

**UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF FLORIDA**

CASE NO. 16-60661-CIV-DIMITROULEAS

In re DS Healthcare Group, Inc.
Securities Litigation

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**NOTICE OF PENDENCY AND
PROPOSED SETTLEMENT OF CLASS ACTION**

If you purchased or otherwise acquired the securities of DS Healthcare Group, Inc. (“DS Healthcare”) on NASDAQ from May 15, 2014 through April 3, 2016, both dates inclusive, (the “Settlement Class Period”), you could get a payment from a class action settlement (the “Settlement”).

Under law, a federal court has authorized this Notice. This is not attorney advertising.

- If approved by the Court, the settlement will provide two million dollars one hundred thousand dollars (\$2,100,000) (the “Settlement Amount”) gross, plus interest as it accrues, minus attorneys’ fees, costs, administrative expenses, and net of any taxes on interest, to pay claims of investors who purchased DS Healthcare securities during the Settlement Class Period.
- The Settlement represents an average gross recovery of \$0.223 per share of DS Healthcare securities for the approximately 9.4 million damaged shares during the Settlement Class Period. This is not an estimate of the actual recovery per share you should expect. Your actual recovery, if any, will depend on the total amount of allowed claims, as well as the amount of attorneys’ fees, costs and administrative expenses awarded by the court.
- Attorneys for Class Representatives (“Class Counsel”) intend to ask the Court to award them fees of up to one-third of the Settlement Amount or seven hundred thousand dollars (\$700,000), reimbursement of litigation expenses of no more than \$25,000 and an award to Class Representatives not to exceed \$5,000 each. Collectively, the attorneys’ fees and expenses are estimated to average \$0.0782 per damaged share of DS Healthcare securities. If approved by the Court, these amounts will be paid from the Gross Settlement Fund.
- The approximate recovery, after deduction of attorneys’ fees and expenses approved by the Court, is an average of \$0.145 per damaged share of DS Healthcare securities. This estimate is based on the assumptions set forth in the preceding paragraph. Your actual recovery, if any, will depend on the aggregate losses of all Settlement Class Members, the date(s) you purchased and sold DS Healthcare securities, the purchase and sale prices, and the total number and amount of claims filed.
- The Settlement resolves the Action concerning whether DS Healthcare and individual defendants (the “Defendants”) violated the federal securities laws by making misrepresentations and omissions of material fact in various filings with the U.S. Securities and Exchange Commission that related to revenue recognition, violations of corporate by-laws and related party transactions. Defendants deny each and every claim and contention alleged in the Action and deny any misconduct or wrongdoing whatsoever.
- Your legal rights will be affected whether you act or do not act. If you do not act, you may permanently forfeit your right to recover on this claim. Therefore, you should read this Notice carefully.

YOUR LEGAL RIGHTS AND OPTIONS IN THIS SETTLEMENT

SUBMIT A CLAIM FORM NO LATER THAN AUGUST 15, 2017	The only way to get a payment.
EXCLUDE YOURSELF NO LATER THAN AUGUST 15, 2017	Get no payment. This is the only option that allows you to ever be part of any other lawsuit against Defendants about the legal claims in this case.
OBJECT NO LATER THAN SEPTEMBER 14, 2017	Write to the Court about why you do not like the Settlement.
GO TO A HEARING ON SEPTEMBER 28, 2017	Ask to speak in Court about the fairness of the Settlement.
DO NOTHING	Get no payment. Give up rights.

INQUIRIES

Please do not contact the Court regarding this Notice. All inquiries concerning this Notice, the Proof of Claim and Release Form, or any other questions by Settlement Class Members should be directed to:

In re DS Healthcare Group, Inc. Securities
Litigation
c/o Strategic Claims Services
600 N. Jackson St., Ste. 3
P.O. Box 230
Media, PA 19063
Tel.: 866-274-4004
Fax: 610-565-7985
info@strategicclaims.net

or
THE ROSEN LAW FIRM, P.A.
275 Madison Avenue, 34th Floor
New York, NY 10016
Tel.: 212-686-1060
Fax: 212-202-3827
info@rosenlegal.com

DEFINITIONS

All capitalized terms not otherwise defined herein shall have the same meanings as set forth in the Stipulation of Settlement, dated May 26, 2017 (the “Settlement Stipulation”).

COMMON QUESTIONS AND ANSWERS CONCERNING THE SETTLEMENT

1. Why did I get this Notice?

You or someone in your family may have acquired DS Healthcare securities on NASDAQ from May 15, 2014 through April 3, 2016, both dates inclusive.

2. What is this lawsuit about?

The case is known as *In re DS Healthcare Group, Inc. Securities Litigation*, Case No. 16-60661-CIV-DIMITROULEAS (S.D. Fla.) (the “Action”), and the Court in charge of the case is the United States District Court for the Southern District of Florida.

The Action alleges Defendants violated the federal securities laws by making misrepresentations or omissions of material fact concerning improper revenue recognition, violations of corporate by-laws and related party transactions. The complaint asserts that the alleged misstatements artificially inflated the price of DS Healthcare securities and the price of DS Healthcare securities dropped in response to certain subsequent disclosures. Defendants have denied and continue to deny the allegations in the complaint and all charges of wrongdoing or liability. The Settlement resolves all of the claims in the Action.

3. Why is this a class action?

In a class action, one or more persons and/or entities, called plaintiffs, sue on behalf of all persons and/or entities who have similar claims. All of these persons and/or entities are referred to collectively as a class, and these individual persons and/or entities are known as class members. One court resolves all of the issues for all class

members, except for those class members who exclude themselves from the class.

4. Why is there a Settlement?

Class Representatives and Defendants do not agree regarding the merits of Class Representatives' allegations and Defendants' defenses with respect to liability or the average amount of damages per share, if any, that would be recoverable if Class Representatives were to prevail at trial on each claim. The issues on which Class Representatives and the Defendants disagree include: (1) whether the challenged statements were materially false or misleading or otherwise actionable under federal securities law; (2) whether the Defendants acted with scienter; (3) whether the alleged disclosures were corrective disclosures; (4) the causes of the loss in the value of the DS Healthcare securities; and (5) the amount of alleged damages, if any, that could be recovered at trial.

This matter has not gone to trial and the Court has not decided in favor of either Class Representatives or any of the Defendants. Instead, Class Representatives and Defendants have agreed to settle the case. Class Representatives and Class Counsel believe the Settlement is best for all Settlement Class Members because of the risks associated with continued litigation and the nature of the defenses raised by the Defendants. Among the reasons that Class Representatives and Class Counsel believe the Settlement is fair is the fact that there is uncertainty about whether they will be able to prove that the alleged misstatements and omissions actually caused the Settlement Class any damages, and the amount of damages, if any.

Even if Class Representatives were to win at trial, and also prevail on any appeal, Class Representatives might not be able to collect some, or all, of any judgment they are awarded. Moreover, while litigation of this type is usually expensive, even if Class Representatives' allegations are eventually found to be true, the total amount of damages to which Settlement Class Members would be entitled could be substantially reduced.

5. How do I know if I am part of the Settlement?

The Settlement Class consists of all Persons (including, without limitation, their beneficiaries) who purchased DS Healthcare securities on NASDAQ from May 15, 2014 through April 3, 2016, inclusive.

6. Are there exceptions to being included?

Yes. Excluded from the Settlement Class are (i) Opt-Outs, *i.e.*, those Persons who timely and validly request exclusion from the Settlement Class, and (ii) Defendants; (iii) former officers, directors, and consultants of DS Healthcare and of any other Released Parties; (iv) DS Healthcare HK Limited; (v) parents, spouses, or children living in the household of any person excluded under (ii) or (iii) above; (vi) any legal entity more than 50% owned by any person excluded under (ii) and (iii) above; and (vii) the heirs, successors and assigns of any person excluded under (ii) and (iii) above.

7. I am still not sure whether I am included.

If you are still not sure whether you are included, you can ask for free help. For more information, you can contact the Claims Administrator, Strategic Claims Services, by phone at (866) 274-4004 or by facsimile at (610) 565-7985, visit the website www.strategicclaims.net, or fill out and return the Proof of Claim and Release Form described in Question 9, to see if you qualify.

8. What does the Settlement provide?

a. What is the settlement fund?

The proposed Settlement provides that Defendants will cause the Defendants' insurers to pay two million one hundred thousand dollars (\$2,100,000) into a settlement fund. The Settlement is subject to Court approval. Also, subject to the Court's approval, a portion of the settlement fund will be used to pay attorneys' fees and reasonable litigation expenses to Class Counsel and any award to the Class Representatives. A portion of the settlement fund also will be used to pay taxes due on interest earned by the settlement fund, if necessary, and the costs of the claims administration, including the costs of printing and mailing this Notice and the costs of publishing notice. After the foregoing deductions from the settlement fund have been made, the amount remaining (the "Net Settlement Fund") will be distributed to Settlement Class Members who submit timely, valid claims, according to the Plan of Allocation to be approved by the Court.

b. What can you expect to receive under the proposed Settlement?

Your share of the Net Settlement Fund will or may depend on: (i) the number of claims filed; (ii) the dates

you purchased and sold DS Healthcare securities on NASDAQ; (iii) the prices of your purchases and sales; (iv) the amount of administrative costs, including the costs of notice; and (v) the amount awarded by the Court to Class Counsel for attorneys' fees, costs, and expenses and to Class Representatives.

The Claims Administrator will determine each Settlement Class Member's pro rata share of the Net Settlement Fund based upon each Settlement Class Member's valid "Recognized Loss," as defined in the Plan of Allocation set forth below. The Recognized Loss formula is not intended to be an estimate of the amount that a Settlement Class Member might have been able to recover after a trial; it also is not an estimate of the amount that will be paid to Settlement Class Members pursuant to the Settlement. The Recognized Loss formula is the basis upon which the Net Settlement Fund will be proportionately allocated to Authorized Claimants.

PROPOSED PLAN OF ALLOCATION OF THE NET SETTLEMENT FUND AMONG CLASS MEMBERS

The objective of the Plan of Allocation is to equitably distribute the Net Settlement Fund among Authorized Claimants based on their respective alleged economic losses as a result of the alleged fraud, as opposed to losses caused by market and industry-wide factors, or Company-specific factors unrelated to the alleged fraud.

The Plan of Allocation was created with the help of a damages expert, and assumes that the price of DS Healthcare common stock was artificially inflated throughout the Settlement Class Period. The computation of the estimated alleged artificial inflation in the price of DS Healthcare common stock during the Settlement Class Period is based on the price change of DS Healthcare common stock in reaction to the public announcements that allegedly corrected the alleged misrepresentations set out in the complaint.

To have been damaged by the alleged violations of the federal securities laws, you must have held DS Healthcare common stock purchased during the Settlement Class Period during a period of time when its price declined from disclosure of information allegedly correcting a misleading statement. Lead Plaintiffs and Class Counsel have determined that such price declines occurred on March 24, 2016, and after DS Healthcare resumed trading on March 20, 2017.

THE BASIS FOR CALCULATING YOUR RECOGNIZED LOSS:

(I) Recognized Loss for the Company's Common Stock Purchased or Otherwise Acquired During the Class Period will be calculated as follows:

- (A) For shares purchased or otherwise acquired during the Class Period and sold during the Class Period, the Recognized Loss per share will be the *lesser* of: (1) the inflation per share upon purchase (as set forth in Inflation Table A below) less the inflation per share upon sale (as set forth in Inflation Table A below); or (2) the purchase price per share minus the sales price per share.
- (B) For shares purchased or otherwise acquired during the Class Period and held as of the close of trading on March 20, 2017, the Recognized Loss will be the *lesser* of: (1) the inflation per share upon purchase (as set forth in Inflation Table A below); or (2) the purchase price per share minus the sales price per share.

INFLATION TABLE A	
DS Healthcare Common Stock Purchased or Acquired During the Class Period	
Period	Inflation
May 15, 2014 to March 23, 2016, inclusive	\$.75 per share
March 24, 2016 to March 28, 2016, inclusive	\$.28 per share
March 29, 2016 to April 3, 2016, inclusive	\$.17 per share

To the extent you had a trading gain or "broke even" from your overall transactions in DS Healthcare's shares during the Class Period, the value of your Recognized Loss will be zero and you will not be entitled to a share of the Net Settlement Fund. To the extent you suffered a trading loss on your overall transactions in DS Healthcare's shares during the Class Period, but that trading loss was less than your Recognized Loss calculated above, then your Recognized Loss shall be limited to the amount of your actual trading loss.

For purposes of calculating your Recognized Loss, the date of purchase, acquisition or sale is the "contract" or "trade" date and not the "settlement" or "payment" date. The receipt or grant by gift, inheritance or operation of

law of DS Healthcare shares shall not be deemed a purchase, acquisition or sale of shares for the calculation of your Recognized Loss. The covering purchase of a short sale is not an eligible purchase.

For purposes of calculating your Recognized Loss, all purchases, acquisitions and sales shall be matched on a First In First Out (“FIFO”) basis in chronological order. Therefore, on the Proof of Claim enclosed with this Notice, you must provide all of your purchases, acquisitions, and sales of the Company shares during the time period May 15, 2014 through and including April 3, 2016.

9. How can I get a payment?

To qualify for a payment, you must send in a form entitled “Proof of Claim and Release Form.” This Proof of Claim and Release Form is attached to this Notice. You may also obtain a Proof of Claim and Release Form on the Internet at www.strategicclaims.net. Read the instructions carefully, fill out the form, sign it in the location indicated, and mail the claim form together with all documentation requested in the form, postmarked no later than August 15, 2017, to the Claims Administrator, at the address appearing on page 2 of this Notice. The Claims Administrator will process your claim and determine whether you are an Authorized Claimant.

10. What am I giving up to get a payment or stay in the Class?

Unless you exclude yourself from the Settlement Class by the August 15, 2017 deadline, you will remain a member of the Settlement Class and will be bound by the release of claims against the Defendants and other Released Parties if the Settlement is approved. That means you and all other Settlement Class Members and each of their respective parent entities, associates, affiliates, subsidiaries, predecessors, successors, assigns, attorneys, immediate family members heirs, representatives, administrators, executors, devisees, legatees, and estates will release (agreeing never to sue, continue to sue, or be part of any other lawsuit) as against the Defendants and other Released Parties any and all claims which arise out of, are based upon or relate in any way to the purchase, acquisition, sale, or ownership of DS Healthcare securities on NASDAQ during the Settlement Class Period. It means that all of the Court’s orders will apply to you and legally bind you. That means you will accept a share of the Net Settlement Fund as sole compensation for any losses you suffered in the purchase, acquisitions, sale or ownership of DS Healthcare securities on NASDAQ during the Settlement Class Period. The specific terms of the release are included in the Settlement Stipulation.

11. How do I get out of the Settlement?

To exclude yourself from the Settlement, you must mail a letter that (A) clearly indicates your name, address, phone number and e-mail contact information (if any) and states that you “request to be excluded from the Settlement Class in *In re DS Healthcare Group, Inc. Securities Litigation*, Case No. 16-60661-CIV-DIMITROULEAS (S.D. Fla.)”, and (B) states the date, number of shares and dollar amount of each of your of your DS Healthcare securities purchases, acquisitions, and sales on NASDAQ during the Settlement Class Period, as well as the number of shares of DS Healthcare you held as of May 14, 2014 and April 3, 2016. You must sign and submit the request as the beneficial owner under penalty of perjury. You must mail your exclusion request, to be received no later than August 15, 2017, to the Claims Administrator at:

In re DS Healthcare Group, Inc. Securities Litigation
c/o Strategic Claims Services
600 N. Jackson St., Ste. 3
P.O. Box 230
Media, PA 19063

You cannot exclude yourself by telephone or by e-mail.

If you properly exclude yourself, you will not receive a payment from the Net Settlement Fund, you cannot object to the Settlement, and you will not be legally bound by the judgment in this case.

If you do not exclude yourself by following the procedure outlined above, you will be bound by all orders entered in the Action and you will give up any right to sue the Defendants or other Released Parties for the claims being released in this Settlement. If you have a pending lawsuit related to any Released Claims (as that term is defined in the Settlement Stipulation), speak to your lawyer in that case immediately, since you must timely exclude yourself from this Settlement Class to continue your own lawsuit.

12. Do I have a lawyer in this case?

The Court appointed The Rosen Law Firm, P.A. as Class Counsel, to represent you and the other Settlement Class Members. Contact information for Class Counsel is provided below. If you want to be represented by your own lawyer, you may hire one at your own expense.

13. How will the lawyers be paid?

Class Counsel have expended considerable time litigating this action on a contingent fee basis, and have paid for the expenses of the case themselves. They have not been paid attorneys' fees or reimbursed for their expenses in advance of this Settlement. Class Counsel have done so with the expectation that, if they are successful in recovering money for the Settlement Class, they will receive attorneys' fees and be reimbursed for their litigation expenses from the settlement fund, as is customary in this type of litigation. Class Counsel will not receive attorneys' fees or be reimbursed for their litigation expenses except from the settlement fund. Therefore, Class Counsel will file a motion asking the Court at the Settlement Hearing to make an award of attorneys' fees in an amount not to exceed \$700,000, for reimbursement of reasonable litigation expenses not to exceed \$25,000, and an award to Class Representatives in an amount not to exceed \$10,000 in total. The Court may award less than these amounts. Any amounts awarded by the Court will come out of the settlement fund.

14. How do I tell the Court that I do not like the Settlement?

If you are a Settlement Class Member, you can object to the Settlement, any part of the Settlement, Class Counsel's motion for attorneys' fees and expenses and application for an award to Class Representatives. To do so, you must object in a writing, stating that you object to the Settlement in *In re DS Healthcare Group, Inc. Securities Litigation*, Case No. 16-60661-CIV-DIMITROULEAS (S.D. Fla.). You must also include (1) your name, address, telephone number and email address (if any), (2) documentation showing all of your purchases and sales of DS Healthcare securities on NASDAQ during the Settlement Class Period in order to show your membership in the Settlement Class, (3) all grounds for the objection, including any legal support known to you or your counsel, (4) the name, address and telephone number of all counsel who represent you, including your former or current counsel who may be entitled to compensation in connection with the objection, and (5) the number of times you and/or your counsel has filed an objection to a class action settlement in the last five years, the nature of each such objection in each case, the jurisdiction in each case, and the name of the issuer of the security or seller of the product or service at issue in each case. You must serve copies of any objections, papers and briefs to the following counsel, to be received no later than September 14, 2017:

Laurence M. Rosen, Esq.
The Rosen Law Firm, P.A.
275 Madison Avenue
34th Floor
New York, NY 10016

Class Counsel

The Court has ordered that Class Counsel file your objection with the Court promptly upon receiving it. Should you wish instead to file an objection directly with the Court, you may do so at: Clerk of Court, U.S. District Court for the Southern District of Florida, 299 East Broward Boulevard, Fort Lauderdale, FL 33301.

Any Person who does not timely submit a written objection complying with the terms set forth above shall be deemed to have waived, and shall be foreclosed from raising, any objection to the Settlement, and any untimely objections will be barred.

If you exclude yourself from the Settlement Class, you cannot object to the Settlement because it no longer concerns you. If you stay in the Settlement Class and object, but your objection is overruled, you will not be allowed a second opportunity to exclude yourself.

15. When and where will the Court decide whether to approve the Settlement?

The Court will hold a Settlement Hearing on September 28, 2017, at 1:15 p.m., at the United States District Court for the Southern District of Florida, 299 East Broward Boulevard, Fort Lauderdale, FL 33301, Courtroom 205b. At this hearing, the Court will consider whether the Settlement is fair, reasonable, and adequate and whether

to approve the Settlement. If there are objections, the Court will consider them, and the Court will listen to people who have asked to speak at the hearing. The Court may also decide how much to pay Class Counsel for attorneys' fees and expenses and how much to award to Class Representatives.

16. Do I have to come to the hearing?

No. Class Counsel will answer any questions the Court may have. However, you are welcome to attend at your own expense. If you send an objection, you do not have to come to Court to talk about it. As long as you mail your written objection on time, the Court will consider it.

17. What happens if I do nothing at all?

If you do nothing, you will not receive a payment from the Settlement. However, unless you exclude yourself, you will not be able to start a lawsuit, continue with a lawsuit, or be part of any other lawsuit against Defendants about the Released Claims (as defined in the Settlement Stipulation) ever again.

18. How do I get more information about the proposed Settlement?

This Notice summarizes the proposed Settlement. More details are in the Settlement Stipulation dated May 26, 2017. You can get a copy of the Settlement Stipulation by visiting the website www.strategicclaims.net, by contacting the Claims Administrator at the address/number listed on page 2 above or by contacting Class Counsel at the address/number listed on page 2 above. In addition, the pleadings, Settlement Stipulation, other documents and orders in the Action can be inspected at the Clerk's Office, U.S. District Court for the Southern District of Florida, 299 East Broward Boulevard, Fort Lauderdale, FL 33301.

SPECIAL NOTICE TO SECURITIES BROKERS AND OTHER NOMINEES

If, from May 15, 2014 through April 3, 2016, inclusive, you purchased, otherwise acquired, or sold the common stock of DS Healthcare Group, Inc. on NASDAQ for the beneficial interest of a person or organization other than yourself, the Court has directed that, WITHIN SEVEN (7) DAYS OF YOUR RECEIPT OF THIS NOTICE, you either (a) provide to the Claims Administrator the name and last known address of each person or organization for whom or which you purchased such DS Healthcare securities during such time period or (b) request additional copies of this Notice and the Proof of Claim and Release form, which will be provided to you free of charge, and within seven (7) days mail the Notice and Proof of Claim and Release form directly to the beneficial owners of the DS Healthcare securities. If you choose to follow alternative procedure (b), the Court has directed that, upon such mailing, you send a statement to the Claims Administrator confirming that the mailing was made as directed. You are entitled to reimbursement from the Settlement Fund of your reasonable out-of-pocket expenses actually incurred in connection with the foregoing, up to a maximum of \$0.75 per notice. Those expenses will be paid upon request and submission of appropriate supporting documentation. All communications regarding the foregoing should be addressed to the Claims Administrator at the address listed on page 2 above.

BY ORDER OF THE UNITED STATES DISTRICT
COURT FOR THE SOUTHERN DISTRICT OF FLORIDA

PROOF OF CLAIM AND RELEASE FORM**Deadline for Submission: August 15, 2017**

IF YOU PURCHASED THE SECURITIES OF DS HEALTHCARE GROUP, INC. (“DS HEALTHCARE”) ON THE NASDAQ DURING THE PERIOD FROM MAY 15, 2014 THROUGH APRIL 3, 2016, INCLUSIVE (THE “SETTLEMENT CLASS PERIOD”), YOU ARE A “SETTLEMENT CLASS MEMBER” AND YOU MAY BE ENTITLED TO SHARE IN THE SETTLEMENT PROCEEDS. (EXCLUDED FROM THE CLASS ARE: (I) DEFENDANTS; (II) FORMER OFFICERS, DIRECTORS, AND CONSULTANTS OF DS HEALTHCARE AND OF ANY OTHER RELEASED PARTIES; (III) DS HEALTHCARE HK LIMITED; (IV) PARENTS, SPOUSES, OR CHILDREN LIVING IN THE HOUSEHOLD OF ANY PERSON EXCLUDED UNDER (I) OR (II) ABOVE; (V) ANY LEGAL ENTITY MORE THAN 50% OWNED BY ANY PERSON EXCLUDED UNDER (I) AND (II) ABOVE; AND (VI) THE HEIRS, SUCCESSORS AND ASSIGNS OF ANY PERSON EXCLUDED UNDER (I) AND (II) ABOVE.)

IF YOU ARE A SETTLEMENT CLASS MEMBER, YOU MUST COMPLETE AND SUBMIT THIS FORM IN ORDER TO BE ELIGIBLE FOR ANY SETTLEMENT BENEFITS.

YOU MUST COMPLETE AND SIGN THIS PROOF OF CLAIM AND RELEASE FORM (“PROOF OF CLAIM AND RELEASE FORM”) AND MAIL IT BY FIRST CLASS MAIL, POSTMARKED NO LATER THAN AUGUST 15, 2017 TO STRATEGIC CLAIMS SERVICES, THE CLAIMS ADMINISTRATOR, AT THE FOLLOWING ADDRESS:

In re DS Healthcare Group, Inc. Securities Litigation
c/o Strategic Claims Services
600 N. Jackson St., Ste. 3
P.O. Box 230
Media, PA 19063
Tel.: 866-274-4004
Fax: 610-565-7985
info@strategicclaims.net

YOUR FAILURE TO SUBMIT YOUR CLAIM BY AUGUST 15, 2017 WILL SUBJECT YOUR CLAIM TO REJECTION AND PRECLUDE YOU FROM RECEIVING ANY MONEY IN CONNECTION WITH THE SETTLEMENT OF THIS ACTION. DO NOT MAIL OR DELIVER YOUR CLAIM TO THE COURT OR TO ANY OF THE PARTIES OR THEIR COUNSEL AS ANY SUCH CLAIM WILL BE DEEMED NOT TO HAVE BEEN SUBMITTED. SUBMIT YOUR CLAIM ONLY TO THE CLAIMS ADMINISTRATOR. IF YOU ARE A SETTLEMENT CLASS MEMBER AND DO NOT SUBMIT A PROPER PROOF OF CLAIM AND RELEASE FORM, YOU WILL NOT SHARE IN THE SETTLEMENT BUT YOU NEVERTHELESS WILL BE BOUND BY THE ORDER AND FINAL JUDGMENT OF THE COURT UNLESS YOU EXCLUDE YOURSELF.

SUBMISSION OF A PROOF OF CLAIM AND RELEASE FORM DOES NOT ASSURE THAT YOU WILL SHARE IN THE PROCEEDS OF THE SETTLEMENT.

I. CLAIMANT INFORMATION

Name:		
Address:		
City:	State:	ZIP:
Foreign Province:	Foreign Country:	
Day Phone:	Evening Phone:	
Email:		
Social Security Number (for individuals):	OR	Taxpayer Identification Number (for estates, trusts, corporations, etc.):

II. SCHEDULE OF TRANSACTIONS IN DS HEALTHCARE COMMON STOCK

Please supply all required details of your transaction(s) in DS Healthcare common stock. Broker confirmations, brokerage statements reflecting your purchases, or other documentation of your transactions in DS Healthcare common stock should be attached to your claim. If you do not have documentation from your broker, you may also attach any documents or schedules that you attached to any federal tax return that reflect Settlement Class Period purchases, acquisitions or sales of DS Healthcare common stock. Failure to provide this documentation could delay verification of your claim or result in rejection of your claim.

If you are acting in a representative capacity on behalf of a Settlement Class Member (e.g., as an executor, administrator, trustee, or other representative), you must submit evidence of your current authority to act on behalf of that Settlement Class Member. Such evidence would include, for example, letters testamentary, letters of administration, or a copy of the trust documents.

Beginning Holdings:

- A. State the total number of shares of DS Healthcare securities on NASDAQ held at the close of trading on May 14, 2014 (*must be documented*). If none, write "zero" or "0."

DS HEALTHCARE

Purchases/Acquisitions:

- B. Separately list each and every purchase or acquisition of DS Healthcare securities on NASDAQ from May 15, 2014 through April 3, 2016, both dates inclusive, and provide the following information (*must be documented*):

Trade Date (List Chronologically) (Month/Day/Year)	Number of Shares Purchased/Acquired	Price per Share	Total Cost (Excluding Commissions, Taxes, and Fees)

Sales:

- C. Separately list each and every sale of DS Healthcare securities on NASDAQ from May 15, 2014 through April 3, 2016, both dates inclusive, and provide the following information (*must be documented*):

Trade Date (List Chronologically) (Month/Day/Year)	Number of Shares Sold	Price per Share	Amount Received (Excluding Commissions, Taxes, and Fees)

Ending Holdings:

- D. State the total number of shares of DS Healthcare securities held at the close of trading on April 3, 2016 (*must be documented*).

If additional space is needed, attach separate, numbered sheets, giving all required information, substantially in the same format, and print your name and Social Security or Taxpayer Identification number at the top of each sheet.

III. SUBSTITUTE FORM W-9

Request for Taxpayer Identification Number:

Enter taxpayer identification number below for the Beneficial Owner(s). For most individuals, this is your Social Security Number. The Internal Revenue Service (“I.R.S.”) requires such taxpayer identification number. If you fail to provide this information, your claim may be rejected.

Social Security Number (for individuals)	or	Taxpayer Identification Number (for estates, trusts, corporations, etc.)

IV. CERTIFICATION

I (We) submit this Proof of Claim and Release Form under the terms of the Stipulation of Settlement described in the Notice. I (We) also submit to the jurisdiction of the United States District Court for the Southern District of Florida, with respect to my (our) claim as a Settlement Class Member and for purposes of enforcing the release and covenant not to sue set forth herein. I (We) further acknowledge that I am (we are) bound by and subject to

DS HEALTHCARE

the terms of any judgment that may be entered in this Action. I (We) have not submitted any other claim covering the same purchases or sales of DS Healthcare common stock during the Settlement Class Period and know of no other Person having done so on my (our) behalf.

UNDER THE PENALTIES OF PERJURY UNDER THE LAWS OF THE UNITED STATES, I (WE) CERTIFY THAT ALL OF THE INFORMATION I (WE) PROVIDED ON THIS PROOF OF CLAIM AND RELEASE FORM IS TRUE, CORRECT AND COMPLETE.

Signature of Claimant (If this claim is being made on behalf of Joint Claimants, then each must sign):

(Signature)

(Signature)

(Capacity of person(s) signing, e.g. beneficial purchaser(s), executor, administrator, trustee, etc.)

Check here if proof of authority to file is enclosed.

Date: _____

REMINDER CHECKLIST

- Please be sure to sign this Proof of Claim and Release Form above. If this Proof of Claim and Release Form is submitted on behalf of joint claimants, then both claimants must sign.
- Please remember to attach supporting documents. Do NOT send any stock certificates. Keep copies of everything you submit.
- Do NOT use highlighter on the Proof of Claim and Release Form or any supporting documents.
- If you move or change your address, telephone number or email address, please submit the new information to the Claims Administrator, as well as any other information that will assist us in contacting you. NOTE: Failure to submit updated information to the Claims Administrator may result in the Claims Administrator's inability to contact you regarding issues with your claim or delivery payment to you.

In re DS Healthcare Group, Inc. Securities Litigation
c/o Strategic Claims Services
600 N Jackson Street – Suite 3
Media, PA 19063

IMPORTANT LEGAL DOCUMENT – PLEASE FORWARD