

CORPORATE PROFILE



Senetek PLC

(OTC Bulletin Board: SNKTY.OB)

Senetek is a Life Sciences company engaged in the development of technologies that target the science of healthy aging. The Company's extensive research collaborations have resulted in a strong pipeline of patented compounds and products with broad therapeutic applications and a leading presence in dermatology. Senetek collaborates with established specialty pharmaceutical companies in the final development and marketing of its proprietary products, most recently resulting in the development of the best-selling anti-aging product sold in the North American physician market.

Lead Products

Pyratine-6™

(0.1% Furfuryl Tetrahydropyranladenine)

The first in Senetek's new generation cytokinin pipeline to complete development, Pyratine-6™ has demonstrated, through clinical trials, superior results and faster onset of action in treating photodamaged skin when compared to Senetek's highly successful predecessor compounds.

In September 2008, Senetek launched the Pyratine-6™ family of products in the North America Physician market.

The Company is actively seeking marketing collaboration agreements for other geographies.

Pyratine XR™

(0.125% Furfuryl Tetrahydropyranladenine)

Based on positive results demonstrated in Pyratine-6™ clinical evaluations, Senetek initiated a clinical trial of 0.125% Furfuryl Tetrahydropyranladenine for the reduction of visible signs and symptoms associated with various conditions such as rosacea, eczema, contact dermatitis and menopause. Rosacea is a chronic dermatosis afflicting more than 14 million people in North America and 45 million people worldwide.

An overall clinical improvement was noted in 80% of subjects, including reduction of erythema and papules. The investigators saw continual, statistically significant mean improvement with Pyratine XR™ treatment, including a 90% improvement in lesions, 45% improvement in erythema and a 28% improvement in telangiectasia.

Pyratine XR™ Crème and Lotion were launched in the North American Physician market in March 2009.

The Company is actively seeking marketing collaboration agreements for other geographies.

Kinetin

Senetek scientists developed and patented the cytokinin Kinetin as an anti-aging compound. Senetek commercialized Kinetin under the Kinerase® trademark, which is now owned by Valeant Pharmaceuticals Inc. Kinerase® is currently the leading anti-aging compound sold in the North American physician market. In early 2007, Senetek sold Valeant a perpetual use license for Kinetin for \$21 million, forgiveness of a \$6 million prepaid royalty credit reimbursement obligation that Senetek otherwise would have owed to Valeant, and a right to share in future royalties due to Valeant from other Kinetin licensees through 2011.

Investment Considerations

- Senetek is debt free and has a strong balance sheet, solid management team and successful commercial partnerships through which the Company has accelerated the development and commercialization of its proprietary technology.
- Senetek scientists developed and patented Kinetin as an anti-aging compound. Senetek commercialized Kinetin under the Kinerase® trademark, which is now owned by Valeant Pharmaceuticals Inc. Kinerase® is currently the leading anti-aging product sold in the North American physician market.
- Senetek has a strong IP portfolio of patented skincare and dermatological compounds, including 28 key compounds successfully screened for biological activity and lack of cellular toxicity and two commercial ready, advanced and revolutionary cytokinins, PRK 124 and 4HBAP. Both compounds have been clinically tested and have shown attributes more beneficial to treatment than any predecessor compound. Senetek's extensive pipeline includes new models in treatment that span a range of therapeutic areas including dermatology, nutrition, wound healing and erectile dysfunction.
- Demographic changes and the aging of society are expected to lead to an increase in demand for technologies that target healthy aging.
- The Company has established important scientific research collaborations with leading government and academic institutions, which it will continue to leverage to enhance its IP portfolio.

Financial Highlights

Exchange:	OTCBB
Ticker:	SNKTY.OB
Price (04/09/09):	\$1.10
Market Cap:	\$8.4 million
52-week high:	\$2.40
52-week low:	\$0.83
Fiscal year end:	December 31

Invicorp® continued

Senetek has entered into a partnership agreement with Plethora Solutions Limited (LSE-AIM: PLE), for the commercialization of Invicorp® in North America. Under this agreement, Plethora assumes full financial responsibility for all future development, regulatory approvals, and sales and marketing of the product. Senetek will participate in the success of Invicorp® through milestone payments and royalties based on net sales. The European marketing rights, previously licensed to Ardana Biosciences Ltd, were returned to Senetek when Ardana entered receivership in June 2008. An evaluation of the Company's options regarding redeployment of the European marketing rights as well as rights for the rest of the world is currently underway.

Reliaject®

Reliaject® is an advanced drug delivery system for self-administration of parenteral drugs, including epinephrine for emergency treatment of anaphylaxis, a severe allergic reaction that occurs in response to food, insect venom or medication – currently a \$250 million market in North America alone. Reliaject® is also well suited to other injectable therapies including Senetek's Invicorp® for the treatment of ED. The company entered an agreement with Ranbaxy Pharmaceuticals, through which Senetek will receive future milestone payments, as well as royalties paid out over 15 years on all products introduced in the Reliaject® drug delivery system.

Research & Development

Senetek's scientific research collaborations form the basis for a continuous, interactive flow of new product identification, evaluation and testing activity between the University of Aarhus, Senetek's dedicated laboratory in Denmark, the Institute of Experimental Botany in the Czech Republic, the University of California-Irvine, and the Institute of Bioorganic Chemistry of the Polish Academy of Sciences among others. Through these collaborations the Company has greatly expanded its IP portfolio, adding many vital technologies, while accelerating product development.

Pipeline

Senetek's partnerships with leading research and academic institutions have placed the Company at the forefront of technological advancements in the science of aging. The Company's large and growing IP portfolio features new models in treatment that span a range of therapeutic areas including dermatology, nutrition, wound healing and erectile dysfunction.

Market Opportunity

Owing to an increase in health awareness and continued progress in the field of science and medicine, the average global life span has seen a steady rise over the past several decades, a trend that is only expected to become more pronounced in the decades to come. According to the United Nations, the percentage of the world's population over the age of 60 is expected to rise from 10.0% in 2000 to 22.1% in 2050. In more developed regions, such as Europe and North America, these percentages are anticipated to be even higher, estimated at approximately 35.0% and 27.0%, respectively, by 2050. The aging of society is likely to create increased opportunity for treatments and therapies such as those based on Senetek's patented compounds.

Business Model

With a strong balance sheet in place, the Company has transitioned from a licensing model to a sales and marketing model, delivering an increased revenue stream with higher margin potential and creating long-term value for its shareholders.

Management

Frank J. Massino

Chief Executive Officer

William O'Kelly

Chief Financial Officer

Brian Clark

Chief Scientific Officer

Jan-Elo Jørgensen

Director of Research

Thomas Ryals

Executive Director of Sales

Board of Directors

Frank J. Massino

Chairman

Anthony Williams

Vice Chairman

Rodger Bogardus

Director

Kerry Dukes

Director

Recent Events

March 5, 2009 Pyratine XR™ Launches at 67th AAD Meeting, Offering Hope to 14 Million Rosacea Sufferers.

September 4, 2008.....Senetek Launches Pyratine-6™

April 2, 2007.....Senetek PLC Receives \$21 Million Cash plus share of Royalties for rights to the Company's Kinetin and Zeatin technologies

December 19, 2006.....Senetek PLC Announces the Launch of Invicorp® in Denmark

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