzheimer's, Parkinson's, heart attacks and heart diseases, burns, wounds, bone injuries and cancer treatments can be reviewed at www.clinicaltrials.gov.

At this time, the stem cells we bank for you are considered a drug product by the USFDA and they must approve the use in order for the cells to be released from our bank. Common uses include clinical trials and emergency requests. If your child develops a life threatening diagnosis or injury, please contact us immediately.

MESENCHYMAL STEM CELLS

Mesenchymal stem cells are called multipotent cells because they can become every single cell type except for blood! Nerve and brain cells, bone and cartilage cells, cells that make organs like our liver, lungs, heart, pancreas and skin.

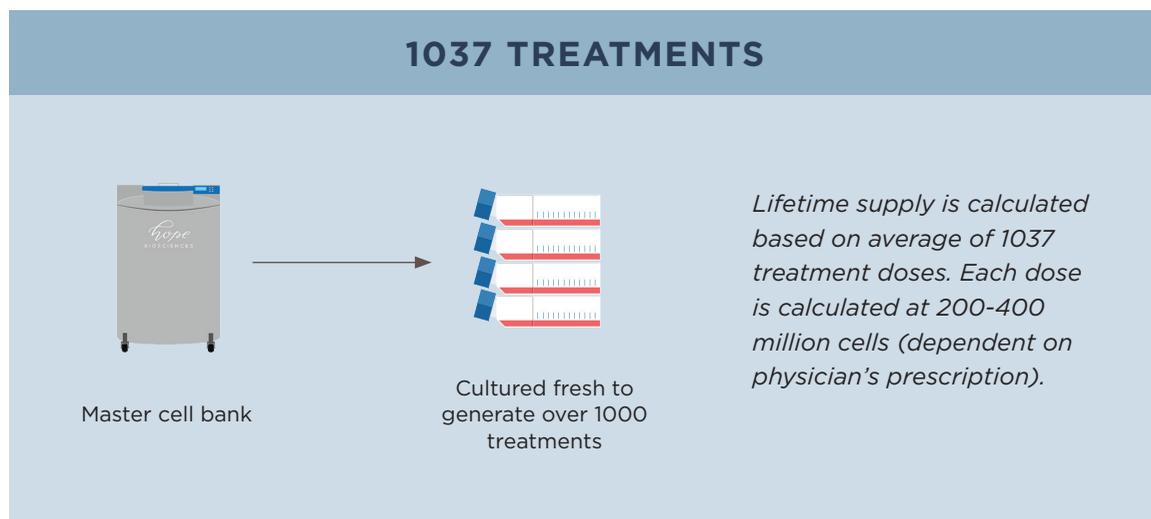


WHY BANK WITH HOPE BIOSCIENCES?

When your baby is born, you have one chance to collect the placenta, a rich source of these specialized stem cells known as Mesenchymal Stem Cells (MSCs). In the past, the placenta was thrown away as medical waste. Hope Biosciences is able to take this waste product and extract the MSCs in a totally noninvasive procedure. But we don't stop there. We create a Master Cell Bank of MSCs for your baby capable of providing a lifetime supply of therapeutic doses.

Parents are making the informed choice to ensure their newborns will have access to stem cell treatments in the future and banking their baby's MSCs with Hope Biosciences. And Hope Biosciences is meeting parent's expectations of banking with a purpose — actual use.

That's as many as 415 BILLION cells available to your baby over his or her lifetime.



Hope Biosciences doesn't bank blood or tissue.

WHO IS HOPE BIOSCIENCES?

Hope Biosciences is first and foremost a stem cell research company focused on developing cell therapies for a variety of indications. The successful manufacturing of these therapies always depends on the quality of the banked stem cells. We regularly bank cells for our clinical trials but we found it necessary to provide a secure and reliable stem cell banking service for the public. The best opportunity for safe, effective stem cell treatment is directly related to the quality of your banked stem cells.

We are actively involved in clinical trials to develop treatments and cures that utilize mesenchymal stem cells.

HOPE BIOSCIENCES: PEACE OF MIND GUARANTEE

Hope Biosciences guarantees that what you bank with us will yield a viable treatment. If we discover cells unsuitable to obtain a therapeutic dose, we will repeat the process using an alternate source at no cost to you.



When our lab has successfully isolated, cultured and banked your child's cells, you will receive a banking certificate that has an actual photograph of your child's stem cells!

HOPE BIOSCIENCES BANKS ONLY PURE MESENCHYMAL STEM CELLS

Hope Biosciences Newborn Stem Cell banking is our proprietary method of banking your baby's pure Mesenchymal Stem Cells (MSCs) for use in the future. We start by extracting MSCs from the amniotic membrane of the placenta and then growing them to create a Master Cell Bank for your child. This Master Cell Bank provides practically unlimited doses of his or her own MSCs for use in the future.

We simply bank the cells that matter.



Take advantage
of this once in a
lifetime opportunity
to collect your baby's
placenta and bank
these amazing cells.

**PLAN FOR THE
FUTURE NOW.**

HOPE BIOSCIENCES OFFERS ONE BANKING PLAN WITH OPTIONS TO FIT ALMOST EVERYONE.

OPTION A	provides our clients with the option to pay one fee and never worry with another payment.
OPTION B	with a larger amount paid up front and a minimal amount paid annually for storage fees. This option automatically converts to the Family Plan when another account is opened (adult or newborn).
OPTION C	with a little less paid up front and a little more paid in annual storage fees.
OPTION D	with the least amount paid up front and more paid in annual storage fees

HOW MUCH DOES IT COST TO SECURE MY BABY'S STEM CELLS FOR THE FUTURE?

OPTION A	\$10,000. Never another storage fee for the rest of your baby's life!
OPTION B	\$7,000 down, \$100 per year
OPTION C	\$5,000 down, \$300 per year
OPTION D	\$3,000 down, \$500 per year
Family Banking	Available any time our clients add a family member to their Stem Cell Bank Account

BANKING FOR THE WHOLE FAMILY, AT A DISCOUNT!

When our clients add one or more additional account(s) to their Annual Banking Plan B, the Family Plan discount automatically kicks in. Only one account pays a \$100 annual storage charge and the annual storage fees for the rest of the accounts in this plan are free!

We also offer our clients in Annual Banking Plan B & Annual Banking Plan C the option to enroll in Family Banking. To take advantage of the Family Banking discount, each additional account will be enrolled under the Annual Banking B plan rate and all storage costs will be reduced to the single \$100 fee.

WHO CAN I ADD TO MY NEWBORN STEM CELL BANKING PLAN?

Immediate family:

- + Parents
- + Siblings (including step-siblings and adopted siblings)
- + Grandparents

Hope Biosciences is the only newborn + adult, clinical grade, stem cell bank in the United States.



I'M IN! HOW DO I START THE PROCESS?

Call Hope Biosciences at 832-975-8840 and speak to a stem cell banking specialist or visit us at our website www.hope.bio. We are standing by to assist as you open your Hope Biosciences Newborn Stem Cell Banking account.

Hope Biosciences makes Stem Cell Banking simple, straight forward and logical.

Welcome to
Hope Biosciences –
creating *hope*
one stem cell
at a time.

hope
BIOSCIENCES

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