



# Investor Presentation Annual Report

Steen Dannemann Andersen, CEO  
Mark Collingbourne, CFO

[probiotixhealth.com](http://probiotixhealth.com)



# Introduction

CEO AND CFO



## Steen Dannemann Andersen

Danish

Joined ProBiotix Health as Chief Executive Officer in January 2023

**+30 years** of probiotic industry experience within building businesses, general management, strategy, organizational and commercial development

### Previous positions with:

- President ADM Denmark (Denmark/USA)
- President Deerland International (Denmark/USA)
- CEO Bifodan (Denmark)
- Vice President Chr. Hansen (Denmark)
- BASF Health & Nutrition (Germany)



## Mark Collingbourne

British

Joined ProBiotix Health as Chief Financial Officer in November 2021

**+20 years** of experience as CFO supporting publicly listed and private companies. CFO of Intuitive Investments PLC





# Safe harbour statement

This presentation contains certain forward-looking information that reflects ProBiotix Health's present view of future events, as well as financial and operational development. Words such as "intend", "assess", "expect", "may", "plan", "believe", "estimate" and other expressions entailing indications or predictions of future development or trends, not based on historical facts, constitute forward-looking information. Forward-looking information is inherently associated with both known and unknown risks and uncertainties as it depends on future events and circumstances. Forward-looking information is not a guarantee of future results or development and actual outcomes may differ materially from the statements set forth in the forward-looking information. Given the risks associated with forward-looking statements, recipients of this presentation are cautioned not to place undue reliance on these forward-looking statements. The forward-looking statements referred to above speak only as at the date of the presentation. ProBiotix Health will not undertake any obligation to release publicly any revisions or updates to these forward-looking statements to reflect future events, circumstances, anticipated events, new information or otherwise except as required by law or by any appropriate regulatory authority. ProBiotix Health does not make any guarantee, representation or warranty, express or implied, as to the accuracy, completeness or fairness of the information and opinions contained in this presentation, and no reliance should be placed on such information. ProBiotix Health does not accept any responsibility or liability whatsoever for any loss howsoever arising from any use of this presentation or its contents or otherwise arising in connection therewith.



# Overview

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- **Company Strategy & Introduction**
- Financial Review
- Highlights 2023
- Focus 2024
- Q&A



A SCIENCE BASED MICROBIOME GROWTH-COMPANY

# Three Cornerstones of ProBiotix Health



## Identification

ProBiotix identify and develop probiotic strains that impact cardiometabolic health and healthy ageing. Strains identified are IP protected



## Validation

Conduct clinical studies ensuring our probiotics stand on a solid foundation of validated safety and superior efficacy

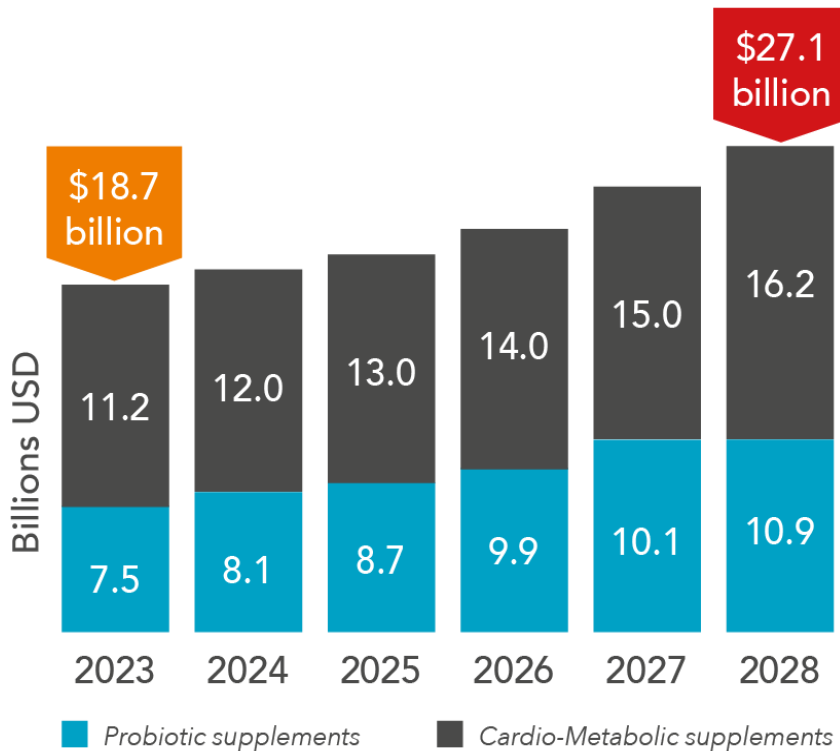


## Commercialisation

Provide business-to-business, "white label", turn-key, probiotic based supplements

GLOBAL ACTIVITIES THROUGH  
VIRTUAL ORGANISATION

# A Market With Vast Opportunity for Cardiometabolic Health Supplements



- More than 20 million people die from cardiovascular disease annually
- 4 million deaths directly linked to high cholesterol levels
- 80% of CVD deaths are considered preventable
- 50% increase over the past 30 years
- Very few scientific proven dietary supplement solutions available

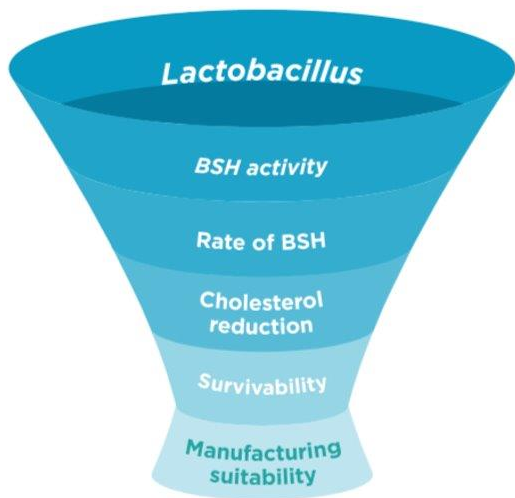


# Founded on a Unique Technology Platform...



## Identification

4000 probiotic strain candidates screened



Strain Bank



## Validation

LP<sub>LDL</sub><sup>®</sup> is protected by 27 global patents and applications  
LP<sub>LDL</sub><sup>®</sup> clinically documented in 5 studies



LP<sub>LDL</sub><sup>®</sup> has a clear mechanism of action supporting cardiometabolic health



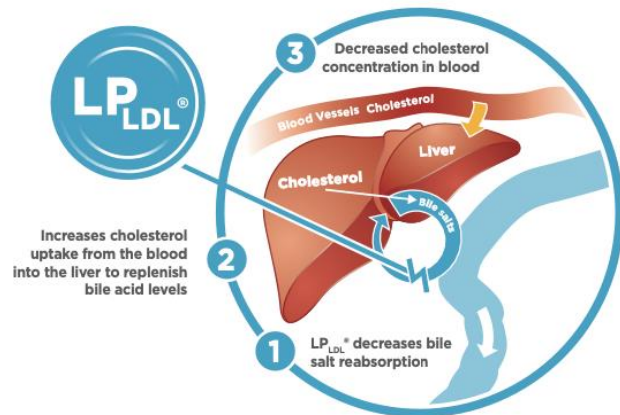
**36.7%**  
Total cholesterol reduction



**5.1%**  
Blood pressure reduction



**28.6%**  
Apolipoprotein B reduction



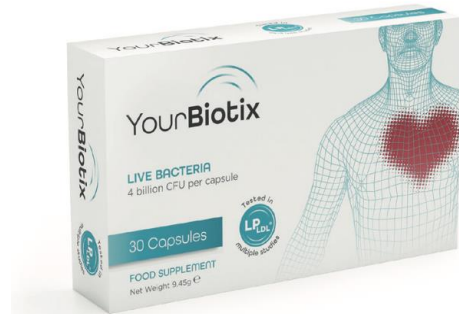


# Founded on a Unique Technology Platform

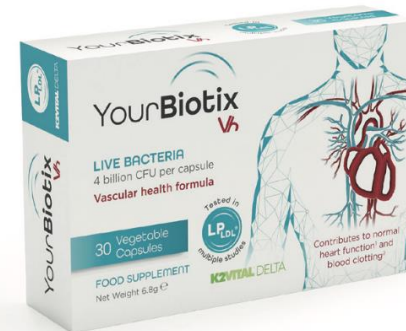


Commercialisation

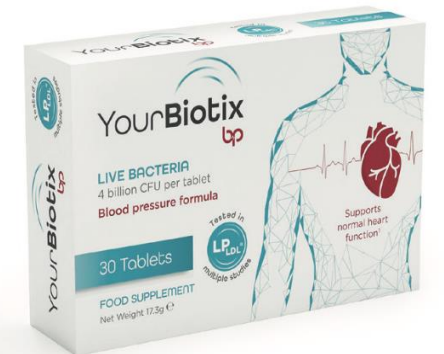
**YourBiotix®** turn-key supplements containing **LP<sub>LDL</sub>®** -  
Shelf-life stability - Gastric acid survivability - In-vivo deliverability



CHOLESTEROL HEALTH



VASCULAR HEALTH



BLOOD PRESSURE





# Ready to Market Solutions

The **YourBiotix**® portfolio containing the proprietary **LP<sub>LDL</sub>**® probiotic strain is being sold to supplement brand owners globally and introduced under their label

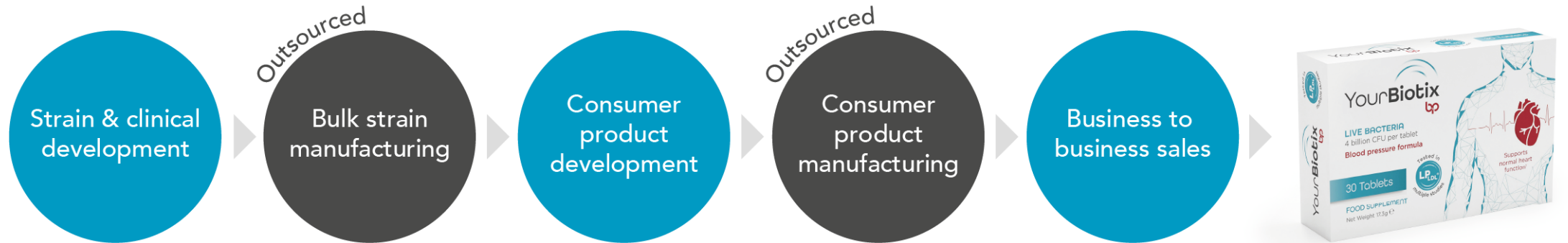


- ✓ CHOLESTEROL HEALTH
- ✓ BLOOD PRESSURE
- ✓ VASCULAR HEALTH



# Our Primary Strategic Focus




R&D & COMMERCIALISATION



Value Chain



# Commercial Execution

-  Europe & North America  
Phase One
-  China, Korea and ANZ  
Phase Two
-  Latin and South America  
Phase Three





# Overview

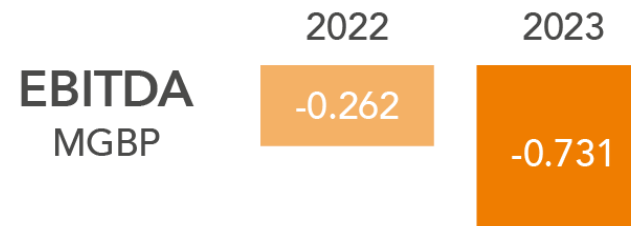
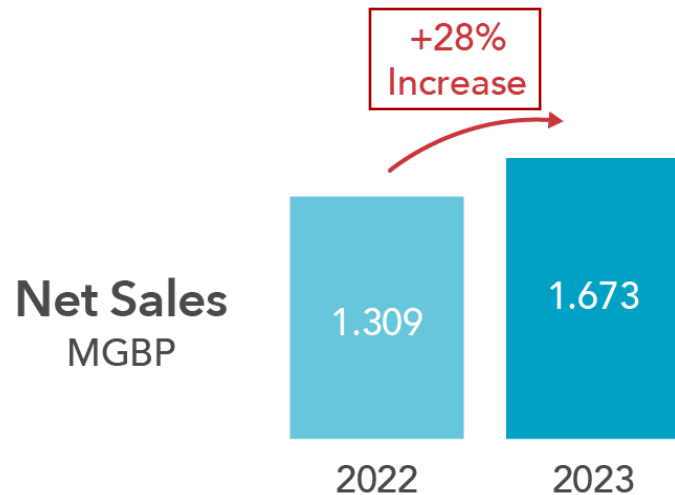
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# 2023 was Commercially Successful

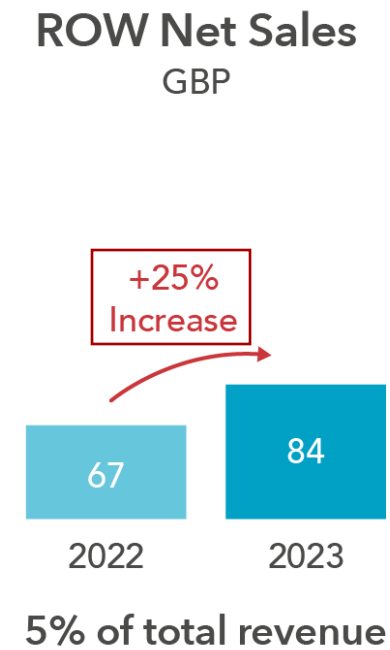
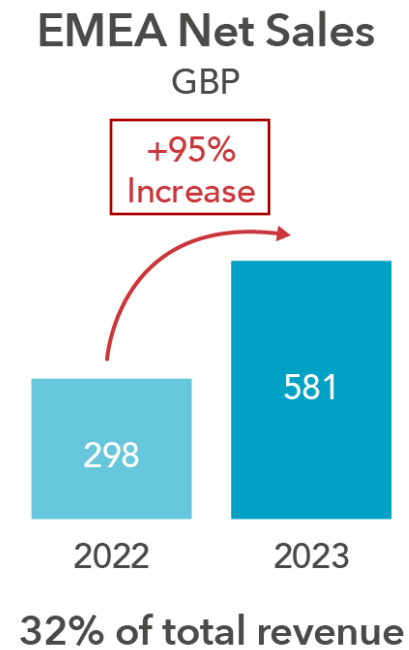
MAINTAINING INVESTMENT IN BUILDING THE BUSINESS

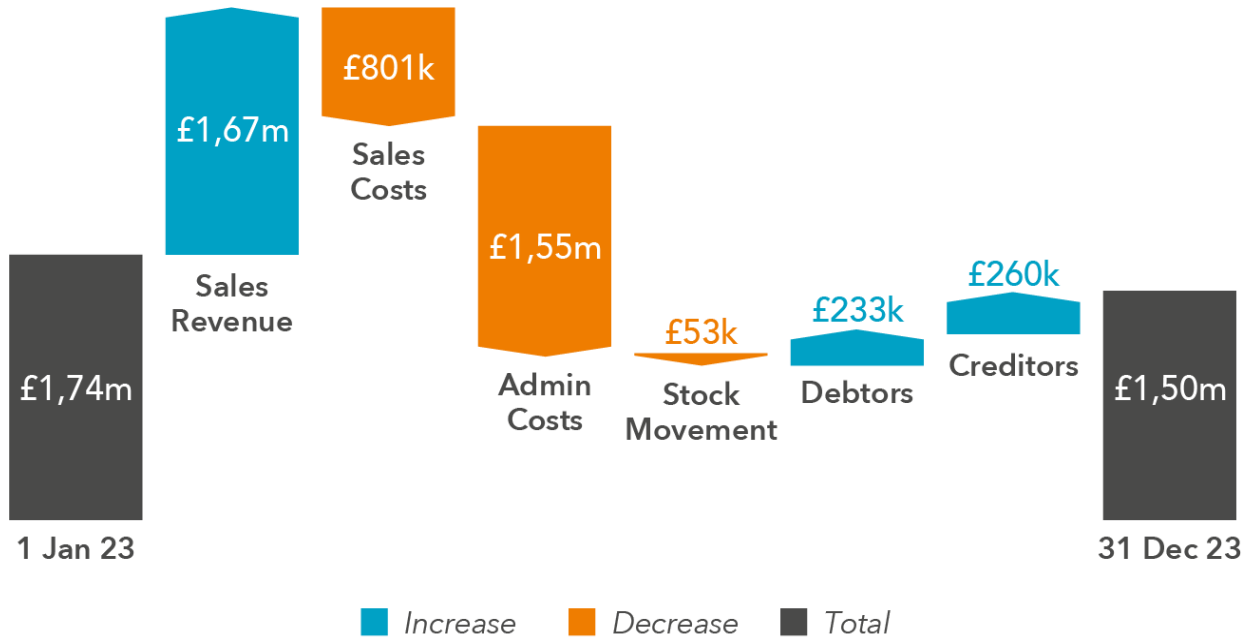


- Solid performance first full year of trading
- Satisfactory growth in both Europe and North America
- 28% YoY revenue increase significantly above market growth
- Gross margin maintained at 50+%
- EBITDA loss reflecting investment activities to build the business

# NAFTA and EMEA

CONTINUED TO DRIVE REVENUE GROWTH IN 2023





# Balance and Cash Flow

1 JAN - 31 DECEMBER 2023

- Cash raised 31 March 2022 £2.5m
- Cash balance 31 December 2022 £1.74m
- Cash balance 31 December 2023 £1.5m
- Interims to 30th June - Turnover on track with business plan
- Small focused team , costs well controlled Large “blue chip” customers , receipts received within 30 days
- Long term customer contracts signed in 2024
- Solid business plan with strong projected growth and profit targets



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# In 2023 We Embarked On a Clear and Targeted Strategic Journey

- ✓ Commercial execution and pipeline expansion
- ✓ Focus on full turn-key business to business product solutions
- ✓ Cutting edge innovation and science
- ✓ Building world class organisation
- ✓ Product portfolio expansion into the “Healthy Ageing” category

## 5-YEAR STRATEGIC FINANCIAL TARGETS

- Deliver £10 million in revenue by 2028
- Reach an EBITDA of 20% by 2028



2023

# Significant Commercial Milestones Achieved

- ✓ Launched our new innovative direct dose stick for convenience - YourBiotix® InstaMelt
- ✓ Entered a 5-year commercial agreement with SymbioPharm, Germany's third largest supplement brand
- ✓ Renewed a 5-year commercial agreement with one of the most successful online brands in USA
- ✓ Signed a commercial distribution agreement with TransChem in Australia
- ✓ Materialised first commercial partner sales into China
- ✓ Opened more than 25 new active sales projects
- ✓ Re-branded the company with a stronger profile independent of OptiBiotix Health
- ✓ Showed positive clinical outcome of Italian partner study with 431 subjects



# A Strong Platform for Organisational Excellence

BOARD



Chairman of the Board

**Mr. Adam Reynolds**

*British*

**+25 years** experience in PR/IR/Corporate finance

Non-executive Chairman of Belluscuro plc, Yourgene Health Plc, MyHealthChecked Plc, and non-executive director of Sosandar Plc.



Non-Executive Director

**Mr. Marco Caspani**

*Italian*

**+20 years** experience in the global probiotics and health ingredients industry

CEO of Italian probiotic strain manufacturer CSL



Non-Executive Director

**Mr. Stephen O'Hara**

*British*

**+30 years** of entrepreneurial experience in building businesses

Founder of Acolyte Biomedica, OptiBiotix Health, SkinBiotherapeutics and ProBiotix Health



Executive Director

**Mr. Steen Andersen**

*Danish*

**+30 years** of experience in the global nutraceutical and probiotic food & dietary supplement industry

ADM, Deerland Probiotics & Enzymes, Bifodan, Chr. Hansen, BASF Health & Nutrition



Chief Financial Officer

**Mr. Mark Collingbourne**

*British*

**+20 years** of experience as CFO supporting publicly listed and private companies. CFO of Intuitive Investments PLC

Sosandar Plc, Premaitha Health plc, React Group PLC

MANAGEMENT



Vice president

**Mr. Michael Litichevski**

*Danish*

**+25 years** of international industry sales experience of which 10 years within probiotics



Head of Product Management

**Mr. Niels Peter Bak**

*Danish*

**+30 years** of international probiotics experience in product management, marketing and product development



Supply Chain Director

**Mr. Mads Brandt**

*Danish*

**+20 years** of supply chain and purchasing experience within pharma, medical device and consulting



Head of R&D

**Mrs. Sofia Kolida**

*Greek*

**+25 years** R&D experience within food science, biochemistry and biotechnology



Head of Marketing

**Mr. Cellan Davies**

*British (Welsh)*

**+10 years** of experience in marketing within probiotic & dietary supplement industry



Chief Executive

**Mr. Steen Andersen**

*Danish*

**+30 years** of probiotic industry experience in general management, strategy, organisational and commercial development



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## CONTINUE TO BUILD

# Accelerating Growth Trends into 2024

- ✓ Grow sales through line extension with existing customers
- ✓ Broaden customer base through new commercial partnerships in Europe and USA
- ✓ Expand sales project pipeline to secure future strategic growth
- ✓ Finalise building the commercial platforms in USA and Europe
- ✓ Conclude the separation process from OptiBiotix Health
- ✓ Complete building of the core organisation
- ✓ Initiate activities towards establishing a commercial platform in Asia
- ✓ Establish the clinical platform for future expansion into the “healthy aging” category





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# Q&A



Thank you for your  
attention

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