WIZE PHARMA APPOINTS ELLEN LUBMAN TO ITS ADVISORY BOARD

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Biotech executive specializing in technology acquisitions, M&A and strategic transactions

HOD HASHARON, Israel, Sept. 12, 2018 /PRNewswire/ -- Wize Pharma, Inc. (OTCQB: WIZP), a clinical-stage biopharmaceutical company focused on the treatment of ophthalmic disorders, today announced the appointment of Ellen A. Lubman to its Advisory Board. Ms. Lubman, a biotech executive specializing in business development, asset acquisitions and strategic partnering, will serve as a strategic advisor to Wize's senior management and Board of Directors.

Ms. Lubman was most recently at Allergan where she served as Vice President, External Science & Innovation. Ms. Lubman expanded similar companies pipeline by identifying, sourcing and evaluating product opportunities. Ms. Lubman devised novel initiatives including spin-out and structured finance opportunities, including entering new exciting fields. Prior, she served as Senior Vice President of Corporate Development at Kadmon Pharmaceuticals, where she sought partnerships for Kadmon's pipeline programs with large pharmaceutical companies. At Bristol Myers Squibb, she was Group Director, Strategic Transactions Group, Global Mergers & Acquisitions.

Ms. Lubman currently serves on the Board of Directors at GeneCentric Therapeutics and the Scientific Advisory Board of the Weill-Cornell Daedalus Innovation Fund. She has an MBA from Stanford Graduate School of Business and a BA in Biological Sciences from Rutgers University.

"We are very pleased to welcome Ms. Lubman to our Advisory Board. Her deep expertise in company formation and strategy, product acquisitions, and business strategic development in the biotech space will be an asset to our team here at Wize," stated Wize's Chairman, Ron Mayron. "Ms. Lubman's strategic guidance comes at an opportune time, as we commercialize LO2A in the markets in which it has received regulatory approval, and pursue

approvals in additional indications and territories."

About Wize

Wize Pharma, Inc. is a clinical-stage biopharmaceutical company currently focused on the treatment of ophthalmic disorders, including dry eye syndrome (DES). Wize has in-licensed certain rights to purchase, market, sell and distribute a formula known as LO2A, a drug developed for the treatment of DES, and other ophthalmological illnesses, including conjunctivochalasis (CCH) and Sjögren's Syndrome. Wize is currently conducting a Phase II trial of LO2A for patients with CCH and a Phase IV study for LO2A for DES in patients with Sjögren's.

LO2A is currently registered and marketed by its inventor in Germany and Switzerland for the treatment of DES, in Hungary for the treatment of DES and CCH and in the Netherlands for the treatment of DES and Sjögren's. Wize's strategy involves engaging local or multinational distributors to handle the distribution of LO2A.

Forward Looking Statements

Wize cautions you that statements in this press release that are not a description of historical fact are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements may be identified by the use of words referencing future events or circumstances such as "expect," "intend," "plan," "anticipate," "believe," and "will," among others. For example, when we discuss the expected commencement of sales of LO2A in Israel in 2018, we are using a forward-looking statement. Because such statements are subject to risks and uncertainties, actual results may differ materially from those expressed or implied by such forward-looking statements. These forward-looking statements are based upon Wize's current expectations and involve assumptions that may never materialize or may prove to be incorrect. Actual results and the timing of events could differ materially from those anticipated in such forward-looking statements as a result of various risks and uncertainties, which include, without limitation, risks related to the substantial debt that we have incurred; our needs for additional financing; our dependence on a single compound, LO2A and on the continuation of our license to commercialize LO2A; our inability to expand our rights under our license of LO2A; the initiation, timing, progress and results of our trials and product candidate development efforts; our ability to advance LO2A into clinical trials or to successfully complete our

preclinical studies or clinical trials; our receipt of regulatory approvals for LO2A, and the timing of other regulatory filings and approvals; the clinical development, commercialization and market acceptance of LO2A; our ability to establish and maintain corporate collaborations; the implementation of our business model and strategic plans for our business and product candidates; the scope of protection we are able to establish and maintain for intellectual property rights covering LO2A and our ability to operate our business without infringing the intellectual property rights of others; estimates of our expenses, future revenues, and capital requirements; competitive companies, technologies and our industry; and statements as to the impact of the political and security situation in Israel on our business. More detailed information about the risks and uncertainties affecting Wize is contained under the heading "Risk Factors" included in Wize's Annual Report on Form 10-K filed with the SEC on March 29, 2018, and in other filings that Wize has made and may make with the SEC in the future. You are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date on which they were made. Wize does not undertake any obligation to update such statements to reflect events that occur or circumstances that exist after the date on which they were made, except as may be required by law.