



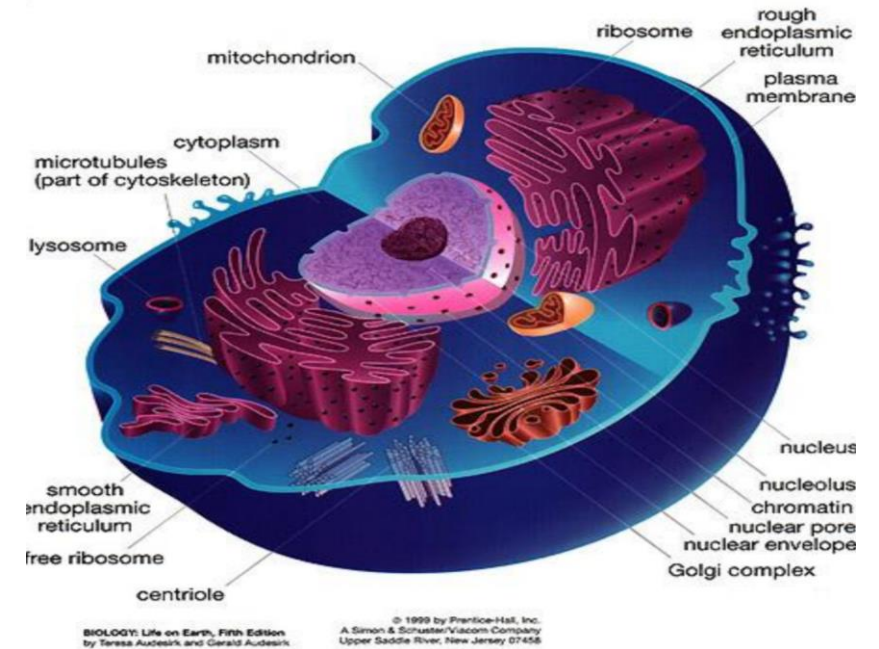
Supports the Resilience of the Body!

Stein Ulve

CEO and Founder Eevia Health Plc
Aktiespararna, March 15, 2023

Cellular Health and Recycling

- Human body has 30 trillion cells (> 200 different cell types)
- All cells are replaced every 7-10 years
 - Exception neuronal and eye lens cells



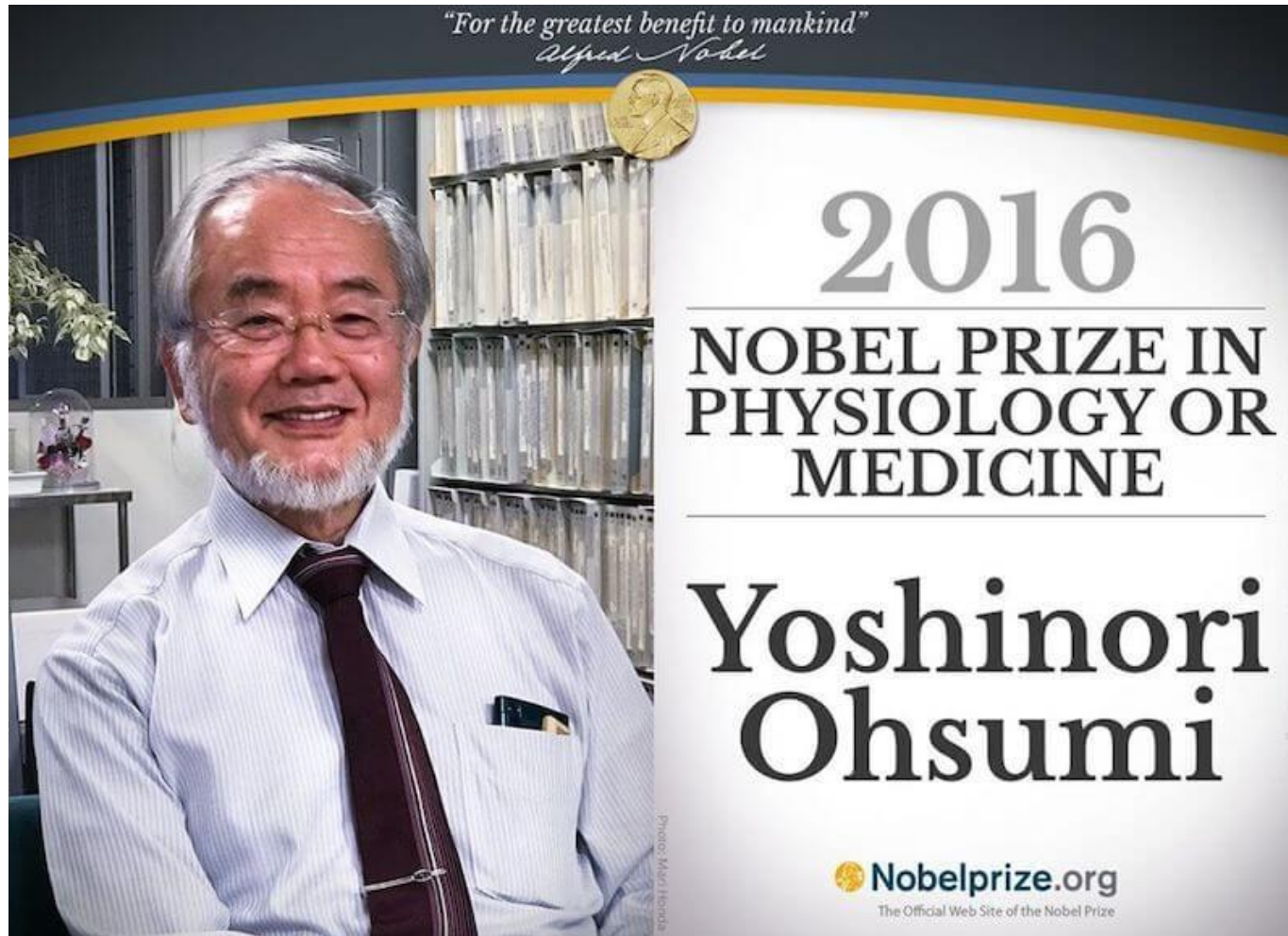
Cell death is a vital biological process!

Healthy cells = Healthy body

Autophagy

Auto = self

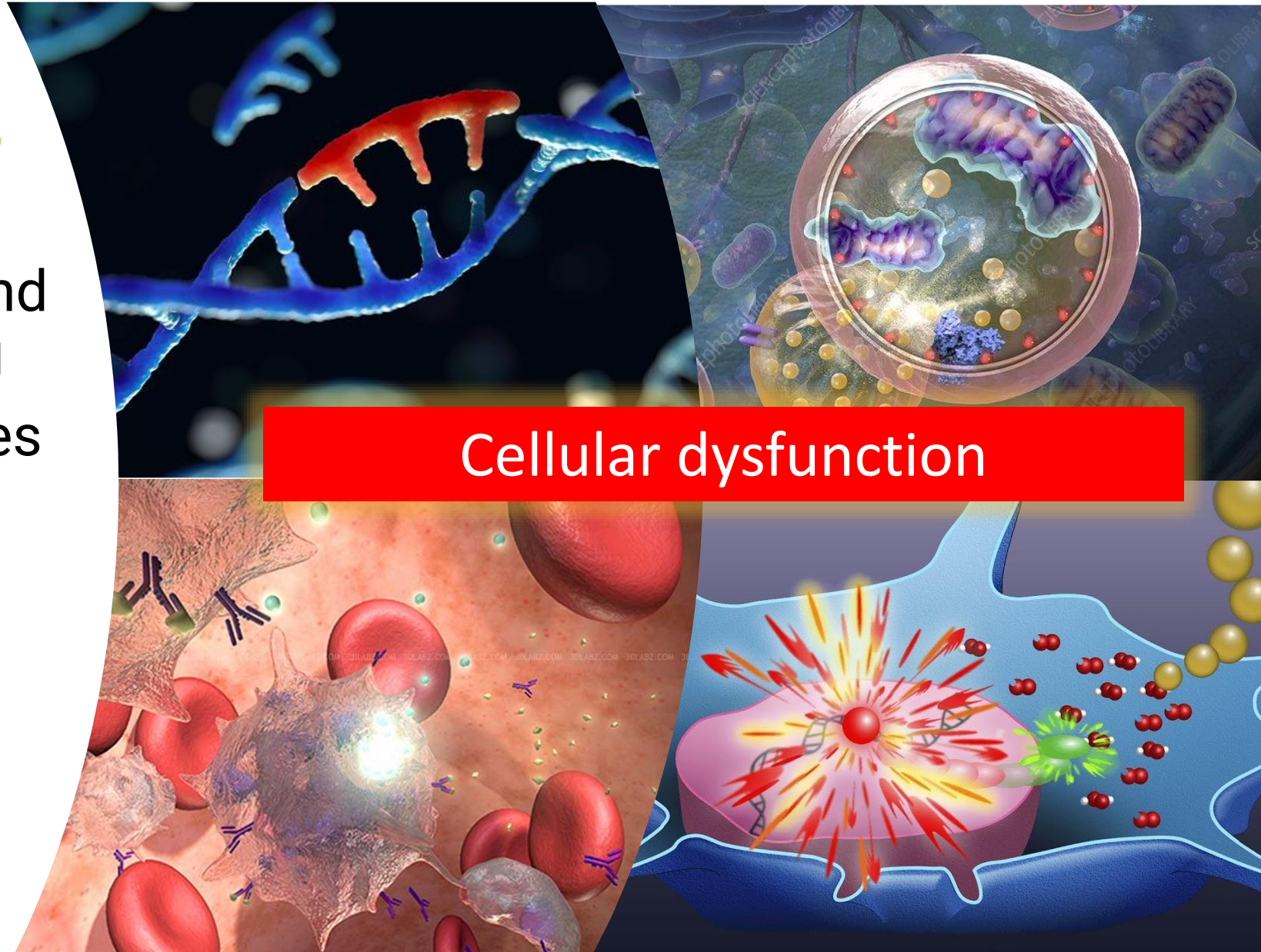
Phagos = eat or consume



Dysfunctional cell autophagy leads to waste accumulation

Cellular health

- Waste accumulation and dysfunctional recycling
- Reactive oxygen species (ROS)
- Gene mutations
- Inflammation



AMD

AGE-RELATED MACULAR DEGENERATION

A GLOBAL HEALTH PROBLEM

36M
people
affected in
Europe

200M
people
affected
world wide

300B
€ annual
cost to
society

RETINARI OBJECTIVES:

Reduce AMD cases causing (legal) blindness **by 25 %**

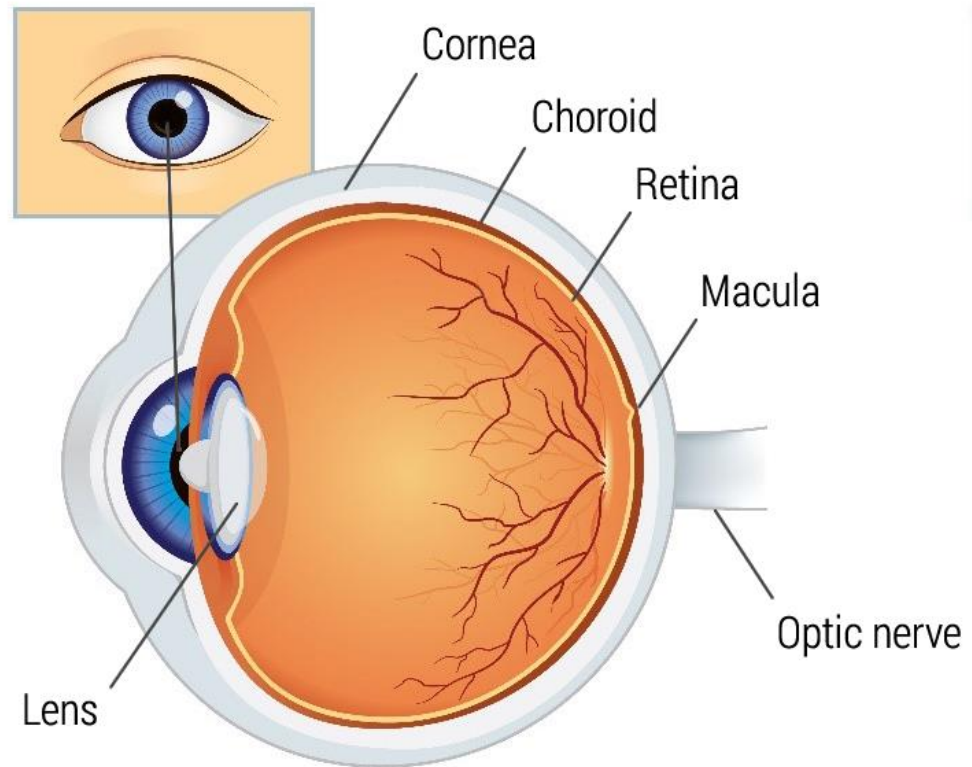
Reduce the economic burden of AMD in the EU by **25 B€**

By 2040

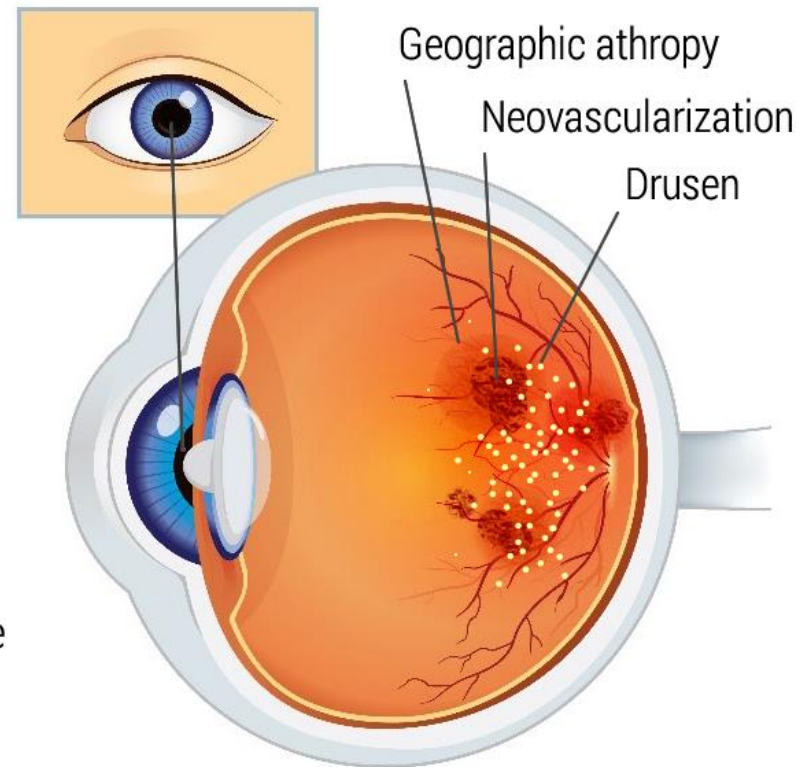


AMD

A HEALTHY EYE



B AMD EYE



Prevent vs. Repair

PROBLEM

AMD is currently addressed only in the late stage, by expensive (500€–2000€ per shot) and painful drug injection treatments to the eye.



SOLUTION

Prophylactic dietary supplement intervention on AMD development already **before onset or in the early stage**, years before injections are even required.



Retinari and AMD

retinari
intervention



NO VISION LOSS

typical
development

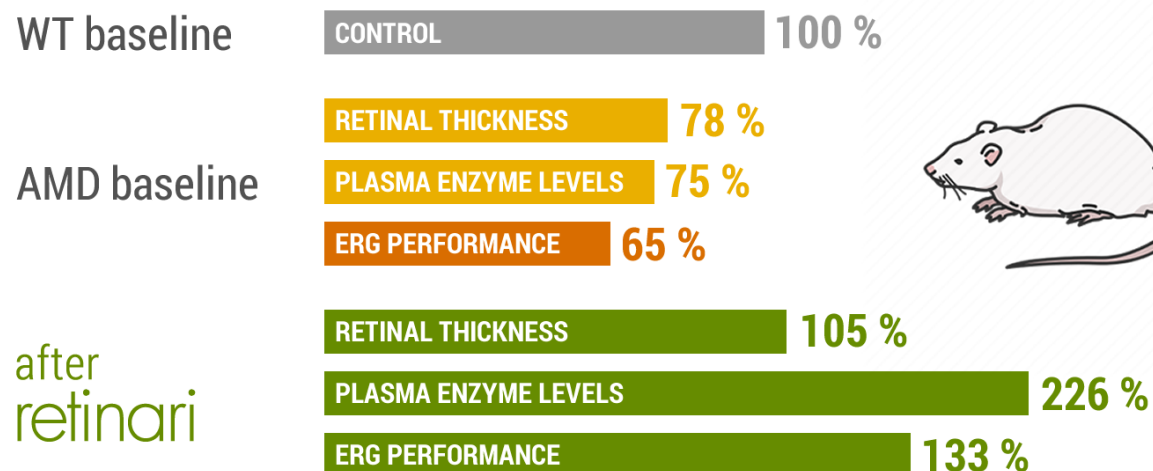


LOSS OF VISION

Retinari™ improves the **underlying** conditions behind AMD, the age-related **impairment of autophagy** and retinal **cytoprotective** capacity.

A unique value proposition

RESPONSE OF AMD MICE TO RETINARI



AMD animal studies* show substantial beneficial effects from Retinari in **vision** and **tissue** level.

Pinosylvin Extract Retinari™ Sustains Electrophysiological Function, Prevents Thinning of Retina, and Enhances Cellular Response to Oxidative Stress in NFE2L2 Knockout Mice

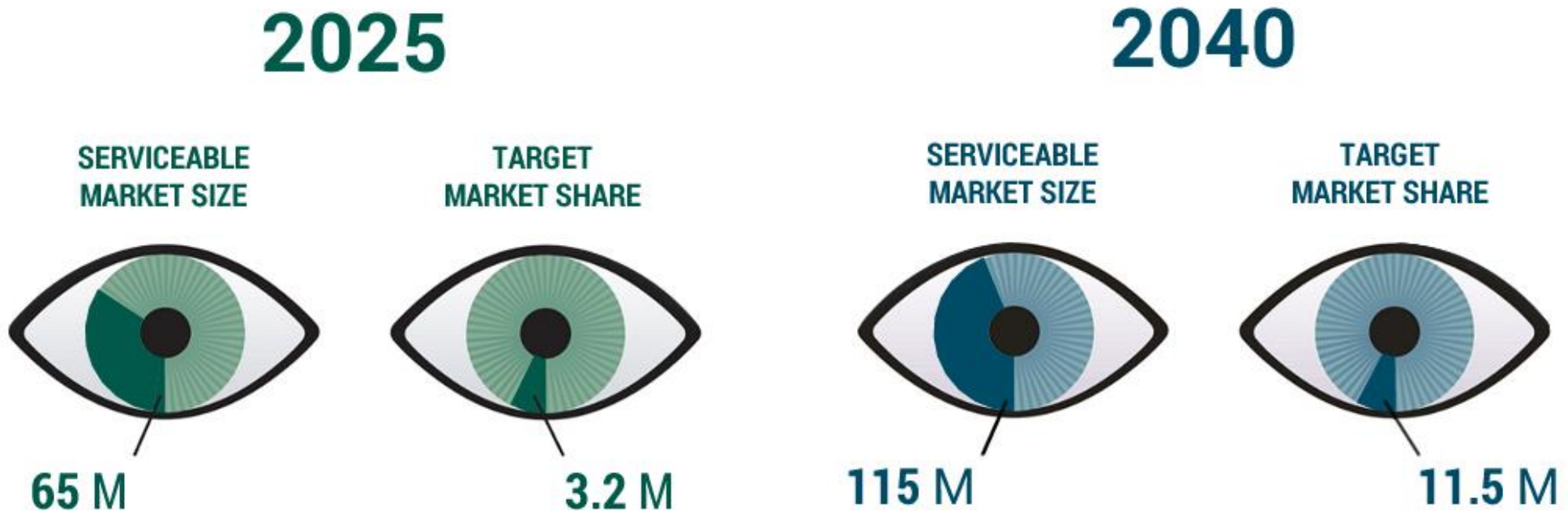
Oxidative Medicine and Cellular Longevity December 2021 (Part B):1-16
DOI:10.1155/2021/8028427

Treatment with Pinosylvin extract Retinari™ sustains electrophysiological function and prevents thinning of retina in AMD mice.

International Journal of Molecular Sciences. 2020. 21.

A major market opportunity

Retinari™ will target a **3.2 B€ AMD supplement market** predicted to grow at **7–9 % CAGR** for the next 30 years due to aging populations.



A **10 % market share by 2040** would translate into 1.1 B€ revenue

Eevia targets health challenges with bioactive extracts from arctic plant material.



Organic, wild-harvested berries, bark, and mushrooms.



Products address important global health challenges
-> Cellular recycling



Sustainability and environmental responsibility



Operating a state-of-the-art green chemistry production facility in Finland.

Net revenues 2022: € 5,9 M

EBITDA 2022 € 0,02 M

Employees: 28

Arctic renewable high-potency organic raw materials



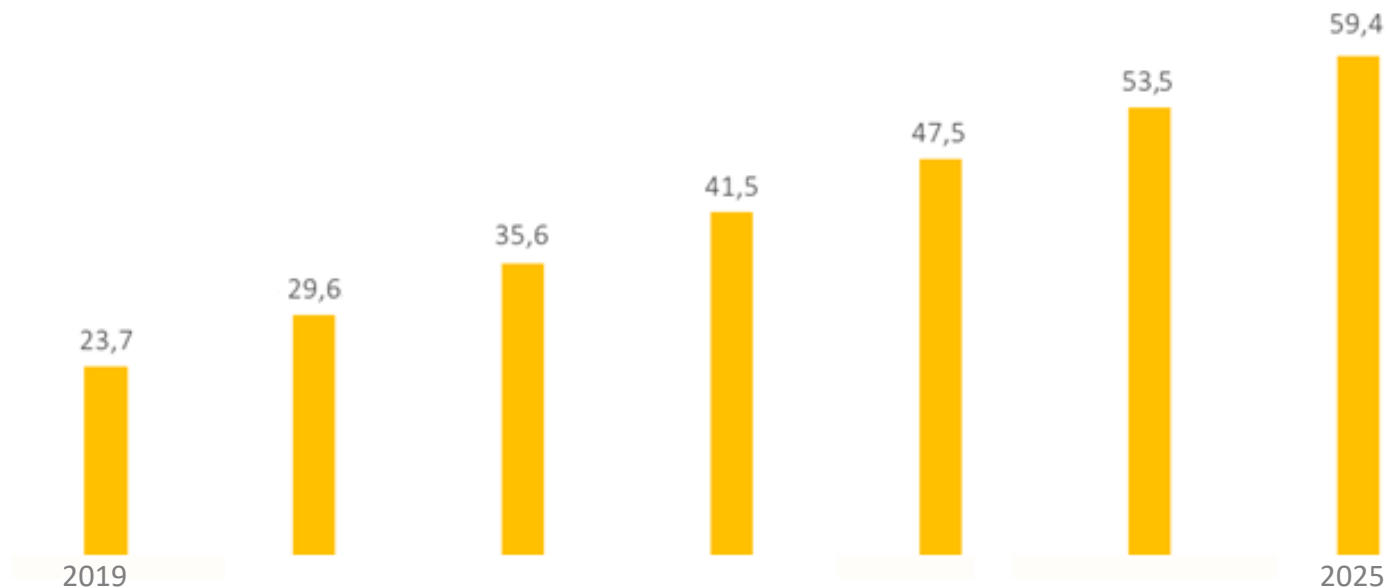
A close-up photograph of a person's hands holding several ripe blueberries. The hands are positioned in the center of the frame, with the left hand holding a larger cluster and the right hand holding two. The background is a soft-focus field of green foliage, likely blueberry bushes. The lighting is bright and natural, highlighting the texture of the berries and the skin of the hands.

Demand for natural extracts

- Increased health awareness drives demand for prophylactic health products
- Geopolitical tensions cause Western brand owners to seek Western supply
- Demographic shifts in the global population and an increasing average life expectancy drive the need for cellular health supplementation

Plant extracts market

- Global nutraceuticals market estimated @ USD 241B in **2019** and projected to be USD 373 B in **2025** (CAGR 7,5%)*
- Global Plant extract market estimated @ USD 24 B in **2019** and projected to be USD 59 B **2025** (CAGR 16,5%)**



* Source: PMMI BIM Report 2021 ** Source: AlliedMarketResearch, Plant Extracts Market, 2019

Markets & Distribution

- Eevia's key markets are USA, Europe, and Australia
- Carefully selected high-quality distributors provide a wide and deep market access
- Potential new geographical market areas in Asia

BARRINGTON
NUTRITIONALS



Product portfolio

Abundant resources

WILD BERRIES



WILD ARCTIC WOOD



WILD ARCTIC FUNGI



Ingredient products

Feno-Myrtillus®
Feno-Vitis®
Feno-Sambucus®

Fenoprolin®

Feno-Chaga®

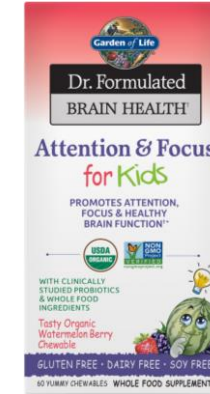
Market size

EUR 1 Billion +*

EUR 0,5 Billion +**

EUR 160 Million +***

* Source: World Health Organization ** Source: Mintel GNPD; Zion Market Research 2018 *** Source: Management estimates



Autophagy from berry anthocyanins

Recent study showed that bilberry anthocyanins induced autophagy by activating AMPK-mTOR pathway and alleviating oxidative stress caused by aging in rats (Li et al 2019, J Agric Food Chem)

Cherry anthocyanins have been proven to increase autophagy in HepG2 cells

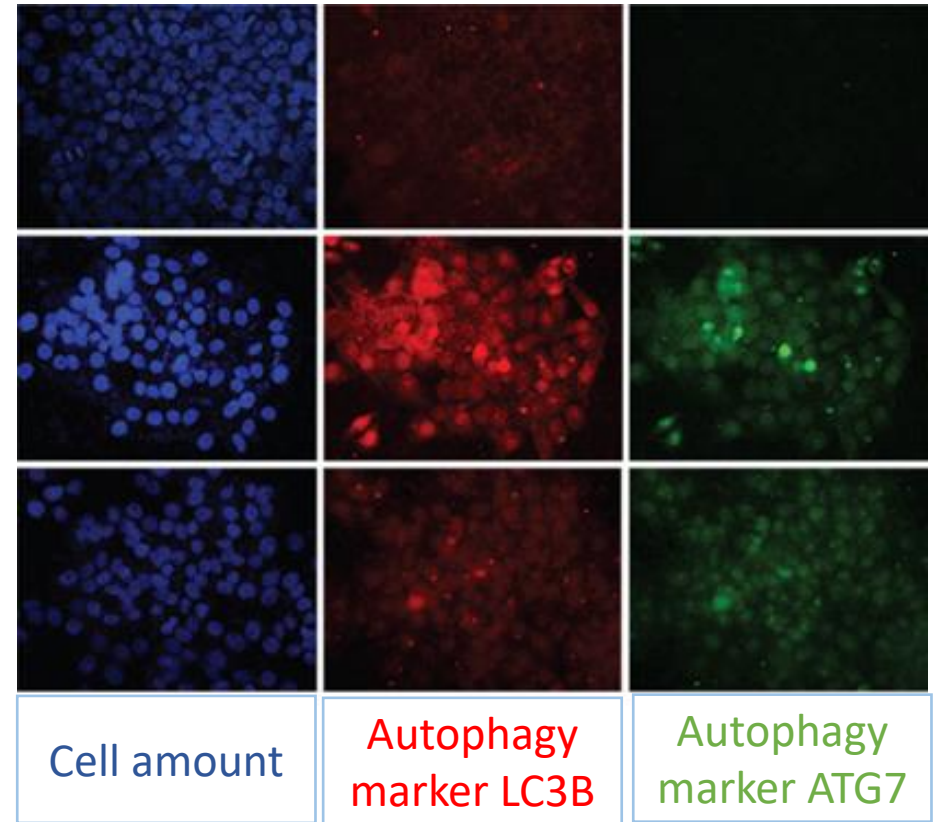
Cherry anthocyanins (CACN) activates autophagy in HepG2 cells.
OA=oleic acid, oxidative stressor; 3-MA= autophagy inhibitor

Chu et al 2019, Oxidative Medicine and Cellular Longevity

OS + control

OS +
Anthocyanin




OS +
autophagy
inhibitor
3-MA



ANTHOCYANINS MAY BE A POTENTIAL WAY TO INCREASE CELLULAR RECYCLING

Competitive landscape for berry extracts

- Depending on the market and product line, Eevia has distinct competitors for each category
- For bilberry extracts, BGC, Indena and Linnea
- For elderberry extract, Artemis International
- For lingonberry extract, Iprona and BGG

	 indena®	 BGG <small>Your natural partner</small>	Others	
Brand awareness	✓			(✓)
Quality	✓			✓
Cost		(✓)	(✓)	✓
Organic				✓
Focus				✓
Supply chain	✓	✓		✓



Eevia as a unique supplier

- Organic certification from the Nordic
- Manufacturing close to harvesting sites results in authentic and sustainable products
- Unrivalled quality and high potency
- Beneficial composition, anthocyanin profile, nutritional profile, possibilities for differentiation

Management team



Petri Lackman - Chief Technology Officer



Harri Salo – Chief Manufacturing Officer



Stein Ulve - Chief Executive Officer



Matleena Kotila – Commercial Manager

Share price development

Evia Health share price at Spotlight Stockmarket



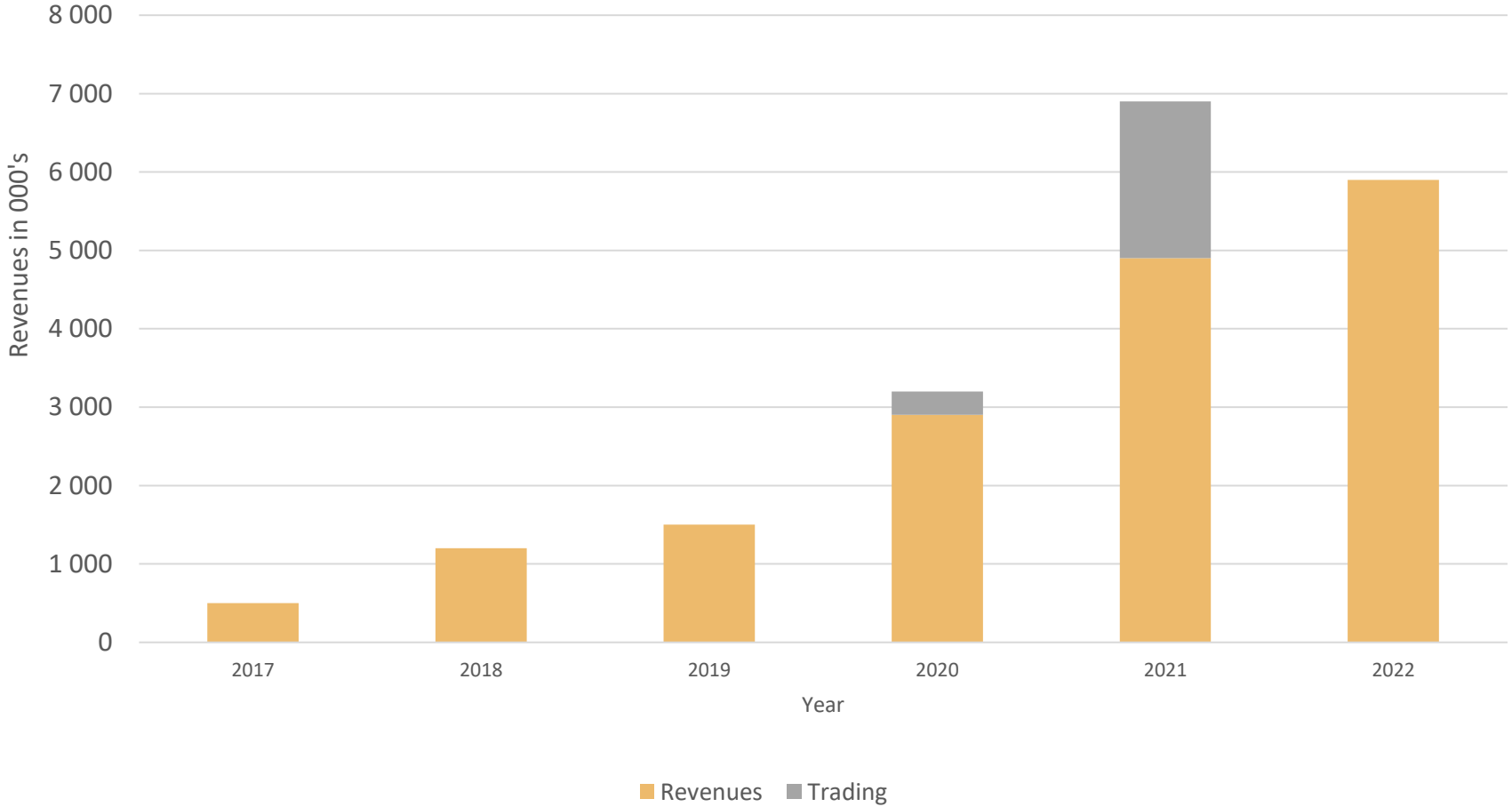
Share price:
SEK 1,55

Market Cap:
SEK 47 millioner

P/S-ratio:
0,67

Equity research:
Analyst Group
<https://analystgroup.se/bolag/evia-health/>

Net revenue development 2017 - 2022

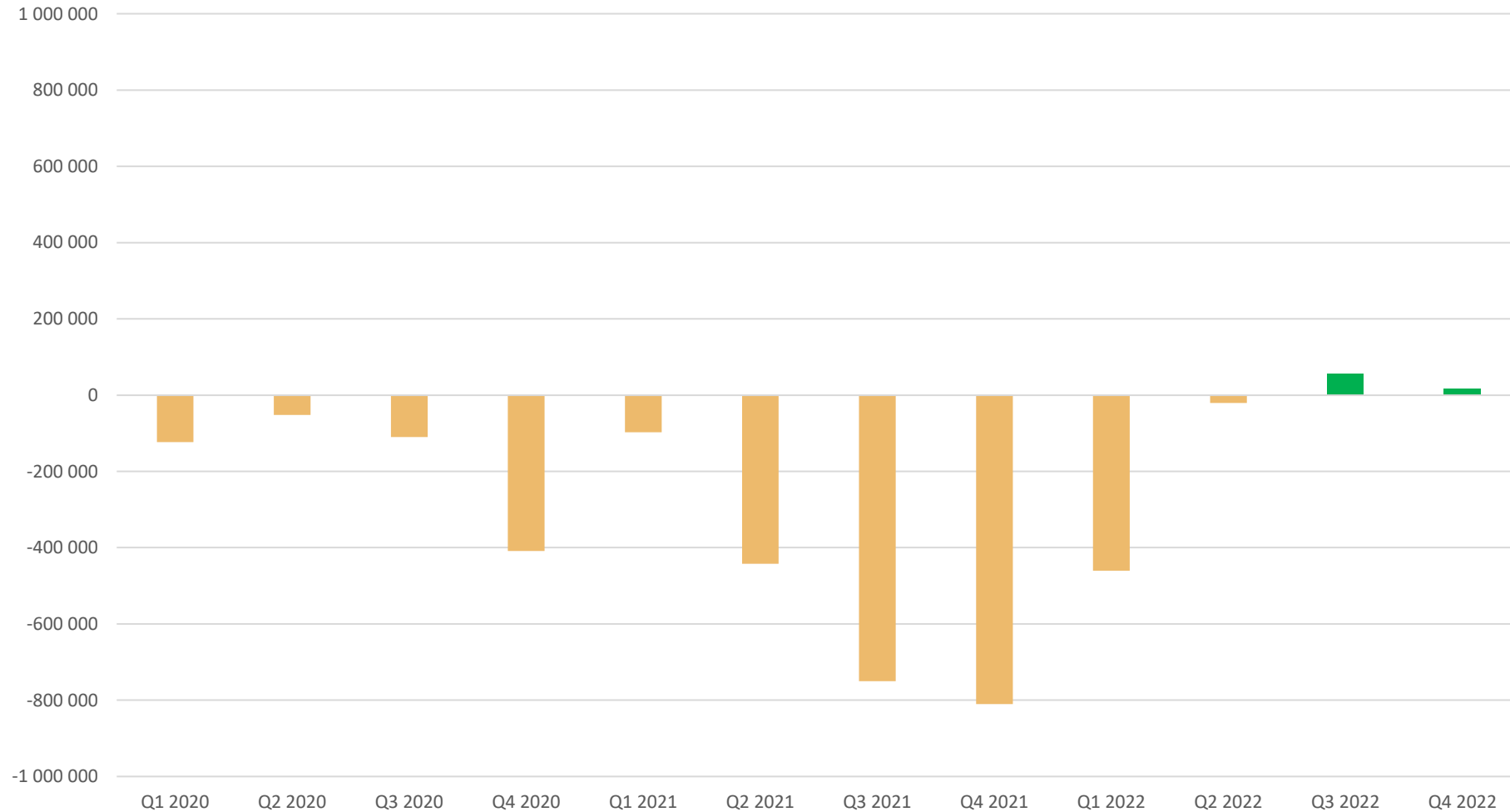


CAGR:
>110 % Q-on-Q

Export ratio:
>95 %

Main product:
Feno-Sambucus™ 14
(Elderberry extract)

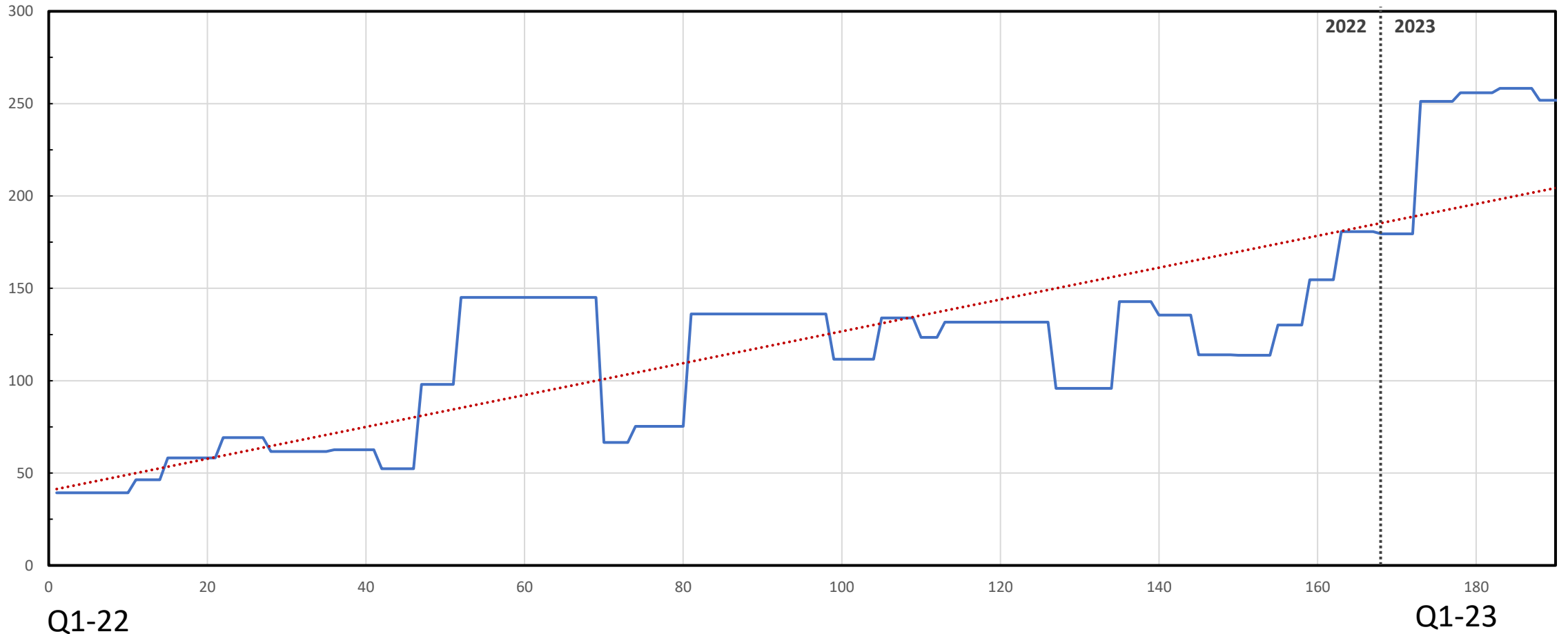
EBITDA development Q1-20 – Q4-22



Gross Margin:
>45 %

Production performance development

Product Equivalent Output per batch (Campaign Averages)



Key Milestones reached in Q1 2023: First-ever campaign(s) completed with over 250 Product Equivalent Output on average.



Summary of Eevia value proposition

- Unique position with organic high-quality extracts from the arctic
- Strong supply chain in key raw material markets.
- Differentiation options as value drivers
- Huge market- and growth potential in key indications such as cellular health

THANK YOU FOR YOUR ATTENTION!

STEIN ULVE
Chief Executive officer

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eevia
HEALTH

www.eeviahealth.com