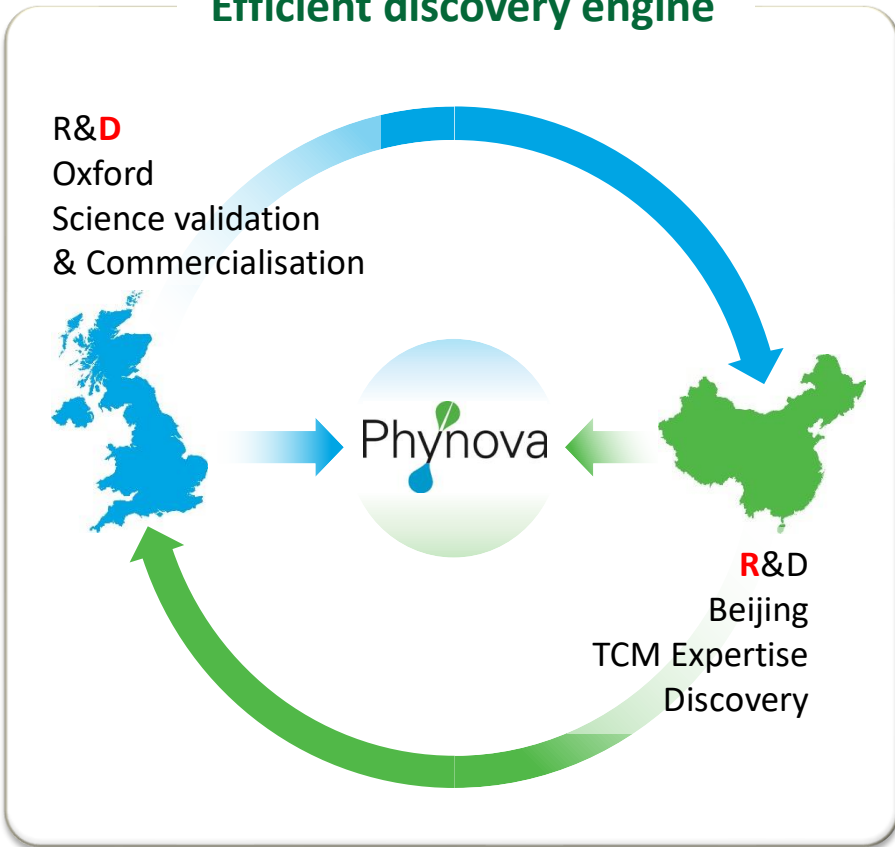


# Phynova: unique plant-based solutions for key health benefits

## Efficient discovery engine



First ever Traditional Chinese Medicine (TCM) approved as OTC medicine in the UK

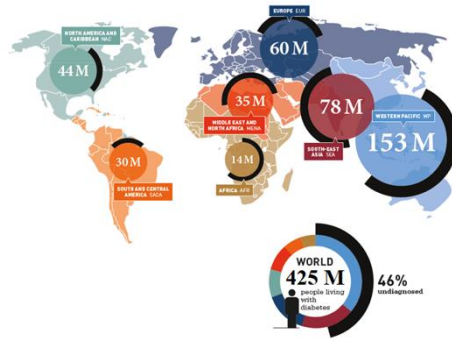
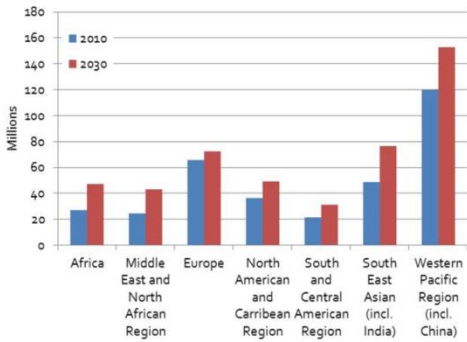


Unique patented innovation through combination of TCM + Clinical evidence + IP + Regulatory clearances

Phynova Pipeline		Pre-clinical	Clinical	Commercial B2B	Commercial B2C
Relivergen®	Promotes liver health	█	█		
FatigFix®	Energy positioning; caffeine-free	█			
PhynoRadiance®	Skin lightening with a novel mode of action	█	█		
Phynova Cold & Flu®	Herbal remedy for viral effect reduction	█	Not Required		█
Melokinex®	Drug candidate for postoperative ileus (POI)	█	█		

# Big issue, Growing awareness, Better solution and Personalisation ready

## (Pre-)diabetes: a market of ~1Billion people

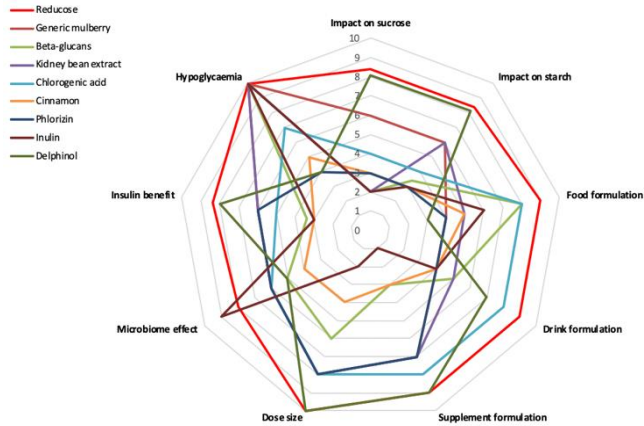


## Awareness of the issue is growing significantly

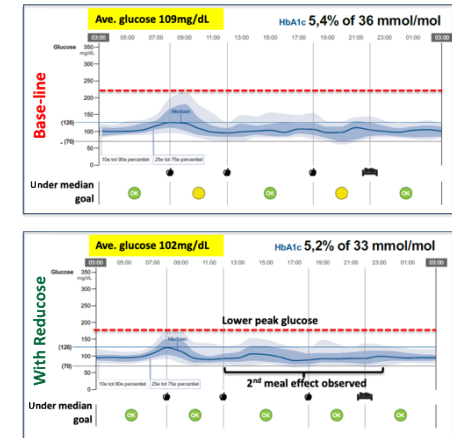
**THE STRAITS TIMES**  
 Parliament: Health Minister Gan Kim Yong declares 'war on diabetes'



## Outperforming alternatives



## Rapid effect visible on wearables!





Helping you maintain  
healthy blood glucose levels

# Reducose® - key partner and customer highlights



## DSM and Phynova unite for global distribution of Reducose

By Nikki Cutler

13-Mar-2019 - Last updated on 13-Mar-2019 at 11:31 GMT



DSM has signed a global distribution and collaboration agreement with Phynova, developer of natural healthcare products, for its blood glucose regulating ingredient Reducose.



- GNC is a billion dollar US nutritional supplements business; over 5000 US stores
- Feb 2<sup>nd</sup> 2019, GNC launched a 'healthy blood sugar formula' containing Reducose® and with Reducose logo on pack (TLA)



- Multi-year global exclusive contract with one of Asia's largest direct-selling companies
- Minimum commitment of US\$5.75m



- China's largest dairy company with c. US\$8bn revenue
- Meal replacement drink with Reducose, 100,000 unit launch in October 2019
- First order of ingredient due end June 2019

# An experienced executive team and board has been assembled

## **Robert Miller – Founder & CEO**

30+ years of experience in the natural products industry in the United States, Europe and China



## **David Lee – Group CFO**

Former Corporate Finance Director PwC; In prior CFO role grew PE backed global business from £10m to £110m revenue



## **Chen Xie – CSO Phynova China, Beijing**

PhD in plant chemistry and bioactivities - King's College, London; 18 years experience in botanic drug and product development co-inventor of Reducose



## **Wouter Claerhout – CMO**

Ex-DSM Global Head Marketing HNH; 20+ years B2B marketing of ingredients



## **Gordon Orr – Independent Director**

Retired McKinsey Head of China  
Other Board roles. Swire Pacific and Lenovo

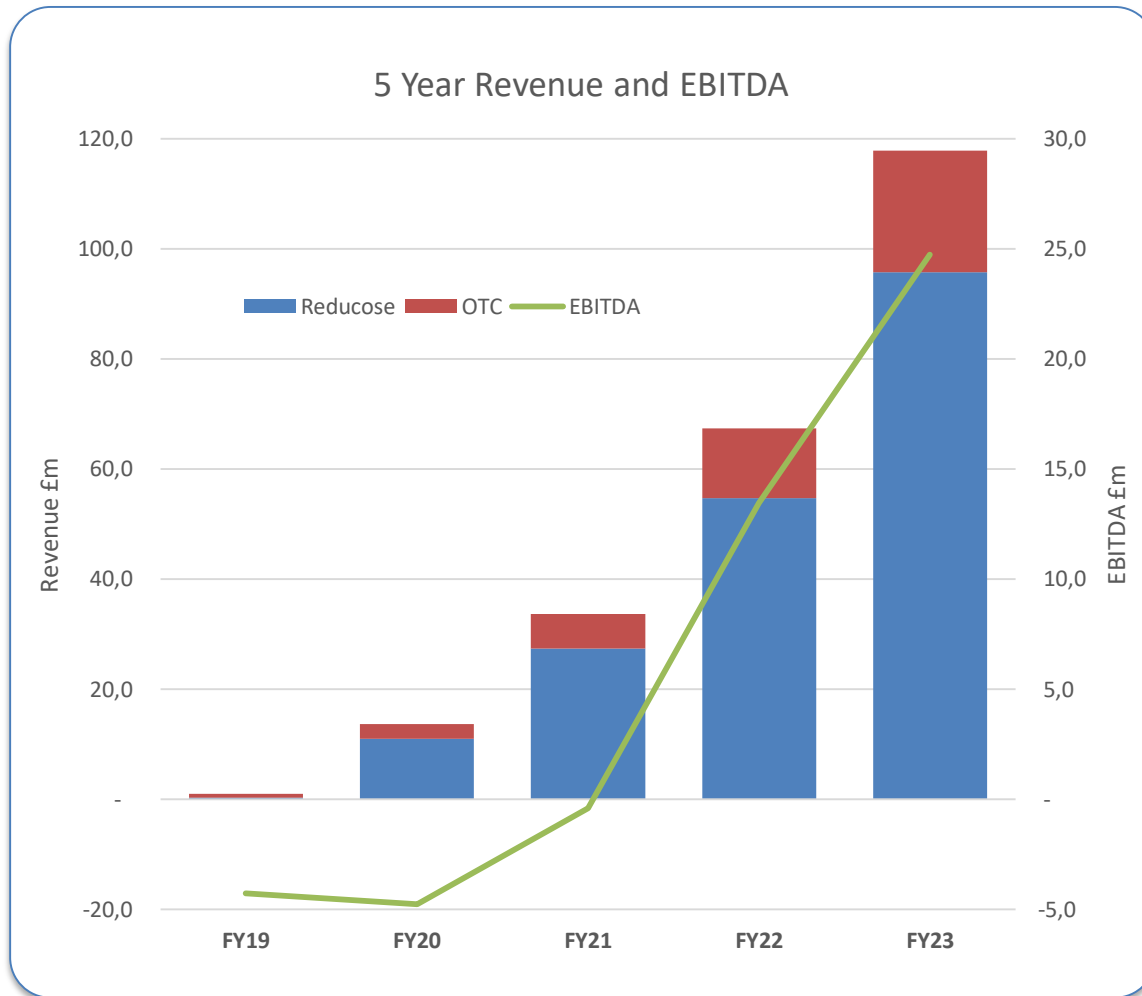


## **Luc Vierstraete – Independent Director**

Retired Global Head of Roche Diabetes Care



# Five year financial forecast (GBP) & 'the Ask'



- **Phynova is raising £5-6m of growth capital**
- **Use of funds**
  - B2B sales and marketing of Reducose in US, APAC, China and EU
  - Reducose® B2C strategy in China and US
  - Sales and marketing investment for PJMRT in the UK
  - Additional human resource: business development, sales and marketing, supply chain