



MINERVA WISE LIMITED

Drug–Device Combination Product for Rapid Alcohol Reduction

A discreet wearable platform designed for on-demand alcohol reduction, with an approximately 10-minute development target.



A protected product concept designed to create a new global category around rapid, on-demand alcohol reduction, personal wellbeing and everyday control.

Celebrate. Stay Clear. Stay You.



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Cross-border project footprint
Malta | Italy | United Kingdom



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USE-CASE LANDSCAPE

Alcohol Reduction on Demand

A person may have a glass of wine, a beer or a drink and simply decide that this is enough for now. The product is conceived for that exact moment, when the user chooses to stop drinking and wants alcohol reduction to begin.



An on-demand wearable option designed for use after the last drink, at the moment the user decides to stop consuming alcohol.



Relevant across dinners, celebrations, hospitality, travel, business occasions and private moments.



Built around discretion, portability, personal control and an intuitive user experience.



A single product proposition with relevance across different adult lifestyles, cultures and patterns of alcohol consumption.



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GLOBAL RELEVANCE

A worldwide adult market shaped by **widespread** behaviour

Alcohol consumption spans age groups, cultures, income levels and social settings. WHO reported that 43.8% of people aged 15+ worldwide were current drinkers in 2019.



Different adults may value different benefits: health and wellbeing, discretion, comfort, moderation, planning, cognitive and physical readiness, privacy and greater control over what follows the last drink.



Alcohol affects far more than the social moment itself; its consequences extend into health, sleep, energy, judgement, productivity, relationships, injuries and the ability to meet personal or professional commitments.



The opportunity is broader than a single occasion or demographic: it addresses a recurring global behaviour with a recurring need for on-demand alcohol reduction.



The commercial model can support repeat use, multi-unit formats and international expansion through appropriate authorised channels.

Source: WHO Global status report on alcohol and health and treatment of substance use disorders, 2024.



HEALTH AND DAILY-LIFE RELEVANCE

A large global burden with an everyday point of intervention

The moment when a person decides to stop drinking sits at the intersection of health, wellbeing, performance, planning and personal choice.



1. WHO attributes approximately 2.6 million deaths worldwide to alcohol consumption in 2019, equal to 4.7% of all deaths that year.



2. Alcohol accounted for an estimated 115.9 million disability-adjusted life years in 2019, reflecting effects from noncommunicable disease, injuries, mental-health conditions and other causes.



3. The product vision is to create a new on-demand intervention centred on measurable alcohol reduction once the user decides that drinking has finished.



4. A wearable format creates the possibility of bringing that intervention directly into real-life adult routines, wherever the decision to stop drinking happens.



Source: WHO Alcohol Fact Sheet, 2024; WHO Global status report on alcohol and health and treatment of substance use disorders, 2024.





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PRODUCT CONCEPT

A discreet, accessible wearable format

The goal is a compact wearable product that is easy to carry, intuitive to use and ready when the user decides to stop drinking.



Designed for adults who want an on-demand alcohol-reduction option after their last drink.



Potential commercial formats include single units, travel packs and multi-unit repeat-use packs.



The format is suitable for social, hospitality, travel, home and everyday planning contexts.



The product platform is intended to support scalable manufacturing and international commercial deployment as development progresses.



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VALIDATION PATHWAY

From protected concept to measurable performance

The development programme is structured around a clear technical objective and staged evidence generation.



1 Internal development benchmark: rapid alcohol reduction around 10 minutes from activation or release.



2 Preferred development logic: one patch for the reference exposure, activated once the user decides to stop drinking.



3 Core development gates include retained functional performance, stability, controlled release, skin-interface transfer, metabolite management, safety and reproducibility.



4 Each stage is designed to convert the concept into increasingly robust evidence for regulatory development, scale-up and future clinical evaluation.



Protected technical details are reserved for diligence under NDA.



Technical and formulation details remain available under NDA.

EUROPEAN UNION REGULATORY PATHWAY

Integral drug–device combination under the medicinal–product framework

The product is being developed for the European Union as an integral drug–device combination in which the medicinal constituent provides the principal intended action.



The regulatory pathway is governed through the medicinal–products framework, with the device component required to meet the applicable Medical Device Regulation general safety and performance requirements.



Development planning therefore integrates pharmaceutical quality and CMC, device verification, toxicology, usability and human factors, clinical development, manufacturing controls and lifecycle management.



This pathway creates a structured development framework and a meaningful regulatory barrier to entry as the product advances toward authorisation.



Regulatory strategy is being built into development from the outset so that technical, manufacturing and evidence–generation decisions support the intended European Union route.



STRATEGIC DEVELOPMENT ROADMAP



Regulatory
Strategy &
Classification



Integrated
Development
Planning



Clinical
Development &
Evidence Generation



Manufacturing
Readiness &
Quality Systems



Authorisation
& Lifecycle
Management



STRATEGIC RATIONALE

A new global category built around an enduring behaviour

Alcohol is consumed across the world, across generations and across economic cycles. A product designed for meaningful, on-demand alcohol reduction when drinking stops addresses a persistent global behaviour rather than a temporary trend.

- 1  WHO data indicate a very large worldwide drinking population, creating a broad foundation for an international on-demand alcohol-reduction category.
- 2  The need is recurrent: people drink repeatedly and repeatedly reach the moment when they decide they have had their last drink, creating natural repeat-use economics.
- 3  The product can combine an intuitive user experience with protected technology, regulated development and increasing barriers to entry.
- 4  Global value creation can come through direct commercialisation, regional licensing, strategic co-development, distribution partnerships and future acquisition pathways.
- 5  A strong intellectual-property position, a defined European Union regulatory route and scalable manufacturing can transform the concept from a product into a defensible international platform.
- 6  The long-term opportunity remains linked to one of the world's most established social behaviours, giving the category unusually durable relevance.

Source: WHO Global status report on alcohol and health and treatment of substance use disorders, 2024.



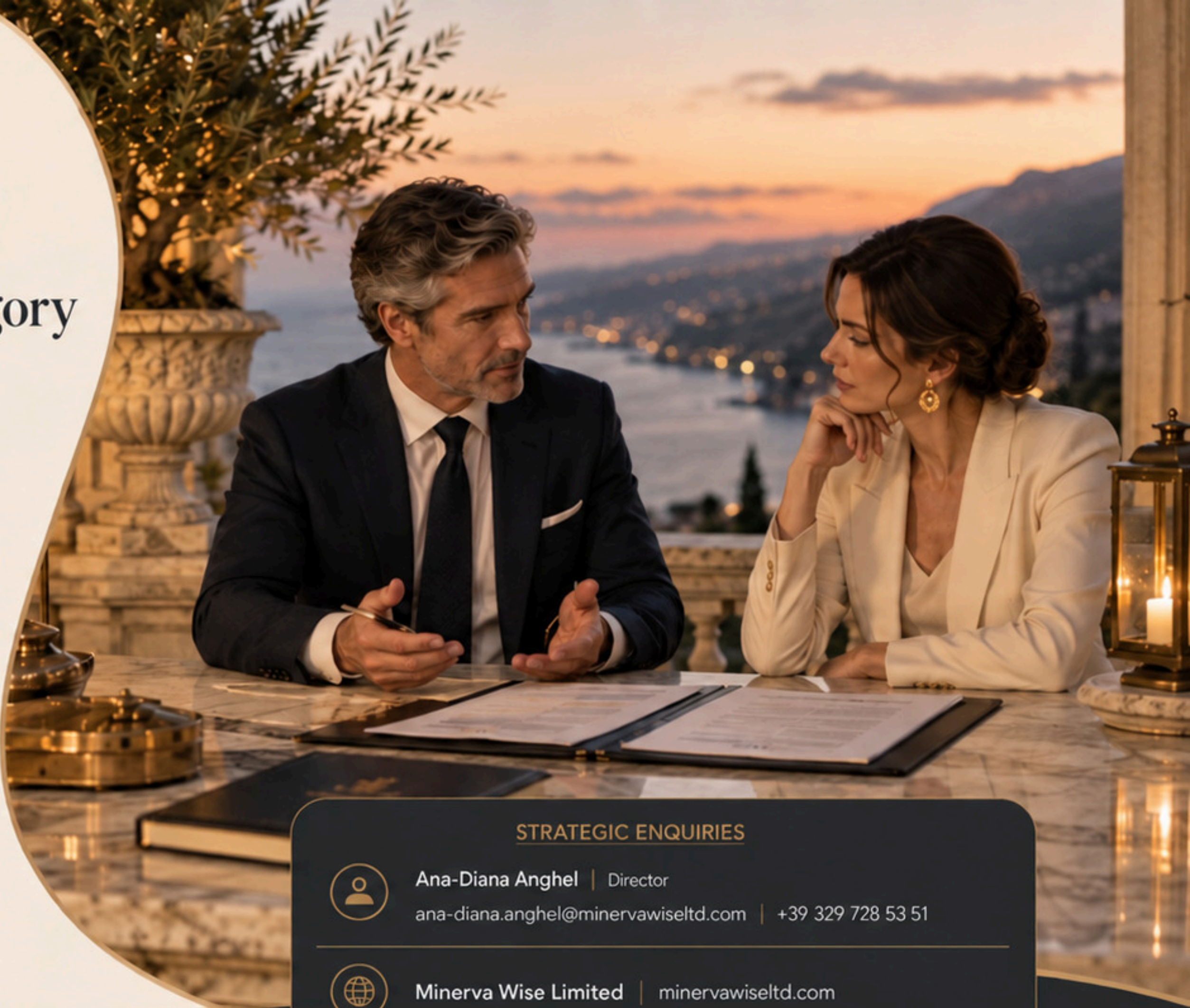
GROWTH AND PARTNERSHIP

Building the next global on-demand alcohol-reduction category

Minerva Wise is opening the project to the right strategic investment partner to accelerate the transition from protected concept to validated product and international market opportunity.

-  1 Fund validation, preclinical development and the evidence programme required to establish performance, safety and reproducibility.
-  2 Advance European Union regulatory, CMC, manufacturing and device-development work in parallel rather than sequentially.
-  3 Build the scale-up pathway from development batches to reliable, commercially viable production.
-  4 Prepare clinical development, market access and international launch strategy for a repeat-use global product.
-  5 Combine capital with strategic capability in drug-device development, regulatory execution, manufacturing scale-up, global partnerships and commercial expansion.
-  6 Create long-term value through protected technology, regulatory progress, category creation and multiple future routes to commercialisation.

 Further confidential diligence material is available under NDA.



STRATEGIC ENQUIRIES



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