



NovaBay Pharmaceuticals, Inc.

Reports Q2. DERMAdoctor sold, so focus on Avenova should drive growth in 2024/25. Lowering P/T to \$8.00.

COMPANY UPDATE

Rating: BUY

Ticker: NBY

Price: \$0.49

Target: \$8.00
(from \$61.25)

Q2 report: NovaBay recently (on August 13) reported its Q2 (ending June) 2024 results. Revenue was \$2.4 million (-48% y-o-y), compared with our estimates of \$2.8 million and consensus of \$3.2 million. Net loss was \$1.6 million or EPS of \$(1.37) compared with our estimates of \$(1.28) and consensus of \$(1.23). There was no company guidance, but in mid-July the company preannounced Q2 revenues of \$2.4 million.

DERMAdoctor sold: In Q1 2024, the company sold its DERMAdoctor business so it is now included as discontinued operations for current and historical financials. We have not adjusted our historical financials so comparability with the company's historical results may be difficult.

Avenova products sales: Avenova and eye care product sales were \$2.4 million (+8% y-o-y).

No guidance: The company did not provide 2024 guidance.

Adjusting 2024 estimates: We are adjusting our 2024 estimates for revenue to \$10.0 million, from \$12.6 million, and for EPS to \$(2.65) from \$(6.78).

DERMAdoctor: In September 2021, NovaBay announced the acquisition of privately held DERMAdoctor for ~\$12 million (in cash). DERMAdoctor produces and sells more than 30 products under lines that include Ain't Misbehavin', Calm Cool + Corrected, Kakadu C, KP Duty, and Wrinkle Revenge. Its products are designed to address acne, aging skin, dark spots, dry skin, eczema, and many other skin conditions.

DERMAdoctor sold: In March 2024, the company sold its DERMAdoctor business for \$1 million to New Age Investments, LLC. DERMAdoctor had 2023 sales of \$3.6 million, down from \$4.2 million in 2022. Unfortunately, original projections for DERMAdoctor sales and profitability were not realized.

Reduced cash burn: The sale immediately streamlined its business and should reduce its cash burn and allows it to focus on pursuing newer and stronger growth opportunities that are better aligned with its core eyecare business.

Management long term positive: NovaBay is making good progress to market its Avenova product to the 41 million Americans (\$600 million market opportunity) who suffer from blepharitis and related eye symptoms. In addition, the sale of DERMAdoctor allows the company to focus on its core Avenova market.

We remain positive: Despite stock and financial results weakness and volatility, we believe that NovaBay is a compelling investment story. The company's focus in 2024 is to drive Avenova sales to consumers by focusing on current products as well as new related product launches.

Balance sheet: In Q2, the company has \$1 million in cash and \$1 million in debt. In July (current Q3), the company raised \$4 million from selling stock. We believe the company has enough cash into mid-2025.

Reverse stock split: In May, the company effected a 1-for-35 reverse stock split.

Risk/reward positive: Maintaining our BUY rating, but lowering our 12-month price target to \$8.00 from \$61.25, which is based on an NPV analysis. Although there are many variables in our valuation (many with high variabilities and risks), we believe this appropriately balances out the company's high risks with its high growth prospects and large upside opportunities.

Company Description

Based in Emeryville, CA, NovaBay Pharmaceuticals is a biopharmaceutical company focusing on commercializing and developing therapeutics for the anti-infective market.

United States
Healthcare

August 29, 2024

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Stock Data

Exchange:	NYSE
52-week Range:	\$0.36 – 44.80
Shares Outstanding (million):	5
Market cap (\$million):	\$3
EV (\$million):	\$3
Debt (\$million):	\$1
Cash (\$million):	\$1
Avg. Daily Trading Vol. (\$million):	\$0.3
Float (million shares):	5
Short Interest (million shares):	0.2
Dividend, annual (yield):	\$0 (NA%)

Revenues (US\$ million)

	<u>2024E</u> <u>(Cur.)</u>	<u>2024E</u> <u>(Old)</u>	<u>2025E</u> <u>(Cur.)</u>	<u>2025E</u> <u>(Old)</u>
Q1 Mar	2.6A		3.0E	4.0E
Q2 Jun	2.4A	2.8E	3.0E	4.0E
Q3 Sep	2.5E	3.2E	4.0E	4.5E
Q4 Dec	<u>2.5E</u>	<u>4.0E</u>	<u>4.0E</u>	<u>4.5E</u>
Total	10.0E	12.6E	14.0E	17.0E
EV/Revs	0.3x		0.2x	

Earnings per Share (pro forma)

	<u>2024E</u> <u>(Cur.)</u>	<u>2024E</u> <u>(Old)</u>	<u>2025E</u> <u>(Cur.)</u>	<u>2025E</u> <u>(Old)</u>
Q1 Mar	(5.10)A		(0.27)E	(0.46)E
Q2 Jun	(1.37)A	(1.28)E	(0.24)E	(0.28)E
Q3 Sep	(0.28)E	(1.04)E	(0.30)E	0.02E
Q4 Dec	<u>(0.27)E</u>	<u>(0.55)E</u>	<u>(0.11)E</u>	<u>0.02E</u>
Total	(2.65)E	(6.78)E	(0.91)E	(0.69)E
P/E	N/A		N/A	

*Reflects a 1:35 reverse stock split in May 2024.

Important Disclosures

Ascendant Capital Markets LLC seeks to do business with companies covered by its research team. Consequently, investors should be aware that the firm may have a conflict of interest that could affect the objectivity of this report. Investors should consider this report as only a single factor in making an investment decision.

For analyst certification and other important disclosures, refer to the Disclosure Section, located at the end of this report, beginning on page 12.

Exhibit 1: Company Overview



Corporate Overview

Established, High-Quality High-Margin Brands

Avenova

- The #1 doctor-recommended antimicrobial lid & lash spray in the U.S. dry eye market

Avenova-branded Portfolio

- Best-in-class Avenova products for each step of the standard dry-eye treatment regimen

PhaseOne and NeutroPhase

- Cutting-edge wound care technology



Avenova
Antimicrobial
Lid & Lash
Spray

Avenova
Portfolio for
Dry Eye

PhaseOne &
NeutroPhase
for Wound Care

Source: Company report

Exhibit 2: Avenova

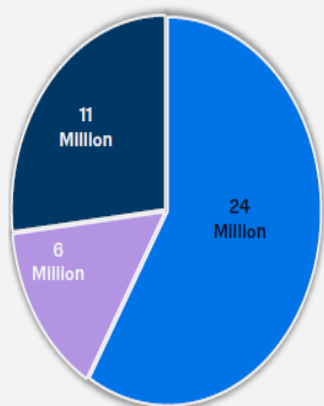


SCIENCE FOR SORE EYES.

- No. 1 Doctor-Recommended Antimicrobial Lid & Lash Spray
- Pioneering use of hypochlorous acid (HOCl) – a substance naturally produced by the body – for antimicrobial lid & lash spray
- Kills a broad spectrum of bacteria and helps relieve chronic eye conditions like dry eye, blepharitis, styes, contact lens discomfort and inflammation
- 510(k) FDA-cleared formulation is the only known stable, truly pure HOCl commercial solution
- Manufactured and lab tested in the U.S. and clinically proven to be the most effective lid & lash solution available without a prescription
- *80-100 times more potent than Clorox bleach yet completely nontoxic*

Avenova Market Opportunity

U.S. POPULATION WITH EYE BACTERIA CONCERNS



- Blepharitis
- MGD & Aqueous Deficiency
- Surgery/Lens Intolerance

source: Lemp MA, Crews LA, Bron AJ, Foulks GN, Sullivan BD. Distribution of aqueous deficient and evaporative dry eye in a clinic-based patient population. *Cornea*. 2012 May; 31(5):472-8

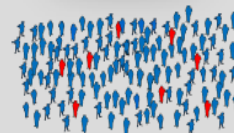
Bacterial Dry Eye is the Most Common Form

- Bacterial dry eye (meibomian gland dysfunction and blepharitis) represents 86% of dry eye patients
- Aqueous deficient dry eye, treated by Restasis and Xiidra, represent ONLY about 14%



Annual U.S. Burden of Dry Eye Disease is \$55.4B

- Economic burden of dry eye: **\$3.8B**
- Indirect cost of lost productivity: **\$51.6B**



Avenova Market Penetration to Date

- 100,000+ online purchasers
- 10,000+ prescribers
- 1,000+ Physician Office dispensers

Avenova Core Market Potential

- 40m+ patients
- 40,000+ Optometrists
- 20,000+ Ophthalmologists

Source: Company report

Exhibit 3: Investment Highlights

Investment Highlights

Predictable, Recurring Revenue

High-quality products & customer loyalty provide solid foundation of predictable revenue for further growth in the large eyecare market

Multipronged Growth Strategy

Focus on driving growth through multiple sales channels and partnership relationships

Expense Management

DTC sales & marketing expertise contributed to 17% YOY decrease in sales & marketing expenses

Past and Future Milestone



Source: Company report

Exhibit 4: Acquisition of DERMAdoctor (announced September 2021 & closed November 2021 & divested March 2024)

NovaBay/DERMAdoctor Synergies & Transaction Terms

- **Financial Benefits**
 - Acquisition is expected to be immediately accretive to NovaBay's bottom line
 - Acquisition has the potential to double topline revenue in 2022
 - Higher revenue and operational synergies expected to drive profitability
- **DERMAdoctor products complement NovaBay's CelleRx Clinical Reset™**
 - Scientifically formulated to be highly effective yet gentle on skin
- **Leverage NovaBay's expertise in digital direct-to-consumer sales**
- **Creates an equal presence in the eyecare and skincare markets**
 - New products will diversify NovaBay's revenue
- **Transaction**
 - \$12 million in cash; \$3 million in earnouts based on meeting financial targets
 - Expected to close in Q4 2021, subject to closing conditions

DERMAdoctor is an ideal fit to enhance shareholder value in very large and growing skincare market

NovaBay Pharmaceuticals Announces Agreement to Sell its DERMAdoctor Skincare Business Segment; Announces Preliminary Financial Results for Fourth Quarter and Year Ended December 31, 2023

March 14, 2024

DERMAdoctor sale reduces operating expenses and bolsters cash

EMERYVILLE, Calif. - NovaBay® Pharmaceuticals, Inc. (NYSE American: NBY), a company developing and commercializing high-quality eyecare and wound care products, announces that the Company has entered into an agreement to sell its DERMAdoctor® skincare business including all product inventory for approximately \$1.0 million in cash. NovaBay expects to close the transaction before the end of the first quarter of 2024 and provide certain transitional services for the next 90 days.

"This sale will reduce our quarterly operating expenses and provide us with much-needed cash during this challenging capital market environment. It also streamlines our business by placing us in a better position to pursue new strategic opportunities that have greater potential for growth," said Justin Hall, CEO of NovaBay.

Source: Company report

Exhibit 5: Q2 2024 and Recent Highlights (as of August 13, 2024)

NovaBay Pharmaceuticals Reports Second Quarter 2024 Financial Results

August 13, 2024

- *Eyecare product revenue increased 8% driven by higher sales of Avenova[®]-branded products through online channels*
- *Sales and marketing expenses declined 13% reflecting efficient growth through digital marketing optimization*
- *Balance sheet strengthened with \$3.9 million financing in July*

Conference call begins at 4:30 p.m. Eastern time today

EMERYVILLE, Calif. - [NovaBay[®] Pharmaceuticals, Inc.](#) (NYSE American: NBY) reports financial results for the three and six months ended June 30, 2024 and provides a business update.

"Revenue growth was driven by higher Avenova sales through online channels including an expanded subscription customer base," said Justin Hall, CEO of NovaBay. "The number of Subscribe & Save customers on Amazon.com increased 16% during the first half of the year. In fact, subscriber sales on Amazon.com and Avenova.com accounted for approximately 24% of all online Avenova sales year to date. These recurring sales create predictable revenue, provide a strong foundation for future growth and allow us to efficiently manage our sales and marketing spend, which decreased 13% for the quarter. These repeat sales also give us confidence in achieving our goal of 2024 net revenue from our eyecare business of approximately \$10.0 million.

"Following the close of the quarter we completed a capital raise that strengthened our balance sheet, allowing us to pursue strategic and fundamental transactions from a position of strength," he added.

Source: Company report

Exhibit 6: Growth Opportunities

Avenova Opportunities for Growth



Rx + Retail Pharmacy

- Partnership with ImprimisRx, the nations largest ophthalmic compounding pharmacy
- Rx version of Avenova available at 99% of retail pharmacies nationwide



Physician Dispensed

- New products and promotional programs build on recent sales-channel momentum
- Promoted through targeted email sequencing campaigns
- Using online tools for broader reach without increasing the sales organization
- Promote physician self-serve ordering through Avenova.com



OTC

- Easy access to Rx-strength product without a prescription
- Helps offset impact of high-deductible healthcare plans
- Provides stable gross-to-net pricing
- Benefits from "Doctor Recommended" halo effect from the Rx channel
- Product bundling to encourage use of companion products



Executing on Business Strategy

Eyenovia Co-Promotion Partnership for Rx Ophthalmic Products to U.S. Eyecare Professional

March 13, 2024

Launches Avenova Allograft, a Prescription Optic Allograft for Use as a Protective Covering During the Repair of Ocular Surfaces

Sept. 14, 2023

Initiated New Promotions to Physician Dispensed Channel Designed to Increase Awareness of Full Suite of Avenova Product

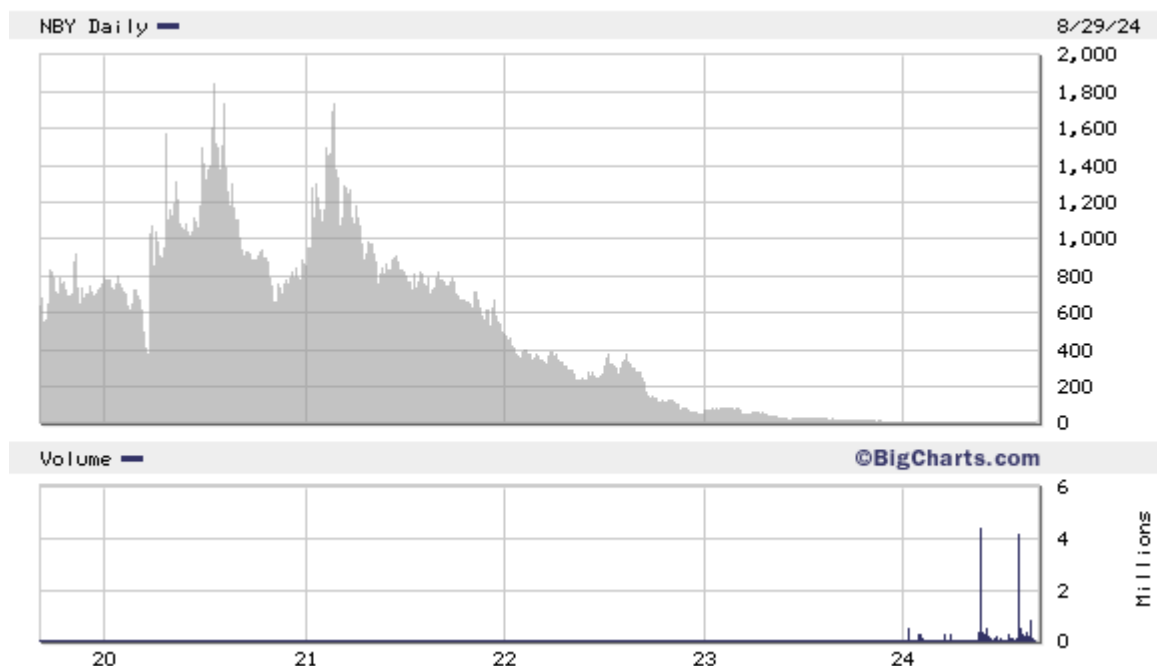
Oct. 11, 2023

Extended Eyecare Portfolio with Avenova-branded Products to Address Complex Dry Eye Condition

2023

Source: Company report

Exhibit 7: NovaBay Pharmaceuticals's Stock Price (Five Years)



*Reflects a 1:35 reverse stock split in May 2024

Source: <https://bigcharts.marketwatch.com/>

Exhibit 8: Consensus Expectations (as of August 13, 2024)

	Revenue (mils)			EPS	
	<u>2024E</u>	<u>2025E</u>		<u>2024E</u>	<u>2025E</u>
Q1 Mar	\$2.6A		Q1 Mar	\$(0.15)A	
Q2 Jun	\$3.2E		Q2 Jun	\$(1.23)E	
Q3 Sep	\$3.6E		Q3 Sep	\$(0.70)E	
Q4 Dec			Q4 Dec		
Total	\$13.6E	\$18.7E	Total	\$(5.95)E	\$(0.35)E

*Quarterly estimates may not add to annual estimates due to variations in contributing estimates and rounding

*Reflects a 1:35 reverse stock split in May 2024

Source: Company report, LSEG, and Ascendant Capital Markets estimates

FINANCIAL MODEL

NovaBay Pharmaceuticals, Inc.

Income Statement (\$ mils)	Mar-22	Jun-22	Sep-22	Dec-22	2022	Mar-23	Jun-23	Sep-23	Dec-23	2023	Mar-24	Jun-24	Sep-24	Dec-24	2024	Mar-25	Jun-25	Sep-25	Dec-25	2025
Fiscal Year End: December 31	Q1A	Q2A	Q3A	Q4A	FY-A	Q1A	Q2A	Q3A	Q4A	FY-A	Q1A	Q2A	Q3E	Q4E	FY-E	Q1E	Q2E	Q3E	Q4E	FY-E
Sales Revenue	2.6	3.0	3.8	3.6	13.1	3.1	4.6	3.3	3.7	14.7	2.6	2.4	2.5	2.5	10.0	3.0	3.0	4.0	4.0	14.0
License/collaboration/distrib.					0.0					0.0					0.0					0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Revenue	2.6	3.0	3.8	3.6	13.1	3.1	4.6	3.3	3.7	14.7	2.6	2.4	2.5	2.5	10.0	3.0	3.0	4.0	4.0	14.0
Cost of Revenues	1.1	1.5	1.5	1.9	5.9	1.2	2.3	1.4	1.9	6.8	0.8	0.8	0.9	0.9	3.4	1.2	1.1	1.4	1.4	5.1
Gross Profit	1.5	1.6	2.4	1.8	7.2	1.9	2.3	1.8	1.8	7.9	1.8	1.6	1.6	1.6	6.6	1.8	2.0	1.6	2.6	8.0
Research and development	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.8
Selling and marketing	1.7	1.8	1.8	1.9	7.2	1.7	1.7	1.7	1.4	6.5	1.1	1.0	1.1	1.1	4.3	1.5	1.5	1.5	1.5	6.0
General and administrative	2.2	1.9	1.0	2.4	7.5	2.0	1.9	1.2	1.2	6.3	2.3	1.6	1.5	1.5	6.9	1.2	1.2	1.2	1.2	4.8
Restructuring, litigation and other				6.7	6.7				2.6	2.6	0.9		0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0
Total operating expenses	3.9	3.7	2.8	11.2	21.6	3.7	3.7	3.0	5.2	15.5	4.2	2.6	2.7	2.7	12.3	2.9	2.9	2.9	2.9	11.6
Operating income (loss)	(2.4)	(2.2)	(0.5)	(9.4)	(14.4)	(1.7)	(1.4)	(1.1)	(3.4)	(7.6)	(2.4)	(1.1)	(1.1)	(1.1)	(5.6)	(1.1)	(1.0)	(1.3)	(0.3)	(3.7)
Interest income (expense)					0.0					0.0		(0.3)	(0.3)	(0.3)	(0.9)	(0.3)	(0.3)	(0.3)	(0.3)	(1.2)
Other income (expense)	2.3	(0.0)	(5.3)	1.2	(1.8)	(0.0)	(2.7)	(0.6)	(5.8)	(9.1)	(1.2)	(0.2)	0.0	0.0	(1.4)	0.0	0.0	0.0	0.0	0.0
Income before income taxes	(0.1)	(2.2)	(5.8)	(8.2)	(16.3)	(1.7)	(4.0)	(1.8)	(9.2)	(16.7)	(3.6)	(1.6)	(1.4)	(1.4)	(7.9)	(1.4)	(1.3)	(1.6)	(0.6)	(4.9)
Income taxes					0.0					0.0			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net income (loss)	(0.1)	(2.2)	(5.8)	(8.2)	(16.3)	(1.7)	(4.0)	(1.8)	(9.2)	(16.7)	(3.6)	(1.6)	(1.4)	(1.4)	(7.9)	(1.4)	(1.3)	(1.6)	(0.6)	(4.9)
Nonrecurring/noncash adjustments					0.0					0.0					0.0					0.0
Net income (pro forma)	(0.1)	(2.2)	(5.8)	(8.2)	(16.3)	(1.7)	(4.0)	(1.8)	(9.2)	(16.7)	(3.6)	(1.6)	(1.4)	(1.4)	(7.9)	(1.4)	(1.3)	(1.6)	(0.6)	(4.9)
EBITDA	(2.1)	(1.9)	(0.5)	(9.2)	(13.7)	(1.6)	(1.2)	(1.0)	(3.3)	(7.1)	(2.4)	(0.8)	(0.7)	(0.7)	(4.6)	(0.8)	(0.6)	(1.0)	0.1	(2.3)
Shares, Basic	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.1	0.2	0.1	0.7	1.2	5.0	5.1	3.0	5.2	5.3	5.4	5.5	5.4
Shares, Diluted	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.1	0.2	0.1	0.7	1.2	5.0	5.1	3.0	5.2	5.3	5.4	5.5	5.4
EPS Basic (Pro forma)	(\$2.71)	(\$50.06)	(\$126.42)	(\$151.72)	(\$353.59)	(\$29.91)	(\$44.43)	(\$13.11)	(\$46.53)	(\$138.65)	(\$5.10)	(\$1.37)	(\$0.28)	(\$0.27)	(\$2.65)	(\$0.27)	(\$0.24)	(\$0.30)	(\$0.11)	(\$0.91)
EPS Diluted (Pro forma)	(\$2.71)	(\$50.06)	(\$126.42)	(\$151.72)	(\$353.59)	(\$29.91)	(\$44.43)	(\$13.11)	(\$46.53)	(\$138.65)	(\$5.10)	(\$1.37)	(\$0.28)	(\$0.27)	(\$2.65)	(\$0.27)	(\$0.24)	(\$0.30)	(\$0.11)	(\$0.91)
Margins																				
Gross margin (for product re	58%	51%	62%	48%	55%	62%	50%	56%	49%	54%	68%	66%	65%	65%	66%	60%	65%	65%	65%	57%
Research and development	1%	1%	1%	2%	1%	1%	1%	0%	0%	0%	1%	0%	4%	4%	2%	7%	7%	7%	5%	6%
Sales and marketing	64%	58%	48%	53%	55%	53%	37%	53%	38%	44%	40%	42%	44%	44%	43%	50%	50%	50%	38%	43%
General and administrative	83%	63%	25%	67%	57%	64%	42%	38%	32%	43%	87%	67%	60%	60%	69%	40%	40%	40%	30%	34%
Operating margin	-91%	-71%	-12%	-259%	-110%	-56%	-29%	-34%	-91%	-52%	-93%	-44%	-43%	-43%	-56%	-37%	-32%	-43%	-8%	-26%
Tax rate, GAAP	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Net margin	-4%	-71%	-151%	-225%	-124%	-56%	-87%	-54%	-246%	-113%	-137%	-66%	-55%	-55%	-79%	-47%	-42%	-53%	-15%	-35%
YY % change																				
Total Revenue	46%	43%	108%	38%	56%	19%	51%	-15%	2%	12%	-16%	-48%	-23%	-33%	-32%	14%	25%	20%	60%	40%
Gross margin	13%	2%	76%	23%	28%	28%	49%	-23%	3%	10%	-7%	-31%	-12%	-10%	-16%	0%	22%	-2%	60%	20%
Research and development	460%	90%	310%	633%	289%	-7%	-33%	-73%	-94%	-61%	-27%	-67%	809%	2400%	235%	953%	2122%	100%	100%	251%
Sales and marketing	0%	-2%	-1%	2%	0%	-2%	-2%	-7%	-27%	-10%	-36%	-41%	-36%	-22%	-34%	42%	47%	36%	36%	40%
General and administrative	84%	22%	-46%	-10%	3%	-9%	0%	28%	-51%	-15%	15%	-16%	22%	26%	9%	-48%	-26%	-20%	-20%	-31%
Operating income (loss)	56%	16%	-80%	195%	63%	-27%	-37%	144%	-64%	-47%	40%	-22%	-4%	-68%	-26%	-55%	-10%	21%	-72%	-35%
Net income (loss)	-93%	16%	153%	818%	148%	1467%	87%	-70%	12%	3%	107%	-61%	-22%	-85%	-53%	-61%	-21%	16%	-56%	-39%
EPS Diluted (Pro forma)	-94%	-6%	103%	528%	92%	1002%	-11%	-90%	-69%	-61%	-83%	-97%	-98%	-99%	-98%	-95%	-83%	8%	-60%	-66%

Source: Company reports and Ascendant Capital Markets estimates.

Reflects a 1:35 reverse stock split in May 2024

NovaBay Pharmaceuticals, Inc.

Balance Sheet (\$ mils)	Mar-22	Jun-22	Sep-22	Dec-22	Mar-23	Jun-23	Sep-23	Dec-23	Mar-24	Jun-24	Sep-24	Dec-24	Mar-25	Jun-25	Sep-25	Dec-25	
Fiscal Year End: December 31	Q1A	Q2A	Q3A	Q4A	Q1A	Q2A	Q3A	Q4A	Q1A	Q2A	Q3E	Q4E	Q1E	Q2E	Q3E	Q4E	
Assets																	
Cash and cash equivalents	5.6	3.9	3.9	5.4	3.7	4.4	3.5	3.1	1.8	0.8	3.6	2.2	0.8	(0.5)	(2.1)	(2.7)	
Short term investments																	
Accounts receivable, net	2.3	1.1	2.1	2.0	1.8	2.6	0.9	0.8	0.7	0.5	0.5	0.5	0.5	0.5	0.5	0.5	
Inventory	3.8	3.8	4.1	3.4	3.8	3.7	3.5	2.9	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	
Prepaid expenses and other	0.8	0.6	0.5	0.6	0.5	0.5	0.3	0.4	0.4	0.3	0.3	0.3	0.3	0.3	0.3	0.3	
Total current assets	12.5	9.5	10.6	11.3	9.9	11.2	8.2	7.2	3.6	2.3	5.1	3.7	2.3	1.0	(0.6)	(1.2)	
Property and equipment, net	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	
Intangibles	9.6	9.5	9.5	2.6	2.6	2.6	2.5				0.0	0.0	0.0	0.0	0.0	0.0	
Other	2.5	2.4	2.1	2.3	2.2	2.1	2.0	1.8	1.7	1.6	1.6	1.6	1.6	1.6	1.6	1.6	
Total assets	24.8	21.5	22.4	16.4	14.8	16.0	12.9	9.0	5.4	3.9	6.7	5.4	4.0	2.7	1.1	0.5	
Liabilities and stockholders' equity																	
Accounts payable	1.6	0.9	1.1	1.1	1.1	1.5	0.9	1.1	1.1	1.2	1.2	1.2	1.2	1.2	1.2	1.2	
Accrued expenses	2.8	2.3	2.2	2.7	2.8	2.8	1.9	1.5	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	
Deferred revenue											0.0	0.0	0.0	0.0	0.0	0.0	
Other	0.5	0.5	0.4	0.5	0.5	0.6	0.5	0.5	0.5	0.4	0.4	0.4	0.4	0.4	0.4	0.4	
Short term debt						1.2	1.3	1.1	1.0	0.7	0.7	0.7	0.7	0.7	0.7	0.7	
Total current liabilities	4.8	3.7	3.7	4.3	4.4	6.1	4.6	4.3	3.9	3.6	3.6	3.6	3.6	3.6	3.6	3.6	
Deferred revenue											0.0	0.0	0.0	0.0	0.0	0.0	
Other long term liabilities	2.3	2.1	2.1	1.6	1.5	1.4	1.2	1.1	1.0	0.9	0.9	0.9	0.9	0.9	0.9	0.9	
Warrant liabilities			2.8					0.3	0.2		0.0	0.0	0.0	0.0	0.0	0.0	
Long term debt											0.0	0.0	0.0	0.0	0.0	0.0	
Total other liabilities	2.3	2.1	4.9	1.6	1.5	1.4	1.2	1.4	1.3	0.9	0.9	0.9	0.9	0.9	0.9	0.9	
Preferred stock	0.6	0.6	0.6	3.0	3.0	2.1	2.0	2.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Common stock	0.5	0.5	0.7	0.7	0.7	0.7	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Additional paid-in capital	158.6	158.8	162.5	165.1	165.2	169.7	170.7	176.1	176.8	179.4	182.9	182.9	182.9	182.9	182.9	182.9	
Retained earnings	(142.0)	(144.2)	(149.9)	(158.2)	(159.9)	(163.9)	(165.7)	(174.8)	(178.4)	(180.0)	(181.4)	(182.8)	(184.2)	(185.4)	(187.0)	(187.6)	
Accumulated other comprehensive income																	
Other											0.7	0.7	0.7	0.7	0.7	0.7	
Total stockholders' equity	17.7	15.7	13.8	10.6	8.9	8.6	7.0	3.3	0.2	(0.6)	2.2	0.8	(0.6)	(1.8)	(3.4)	(4.0)	
Total stockholders' equity and liabili	24.8	21.5	22.4	16.4	14.8	16.0	12.9	9.0	5.4	3.9	6.7	5.4	4.0	2.7	1.1	0.5	

Balance Sheet Drivers

	Mar-22	Jun-22	Sep-22	Dec-22	Mar-23	Jun-23	Sep-23	Dec-23	Mar-24	Jun-24	Sep-24	Dec-24	Mar-25	Jun-25	Sep-25	Dec-25
Book & Cash Value (per share)	Q1A	Q2A	Q3A	Q4A	Q1A	Q2A	Q3A	Q4A	Q1A	Q2A	Q3E	Q4E	Q1E	Q2E	Q3E	Q4E
Book Value per Share (diluted)	#####	#####	#####	#####	#####	\$94.37	\$52.49	\$16.82	\$0.23	-\$0.53	\$0.44	\$0.16	-\$0.11	-\$0.35	-\$0.64	-\$0.73
Cash per Share (diluted)	#####	\$91.31	\$84.41	\$99.14	\$64.43	\$48.64	\$25.90	\$15.88	\$2.59	\$0.65	\$0.71	\$0.43	\$0.15	-\$0.09	-\$0.38	-\$0.48
Net cash per Share (diluted)	#####	\$91.31	\$84.41	\$99.14	\$64.43	\$35.58	\$16.43	\$10.11	\$1.16	\$0.05	\$0.57	\$0.29	\$0.02	-\$0.22	-\$0.51	-\$0.61

Source: Company reports and Ascendant Capital Markets estimates

NovaBay Pharmaceuticals, Inc.

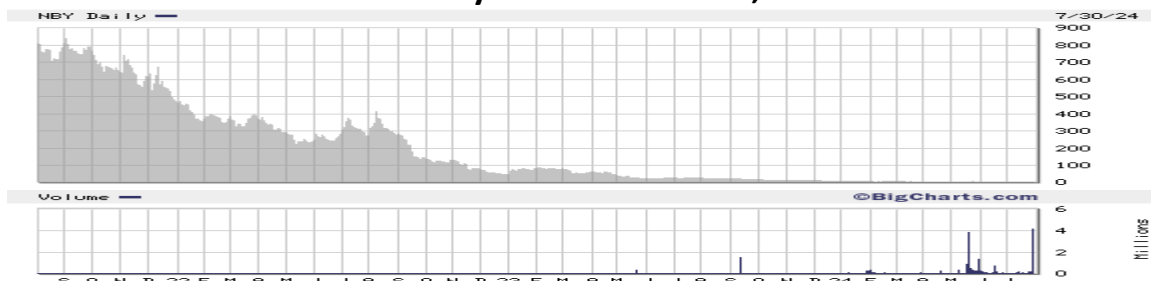
Cash Flow Statement (\$ mils)	Mar-22	Jun-22	Sep-22	Dec-22	2022	Mar-23	Jun-23	Sep-23	Dec-23	2023	Mar-24	Jun-24	Sep-24	Dec-24	2024	Mar-25	Jun-25	Sep-25	Dec-25	2025	
Fiscal Year End: December 31	Q1A	Q2A	Q3A	Q4A	FY-A	Q1A	Q2A	Q3A	Q4A	FY-A	Q1A	Q2A	Q3E	Q4E	FY-E	Q1E	Q2E	Q3E	Q4E	FY-E	
Cash flow from operating activities																					
Net income	(0.1)	(2.2)	(0.1)	(8.2)	(10.6)	(1.7)	(2.0)	(1.8)	(4.1)	(9.6)	(3.2)	(1.6)	(1.4)	(1.4)	(7.5)	(1.4)	(1.3)	(1.6)	(0.6)	(4.9)	
Depreciation and amortization	0.1	0.1	0.1	0.1	0.5	0.1	0.1	0.1	0.1	0.2	0.0	0.2	0.1	0.1	0.4	0.1	0.1	0.1	0.1	0.4	
Stock comp	0.2	0.2	(0.2)	0.1	0.2	0.1	0.1	0.1	0.1	0.3	0.1	0.1	0.3	0.3	0.6	0.3	0.3	0.3	0.3	1.0	
Other gains/losses				0.1	0.1				2.6	2.6	1.0	(0.1)			0.9					0.0	
Reserve					0.0					0.0					0.0					0.0	
Warrant revaluation	(2.1)		(0.5)	(1.5)	(4.1)		0.0	0.0	(0.0)	(0.0)		(0.0)		(0.0)						0.0	
Amortization of debt					0.0		0.5	0.7	0.6	1.7	0.5	0.6			1.1					0.0	
Other	(0.2)			7.0	6.7					0.0			0.1	(0.3)	(0.3)	(0.3)	(0.3)	(0.3)	(0.3)	(1.0)	
Changes in operating assets and liabilities:																					
Accounts receivable	(0.6)	1.2	(1.0)	0.2	(0.3)	0.1	(0.8)	1.7	0.2	1.2	(0.1)	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	
Inventory	(0.6)	(0.0)	(0.3)	0.6	(0.2)	(0.4)	0.1	0.2	0.6	0.6	(0.1)	(0.0)	0.0	0.0	(0.1)	0.0	0.0	0.0	0.0	0.0	
Prepaid expenses & other current as	0.0	0.1	0.1	(0.0)	0.2	0.0	(0.0)	0.2	(0.1)	0.2	(0.1)	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Other assets	(1.9)	0.1	0.3	0.1	(1.4)	0.1	0.1	0.1	0.1	0.4	0.1	(0.1)			0.0					0.0	
Accounts payable	1.2	(1.1)	0.1	0.5	0.7	0.2	0.3	(1.4)	(0.2)	(1.2)	0.3	0.1	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	
Accrued expenses					0.0					0.0					0.0	0.0	0.0	0.0	0.0	0.0	
Deferred revenue					0.0					0.0					0.0	0.0	0.0	0.0	0.0	0.0	
Other liabilities	1.9	(0.1)	(0.1)	(0.1)	1.6	(0.1)	(0.1)	(0.1)	(0.1)	(0.4)	(0.1)	(0.1)			(0.2)					0.0	
Net cash (used in) provided by oper:	(2.1)	(1.7)	(1.7)	(1.2)	(6.7)	(1.6)	(1.8)	(0.4)	(0.3)	(4.1)	(1.6)	(0.6)	(1.3)	(1.3)	(4.7)	(1.3)	(1.2)	(1.5)	(0.5)	(4.5)	
Cash flow from investing activities																					
Purchases of property and equipment	(0.0)	(0.0)	(0.1)		(0.1)	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)	(0.1)	(0.1)	(0.2)	(0.1)	(0.1)	(0.1)	(0.1)	(0.4)	
Purchases of short-term investments					0.0					0.0					0.0					0.0	
Acquisitions					0.0					0.0	1.1				1.1					0.0	
Other					0.0					0.0					0.0					0.0	
Net cash used in investing activities	(0.0)	(0.0)	(0.1)	0.0	(0.1)	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)	1.1	(0.0)	(0.1)	(0.1)	0.9	(0.1)	(0.1)	(0.1)	(0.1)	(0.4)	
Cash flow from financing activities																					
Issuance of debt	(0.1)			3.0	2.9		3.0	(1.1)	(0.6)	1.3	(0.6)	(0.7)			(1.3)					0.0	
Issuance of stock				0.0	0.0		(0.5)	0.5	0.6	0.6			3.5		3.5					0.0	
Proceeds from stock option exercises			1.7		1.7					0.0		0.2			0.2					0.0	
Other					0.0					0.0	(0.2)	0.2			0.0					0.0	
Cash provided by (used in) financing	(0.1)	0.0	1.7	3.0	4.6	0.0	2.5	(0.6)	(0.0)	1.9	(0.8)	(0.3)	3.5	0.0	2.4	0.0	0.0	0.0	0.0	0.0	
Effect of exchange rate on cash																					
Net increase (decrease) in cash and	(2.2)	(1.7)	(0.1)	1.8	(2.1)	(1.6)	0.7	(0.9)	(0.3)	(2.2)	(1.3)	(0.9)	2.1	(1.4)	(1.4)	(1.4)	(1.3)	(1.6)	(0.6)	(4.9)	
Beginning cash and equivalents	8.0	5.8	4.1	4.0	8.0	5.8	4.2	4.9	3.9	5.8	3.6	2.3	1.4	3.6	3.6	2.2	0.8	(0.5)	(2.1)	2.2	
Ending cash and equivalents	5.8	4.1	4.0	5.8	5.8	4.2	4.9	3.9	3.6	3.6	2.3	1.4	3.6	2.2	2.2	0.8	(0.5)	(2.1)	(2.7)	(2.7)	

Source: Company reports and Ascendant Capital Markets estimates

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NovaBay Pharmaceuticals, Inc.



*Reflects a 1:35 reverse stock split in May 2024

Source: <https://bigcharts.marketwatch.com/>

Report	Report Date	Rating	Price Target
25	3/21/2018	B	210.00
26	5/11/2018	B	175.00
27	8/8/2018	B	157.50
28	11/16/2018	B	87.50
29	1/19/2019	B	87.50
30	3/31/2019	B	78.75
31	5/10/2019	B	61.25
32	8/9/2019	B	70.00
33	11/8/2019	B	52.50
34	1/29/2020	B	61.25
35	3/29/2020	B	52.50
36	5/12/2020	B	105.00
37	8/7/2020	B	113.75
38	11/14/2020	B	122.50
39	4/4/2021	B	131.25
40	5/11/2021	B	113.75
41	8/18/2021	B	122.50
42	11/30/2021	B	140.00
43	4/11/2022	B	148.75
44	5/19/2022	B	140.00
45	8/23/2022	B	131.25
46	11/21/2022	B	15.00
47	4/2/2023	B	12.00
48	5/19/2023	B	10.00
49	8/14/2023	B	9.50
50	12/7/2023	B	3.50
51	4/13/2024	B	2.00
52	5/12/2024	B	1.75

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SELL: We expect the stock to have a negative total return of more than 15% within a 12-month period.

Total return is defined as price appreciation plus dividend yield.

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Rating	Count	Percent	Investment Banking Services Past 12 months	
			Count	Percent
Buy	58	98%	21	36%
Hold	0	0%	0	0%
Sell	1	2%	0	0%
Total	59	100%	21	36%

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