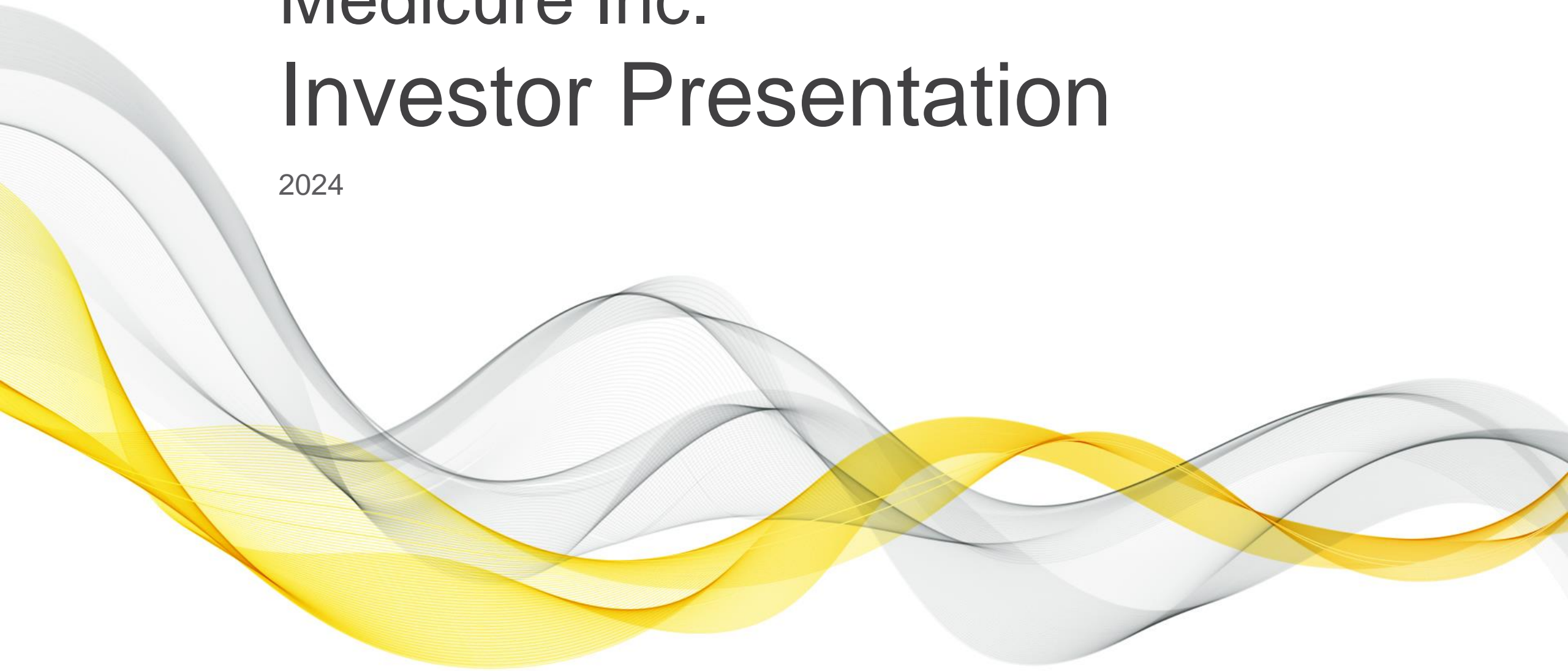




Medicure Inc. Investor Presentation

2024



Forward Looking Statement



This presentation is for informational purposes only and should not be considered as an offer to buy or sell securities. No stock exchange has either approved or disapproved of the information that is contained in this presentation. This presentation may contain forward-looking statements within the meaning of Canadian Securities legislation and the forward-looking statements contained herein are made as at the date of this presentation and, accordingly, are subject to change after such date. Undue reliance should not be placed on such statements. These statements involve a number of risks and uncertainties including statements regarding the outlook for Medicure Inc., business and operational results. By nature, these risks and uncertainties could cause actual results to differ materially from what has been indicated. Factors that could cause actual results to differ materially from any forward-looking statement include, but are not limited to, product recalls, competition from similar products and other factors including those risks and uncertainties identified above, and those contained in the Company's most recent MD&A and Form 20F.

Medicure Inc. undertakes no obligation to update publicly or otherwise revise any forward-looking information as a result of new information, future results or other such factors which affect this information, except as required by law.

Medicure's 4 Focuses



Medicure is a profitable R&D specialty pharmaceutical company focused on the US market with an e-commerce pharmacy

1. Growing sales of **ZYPITAMAG**
2. Growing sales of **Marley Drug** E-Commerce pharmacy subsidiary
3. Maintain sales of **AGGRASTAT**
4. Launch and complete **Phase 3 Trial** of MC-1 for 10 PNPO patients to receive priority voucher

Medicure is Profitable with No Debt

Medicure's Growth Strategy



Medicure plans to use its profit to fund R&D and acquisitions

Short term:

Growth of ZYPITAMAG, Marley Drug and maintain AGGRASTAT

Near term:

Build the Marley Drug business through acquisition and partnerships

Use approx. \$100M from sale of MC-1 voucher upon approval to accelerate growth

Long term:

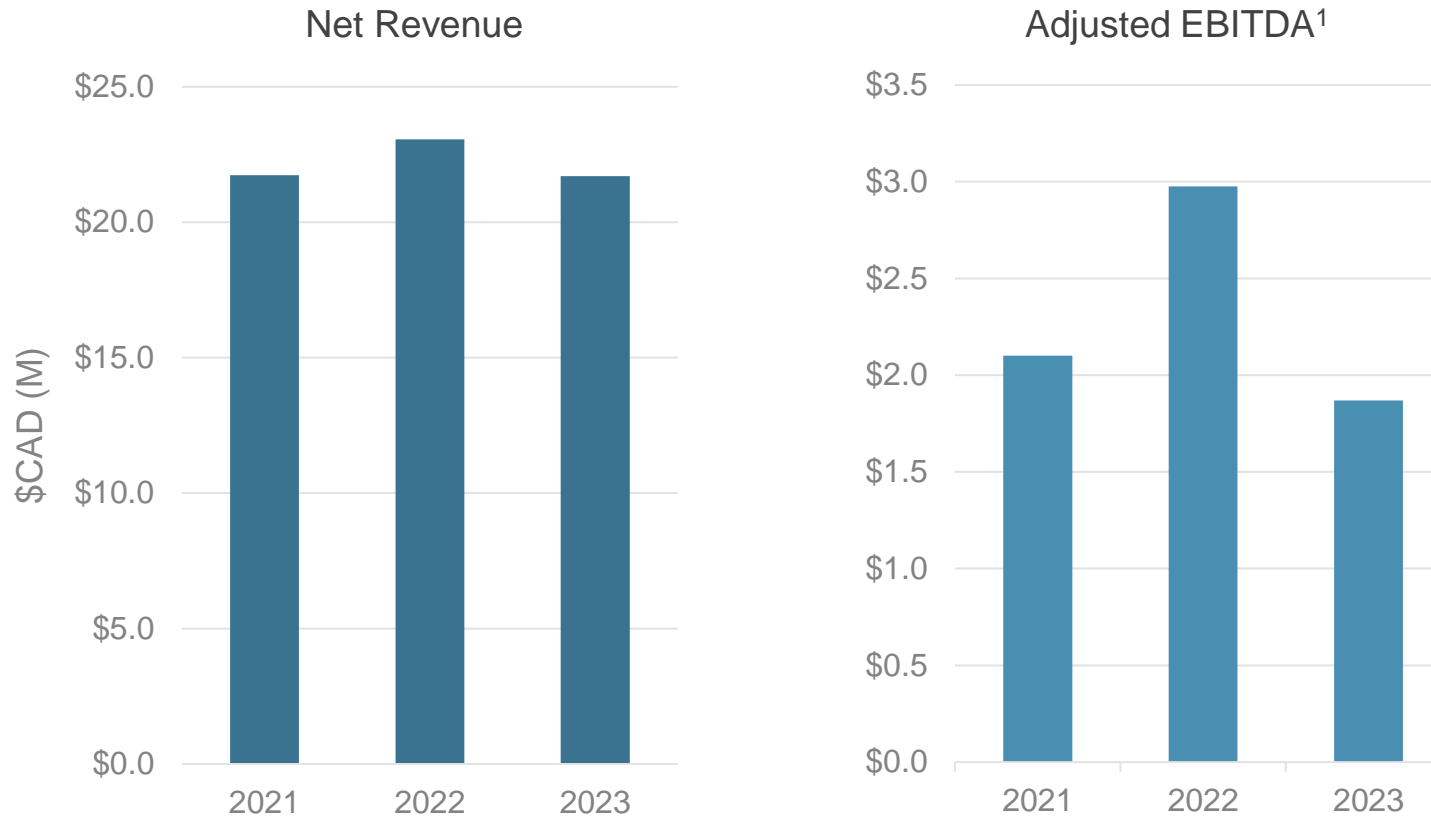
Development of new pharma products for significant unmet needs

Why Did Medicure Acquire Marley Drug Pharmacy

- A more efficient distribution and marketing vehicle for ZYPITAMAG – a branded drug
- A marketing vehicle for other branded drugs
- Saves on high fees to wholesalers and pharmacy benefit managers



Key Financial Parameters



¹The Company defines EBITDA as "earnings before interest, taxes, depreciation, amortization and other income or expense" and Adjusted EBITDA as "EBITDA adjusted for non cash and non-recurring items". The terms "EBITDA" and "Adjusted EBITDA" do not have any standardized meaning according to IFRS. It is therefore unlikely to be comparable to similar measures presented by other companies.

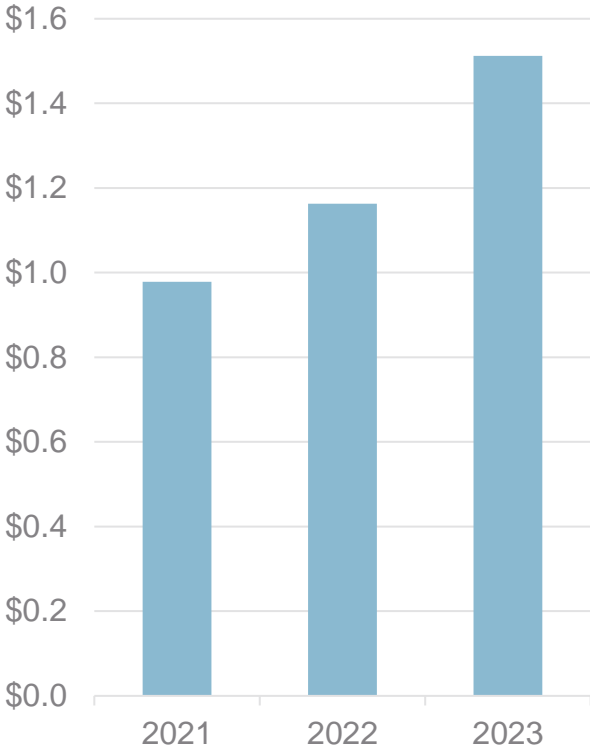
Key Financial Parameters



R&D Expenses



Net Cash Increases



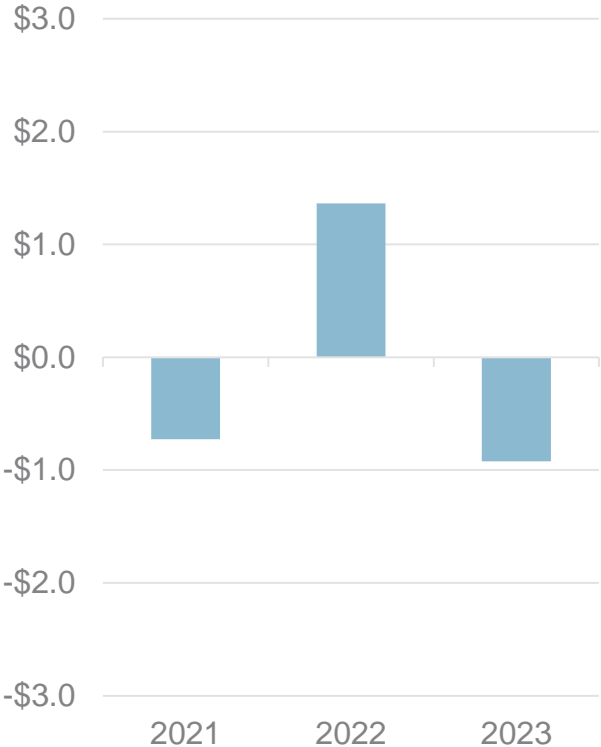
Key Financial Parameters



Net Income before Non-Cash Adjustments



Net Income (Loss) after Non-Cash Adjustments



Medicure's Leadership Team



Albert D. Friesen
Chief Executive Officer &
Chairman of the Board

- Founded Medicure in 1997
- Created and developed multiple companies, including ABI Biotechnology (Apotex Fermentation), The Winnipeg Rh Institute, DiaMedica and Genesys Venture Inc.



Neil Owens
President &
Chief Operating Officer

- President & COO since 2019
- Joined Medicure in 2014 in Medical Affairs
- PhD in Organic Chemistry
- Responsible for the execution of strategic plans and oversight of operations



Haaris Uddin
Chief Financial Officer

- Joined Medicure in 2022 as CFO
- Responsible for financial reporting activities and oversight of finance systems and strategy



Reuben Saba
Vice President,
Business Development

- VP since 2019
- Joined Medicure in 2014 in Medical Affairs
- PhD in Neurobiology
- Responsible for the development of new business opportunities

Zypitamag[®]

(pitavastatin) tablets

\$5.0M

In 2023

↑73%

Sales through
Marley Drug

\$4B

Statin market

INDICATION

High Cholesterol

PRODUCT HIGHLIGHTS

- Improvements over older statins
- Low rates of side effects like muscle pain
- Doesn't interact with other medications
- Once daily low dose with strong LDL reduction

LEARN MORE AT
[Zypitamag.com](https://www.zypitamag.com)





Medicare's Pharmacy Subsidiary & E-Commerce Website

\$9.6M

In 2023

↑ 23%

from the prior year

\$40B

Online pharmacy market

WHAT IS MARLEY DRUG

- A US pharmacy subsidiary licensed to ship FDA approved medications to all 50 states
- Facilitates Medicare selling ZYPITAMAG directly to consumers

HIGHLIGHTS

- More than 100,000 customers
- Increased ZYPITAMAG units dispensed by 53% compared to prior year
- Also sells most generic and branded medications
- E-commerce website for easy ordering and refills

LEARN MORE AT
MarleyDrug.com



AGGR[^]STAT[®]

(tirofiban hydrochloride) Injection

\$9.7M

In 2023

INDICATION

Acute Coronary Syndrome

PRODUCT HIGHLIGHTS

- Leading IV antiplatelet in its class
- Medicure grew market share from 2% to 65%
- Used in more than 1,200 hospitals
- Three formats of the product available

LEARN MORE AT
[Aggrastat.com](https://www.aggrastat.com)



PHASE 3 CLINICAL STUDY

Development of MC-1 for Rare Pediatric Disease

Phase 3 study for treatment of rare pediatric disease called PNPO deficiency

- Study involves 10-15 patients in US and Australia
- Orphan Drug Status and Fast Track Designation
- Study is in Launch Phase
- If approved Medicare is eligible for a priority review voucher, which can be redeemed or sold
- **\$100-200 million potential**
- Medicare has significant experience with MC-1 through exploration of other clinical applications



Thank You for Your Interest

For Further Information

Visit our Websites

Medicure.com

AGGRASTAT.com

ZYPITAMAG.com

Marley Drug.com

Investor Relations

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