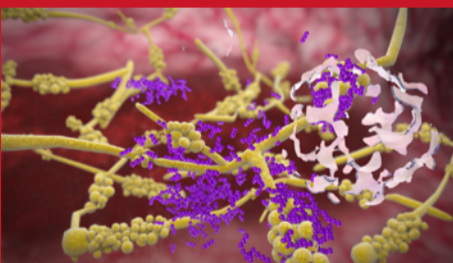
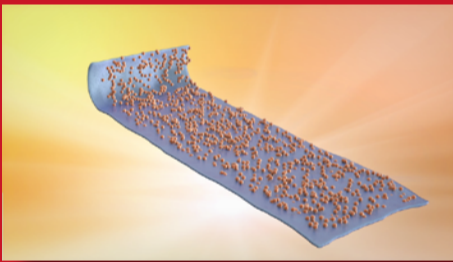
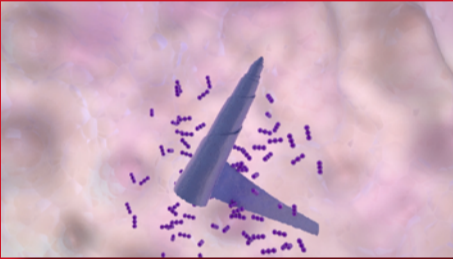
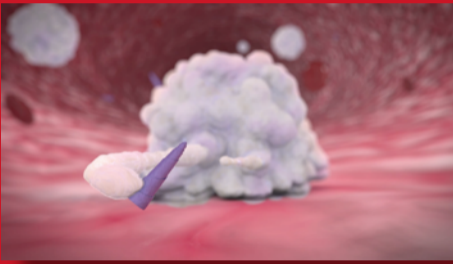


Images from Matinas BioPharma video



Case Study:

How One Concise Video Drove Home the Science for Matinas BioPharma

Objective:

Communicate to investors, journalists, scientists, and regulatory agencies the significance of the Matinas drug-delivery breakthrough in treating life-threatening illnesses.

Challenge:

Complex scientific information and extreme technical jargon often tend to cloud original concepts and lose the very audiences you are seeking to reach.

Solution:

A video animation that succinctly dramatizes the medical necessity for the Matinas cochleate technology and then clearly demonstrates the mechanism-of-action in three concise minutes.

Process:

Working in partnership with Matinas' team including the Chief Scientific Officer, the Head of Clinical Trials and the Investor Relations Officer, Obtuse crafted this comprehensive 3-minute video that makes a compelling case to investors and other interested parties.

Results:

Matinas has successfully leveraged the video at trade shows, investor conferences, and on their corporate website.

Matinas BioPharma stock (MTMB) has climbed from \$0.50 at video launch to trading at a high of \$3.80.

View the video here :

matinasbiopharma.com

Matinas Feedback:

"I just wanted to express our sincere thanks and admiration at the video you put together introducing Matinas to the world. Without question, it met and exceeded my expectations and I very much appreciate your diligence, patience, hard work and creativity in helping us come up with this great product. I cannot tell you how much positive feedback we have already received and I am sure it will continue. So, thank you, and we look forward to working together in the future."

-- Jerome Jabbour, President, Matinas BioPharma Holdings, Inc.

To learn more please go to: obtuse-ny.com