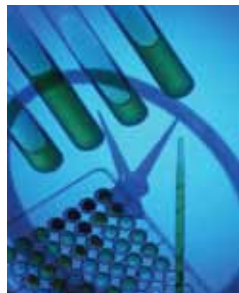
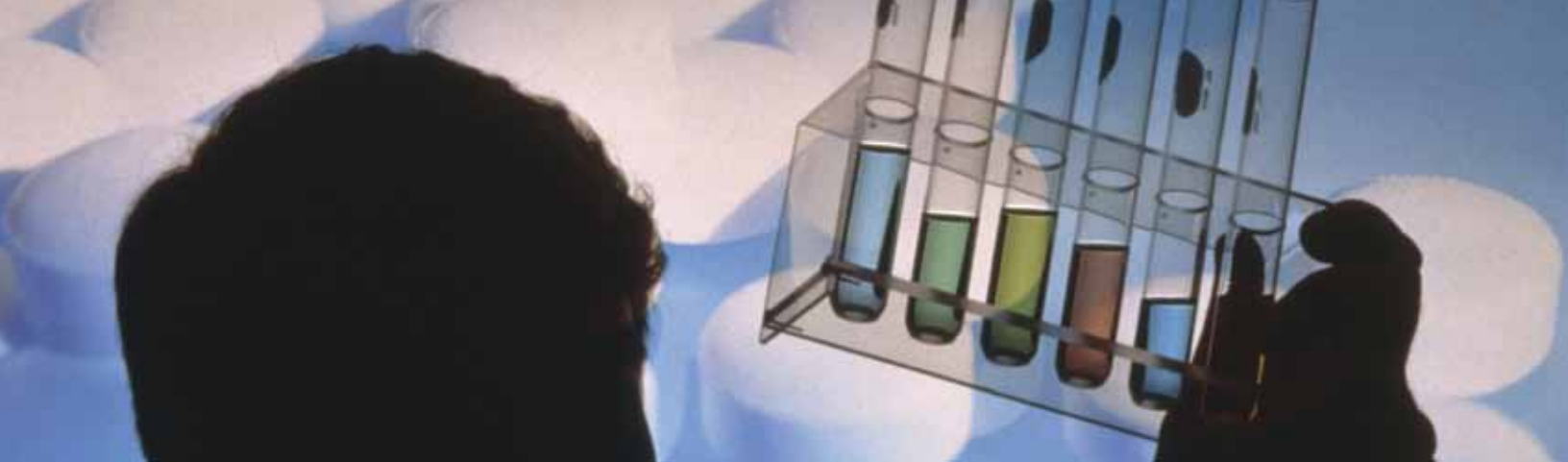


Expanding boundaries in drug discovery





INVESTMENT HIGHLIGHTS

Unique, Cutting-Edge Technology Proprietary SIGMACEPTOR™ Discovery Platform has resulted in and continues to generate novel compounds with unique modes of action; enormous potential.

Strong Pipeline

30+ novel candidate drugs that address urgent unmet medical needs for treating major devastating diseases including Alzheimer's disease, epilepsy, depression, stroke, neuropathic pain and various types of cancer.

Intellectual Property

Strength of patents coverage: E.U., U.S. and many other countries.

Leadership Team

ANAVEX is led by a seasoned Board and management team.



CORPORATE PROFILE

ANAVEX LIFE SCIENCES Corp. (OTC-BB: AVXL) is engaged in the discovery and development of new drugs for the treatment of Central Nervous System (CNS) diseases and different types of cancer, utilizing its proprietary SIGMACEPTOR™ Discovery Platform.

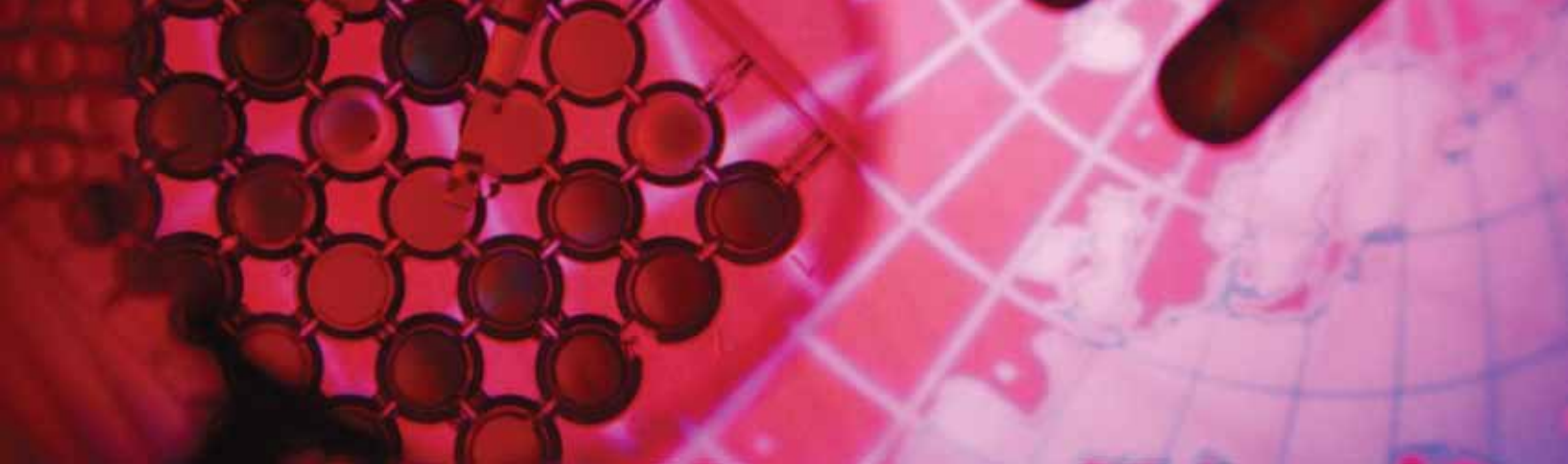
The ANAVEX portfolio involves new sigma receptor compounds (ligands) in the preclinical stage that target neurodegenerative diseases and cancer. The company's lead drug candidate ANAVEX 2-73, targeting Alzheimer's disease (AD), will enter Phase I/IIa clinical trials by September. In parallel, another three of Anavex's compounds (melanoma, prostate cancer and epilepsy) will reach final preclinical stage in this year. Additionally, further compounds in earlier preclinical phase, which target diseases like stroke, depression, neuropathic pain and various types of cancer, are scheduled to enter clinical trials over the following years.

The company is proud of its innovative and radically different approach, which emphasizes the treatment of AD, unlike many drugs on the market today that only treat the symptoms. The company's work is led by a strong, proven Board of Directors and management team and supported by a highly skilled scientific group of biochemists, pharmacologists and biologists, which works in collaboration with leading research and academic institutions.

Robust Pipeline of Disease-Modifying Drugs

ANAVEX's proprietary SIGMACEPTOR™ Discovery Platform has resulted in and continues to generate small molecule drug candidates with unique modes of action, by making use of sigma receptors, which represent potential fruitful targets for therapeutic developments in combating many human diseases (AD, depression, epilepsy and cancer). When activated by the appropriate ligands, these receptors influence the functioning of multiple biochemical signals that are involved in the pathogenesis (origin or development) of a disease. Because of its world-leading knowledge and application of these molecules, ANAVEX is in an excellent position for near-term growth.

In its SIGMACEPTOR™-N program, ANAVEX is focused on developing disease-modifying treatments for CNS diseases using sigma-1 receptor ligands. Among its lead CNS drug candidates, the company has made significant progress with ANAVEX 2-73, its lead drug candidate to treat Alzheimer's disease (AD), and ANAVEX 19-144, another lead drug candidate to treat epilepsy. Preclinical data reveals that these compounds exhibit significant anti-amnesic, neuroprotective



and anticonvulsant properties in a variety of in vitro systems and specialized animal models. These activities involve sigma-1 and NMDA receptor components and also ion channels, indicating a unique mode of action. In AD, ANAVEX 2-73 is pharmacologically suggested as an effective neuroprotective, anti-convulsive and anti-depressive (anti-amnesic) putative therapeutic agent, due to its potent affinity to sigma-1 receptors and moderate affinities to M1-4 types muscarinic receptors. In epilepsy, ANAVEX 19-144 controls seizures and the epileptogenesis process. Moreover, its neuroprotective properties prevent the process that causes long-term damage to tissue and cells as well as biochemical and physiological alterations to the brain from epileptic seizures.

that ANAVEX 1-41 may offer disease-modifying options that reverse memory and learning deficits and protect nerve cells from death through its anti-amnesic, neuroprotective and anxiolytic actions. ANAVEX 1-41 may slow the progression of AD and considerably improve the quality of life of those impacted by the disease as well as their caregivers.

The SIGMACEPTOR™-C program leverages the unique properties of sigma-1 and/or sigma-2 receptor ligands, which allows ANAVEX to create a potent class of promising drug candidates designed to combat various types of solid cancer. Sigma receptors are highly expressed in different tumor cell types and binding by appropriate sigma-1 and/or sigma-2 ligands can induce selective apoptosis.



Above and facing pages: scientists at work at Anavex Life Sciences' 11,000-square-foot research facility in Athens, Greece

The company has also reported promising developments with ANAVEX 1-41, which is a sigma-1 agonist and a lead compound to treat AD and depression. Preclinical tests revealed significant neuroprotective benefits (i.e. protects nerve cells from degeneration or death) through the prevention of oxidative stress, which damages and destroys cells and is believed to be a primary cause of AD. In addition, ANAVEX 1-41 prevented the expression of caspase-3, an enzyme that plays a key role in apoptosis (programmed cell death) and in the loss of cells in the hippocampus, the part of the brain that regulates learning, emotion and memory. These activities involve both muscarinic and sigma-1 receptor systems through a novel mechanism of action. Via this novel mechanism of action, it is anticipated

In addition, through tumor cell membrane reorganization and interactions with ion channels, the company's drug candidates are believed to play an important role in inhibiting the processes of metastasis (spreading of cancer cells from the original site to other parts of the body), angiogenesis (the formation of new blood vessels) and tumor cell proliferation.

ANAVEX 1079, ANAVEX 1007, ANAVEX 1519 and ANAVEX 1066 are the company's drug candidates for the treatment of melanoma, prostate and pancreatic cancers, and neuropathic pain. These are low molecular weight, synthetic compounds exhibiting high (nanomolar) affinity for sigma-1 and moderate (micromolar) affinity for sigma-2 and sodium



INVESTMENT HIGHLIGHTS

Drug Development

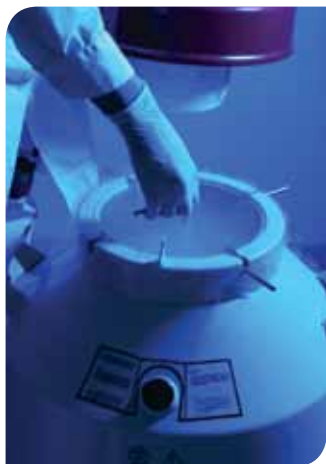
Seven product candidates for eight disease indications. The company's target is to launch Human Clinical Trials (HTC) for ANAVEX 2-73 (Alzheimer's) by September. Three more of its compounds (melanoma, prostate cancer and epilepsy) will reach final preclinical stage in 2010, while others will follow up.

Capital Efficiency

Scientific collaborations with leading academic institutions limit R&D costs while maintaining intellectual property and research control.

Academic Traction

Significant scientific publications support the therapeutic potential of the SIGMACEPTOR™ Discovery Platform.



channels. In advanced preclinical studies, these compounds have revealed anti-tumor potential with no toxic side effects. They have also been shown to selectively kill human cancer cells without affecting normal/healthy cells and also to significantly suppress tumor growth in immune-deficient mice models, a fact that many scientific publications have emphasized.

Numerous additional compounds are currently in the early discovery and lead optimization stages of ANAVEX's SIGMACEPTOR™-N and SIGMACEPTOR™-C programs.

Significant Economic Potential

The financial potential of these programs is substantial. IMS estimates that the market for cancer drugs will reach \$75-\$80 billion annually by 2012, almost double the 2007 value of \$41 billion according to the 2008 IMS Global Oncology Forecast. Annual sales in the markets for drugs that combat Alzheimer's disease, epilepsy and depression are projected to reach \$8 billion, \$13 billion, and \$14 billion respectively that same year according to company estimates.

ANAVEX's drug candidates employ unique and novel mechanisms of action, and differ from currently available agents on the market. They exhibit a promising safety profile and disease-modifying potential compared with current treatments that primarily treat underlying symptoms. The importance of these characteristics is emphasized by the US Food and Drug Administration in its most recent standards for drug development.

ANAVEX is well positioned to maximize the enormous potential of its cutting-edge technologies and novel drug candidates that address urgent unmet medical needs for treating major devastating diseases.

Strongly Positioned

The company's 11,000-square-foot research laboratory in Athens, Greece is the home base for a core team of researchers with expertise in medicinal chemistry, molecular biology and pharmacology. In addition, ANAVEX boasts a network of strategic collaborations with FORENAP Pharma EURL, an international Contract Research Organization (CRO), and leading academic institutions, such as Université Montpellier, ULP Strasbourg and Université nice SOPHIA ANTIPOLIS. These collaborations make it possible for ANAVEX to outsource parts of its R&D process to drive capital efficiency while maintaining absolute control of its research initiatives and intellectual property.

BIOPHARMACEUTICALS: a critical and growing sector

The global pharmaceutical market has been expanding over the last several decades and this expansion will continue. Smaller biotech companies are fuelling innovation for big pharmaceutical firms and for the market in general.

There are several reasons for optimism at this time. The worldwide pharmaceutical sector has seen rapid growth to \$643 billion in 2006, with a compound annual growth rate of 10% between 1999 and 2006, according to industry researcher URCH Publishing. Drug companies have enjoyed extremely high returns on investment capital in recent years as well as a favorable company survivorship rate compared with many other industries, notes investment author and economist Larry MacDonald.



Demographic trends strongly suggest the need for growth in the pharmaceutical sector to support future medical needs – particularly in ANAVEX’s areas of focus. In North America, the aging of the “baby boom” generation is already enhancing the demand for new, disease-modifying treatments for

serious age-related diseases such as Alzheimer’s disease and cancer. Meanwhile, the rise of new middle class populations in emerging markets, such as China and India, has created a vast new international market for the best medications available. Companies that can help to satisfy such needs are poised for enormous success.

A new generation of drugs

Alzheimer’s disease

According to the World Health Organization, dementia currently affects an estimated 37 million people worldwide and approximately 50% of these cases are caused by Alzheimer’s disease (AD). The worldwide prevalence of AD was over 26 million in 2006, as reported by Johns Hopkins University. By 2050, it will quadruple and 1 in 85 people worldwide will be living with the disease.

AD is considered to be a healthcare system ‘time-bomb.’ Medications on the market today only treat the symptoms of AD -- they do not have the ability to stop its onset or its progression. Meanwhile, the majority of AD treatments currently in development are focused on reducing or dissolving amyloid-beta plaques. In 2008, there were several well-publicized failures of therapies that were highly effective at clearing amyloid-beta plaques but which

had no impact on the disease. These include Neurochem’s Alzamed, Myriad Genetics’ Flurizan and Wyeth/Elan’s bapanizumab. Vaccines that clear amyloid-beta plaques, such as Wyeth/Elan’s AN-1792, have also failed to impact the disease, while tau therapy (methylene blue) is considered by many to be based on highly questionable science, is not reproducible and fails to impact the cause. Several key opinion leaders also question the likely benefits of the only new therapy in Phase III, Medivation/Pfizer’s Dimebon, an off-patent anti-histamine. Most of the 400+ clinical studies underway on AD drug candidates are testing different versions of existing drugs. In total, fewer than 50 novel compounds are being studied.

Most are already in the big pharma pipeline or are tied up under existing partnership agreements. At the present time, there are only three early-stage (Phases I or II) assets available for licensing deals with big pharmaceutical firms. There are no opportunities left for big pharma to partner in Phases III or IV.

Epilepsy

It is estimated that 50 million people are living with epilepsy worldwide, according to the International Bureau for Epilepsy. New drugs that can modify the onset and progression of epilepsy are needed and have blockbuster potential. Such drugs would have a novel mode of action that combines anti-amnesic, anxiolytic and neuroprotective (i.e. protects nerve cells from degeneration or death) properties, as well as excellent safety and low toxicity. ANAVEX is currently developing drug candidates demonstrating the above properties.

Cancer

Cancer is the second leading cause of mortality, with seven million deaths per year globally. In the US, one in two men and one in three women will develop cancer during their lifetime. From diagnosis, five year survival is 64% in the US and lower in other countries. Currently available treatments are not effective for all patients, and have limited impact on survival for patients with metastatic disease. New treatments with novel mechanisms of action that can overcome resistance mechanisms, inhibit tumor cell proliferation, and trigger tumor cell death could offer greater therapeutic benefit and improved survival. The ANAVEX program of sigma receptor agonists is designed to achieve these benefits, while reducing toxicity to normal cells. Given the substantial unmet need, such agents have the potential to become blockbusters.

Cameron Durrant, M.D., MBA

Executive Chairman of the Board

Dr. Durrant is a medically trained MBA who has a unique entrepreneurial background coupled with major international pharmaceutical and small company CEO experience. Dr. Durrant has held executive positions at major global pharmaceutical companies, including Merck & Co., GlaxoSmithKline and Pharmacia Corporation (now part of Pfizer, Inc.). Most recently, Dr. Durrant spent almost three years as Worldwide Vice President, Infectious Diseases, Global Strategic Marketing at Johnson & Johnson. He has also been CEO of two specialty pharmaceutical companies, PediaMed and Spherics. Dr. Durrant was a regional winner and national finalist for Ernst & Young's Entrepreneur of the Year award in 2005. He holds a MBA from Henley Management College in Oxford, U.K., a DRCOG from the Royal College of Obstetricians and Gynaecologists in London, U.K., a MRCGP from the Royal College of General Practitioners in London, U.K., a DipCH from the Australian Academy, Melbourne, Australia and an MB and BCH (equivalent to the American MD degree) from the Welsh National School of Medicine in Cardiff, U.K.

Harvey Lalach

President, Chief Financial Officer, Secretary and Director

For the past 21 years, Mr. Lalach has been involved in various aspects of the securities industry. From 1986 through to 1997, he held various roles in financial institutions such as TD Bank and BMO Nesbitt Burns. For the past 10 years, Mr. Lalach has focused exclusively on the operation and administration of numerous start-up U.S. and Canadian public companies, serving in both Director and Officer capacities. Mr. Lalach has extensive experience in the management and governance of listed public companies.

Alison Ayers, M.Sc.

Director

Ms. Ayers is the Worldwide Commercial Head for Oncology of Pfizer's \$2 billion oncology portfolio which includes the leading oral antiangiogenesis drug, Sutent, and 20+ drug candidates in clinical development. She is a member of the leadership team that develops Pfizer's oncology strategic plan and which manages the portfolio, including asset prioritization, development planning, strategic and investment decisions including licensing and acquisitions. Ms. Ayers has over 25 years of oncology marketing experience, including major product launches and significant licensing and M&A deals. Ms. Ayers has held leadership positions at Pharmacia, BMS and Lederle Laboratories.

David L. Tousley, CPA, MBA

Director

Mr. Tousley has over 25 years experience in biotech, specialty pharmaceuticals and full-phase pharmaceutical companies. He is currently serving as a financial consultant specializing in strategic planning and management, corporate governance and business development. He has held the position of President, COO and CFO at companies including airPharma, PediaMed Pharmaceuticals, AVAX Technologies, and Pasteur, Merieux, Connaught (now sanofi-aventis). During his career, Mr. Tousley has led all aspects of operations, including pharmaceutical development, in both the private and public company environment. His accomplishments include the raising of over \$90 million in debt and equity financings. He has led key business development activities, including joint ventures, partnerships, acquisitions and divestitures in the U.S., Europe and Australia.

Alexandre Vamvakides, Ph.D.

Scientific Founder, Chief Scientific Officer, Chairman of the S.A.B.

Dr. Vamvakides has spent 30 years in research, focusing on the therapeutic/pharmacological areas of anti-neurodegenerative, anti-epileptic and anti-depressive molecules. The author of more than 80 scientific papers, he has worked at the Institut national de la santé et de la recherche médicale (INSERM), the University of Athens, Ciba-Geigy (now Novartis), Sanofi (now sanofi-aventis) and many other research laboratories throughout Europe, for the discovery and development of new concepts in the therapeutic areas of CNS, oncology and anti-inflammatory diseases.

Mark Smith, Ph.D., FRCPath

Scientific Advisory Board

A leading researcher and professor in the Department of Pathology at Case Western Reserve University School of Medicine, Dr. Smith is one of the world's most cited researchers in the fields of Alzheimer's disease, free radical biology and neuroscience and behavior. He is Executive Director of the American Aging Association and Editor-in-Chief of the Journal of Alzheimer's Disease. Dr. Smith has authored over 600 peer-reviewed scientific manuscripts and book chapters. He has received a number of notable scientific awards in recognition of his scientific research, which is currently focused on investigating the pathological mechanisms underlying selective neuronal death in neurodegenerative diseases, notably Alzheimer's disease.

Tangui Nicolas Maurice, Ph.D.

Scientific Advisory Board

Dr. Maurice has spent 15 years in the field of neurosciences, including behavioral and molecular neuropharmacology, sigma receptors, neuropeptides, neurosteroids, neurotrophic factors, normal/pathological aging models for Alzheimer's and related disorders, and behavioral phenotyping of rodent models. Dr. Maurice is a researcher at the Institut national de la santé et de la recherche médicale (INSERM) U710 at Montpellier. He has also held research positions at the Centre National de la Recherche Scientifique (CNRS), INSERM U336, the department of neuropsychopharmacology and hospital pharmacy at Meijo University (Nagoya, Japan), and Jouveinal Research Institute (Fresnes, France).

Jean-Jacques Bourguignon, Ph.D.

Scientific Advisory Board

Dr. Bourguignon has 30 years experience in medicinal chemistry, including expertise in drug design and optimization as well as organic and physical chemistry and is currently a Research Director, Centre National de la Recherche Scientifique (CNRS) at the Faculty of Pharmacy, Strasbourg-IIIkrich, France. His background also includes work as a senior scientist at the Center of Neurochemistry (Strasbourg, France) and post-doctoral fellow with the department of chemistry at the State University of New York at Buffalo. Dr. Bourguignon holds a Ph.D. in polymer physical chemistry from the Université Louis-Pasteur in Strasbourg.

George Kalkanis, Ph.D.

Vice-President, Strategic Planning

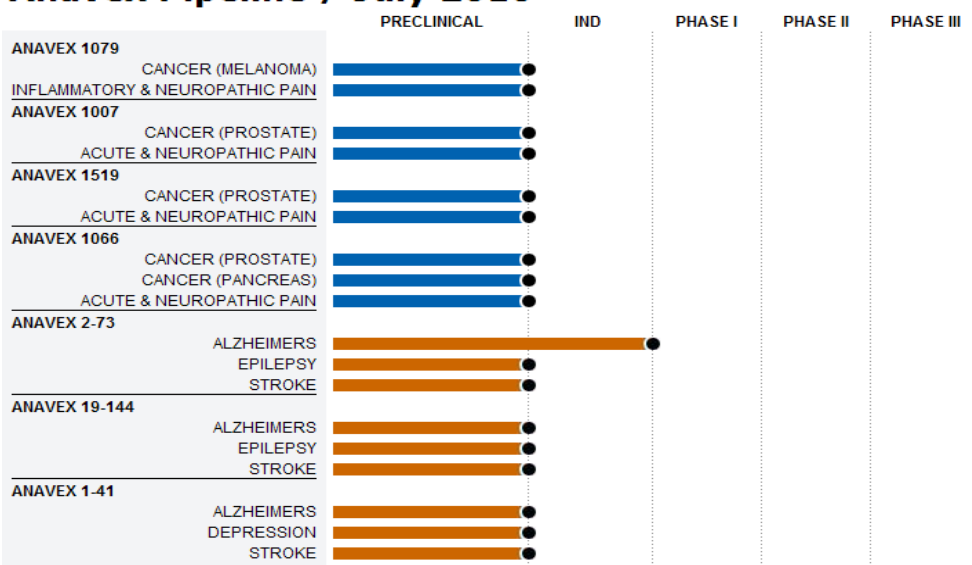
Dr. Kalkanis has over 15 years of experience in the area of business modeling and analysis. From 1996 to the present, Dr. Kalkanis has been founder and Managing Director of PROACTION LLC, providing consulting services to managerial decision makers in various sectors, primarily in banking and finance, equity markets, oil and pharmaceuticals throughout Europe. In the pharmaceutical sector, Dr. Kalkanis has provided business forecasting and marketing analysis solutions to pharmaceutical companies such as Novartis and Boehringer Ingelheim.

ANAVEX PIPELINE

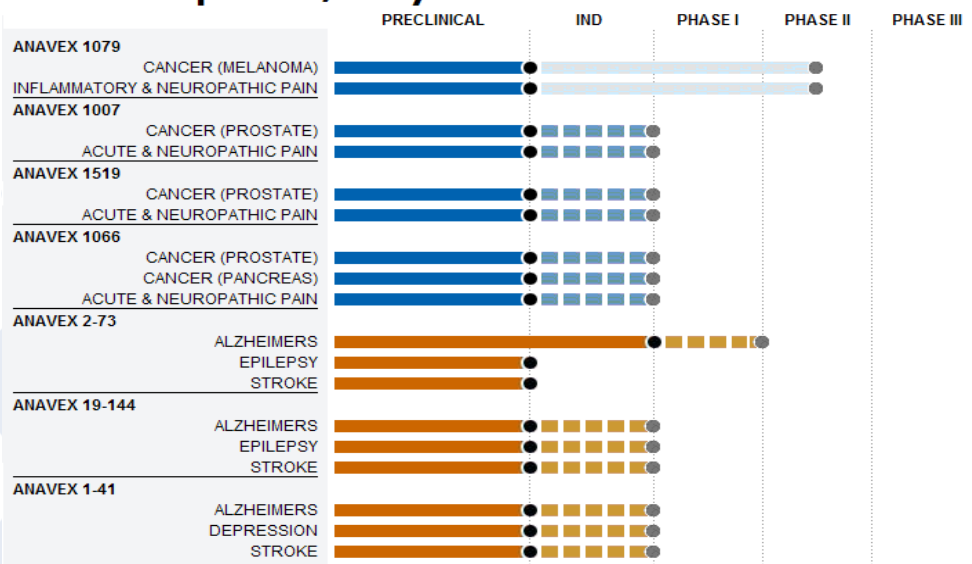
ANAVEX has a robust portfolio of drugs in development targeting diseases of the Central Nervous System (CNS), such as Alzheimer's, epilepsy, depression, stroke and neuropathic pain, as well as different types of cancer. The ANAVEX drug candidates have a new, unique mechanism of action. This offers not only a proven symptomatic treatment mechanism of cognitive disorders but, more importantly, the potential for a disease-modifying approach.

ANAVEX is on the cusp of commencing Phase I/IIa human trials with its novel Alzheimer's disease (AD) treatment, ANAVEX 2-73, which has an outstanding preclinical profile exceeding that of currently marketed products at the same stage. World-renowned experts in AD are predicting a best-in class profile for ANAVEX 2-73, because of its potency in validated animal models, no toxicity to date in exhaustive testing, clear mode of action and its potential to blunt Endoplasmic Reticulum (ER) Stress, thought to be the primary cause of AD.

Anavex Pipeline / July 2010



Anavex Pipeline / July 2011



Differentiators:

- Perfect Timing: ANAVEX is ready for HCT and pre-partner in AD market, a space where big pharma is deal hungry
- Results: Evidence for Lead Compound, ANAVEX 2-73, in Symptom Reduction and its Effect Against Neurogeneration by Antagonism of the ER Stress
- Has shown best preclinical results versus its peers and where currently marketed products were at the same stage
- One of a just a few companies developing non-amyloid-beta candidate therapies to alter the course of AD

Catalysts:

- Clinical: Human trials - initiation and results
- Corporate: 8+ figure partnership deal or sole development
- Stock: Senior exchange listing

Three more of its compounds (melanoma, prostate cancer and epilepsy) will start Human Clinical Trials during 2011, while others will follow up.

STOCK INFORMATION

Symbol: AVXL.OB

Shares Outstanding: 22,506,256 (as at July 16, 2010)

INVESTOR RELATIONS

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FORWARD-LOOKING STATEMENTS

The statements in this brochure and accompanying collateral materials that are not strictly historical in nature are forward-looking statements. These statements are only predictions based on current information and expectations and involve a number of risks and uncertainties. Actual events or results may differ materially from those projected in any of such statements due to various factors, including the risks and uncertainties inherent in drug discovery and development, which include, without limitation, the potential failure of development candidates to advance through preclinical studies or demonstrate safety and efficacy in clinical testing and the ability to file an IND or commence clinical studies. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof. This caution is made under the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. All forward-looking statements are qualified in their entirety by this cautionary statement and Anavex Life Sciences Corp. undertakes no obligation to revise or update this press release to reflect events or circumstances after the date hereof.

