Can-Fite BioPharma Ltd.
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Company Overview

Can-Fite BioPharma Ltd. (NYSE American: CANF) is an advanced clinical stage drug development company with a platform technology that addresses multi-billion dollar markets in the treatment of cancer, liver disease, inflammatory diseases, and sexual dysfunction. Can-Fite's drugs have an excellent safety profile with experience in over 1,000 patients. The Company's lead drug candidate, Piclidenoson (CF101), is currently in a Phase III trial for rheumatoid arthritis and is expected to enter a Phase III trial for psoriasis during 2018. Can-Fite's liver drug Namodenoson (CF102) completed patient enrollment in a Phase II trial for patients with advanced liver cancer and is in a Phase II trial for the treatment of NAFLD/NASH. Piclidenoson and Namodenoson have been out-licensed in select territories with $11.5 million received to date. CF602, the Company's third drug candidate, has shown efficacy in the treatment of erectile dysfunction in preclinical studies. Can-Fite's intellectual property portfolio consists of 120 patents issued and pending.

EQUITY OVERVIEW

NYSE American: CANF; TASE: CFBI

1 ADR = 2 ordinary TASE shares

Market Cap (1/16/18): ~$30 M

52 Week Range (1/16/18): $1.24 - $2.67

3 Month Average Daily Volume: 80,958

Ordinary Shares Outstanding: 33 M

Cash Balance (9/30/17): $5.1 M

ANALYST COVERAGE

Maxim Group
Rodman & Renshaw
Roth Capital
Zacks

UPCOMING MILESTONES & MARKETS

Milestone	When	Mkt*
Piclidenoson: Psoriasis Phase III Trial Initiation	2018	$8.9 B in 2018
Namodenoson: Liver Cancer Announce Phase II Results	H2 2018	$1.4 B in 2019
CF 602 Sexual Dysfunction Preclinical Studies Ongoing	2018	$2.6 B on 2018

**Sources: GlobalData, Datamonitor, Market Scope*

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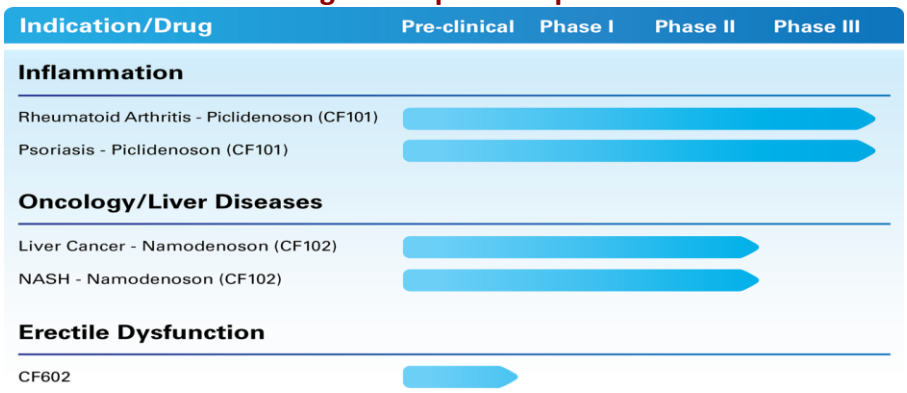
Disclaimer: Except for historical information contained herein, the statements in this fact sheet are "forward looking" within the meaning of the Private Securities Litigation Act of 1995. This fact sheet includes estimates and projections and, as such, reflects only management's current expectations. A fuller discussion of Can-Fite BioPharma Ltd's risks and uncertainties are described in the Company's filings with the Securities and Exchange Commission, which should be reviewed in conjunction with this overview.

Drug Development Pipeline



Investment Highlights

Platform: Cancer, Autoimmune & Liver Diseases, Sexual Dysfunction

Can-Fite's platform technology is based on the finding that the Gi protein-coupled A3 adenosine receptor (A3AR) is over-expressed in inflammatory and cancer cells. The Company's proprietary compounds target and bind with A3AR and induce specific cell death of cancer and inflammatory cells. This creates a targeted anti-cancer and anti-inflammatory effect, while leaving normal cells unharmed. A3AR is also a biological predictive marker which helps to identify individual patients' responsiveness to the Company's drugs. The biomarker will be used in the upcoming Phase III psoriasis study.

Phase III Arthritis Drug Being Evaluated as Alternative to Standard of Care

Can-Fite is currently enrolling patients in its pivotal Phase III ACRobat trial of Piclidenoson in the treatment of rheumatoid arthritis which is slated to enroll approximately 500 patients. Piclidenoson is being evaluated as a first line therapy and an alternative to Methotrexate, the current standard of care and most widely used rheumatoid arthritis drug.

Phase III Psoriasis Study to Begin in 2018

Can-Fite reached an agreement with the European Medicines Agency (EMA) on the final design of its global pivotal Phase III trial for Piclidenoson in the treatment of psoriasis. The study is expected to enroll approximately 400 patients with moderate-to-severe psoriasis. The trial's primary endpoint will test efficacy as compared to a placebo, while the secondary endpoint will test Piclidenoson against Otezla®, a widely used psoriasis drug from Celgene.

Phase II Liver Cancer Study with Fast Track & Orphan Drug Designations

Can-Fite completed enrollment in its Phase II study of Namodenoson in HCC, the most common form of liver cancer, and expects to announce results in H2 2018. The U.S. FDA granted Can-Fite Fast Track Designation for Namodenoson as a second line treatment for HCC in patients who have previously received Nexavar (sorafenib). Namodenoson has Orphan Drug Designation in both the U.S. and EU for the treatment of HCC.

Phase II Trial in NAFLD/NASH for $35B* Market in 2025

Can-Fite is currently enrolling patients in a Phase II trial of Namodenoson in the treatment of non-alcoholic fatty liver disease (NAFLD), the precursor to non-alcoholic steatohepatitis (NASH). There is currently no U.S. FDA approved drug for NAFLD/NASH, an unmet medical need projected to become a $35-$40 billion market by 2025.