



HealthFocus
PRODUCTS AUSTRALIA



**Changing
the way you think
about skin care**

Our mission is to reinvigorate Primary
Health Care by providing cost effective,
preventative health care solutions

Health Focus Products Australia is an exciting

Biotechnology Startup

HFPA is an **exciting biotechnology startup**, with a cosmeceutical product range already on the market, a second wound-care product range about to be launched and expected to explode, and a strong R&D pipeline poised to add great new products in the next two to four years (chronic skin conditions, MRSA, Alzheimer's). On the verge of a **very high-growth period**, HFPA is seeking \$4M in capital or convertible notes to invest in marketing and distribution, staff, R&D and debt reduction.

Its current Opal-A (licensed) anti-ageing cosmeceutical range (OnlyPapaya™) is clinically proven, and the wound-care range, OptiDerma®, has made a fantastic impact in an aged-care market trial



(>80% market capture) and is the only product line where Aged Care facilities across Australia are **reimbursed for applying it**. HFPA has recently signed distribution agreements with some of the largest pharmacy groups in Australia. The Australian anti-ageing market is estimated **\$270M/y** and wound-care **\$2.6B/yr**. Capturing 5% of each would generate **revenue of \$150M/yr**.



HFPA has developed its own patent-pending nature-based skin-care active ingredient

Dermaxylate

With the addition of our new QUT growth-factor based non-toxic plant extract we can **speed up wound healing by a factor of 3**. Our OptiDermaPlus® wound-care range is already AustL approved and is completing clinical trials to become AustR approved.

We will phase out OptiDerma®(Opal-A) with OptiDermaPlus®(Dermaxylate) gradually, once key wound care stakeholders have had time to review and trial products.

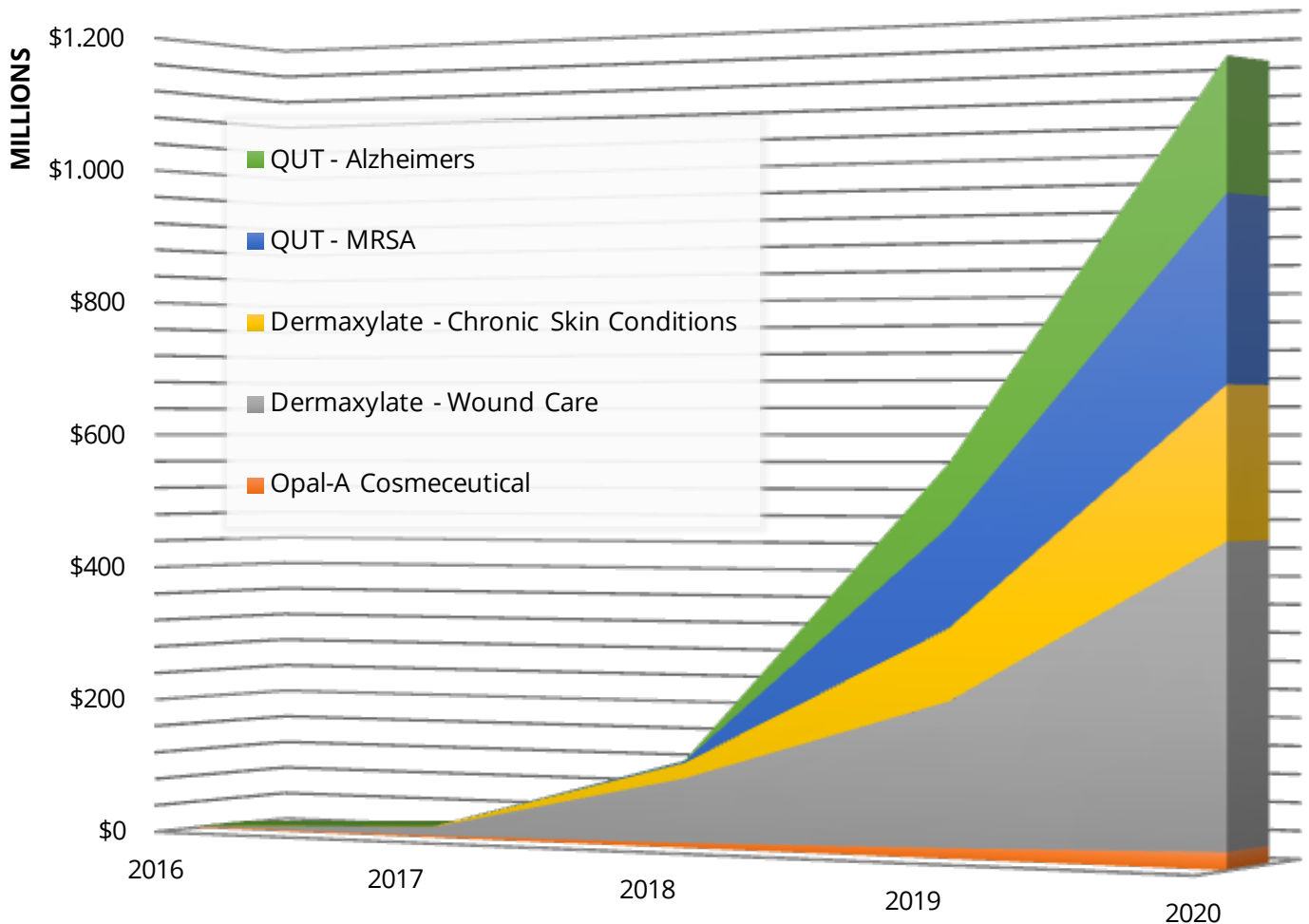
Dermaxylate's use as a chronic skin condition agent is under clinical trials

and is expected to be launched in one to two years.

Both uses benefit from the newly signed Australian distribution agreements, and we are negotiating distribution in Germany, UK, Poland, Czech Republic and China. The global wound-care market is **\$250B/yr** and chronic skin conditions a further **\$35B/yr**.

Capturing a market shares as low as 0.1% would mean **revenues greater than \$300M/yr**; we believe the potential is much higher.

HFPA Revenue Growth by Product Line





MSRA and Alzheimer

With the Queensland University of Technology (QUT)

HFGPA has established a R&D partnership with the Queensland University of Technology (QUT) that will bring products to high growth medical markets, such as **MRSA** infections and **Alzheimer's** treatment.

Both substances are beginning clinical trials, having shown fantastic initial results.

HFGPA will own the IP resulting from this partnership. The global cost to society of the two conditions is greater than \$600 billion/year. Conservatively, if the products achieve their expected success, **HFGPA's revenue could be in excess of \$1 billion** in five to ten years; realistically, it is likely that a large pharmaceutical company will either license or acquire the IP before that happens.

HFGPA was created and is supported by the Health Focus Group (HFG), a solid pharmacies and medical centres business. HFG (and its shareholders) has invested in R&D, provided loans,

management services, distribution channels, leadership and vision to HFGPA, and is its majority shareholder (72%). Further, HFG's pharmacies and medical centres provide a distribution channel for HFGPA.

HFGPA has historically conducted its own R&D, which will be **greatly enhanced** by the QUT agreement. It has also developed its own procedures for clinical trials, leveraging HFG medical centres and the Queensland Clinical Trial Network, which **greatly reduces the cost and time of conducting** them.

Manufacturing is outsourced, with significant available capacity. Marketing and sales are underfunded and will benefit from the capital raise.

HFG management is highly capable in health and pharma, and in bringing new products to market. Dedicated HFGPA management will be recruited using the capital raised and as HFGPA products gain market share.