



AQABELA LTD

www.aqabela.com

Aqabela Ltd is on a mission to bring health to the forefront of the food and beverage industry. We call it **"Finding Full**

Food Value." Our goal is to provide consumers with food products that have health-impacting properties supporting immunity, healthy glucose metabolism, cardiovascular function and improve performance.

We're excited that our first project identified key ingredients in CPG products that significantly improved health in our target areas. We have now filed our first provisional patent. By working with food producers and other partners, we hope to create another layer of health protection for consumers and help them live their healthiest lives.

Value Proposal for Food Producers

Food producers have a gross profit margin of just 19%, compared to the average of 49% across all industries. That's where we come in. Our know-how to introduce health properties into CPG foods and developing regulatory health claims can add a whopping 225% onto the retail price of a product. This solves the industry's margin problem while providing another layer of consumer health protection.

Several factors are driving consumer demand for CPG products with health-impacting properties. If we focus on the USA, consumers are looking to take responsibility for their own health. Post-Covid, approximately 30% of consumers are actively seeking immune-supporting ingredients in the products they buy & approximately 50% of respondents to a Deloitte survey said that they strongly disagreed/disagreed with the statement, *'I trust pharmaceutical drug companies.'* What does this mean? The exact industry that has been entrusted to safeguard people's health has lost trust and their consumer base are looking for alternatives. This is a moment of opportunity to fulfil the promise of the food industry and disrupt healthcare as we know it. What is missing is hard evidence that individual products can make a significant difference in consumer health.

Competitors: The pharmaceutical industry is not going away. One of Aqabela's criteria for success is that our food will work alongside pharma products, support their efficacy as an adjuvant product in some cases and not interfere with consumer medication. There are also several companies that are looking seriously at introducing active functional ingredients to food and delivering these as consumer products (eg. Nuritas). Large food producers (Nestle, Danone, Kraft-Heinz, Mondelez) are also looking for novel functional ingredients to introduce into their products. Several large ingredients companies are also looking for novel functional food ingredients (ADM, Cargill, IFF). We look at all these companies as potential partners. Our strategy is to develop a robust pipeline of intellectual property and licence this to partners. Our goal is to get products that are tested, proven & regulatory-approved to allow them to be appropriately marketed in retail outlets allowing consumers to make informed decisions about their health.

Aqabela Advantage: We are taking a revolutionary approach to extend healthspan using food. Our team is focussing on nutrition products because they have numerous therapeutic advantages. First and foremost, food is effective. As an example, we have demonstrated

our active ingredients contained in food products prevented death and lung damage as good or better than a pharmaceutical antiviral by supporting natural immunity to influenza. Secondly, food is safe and required for life. This is an opportunity for differentiation in the marketplace. As the post-covid surveys show, consumers are considering health functions as a factor when choosing products. Their safety profile will allow daily use coexisting with medications or other health requirements. Third, because of the diverse nature of food, ingredients can have impact several bodily systems to support a global healthy state rather than a one-drug one-target inherent in pharmaceuticals.

We also have several product development advantages over traditional pharmaceutical approaches. We can obtain regulatory health claims for consumer-packaged goods in just 35% of the time it takes using a pharmaceutical approach, and at a cost saving of \$76 million. Our products will particularly appeal to untapped markets in the health and wellness space. A nutritional, first-in-class approach would be particularly appealing to consumers seeking alternatives to the pharmaceutical industry.

Business Model: Our strategy is to work with producer partners who are motivated by the potential for a 225% increase in revenue through the development of science-backed food regulatory health claims for their existing consumer packaged goods (CPG) products. We'll also be partnering with those who want to develop full food value products, such as functional beer or immune-supporting sports recovery drinks. Our partnerships will be structured using milestone and royalty payments, ensuring that both parties see the benefits of our collaboration. We believe that this model will help drive success for both our company and our partners, as we work towards our shared goal of bringing health to the forefront of the food and beverage industry.

Company Milestones

Provisional Patent Filed UK (April 2024) Our patent identifies a novel functional ingredient and covers its use in CPG food products, manufacturing and in combination with other functional products. **Licencing Available**

The Founders

Monta Niedola is a medical doctor and qualified psychologist with extensive expertise in aromatherapy and entrepreneurship. She founded AromaStudio, a successful chain of stores promoting natural beauty and skin treatment products in the Baltics. **Scott Parkinson** holds a PhD in Biochemistry and has 12 years of R&D leadership experience in the pharmaceutical and food industries with companies like Novartis and Nestle. He understands the strengths and weaknesses of these industries and the potential of nutrition to transform healthcare. **Kristaps Niedols** is an experienced international project manager across a range of projects from construction and real estate, multimillion Euro EU-funded infrastructure projects for Riga City Council and exploratory projects looking at the use of drones in everyday city life.

Aqabela Ltd UK Incorporated #NI674020

Investment Goal \$5M/20% Equity to move our functional ingredient IP through clinical trials and obtain Regulatory Health Claims in Immune Health and Metabolic Health

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