

OptiBiotix - The Promise of the Human Microbiome

Modifying the human microbiome for the prevention and management of human disease



BETTER SCIENCE, BETTER HEALTH

IMC Investor presentation May 2024

1. The Story So Far - quick review for new investors
2. The rationale behind selling final products and e-commerce
3. The science behind the story of SlimBiome
 - a. Increasing consumer interest in appetite control to support weight management
 - b. Comparison with anti-obesity drugs
4. Building a global brand
 - a. Asia Pacific
 - b. India
 - c. USA
5. E-commerce
6. Changing Income streams
7. Second generation products brief update - commercial progress/ sensitivities
8. Summary



The Story So far

History

OptiBiotix Health (OPTI) listed on AIM Aug 2014 at 8p per share (Mk Cap £5.3m)

- May 2024 SP 18p (125% ↑), Mk Cap £18m (240% ↑)
- One of best performing AIM shares in 2023

OPTI has 3 subsidiaries

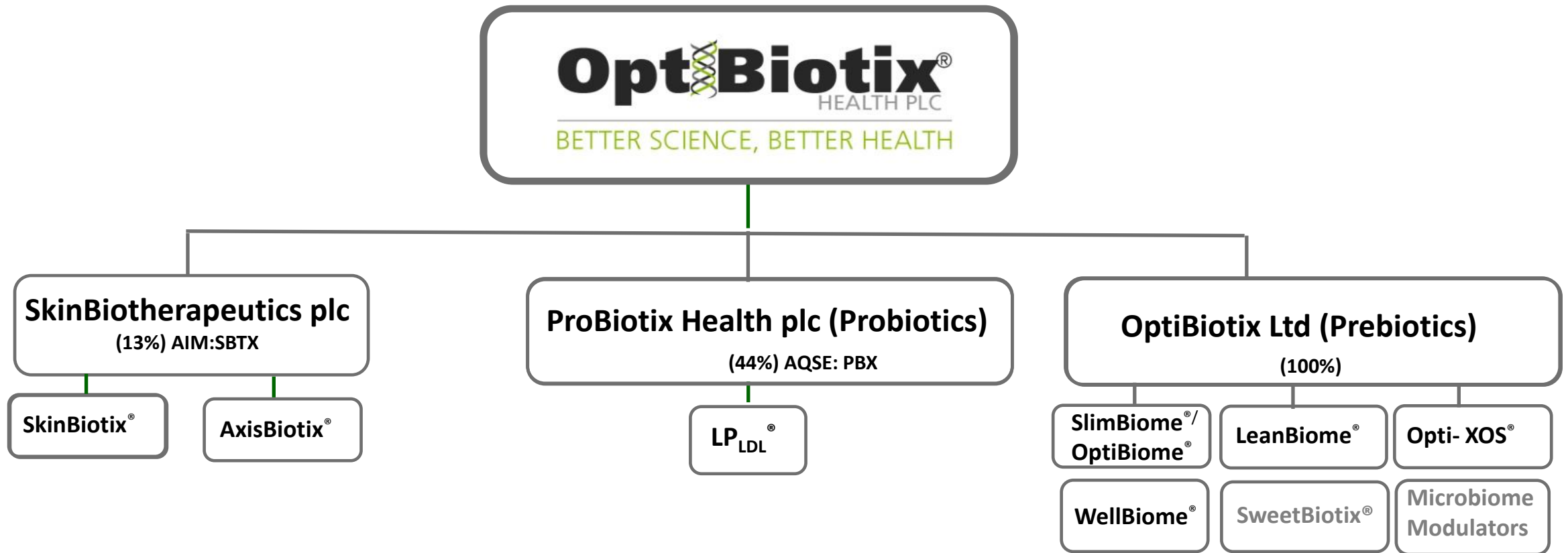
- **OptiBiotix Ltd:** 100% owned Prebiotic subsidiary
- **SkinBiotherapeutics plc (SBTX):** 13% owned Skin Health subsidiary
 - ✓ Listed on AIM in 29th March 2019
 - ✓ £5.5m of SBTX shares sold by OPTI since SBTX listing from £700k 'investment'
 - ✓ Value of current holding = £3m
- **ProBiotix Health plc (PBX):** 44 % owned Probiotic subsidiary
 - ✓ Listed on AQUIS market March 30th 2022
 - ✓ £10.25m dividend issued to OptiBiotix shareholders on PBX listing
 - ✓ Value of current holding = (0.44 x £5.1m) = £2.2m

Best performing AIM shares in 2023

Company	Year-to-date performance (%)	Subsector
Plexus Holding	1180	Oil Equipment and Services
Empire Metals	394	Gold Mining
RTC	206	Business Training and Employment Agencies
Windar Photonics	137	Electronic Equipment – Gauges and Meters
Hotel Chocolat	136	Food Products
Mycelx Technologies	128	Waste and Disposal Services
Software Circle	126	Printing and Copying Services
Yu Group	120	Multi-Utilities
Celadon Pharmaceuticals	116	Cannabis Producers
Corcel	116	General Mining
OPG Power Ventures	116	Conventional Electricity
Kooth	114	Consumer Digital Services
Cornerstone Fs	104	Transaction Processing Services
Malvern International	100	Business Training and Employment Agencies
OptiBiotix Health	98.1	Biotechnology
Inspects	97.7	Medical Supplies
Ililka	95.9	Electrical Components
STM	89.7	Asset Managers and Custodians
City Pub	88.3	Restaurants and Bars
Metals Exploration	87.8	General Mining

Table: Shares magazine. Source: Sharepad, data to 27 November 2023

Overview: Multiple positions in the microbiome field



OptiBiotix identified as a key player in the microbiome space in industry reports (sees - <https://www.openpr.com/news/2004286/what-s-driving-the-human-microbiome-market-size-key-players>;

Strategic

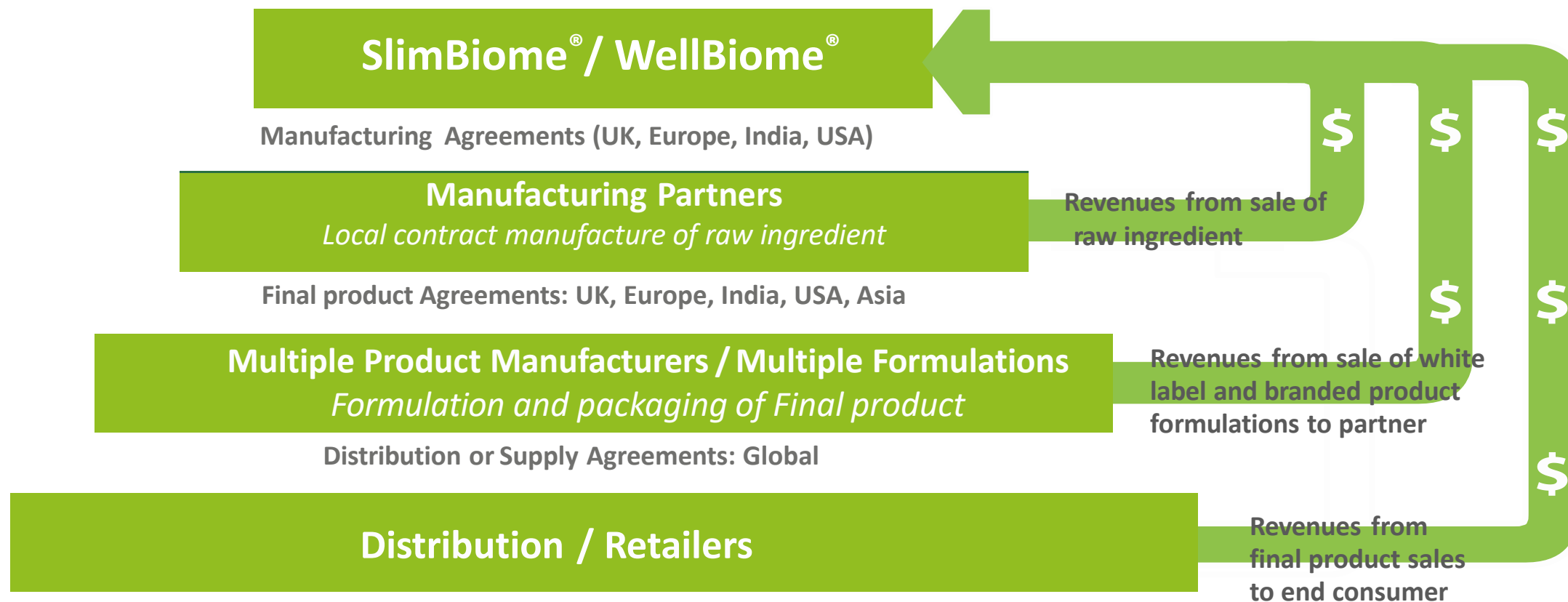
- To develop clinically proven products and ingredients which modify the human microbiome to prevent & manage human disease
- Create multiple technology platforms to reduce investor risk and the opportunity for multiple revenue streams and tradeable assets
- Development focused on value adding activities
 - ✓ Create value by building scientific and clinical evidence base (human studies) for product differentiation and **on pack health claims**
 - ✓ Gain support and endorsement of world leading Key Opinion Leaders – present at publications, international conferences
- Build portfolio of strong IP (50 patents & 74 trademarks) – double IP (patents & trademarks) – **valuable asset**

Commercial

- Partner mix: portfolio of smaller quick to market partners and larger partners in key markets (Asia, USA) who enter market once product credibility and interest established
- Provide early B2B sales with lower risk first generation products whilst in parallel de-risking the more highly innovative products (SweetBiotix, Microbiome modulators)
- Build ingredient 'intel inside' and brand awareness of functional ingredients (SlimBiome, WellBiome) with distributors as a steppingstone to **final product 'solutions' provider**
- In 2023 recovery year focus on USA, and Asia, **and e-commerce channels to reduce partner dependency and increase margin**

Commercial Strategy: The rationale behind moving towards being a Finished product provider

Multiple opportunities with OptiBiotix functional ingredients as the 'intel inside' numerous products building the brands and then moving to provide final products



Example Margins by sales channel

The tables below represents how margins vary by sales channel. In practice costs vary by batch (yield, size), and location. Sales price varies by volume and territory

	Cost (£)	Sale (£)	Margin (£)	Margin (%)
Ingredient to Distributor/ Contract manufacturer	8	30	22	73
Final Product to Distributor	3	10	7	70
Final Product to large retailer	3	6	3	50
Final Product via ecommerce	3	30	27	90

1. Selling final product leads to 2 sales : the ingredient which goes in the final product and the product sales
2. Distributors bring local knowledge of markets, regulations, and customer network but OPTI loses visibility, brand may be damaged/ misrepresented or dependent on the partners (often changing) priorities.
3. Large retailers bring volume, a large customer base, and brand credibility but are very demanding and have poor payment terms (90days+)

Examples – distributor/retailer challenges - misrepresentation, typical retailer terms

世界專利Slimbiome爆燃美纖速崩晶萃-獨

母親節快樂
全月抽30名GIA鑽戒

291-6499
世界專利
Slimbiome
爆燃美纖速崩晶萃
英國SLIMBIOME
美纖晶凍
共帶回6大盒
市價18,000元
東森價
2,980元
13:23 497元×6期

THE TIMES
British princess actually lost weight on the wedding day
The royal family admits to quickly lose weight with SLIMBIOME®
Princess Eugenie loses weight 40 kg for her wedding
gene regulation technology
英國皇室公主更公開承認靠SLIMBIOME®

東森購物

[【東森】世界專利Slimbiome爆燃美纖速崩晶萃-獨 - YouTube](#)

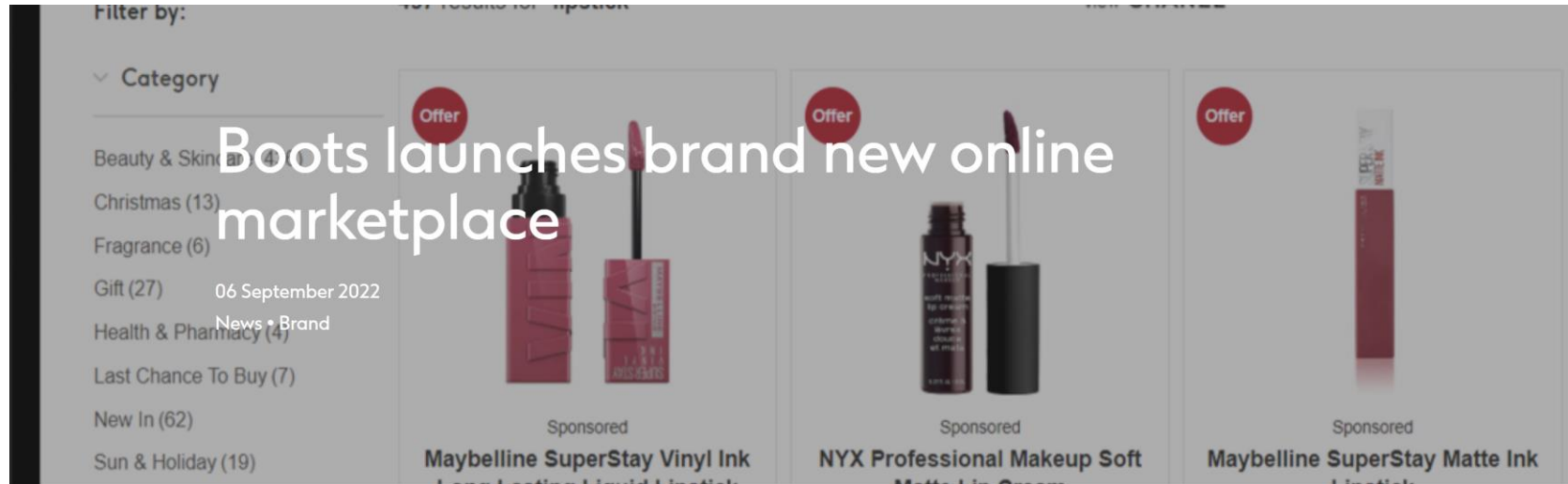
View from 6.55 mins

Typical payment terms

The Customer shall make payment to the Supplier in respect of each invoice validly issued by the Supplier (subject to any deduction or set off of any sums owed to the Customer by the Supplier) within 90 days following the end of the month in which the Customer received the invoice, but time for payment shall not be of the essence of the Contract.

to time. The Supplier is not entitled to suspend deliveries of the Goods as a result of any sums being outstanding.

The Customer shall be entitled, at any time, to cancel its offer to purchase or acquire all or part only of the Goods and to terminate the Contract in whole or in part by giving notice to the Supplier at any time prior to delivery or performance, in which event:



Boots launches brand new online marketplace

06 September 2022

News Brand

Boots delays major change to its website – and shoppers won't be happy

Boots announced the plans last year and said the marketplace would be an opportunity for third-party brands of any size to list their products on Boot's website

By **Ruby Flanagan**, Money Reporter

10:50, 18 Sep 2023 | UPDATED 11:07, 19 SEP 2023



Boots has delayed its plans for its own online marketplace which was meant to launch in spring of this year.

The **health** and **beauty** retailer announced the plans last year and said the marketplace would be an opportunity for third-party brands of any size to list their products on Boot's website. However, plans for the new marketplace have been halted for now and pushed back.

OptiBiotix uses a systematic, pharma-based approach to develop Microbiome based ingredients with known mechanism of action, published scientific and clinical studies, and health claims.

First generation – products in market

- **SlimBiome®/OptiBiome®** – Managing hunger and appetite
- **LeanBiome®/SportsBiome®** – Lean athletic body composition – differentiation
- **WellBiome®** – Health and wellbeing: Gut Health/Microbiome

Second generation – next generation products launching in 2024

- **SweetBiotix** – Sweet fibres replacing sweetness and sugar
- **Microbiome Modulators** – Synergistic synbiotics

SweetBiotix and MicroBiome Modulators: Rapidly evolving area and commercial activity. Future Updates



The Science behind the story

- Clinical Studies
- Regulatory Approvals
- On Pack claims
- International Awards

Growing interest in products which impact on hunger and appetite since launch of anti-obesity drugs. Both SlimBiome and the GLP1 agonists regulate the insulin response and moderate appetite by slowing down stomach emptying and reducing food intake

4 weeks SlimBiome® vs placebo showed:

- Increase in the feeling of fullness
- Reduction in food & sweet cravings
- Impact on food choice:
 - Lower fat intake
- No side effects

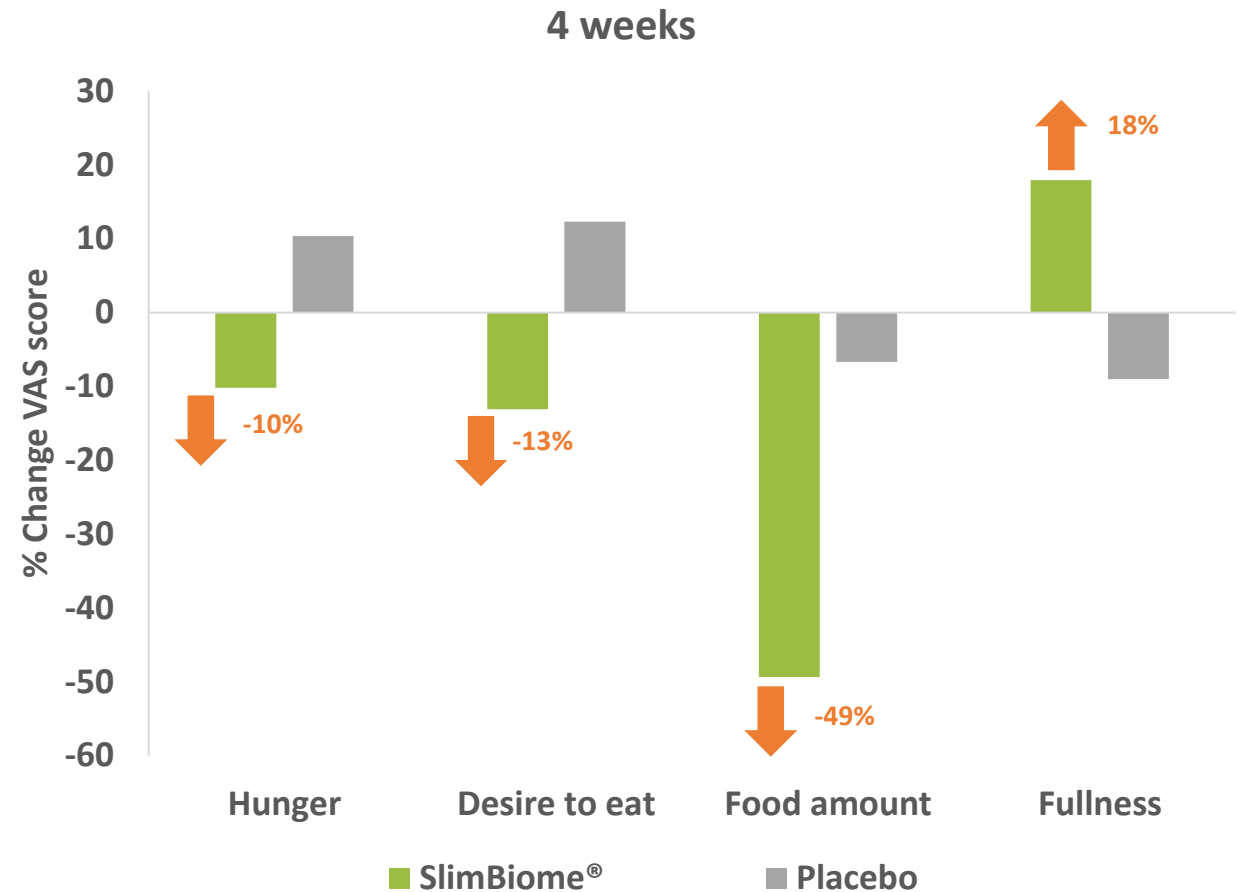


Double blind, placebo controlled, 4-week, human intervention study in healthy, overweight to obese women given nutritional advice



SlimBiome® impact on cravings and food choice: hunger and fullness

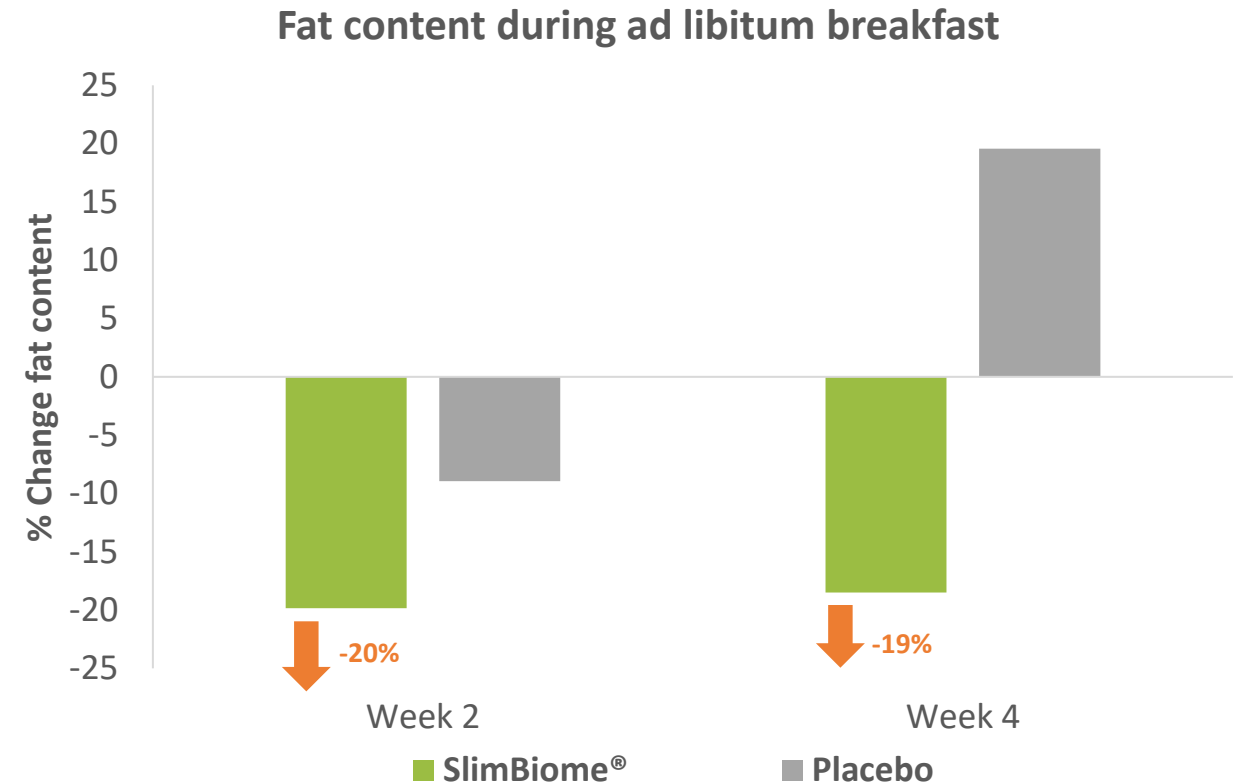
- Decrease in cravings for sweet and savory foods
- Decrease in hunger
- Decrease in desire to eat (appetite)
- Decrease in amount of food ingested
- Increase in fullness



SlimBiome® impact on cravings and food choice: fat intake

- On visit days, volunteers took active or placebo 30min prior to breakfast
- Choice and amount selected and consumed was recorded and nutrient content calculated during each visit
- % change vs baseline
- Change in not just the amount but type of food people ate
- Volunteers ate less fatty food and calorie intense food

SlimBiome changes not just how much food you eat but the type of food you eat.



Open label, 4-week, human intervention study, in healthy, overweight to obese females, on the effect of SlimBiome® as the active ingredient within a calorie control program

4 weeks SlimBiome® vs baseline showed statistically significant:

- Weight loss
- Blood pressure reduction
- Craving reduction
- Mood improvement
- Gut microbiome diversity improvement
- No side effects

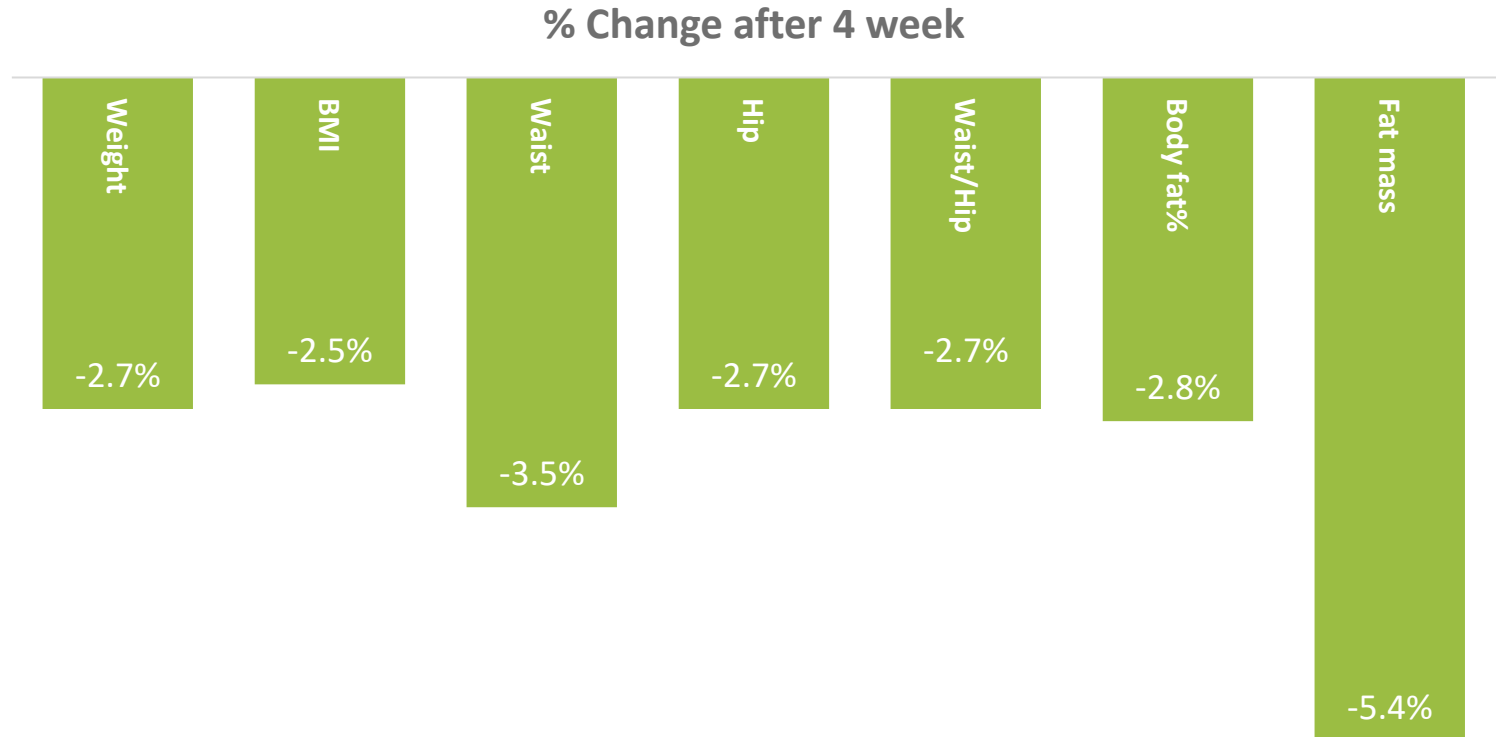


Human intervention study: Meal replacement shake and bars

Open label, 4-week, human intervention study on healthy, overweight to obese females, on the effect of **SlimBiome®** as the active ingredient within a calorie control program

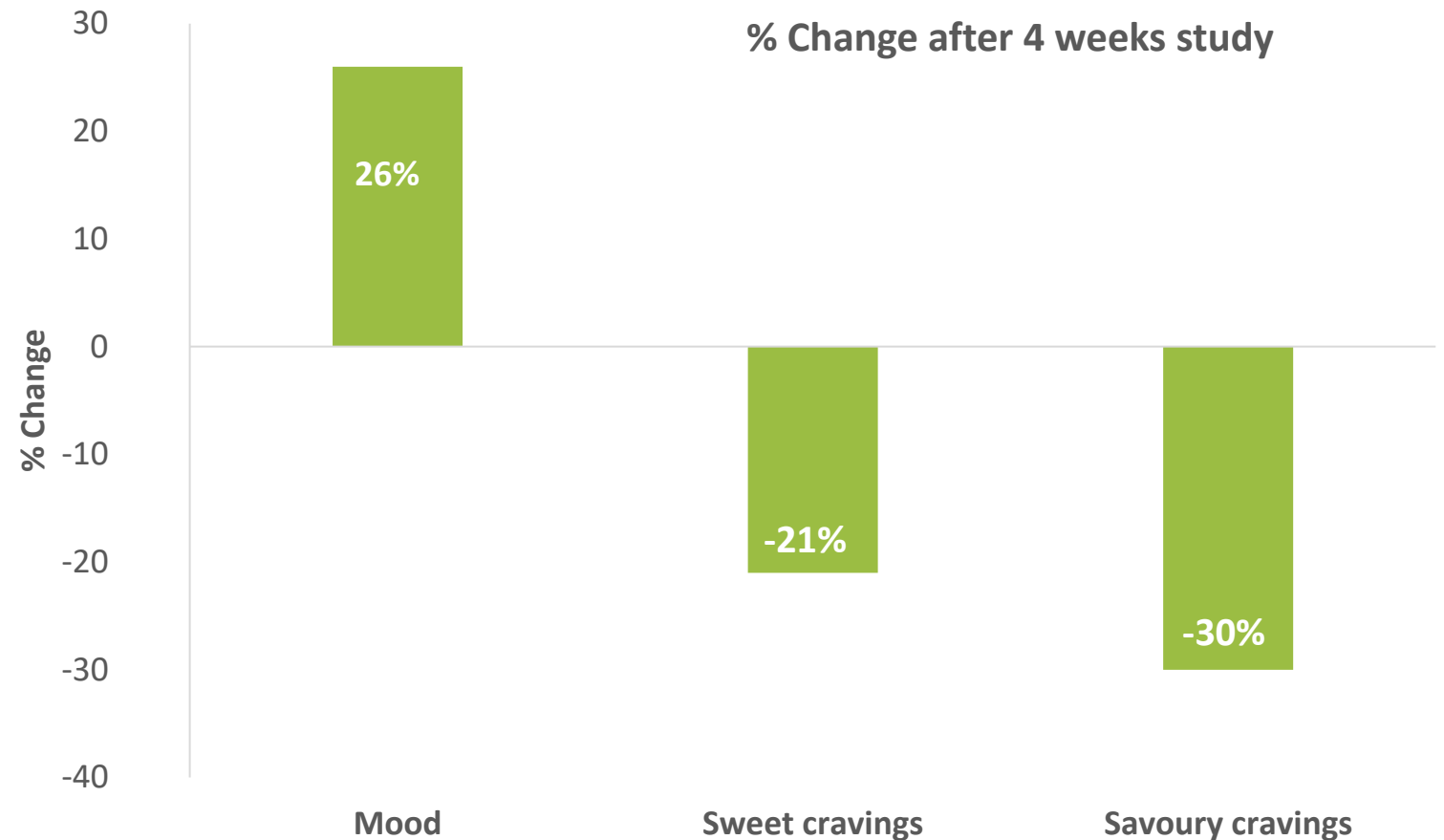
Statistically significant changes:

- 9 out of 10 users lost weight
- 10 out of 10 users saw a reduction in hip circumference
- 10 out of 10 users saw a reduction in waist circumference
- 9 out 10 users reduced % body fat
- 9 out 10 users reduced fat mass

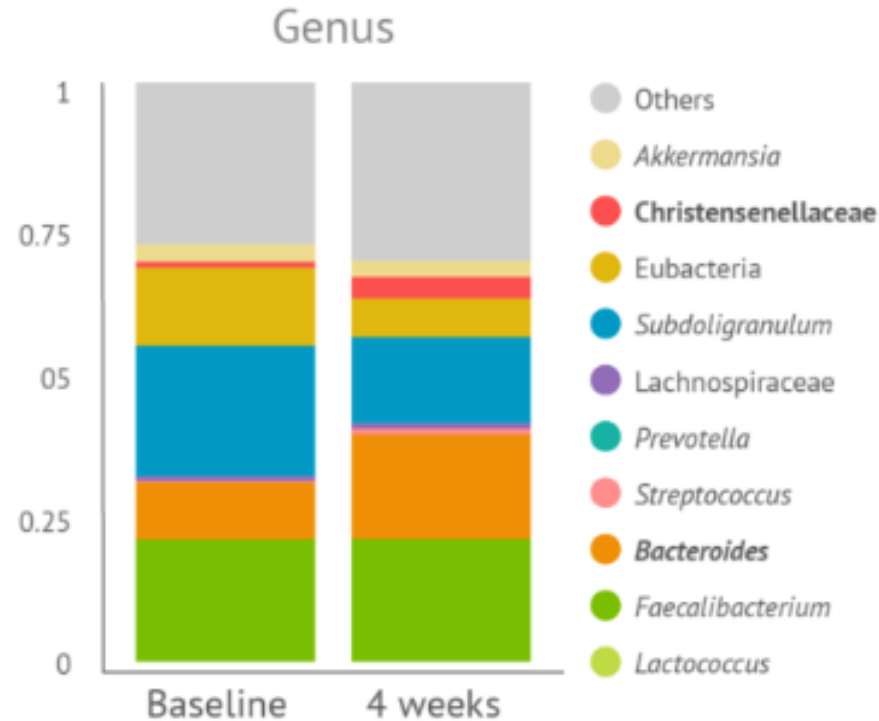


Statistically significant changes in:

- Mood
- Sweet cravings
- Savoury cravings



SlimBiome® favors a resilient and diverse gut microbiome



Significantly improved gut microbiome diversity, specifically in groups associated with lean body composition¹:

- *Christensenella*
 - *Bacteroides*
- Lower abundance have been associated with high BMI*

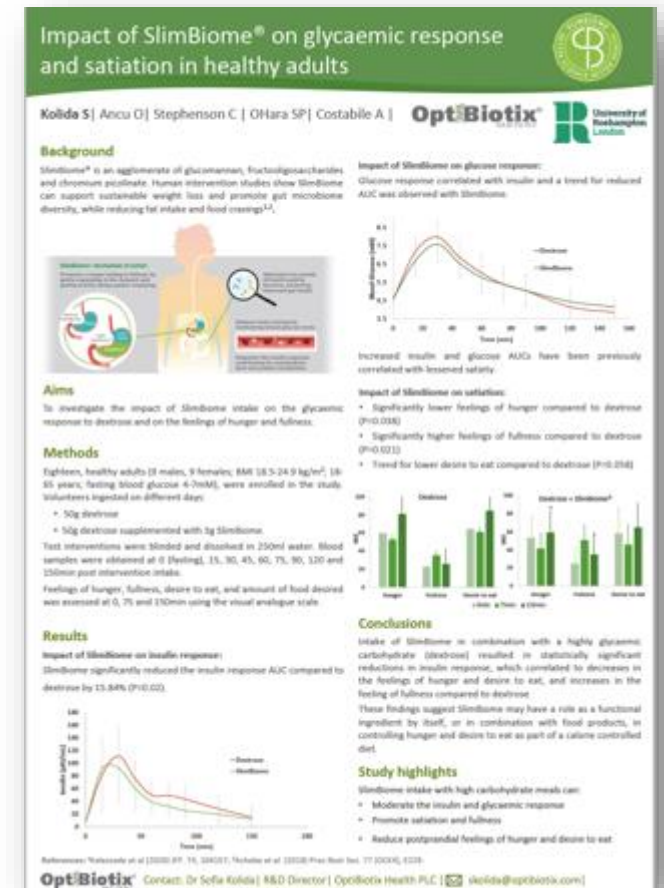
High gut microbiome diversity²:

- is correlated with gut and overall health and wellbeing
- increases the resilience of healthy states
- can protect against disease

Double blind human intervention, 18 healthy adults (BMI 18.5-24.9 kg/m²; 18-65 years; fasting blood glucose 4-7mM) ingested 50g dextrose and 50g dextrose with 3g SlimBiome.

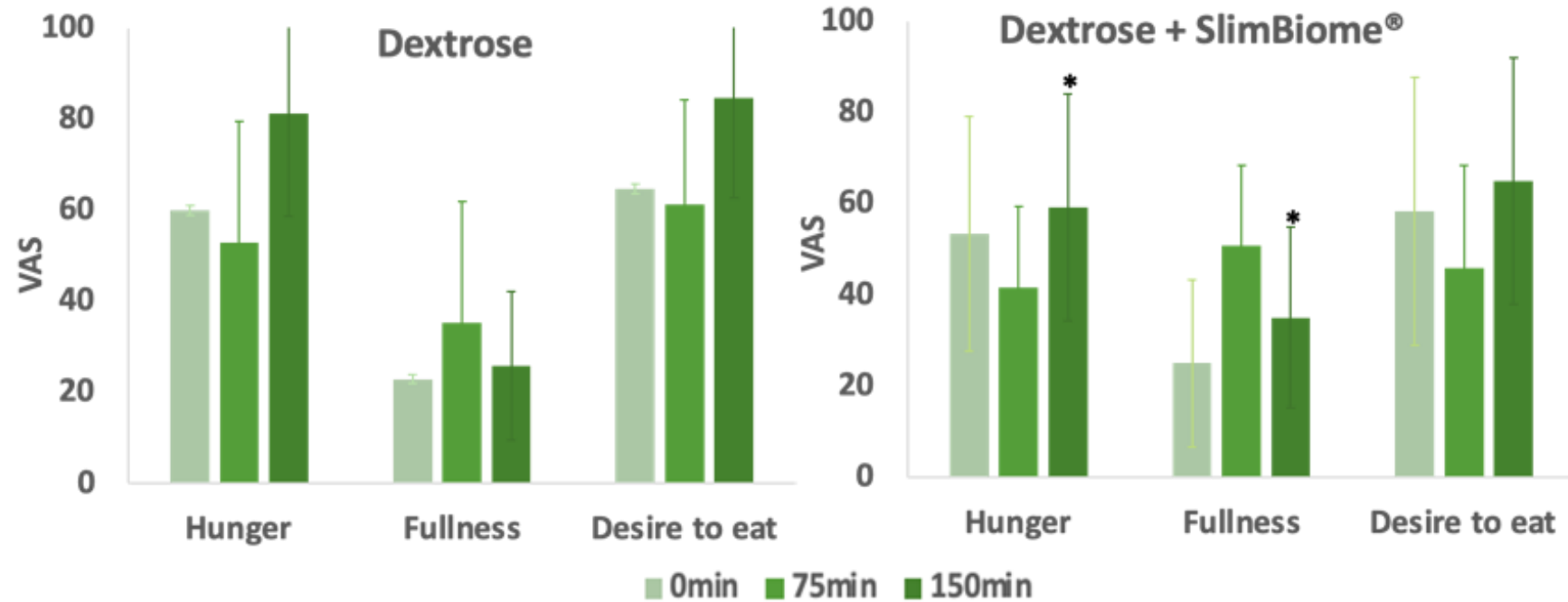
Findings over 150min post intake show significant impact on:

- Hunger
- Fulness
- Insulin response

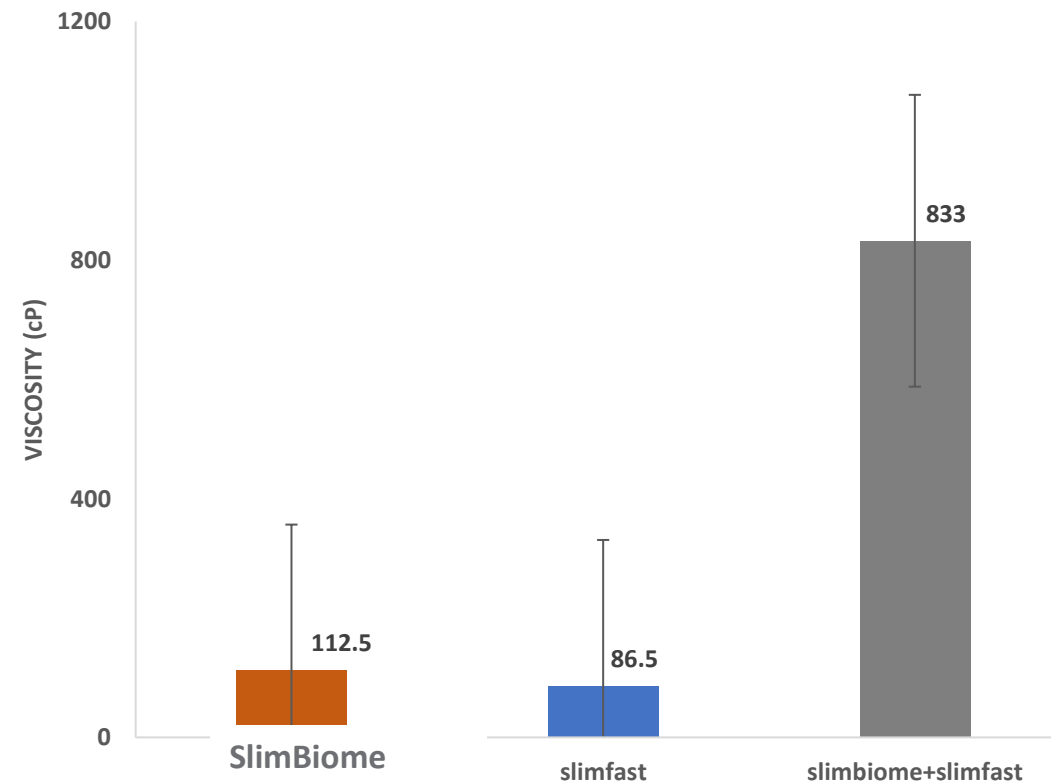
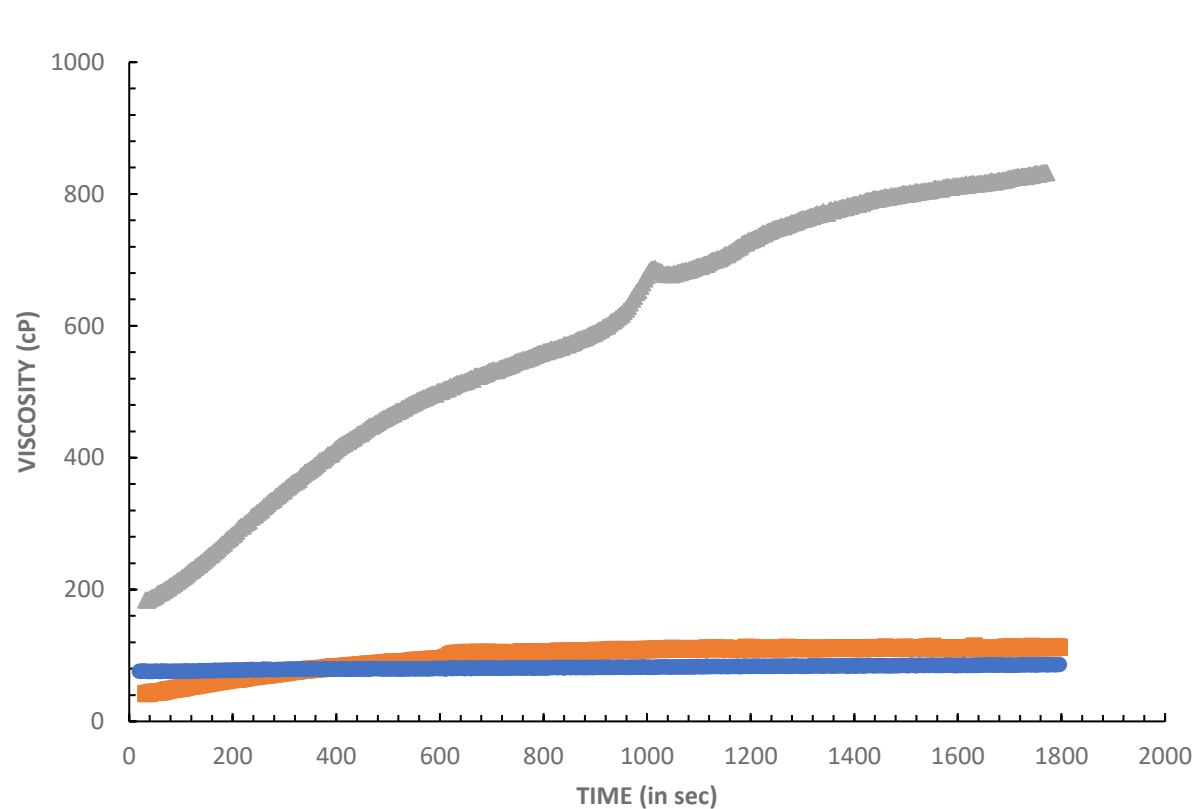


SlimBiome® on hunger and fullness: satiation parameters

- Significantly lower feelings of hunger compared to dextrose ($P=0.038$)
- Significantly higher feelings of fullness compared to dextrose ($P=0.021$)
- Trend for lower desire to eat compared to dextrose ($P=0.058$)



Viscosity comparison of SlimBiome, SlimBiome + Slimfast (chocolate meal replacement shake) & Slimfast over 30 minutes



Summary of SlimBiome Compared to anti –obesity drugs

	SlimBiome®	GLP-1 Agonists
Natural or Synthetic	Natural.	Synthetic.
Side effects	No side effects observed in human studies or consumer feedback.	Several side effects listed by manufacturers and regulatory agencies.
Regulates insulin response	Yes.	Yes.
Slowing down stomach emptying	Yes.	Yes.
Feeling of fullness	Yes.	Yes.
Reduces cravings	Yes.	Yes.
Weight management	SlimBiome® has observed significant reductions in weight loss, whilst maintaining muscle mass in human studies. It contains ingredients which have an approved health claims for weight loss.	Approved for treatment of excess weight by the European Medicines Agency and FDA.
Gut health	SlimBiome® improves gut microbiome diversity, promotes health positive bacteria helping to support gut health.	Common adverse effects of GLP-1 agonists include nausea, diarrhea, stomach pain vomiting and constipation.
Food or Drug	Food.	Drug.
Prescription	No.	Yes.
Application	Food supplement.	Injectable/ tablets in some countries
Cost	£.	££££.



Building a Global Brand -
Its all about The Product

*Partnerships around the
world*



Asia Pacific (Distributors)

- Australia/New Zealand (Maxum, OptiPharm, Brenntag)
- Vietnam (Nasol)
- Malaysia (NexusWise)
- Philippines (CTC)
- Indonesia (Colorindo)
- Thailand (Bonanza)

The OptiPharm OptiBiome Success Story



- 26 year old Australian Company
- Optislim brand is Australia's weight loss category leader
- Trusted and well recognized for delivering weight loss solutions that work
- Large retail brand presence – growing e-commerce
- Sold in over 24 pharmacy chains and Costco in Australia
- Expanded to NZ and Thailand
- **SlimBiome changed to OptiBiome to comply with local legislation**



Optislim[®] 26 YEARS

Optiman

Optiman shakes make it easy to get to a healthier you! We only put the good things in so you don't have to do the guesswork, simply shake and go.

Each delicious shake is a nutritious meal packed with essential vitamins and minerals and a massive 30g of protein per serve! Specifically tailored for the protein needs of men to maintain muscle mass.

Optiman will keep you full and reduce your hunger cravings whilst reducing your calorie intake. Optiman will also improve your gutbiome thanks to the prebiotic fibre, OptiBiome - we know it's good, it was developed by leading UK universities and it's won awards.

Available in Chocolate, Caramel, Coffee, Vanilla and Variety Pack.



30g Protein



Gluten Free



Low Sugar
Low Fat

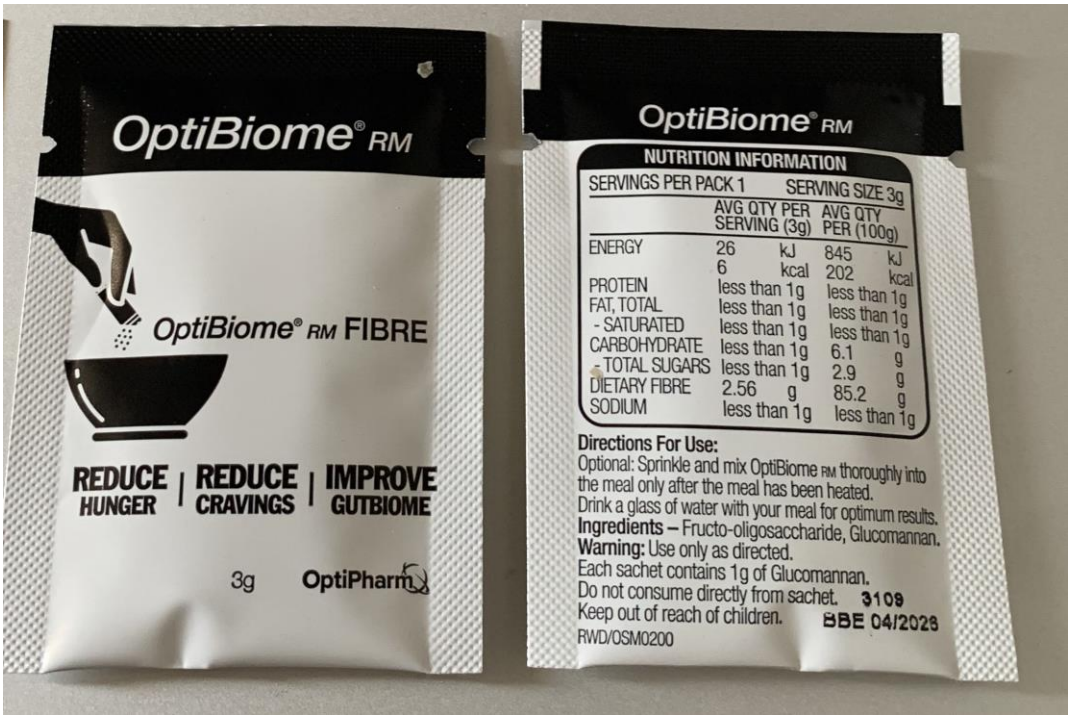
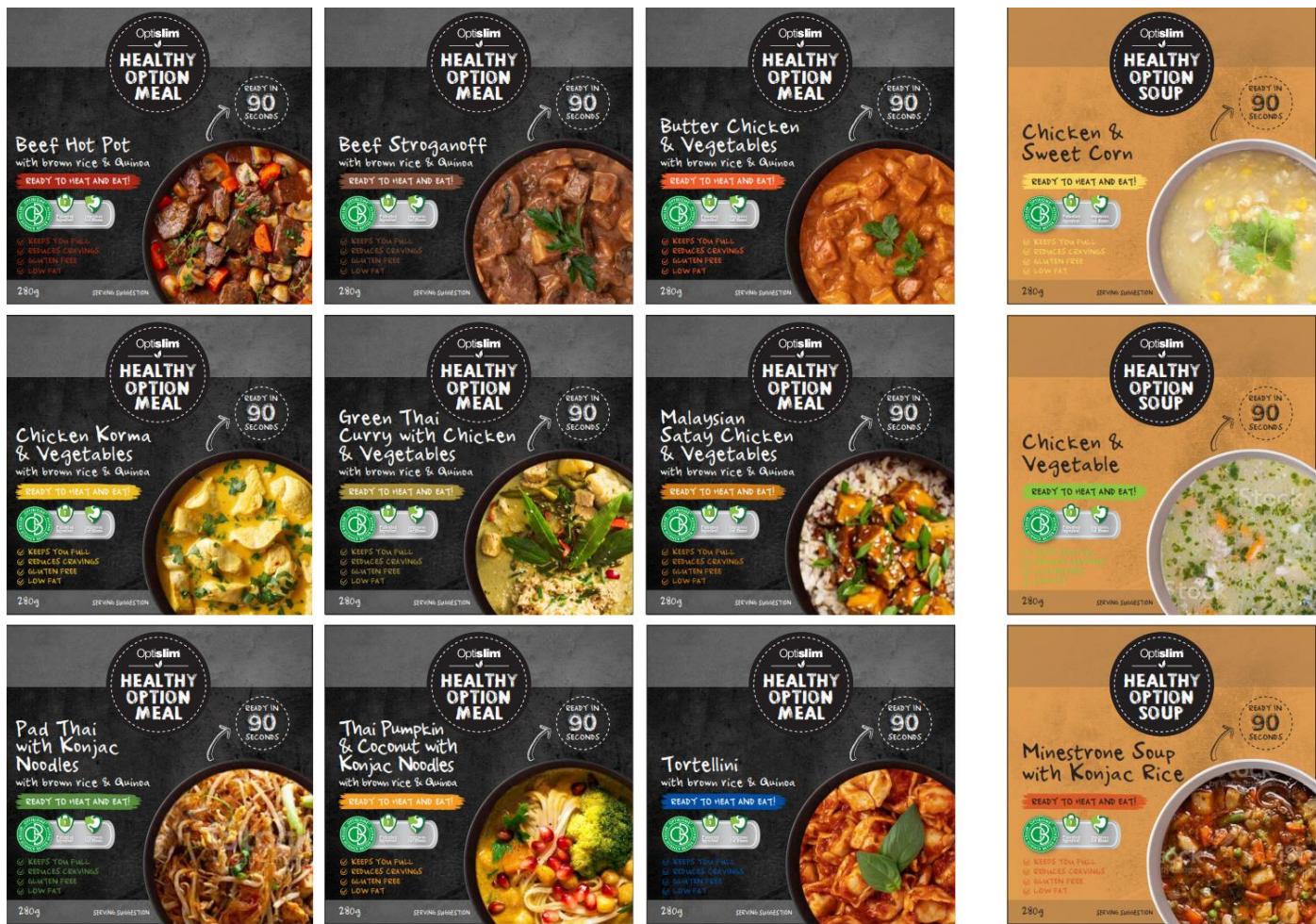


5 STAR
Health Logo



Partial meal replacement

Ready Meals with SlimBiome sachet: Costco Australia



Revenue potential 2024 ~ £270k pa (from stock)

NPD: Opportunities for a SlimBiome sprinkle

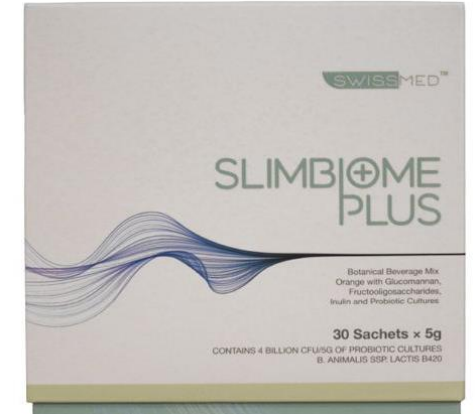
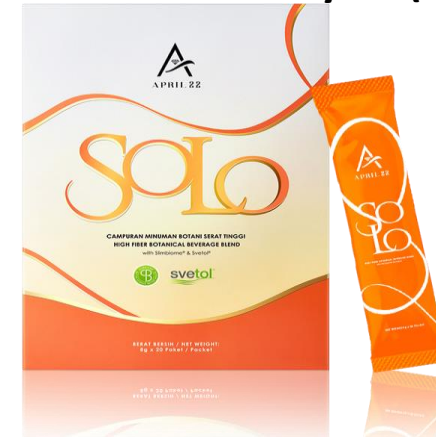
Asia product launches through our agent NutraConnect

Asia: High growth markets with large populations : Vietnam 100m,
Indonesia: 275m

Vietnam (NASOL) – FANU meal replacement



Malaysia (NexusWise)



FITMIX Drinks



ROSMAR Drinks

Philippines (CTC)



ASIAFIT Drinks

YR1 Revenue potential ~£125K-£150K



SLIIMING K



Thailand (Bonanaza)



India

Products in the market - India...



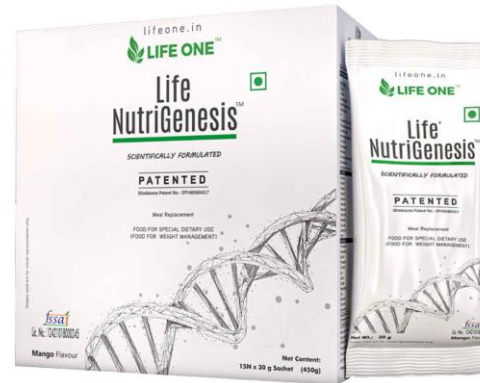
Apollo – Pharmacy Chain
Shots



Apollo – Pharmacy Chain
Meal Replacement Shake



HealthBae –Multilevel Marketing
Meal Replacement Shake



Life NutriGenesis –Multilevel Marketing
Meal Replacement Shake



Anthem Biopharma –Pharma Company
Meal Replacement Shake & Shots



Leeford Healthcare –Pharma Company
Meal Replacement Shake



Increased customer base

- 23% new customers added to Apollo with GoFigure launch.

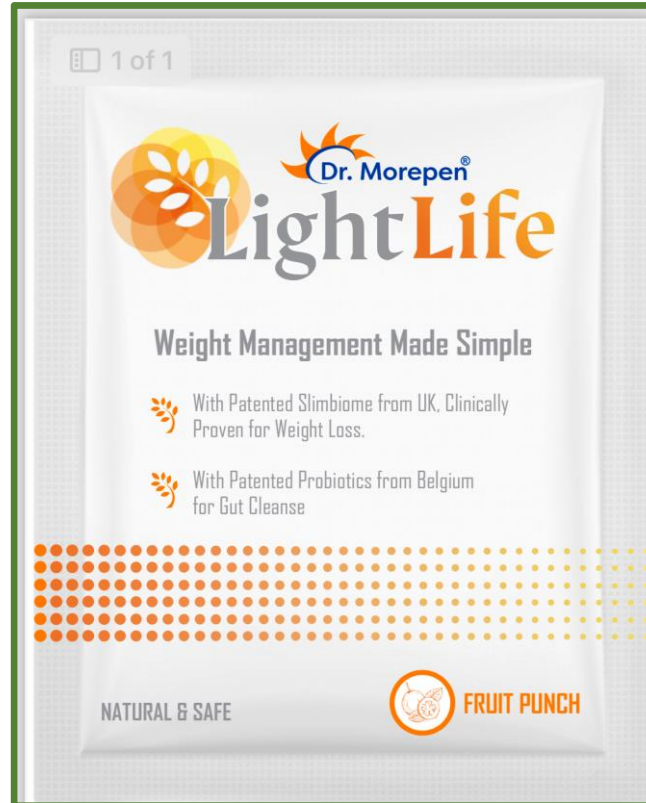
Retention rate

- 87% customers made repeat purchase

Marketing

- Promoting shots as a high fibre companion purchase to leading Whey protein products (Optimum Nutrition)
- Muscletech and MyProtein include LeanBiome in their Whey protein products
- First example of sale as a separate companion product





Morepen India – Revenue potential based on Morepen sales forecast

OPTIBIOTIX	Y1	Y2	Y3	Y4	Y5
Finished Product					
Revenue from sale to Morepen	£1,215,000	£2,726,460	£4,143,150	£5,404,472	£6,755,590
Ingredient					
Revenue from sale of Ingredient to manufacturer of final product (KAG)	£244,350	£548,321	£833,234	£1,086,899	£1,358,624
Finished Product + Ingredient					
Total Revenue (Ingredient and Final Product)	£1,459,350	£3,274,781	£4,976,384	£6,491,371	£8,114,214
Profit	£634,050	£1,422,808	£2,162,111	£2,820,334	£3,525,417



USA

OptBiotix[®]
HEALTH PLC

Sports Nutriotion: Early success with a global leader

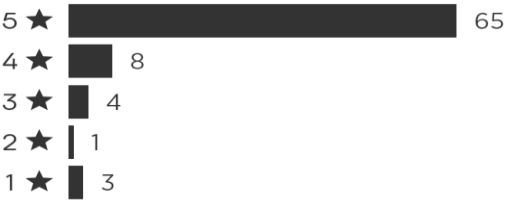


Rebranding underway to bring out science and benefits compared to other whey protein compounds

Launch drew **40% new client rate**, 20% is considered a success.

★★★★★ 4.62

81 reviews



Diet Lean ★★★★★

Very tasty easily mixed and it's help me lose 7lbs in 10 days etc.
Goes Well With:
With weight training and cardio

09/06/2022 by paul **Verified Purchase**

USA Corporate : Revenue potential for ingredient sale to Companies contract manufacturer

- Global launches are complex as cover multiple territories with different regulatory requirements
- Partner is using own contract manufacturer - adds complexity and timescale
- No guarantees until product is on shelves

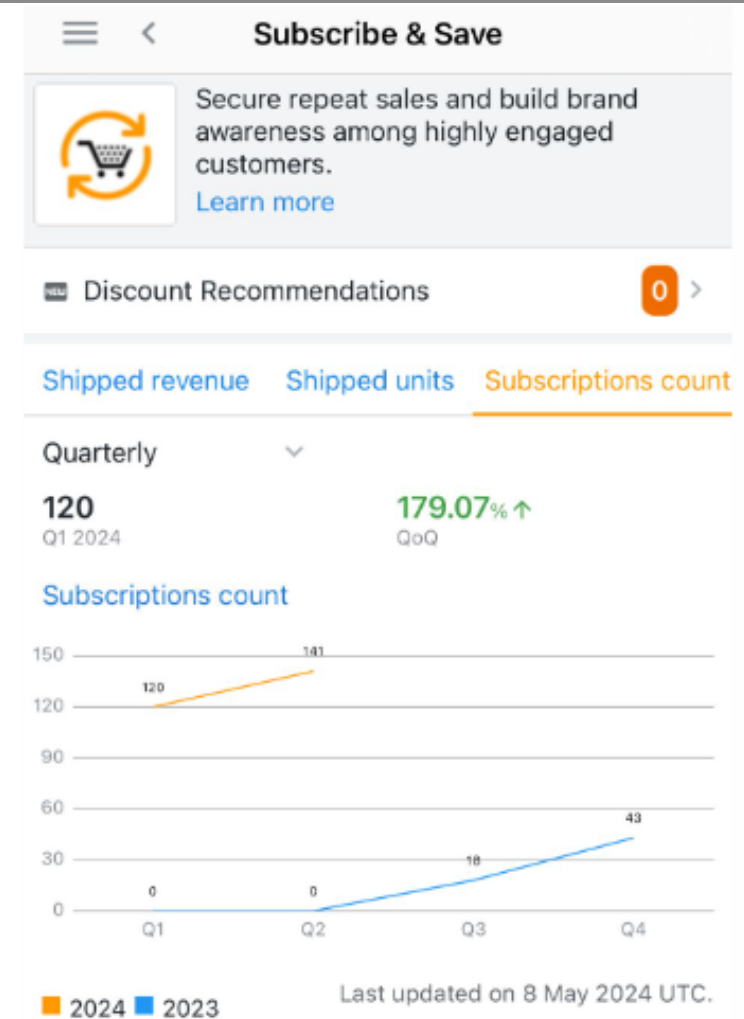
	Year 1	Year 2	Year 3	Year 4	Year 5
Unit Estimate (30 sachets / box)	300000	550000	750000	900000	1000000
Total volume in Kgs	27,000	49,500	67,500	81,000	90,000
(Revenue)	£573,328	£1,051,102	£1,433,320	£1,719,984	£1,911,094
Profit	£368,128	£674,902	£920,320	£1,104,384	£1,227,094



Ecommerce

Amazon UK:

- ✓ Gummies awarded the Amazon Choice Badge – Reflects great customer experience, competitive pricing, positive feedback and an overall high-quality product
- ✓ 24% of sales through Prime Subscriptions – Strong loyalty after Q1 – Customers happy – 179% increase in Q2
- ✓ Amazon DE – Products approved under Fulfilment by Amazon (Prime) – Registering for German VAT
- ✓ Next steps – Capitalise on Prime Day Event and go live with Amazon FBA in Germany



Consumer Health Division – New Opportunities

China (TMall)

- ✓ Sales £20K-£30K pm (largely gummies) – move from TIKTOK to TMALL (Alibaba)
- ✓ Adding SlimBiomeX3 (£60per box) and bars (indulgent bar)

Amazon UAE

- ✓ Officially live 13th May 2024
- ✓ SlimBiome X3 and Wellbiome on Prime
- ✓ **Next steps** - Increase advertising, add gummies approval

Amazon India

- ✓ Products approved and listed in the back-end system under FBA Prime
- ✓ Working on content and keyword optimisation
- ✓ Production ongoing , products will then go live, promotions H2

Amazon US/Walmart US

- ✓ Amazon US approved for FBA Prime
- ✓ Products have been listed in back-end system
- ✓ **Next steps** – US Bank account required to begin selling – Under progress

Health › Diet & Nutrition



Prebiotic Fibre Complex for Gut Health by Wellbiome - Probiotic Support, Digestive Wellness, Immune System Boost - Dietary Supplement for Healthy Microbiome Balance - 30 Servings

Brand: Wellbiome
4.9 ★★★★★ 9 ratings | Search this page

AED 167⁶⁴

All prices include VAT.

Sign in to redeem **15%** off HSBC Credit Card | Amazon App only.
Enter code HSBCMAY15 at checkout. Discount by Amazon. [Terms](#)



Brand Wellbiome
Unit count 30 count
Item form Powder
Item weight 0.24 Kilograms

☐ Yes, I want FREE Delivery

Enjoy FREE & FAST delivery with
[Amazon Prime](#)

AED 167⁶⁴

FREE delivery **Wednesday, 15 May**

Or fastest delivery **Tomorrow, 14 May**. Order within **4 hrs 21 mins**

Delivering to Dubai - [Update location](#)

In Stock

Quantity: 1

[Add to Cart](#)

[Buy Now](#)

E Commerce Revenue Potential

Assumptions:

1. No deterioration in global economic environment
2. Assumes no delays in launch timings
3. Investment in E-commerce channels and products continues to deliver strong growth

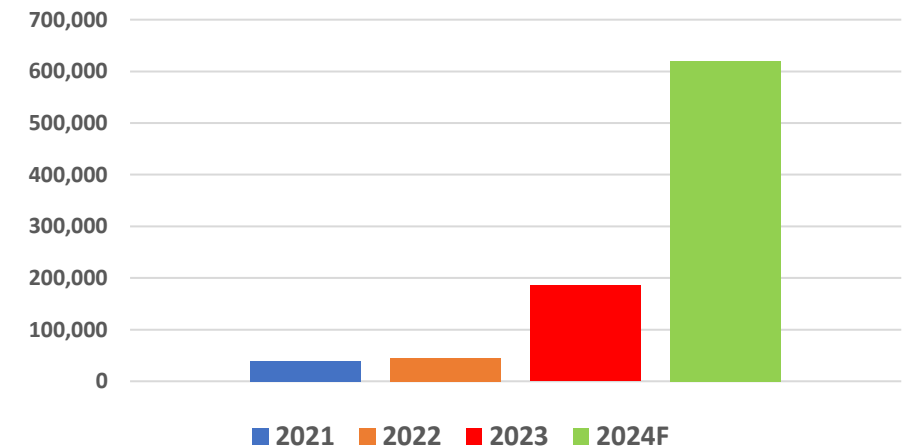
Amazon/Ebay/D2C

Inready/India

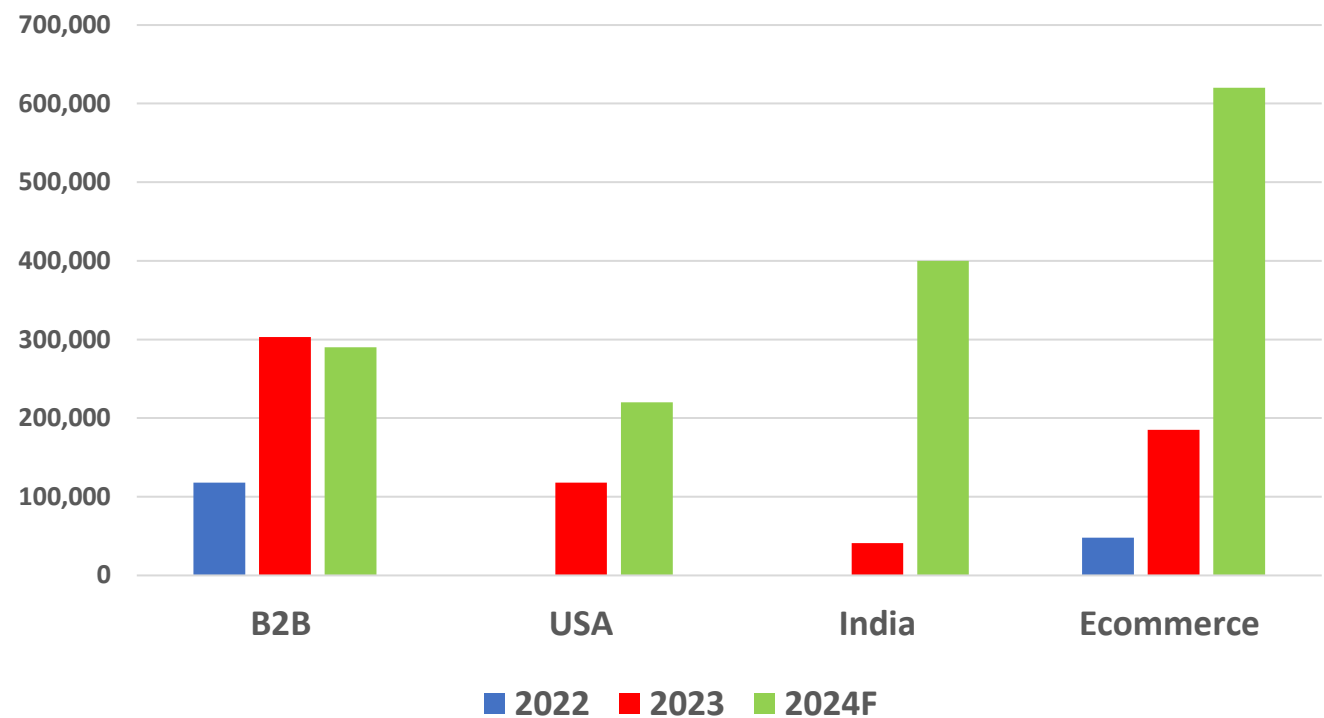
2024	Sales (GBP £)
UK	200,000
ASIA	300,000
UAE	60,000
US	60,000
Ecommerce Total	£620,000

235% increase from 2023

ECommerce growth £pa



Changing Income Streams



- Excludes license fees & other revenues
- Gradual change in income stream

‘second generation to come’

SweetBiotix:

Commercial Status:

- Phased introduction of SweetBiotix® as a bulk sugar replacement substitute followed by partner consumer products
- Preliminary forecasts from DSM-Firmenich, one of its SweetBiotix® partners, of >100,000 metric tonne per annum
- SweetBiotix® included in a finished product for a large global partner with a view for upcoming launch.
- Working with manufacturing supplier to major corporates (10,000 mt per annum)

Microbiome Modulators /Synergistic Prebiotics:

- 7 publications. Joint DSM- Firmenich publication submitted :provide scientific evidence base to support partner discussions and marketing materials for product launches
- Commercialisation of MicroBiome Modulators as a General lactobacillus boost or general health product H2 2024
- A number of discussion underway with global partners – news released as confirmed

SweetBiotix and MicroBiome Modulators: Rapidly developing areas of commercial activity.

Summary

Market: OptiBiotix products address markets trends:-

- Consume interest in hunger and appetite control to support weight loss (SlimBiome)
- Gut health/ microbiome (WellBiome/ MicroBiome Modulators)
- Health snacking – high protein low sugar snacks (gummies, bars)
- Sugar replacements – SweetBiotix

Commercial: First generation products gaining widespread acceptance in global markets with large partners second generation products approaching launch

- SlimBiome: multiple humans studies allowing regulatory approvals for on pack health claims, multiple awards
- Secured deals with major international partners: Apollo, THG, Iovate (MuscleTech), Dr Morepen
- Deals with large USA corporates in late stages
- Products entering fast growing Asian markets
- Ecommerce growth aligns with growing trend for on lines sales
- Commercialisation of second-generation products underway with multiple global partners

Financial:

- Company has rapidly growing sales no debt, a strong balance sheet, and multiple plays in the emerging microbiome space



WINNER OF MULTIPLE Weight Management Awards



Best Functional
Ingredient for Health
and Wellbeing



Ingredient of
the Year Europe
Weight Management



Ingredient of the
Year Asia Weight
Management



Weight Maintenance
Ingredient of
the Year



YOUR INDULGENT SECRET to Craving Control



Glucomannan

Feel full and stay
satisfied longer.

Fructo-oligosaccharide

A prebiotic fibre that
boosts gut health.
A healthy gut is your
secret weapon against
unwanted cravings.

Chromium

Regulates blood sugar
levels, reducing sugar
cravings. Resist the urge
to snack between meals.