

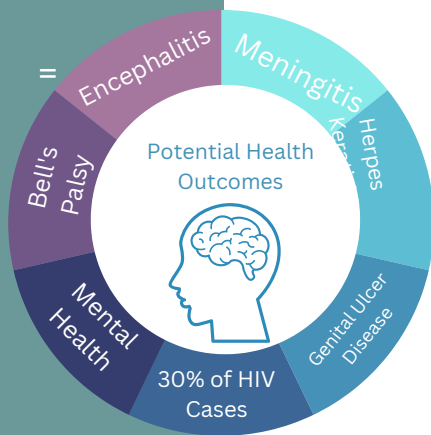
WHO IS IMPACTED



- Nearly half (47.8%) of all Americans are infected with Herpes Simplex Virus type-1.
- More than 1 in 9 (11.9%) Americans are infected with Herpes Simplex Virus type-2.
- CDC estimates that nearly half (48%) of all Black women in the United States have Herpes Simplex Virus type-2 infection.
- Herpes infections of the newborn occurs in 440-1320 births annually in the US. If untreated, cases are fatal 60% of the time.



HEALTH OUTCOMES



- About 1 in 3 (35%) Americans with Herpes Simplex Virus (40-80 million) live with frequent and ongoing outbreaks.
- **MENTAL HEALTH:** A Herpes Simplex Virus diagnosis has major implications on mental health including depression, anger, lack of self-esteem and suicidal tendencies.
- **NEUROLOGICAL COMPLICATIONS:** A growing body of research suggests HSV may be contributing factor Alzheimer's Disease,
- Herpes causes encephalitis, herpes meningoencephalitis, myelitis, radiculopathy, and cranial neuropathies such as Bell's palsy.

ECONOMIC IMPACT

TOTAL ADDRESSABLE MARKET

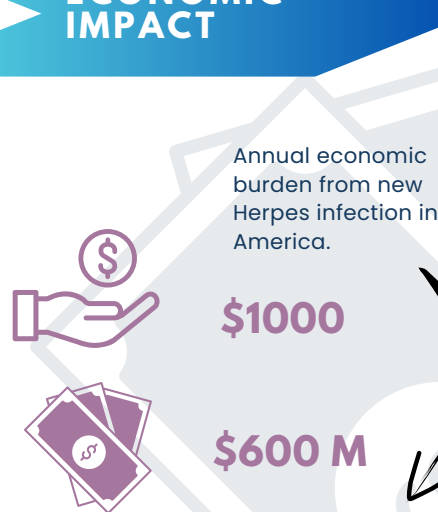
80% VACCINATED
\$30 / PP



672 M



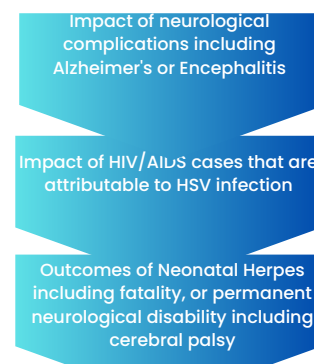
3.8 B



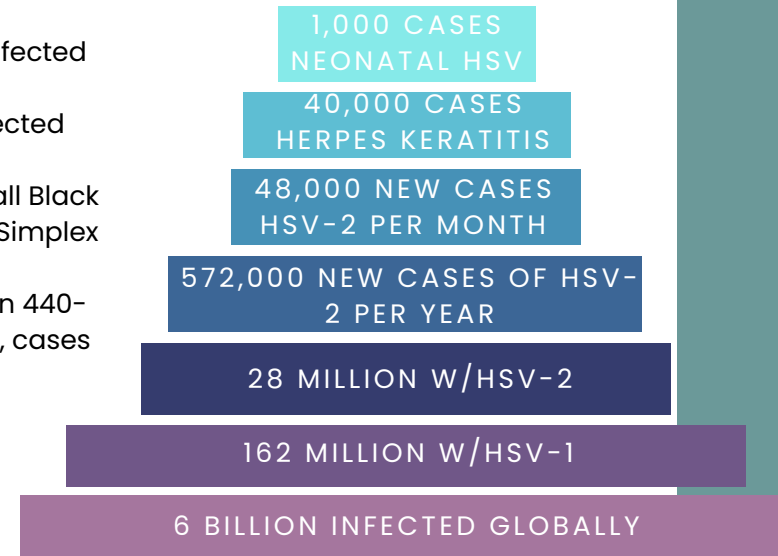
Annual Medical Cost per Patient



Costs Unknown



HERPES AND HIV: RELATED EPIDEMICS



HERPES INFECTION INCREASES RATES OF HIV TRANSMISSION

Epidemiological studies have identified a strong and consistent synergistic relationship between HIV and HSV-2 infections (1, 2).

The risk of HIV acquisition is approximately tripled in the presence of prevalent HSV-2 infection, and five times higher for those with incident HSV-2 infection (3).

30% OF NEW HIV CASES ARE DIRECTLY ATTRIBUTABLE TO GENITAL HERPES

It is challenging to estimate precisely how HSV-2-associated increased HIV acquisition risk translates into the number of HIV infections that could be averted if HSV-2 infections were prevented; however, according to existing modelling studies, HSV-2 infection might account for 30-50% of new HIV infections in some populations that have high HIV prevalence (4,5).

NEW CASES OF HIV ANNUALLY

1.2 MILLION

CASES OF HIV ANNUALLY DIRECTLY ATTRIBUTABLE TO HERPES INFECTION

360,000

RISK OF HIV ACQUISITION INCREASED BY

2-3 X

CASES OF HIV DIRECTLY ATTRIBUTABLE TO HERPES

30%

"Understanding that even treated HSV-2 infections provide a cellular environment conducive to HIV infection suggests new directions for HIV prevention research, including more powerful anti-HSV-2 therapies and ideally an HSV-2 vaccine,"
- Former NIAID Director
Dr. Anthony S. Fauci.

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5. Masese L, Baeten JM, Richardson BA, Bukusi E, John-Stewart G, Graham SM et al. *Changes in the contribution of genital tract infections to HIV acquisition among Kenyan high-risk women from 1993 to 2012*. AIDS. 2015;29:1077-85. doi:10.1097/QAD.0000000000000646.

ABOUT US

Herpes Cure Advocacy (HCA), is a grassroots patient-oriented, international advocacy organization with a goal of treatment, cure and prevention for Herpes Simplex Virus types 1 + 2 (HSV-1 and HSV-2).

Our mission is to eradicate the world of Herpes Simplex Virus so carriers can be healthy and improve their quality of life.

Founded in 2020, Herpes Cure Advocacy was born out of collaborative efforts with patient advocates worldwide. By channeling grassroots efforts in multiple patient advocate communities globally, HCA harnesses the power of patients themselves to create change.

➤ ACCOMPLISHMENTS

- 2021 US Congress Budget includes National Strategy and Strategic Plan for Cure, Treatment and Prevention of Herpes
- January 2022 Herpes Cure Advocacy organizes in the USA with 501c3, and tax exempt status in the USA.
- November 2022 Joint CDC/NIH Workshop
- December 2022 CDC Issues RFA for HSV serology tests
- April 2023 NIH Assembles Multi-Council Working Group to Address Herpes with a Strategic coordinated effort
- November 2024, OASH officially published an addendum to the National STI Strategy addressing herpes.



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CURE HSV