

The Impact of Cures

RepliCel Life Sciences

Using Cells for Healing



Safe Harbor Statement

Statements included in this presentation that do not relate to present or historical conditions are “forward looking statements”. Forward-looking statements are projections in respect of future events or our future financial performance. In some cases, you can identify forward-looking statements by terminology such as “may”, “should”, “intend”, “expect”, “plan”, “anticipate”, “believe”, “estimate”, “predict”, “potential”, or “continue”, or the negative of these terms or other comparable terminology. Forward-looking information presented in such statements or disclosures may, among other things, include: the potential of our products, including its potential for success with women; forecasts of expenditures; the sources of financing; expectations regarding our ability to raise capital; our business outlook; plans and objectives of management for future operations; and anticipated financial performance.

Various assumptions or factors are typically applied in drawing conclusions or making the forecasts or projections set out in forward-looking information. Those assumptions and factors are based on information currently available to our Company, including information obtained from third-party industry analysts and other third party sources. In some instances, material assumptions and factors are presented or discussed elsewhere in this presentation in connection with the statements or disclosure containing the forward-looking information. You are cautioned that the following list of material factors and assumptions is not exhaustive. The factors and assumptions include, but are not limited to:

- no unforeseen changes in the legislative and operating framework for the business of our Company;
- a stable competitive environment; and
- no significant event occurring outside the ordinary course of business such as a natural disaster or other calamity.

These statements are only predictions and involve known and unknown risks, uncertainties and other factors, which may cause our or our industry’s actual results, levels of activity or performance to be materially different from any future results, levels of activity or performance expressed or implied by these forward-looking statements. These risks and uncertainties include:

- negative results from any of our clinical trials;
- Failure to advance research and development programs into clinical trials;
- the effects of government regulation on our business;
- the viability and marketability of our cell replication technologies;
- our failure to successfully implement our marketing plan;
- the development of superior technology by our competitors;
- the failure of consumers and the medical community to accept our technology as safe and effective;
- the risk that publications on which certain data in this presentation are based are withdrawn or invalidated;
- risks associated with our ability to obtain and protect rights to our intellectual property;
- risks and uncertainties associated with our ability to raise additional capital; and
- other factors beyond our control.

Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee future results, levels of activity or performance. Further, any forward-looking statement speaks only as of the date on which such statement is made, and, except as required by applicable law, we undertake no obligation to update any forward-looking statement to reflect events or circumstances after the date on which such statement is made or to reflect the occurrence of unanticipated events. New factors emerge from time to time, and it is not possible for management to predict all of such factors and to assess in advance the impact of such factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statement.

Readers should consult all of the information set forth herein and should also refer to the risk factor disclosure outlined in the Company’s annual report on Form 20-F for the fiscal year ended December 31, 2013 and other periodic reports filed from time-to-time with the Securities and Exchange Commission on Edgar at www.sec.gov and with the Canadian Securities Commissions on Sedar at www.sedar.com.

Not an Offer to Purchase or Sell Securities. This presentation is for informational purposes and is not an offer to sell or a solicitation of an offer to sell any securities in the Company, nor shall there be any sale of securities in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of such jurisdiction. This presentation may not be relied upon in connection with the purchase of any security. Securities of the Company, if offered, will only be available to parties who are “qualified investors”, pursuant to applicable securities laws.

Imagine a world...

- where medicine was not reactive but proactive
- where healthcare was not about sick care
- where the focus was cures not treatments

What would that world look like?



Imagine a world...

- where new organs and body parts could be 'printed'
- where diabetics are given new insulin producing cells
- where immune system cells are 'taught' to eradicate cancer
- where a cell injection saved limbs from amputation

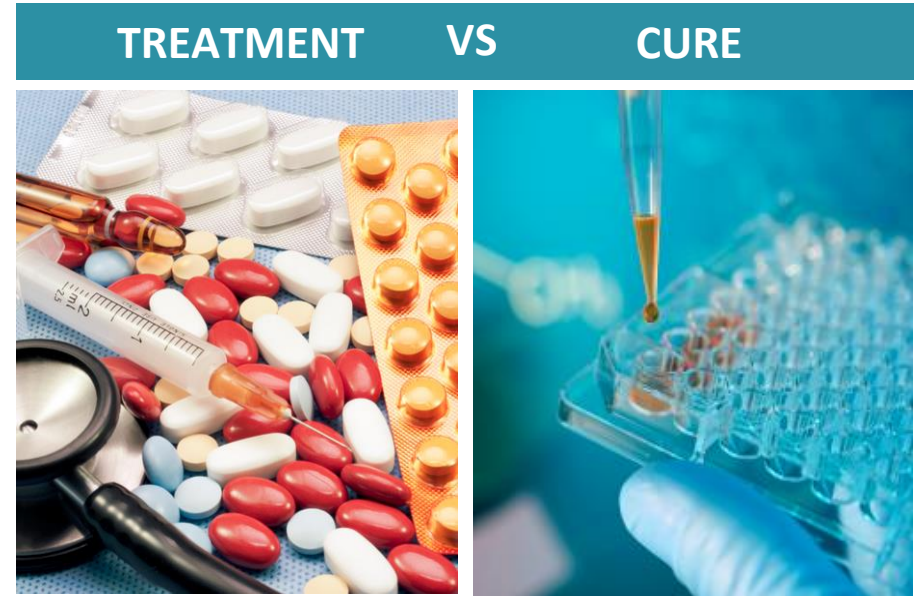
Imagine regenerative medicine...



Regenerative Medicine

Have we reached the **cure** instead of treat stage?

Regenerative Medicine is “the process of replacing, engineering or regenerating human cells, tissues or organs to restore or establish normal function”.



“The Social and economic impact of cures versus treatment will be as big a game changer for human life as the advent of sanitation and drugs.”

“Even as mega-banks topple, Juan Enriquez says the big reboot is yet to come. But don't look for it on your ballot — or in the stock exchange. It'll come from science labs, and it promises keener bodies and minds. Our kids are going to be ... different.”

February 2009 at TED2009

Juan Enriquez: The next species of human

Impact of Losing Tendon Function

the mom who loves to run but has had to stop because of achilles tendinosis



the worker no longer able to perform his job because of chronic tendon pain



the golfer living with golfer's elbow who would do almost anything to enjoy a pain-free round



Impact of Aging and Damaged Skin

The impact of aging skin may cause depression, social anxiety, lack of confidence and social isolation.

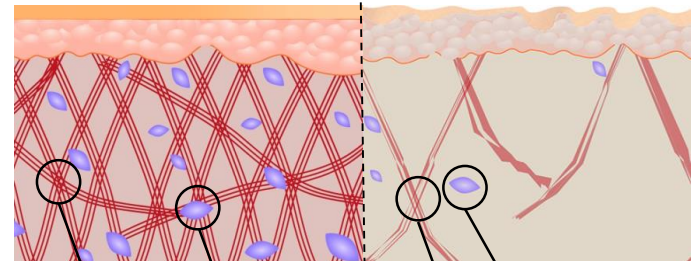
“It's more than vanity that drives people's desperation to look good. Your body image accounts for about 1/4 to 1/3 of your self-esteem, and your self-esteem is a major influence on your overall psychological health.”

Harvard Medical School psychologist, Dr. Ted Grossbart
Book: Skin Deep: A Mind/Body Program for Healthy Skin



YOUNGER SKIN

OLDER SKIN



Collagen

Fibroblasts

Collagen

Fibroblasts

Impact of Hair Loss

“I’m a 42 year-old woman suffering from alopecia. I cry myself to sleep at least once a week.”

“I’m a 24-year old who feels the impact of my baldness on my career and social life on a daily basis.”



Androgenetic Alopecia (Male Pattern Baldness)

Likely to affect



70%
men



40%
women

The most common cause of hair loss and hair thinning in men and women is genetic/ inherited

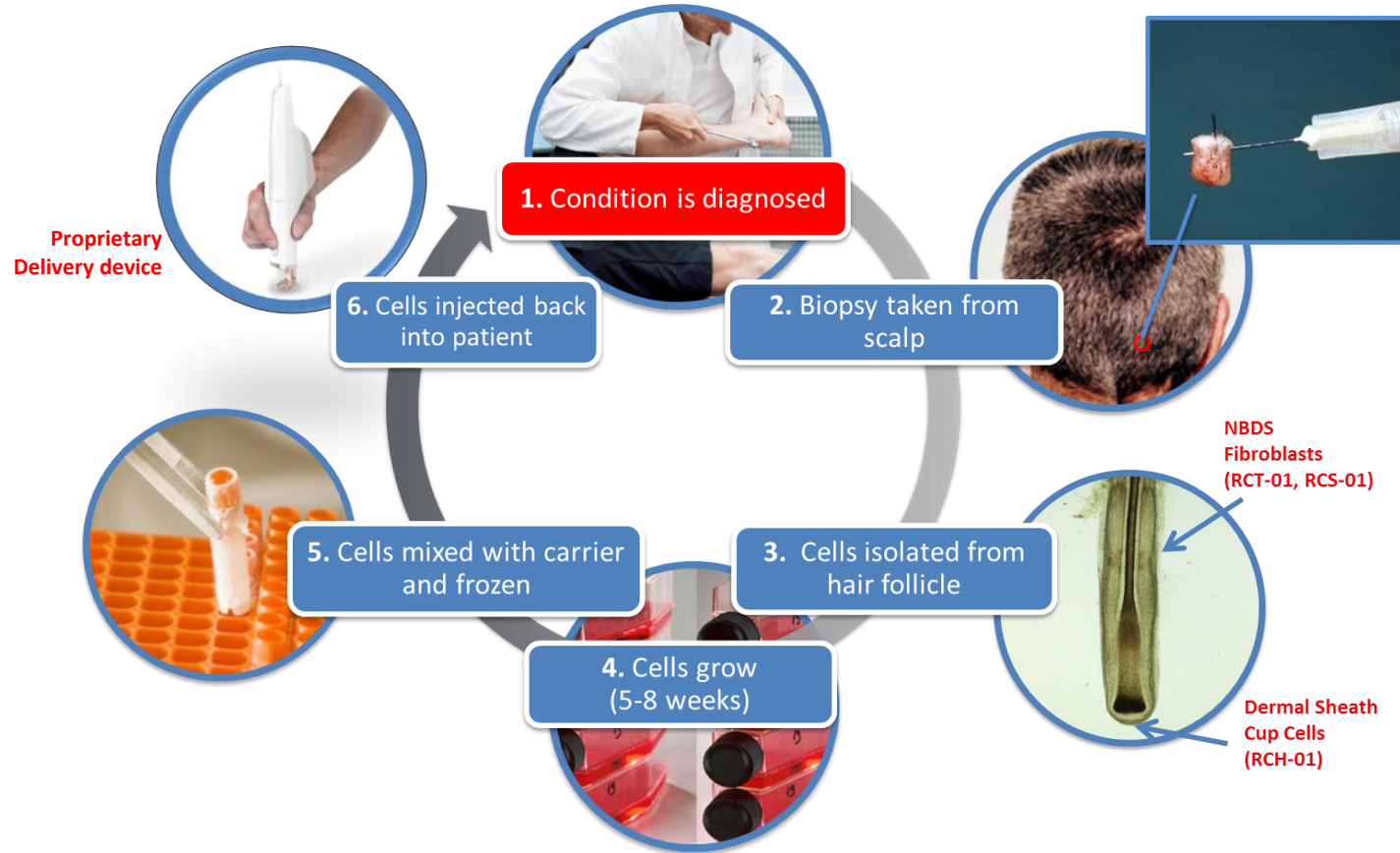
The Washington Post

Americans spend \$3.5 billion hair products and treatments annually.

Over **99%**

of these are ineffective.

Using **your own cells** to regenerate



Tendon Regeneration Example

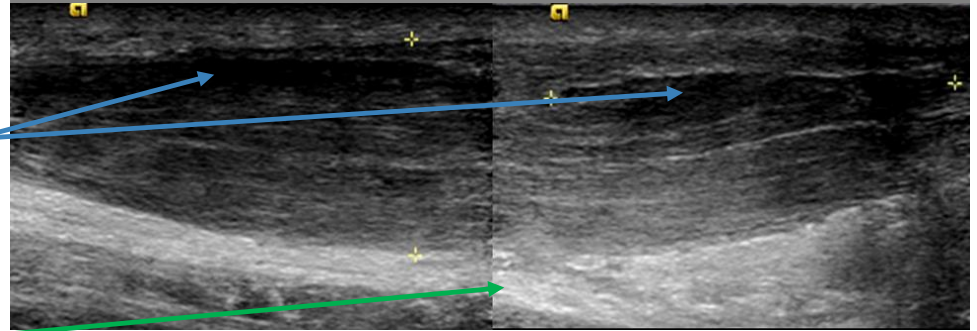
We use your own cells to restore your function and youthful vitality

Darkened areas show damaged tendon

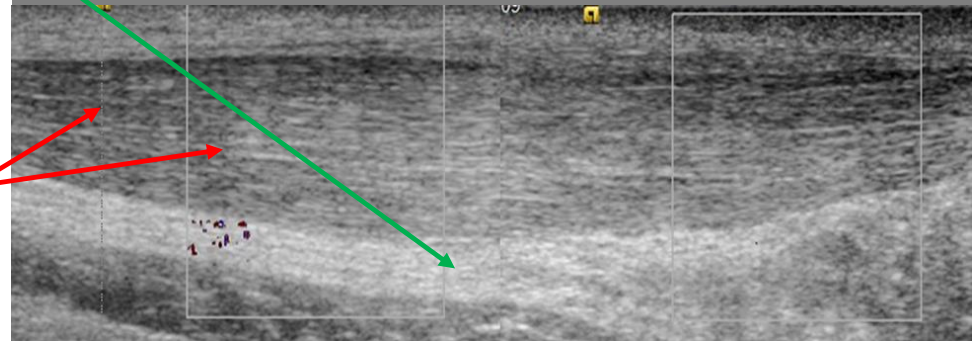
White areas show Ankle bone

Long white striations show new tendon growth after single injection of cells

Ultrasound Image of 65 Yr. Old Before Treatment – Day 1



Ultrasound Image of 65 Yr. Old After Treatment – 6 Months



Ensuring controlled delivery



- More consistent dermal injections; more consistent outcomes
- Less local anesthetic; better patient experience
- Shorter procedure time
- Increased control over injection depth and dispersion enables dermal filler injections for fine wrinkles

“ If Regenerative Medicine represents the future of medicine and a cornerstone of economic growth, RepliCel represents a low-risk, near-term pathway for investing in it.”

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TSX.V: RP / OTCQB: REPCF

