



FOR IMMEDIATE RELEASE

NovaVive Inc. Signs AABEX Animal Health to Provide U.S. Marketing Services

Napanee, Ontario – August 17, 2018 – NovaVive Inc., an animal health immunobiology company, today announced that it has signed a marketing services agreement with AABEX Animal Health for the U.S.A.

AABEX Animal Health is a new animal health sales and marketing company founded by Mark Hill, a seasoned professional who was most recently employed as Senior Sales Director for the U.S. Large Animal Division of Merial Ltd. At Merial, Mark established an outstanding track record of hiring and developing high performing teams which consistently exceeded goals. Under Mark’s leadership, Merial’s U.S. business achieved industry leading growth in the cattle and equine segments. In addition to his sales experience, Mark also held several marketing management roles during his career where he worked with some of the leading brands in the industry. Mark was raised on a dairy farm and is a graduate from the University of Maryland with a B.S. in Agricultural Economics and a MBA with a focus on Entrepreneurship.

“We are excited to have AABEX Animal Health as our U.S. sales and marketing partner,” said Graeme McRae, President of NovaVive Inc. “Mark and his team will work with us to identify, assess and execute market opportunities to actively grow our U.S. business. This will include promoting our five USDA-approved immunotherapeutics in the U.S. veterinary market.”

“AABEX is most enthusiastic about the U.S. partnership with NovaVive and the opportunity to represent such a quality portfolio of USDA-approved products,” said Mark. “The science of the immunotherapeutic technology is a great solution for today’s producer and horse owner seeking a more judicious approach to antibiotic use. Meanwhile, the anti-cancer products can truly be life changing for equine and canine patients and their owners.”

Mark can be reached by email at Mark.Hill@AabexAnimalHealth.com or by phone at 336-255-3629.

About NovaVive Inc.

NovaVive is a private company founded in July, 2014. The Company has an advanced veterinary immunotherapeutic platform based on mycobacterium cell wall fraction (MCWF) technology with 5 regulator-approved products in the U.S.A. Certain formulations have demonstrated the capability of reducing the reliance on antibiotics in the treatment of bacterial diseases of cattle and horses or effectively treating viral equine respiratory disease. Other formulations have been developed as anticancer therapies in dogs and horses. The Company’s development plan is to identify additional livestock and companion animal diseases that may be effectively treated with its immunotherapeutic technology platform. For more information about the Company, please visit www.NovaVive.ca, or contact:

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