

SUPERABSORBENT SUPPLEMENTS

INVESTOR DECK



Watch your weight.



Watch your fluid.



Watch your salt.



Watch your cholesterol.



Watch your sugar.



Poop better.



Replace dialysis.

Superabsorbent Technology. Diverse Benefits to Health. A Patented New Generation of Supplements.

These statements not evaluated by the Food and Drug Administration. These products not intended to diagnose, treat, cure, or prevent any disease.

INTRODUCTION

HB Biotech is a woman-owned launch stage company that is raising capital for the production of commercial inventory and marketing of its exclusive line of consumer healthcare products featuring superabsorbent polymer technology - beginning with the debut of its flagship product that supports hunger control and weight management. With funding, the Company expects to enter a long period of sustained growth and success.

SOME BACKGROUND

HB Biotechnologies Corporation was originally founded to solve for fluid overload without kidney function and replace dialysis. Today in our commercialization journey, not only have we discovered the final pathway to achieve that mission, we have succeeded where our competition couldn't in being the first to market OTC superabsorbent brand.

Our first to launch flagship formulation supports hunger control. The use of superabsorbent technology in the GI route also solves for concerns in multiple health areas. For example, lowering cholesterol, blood sugar, and sodium are all clinically demonstrated effects of use.

Superabsorbent Supplements provides a brand umbrella that encompasses a diverse line of consumer products that operate under the same technological principle and address each health area that is protected by our patents.



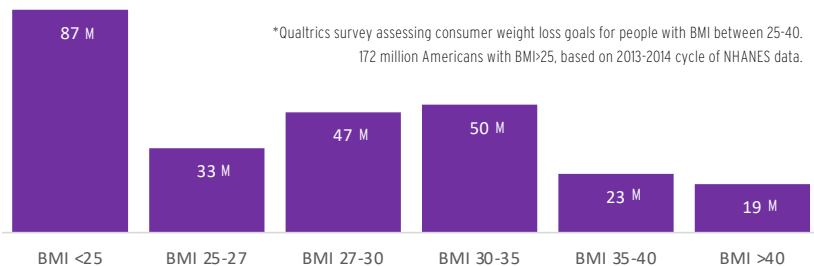
FLAGSHIP PRODUCT



- Globally patented innovation in weight management and hunger control that is backed by science and supported by clinical results.
- Safe, non drug pathway that helps manage weight naturally, without chemical effects.
- Designed to help make you feel more full, eat less and lose weight through an accessible and affordable approach.

Achieving and maintaining a healthy weight doesn't happen overnight. It's a journey. And diet and exercise alone are most often not enough.

The Majority of Americans Are Overweight and Want to Lose 10-40 Pounds*



People across the entire BMI spectrum are interested in proven effective products for losing and maintaining weight. Injections and other drugs for obesity are generally not covered by insurance and paying cash is out of reach for average people. Many also seek to avoid side effects of popular weight loss drugs like GLP1s, which are often incapacitating. Consumers try other OTC solutions to achieve their weight loss before resorting to Rx drugs.

The Ideal Weight Loss Product to Impact Millions Should Be:



Safe & Easy

Safety: Clinically demonstrated safety profile with long history of safe use and recognized as safe for ingestion by global regulatory agencies.
Easy to Use: Three capsules twice a day.



Effective & Proven

Effectiveness: Non clinical and clinical data shows that fluid becomes a gel that induces satiety and supports weight loss.
Proven: Real world product interest and high consumer satisfaction.



Affordable & Accessible

Affordable: Only \$1.75 per serving.
Accessible: OTC access for all. Purchase easily and simply online.



SOLUTION: Superabsorbent Technology Induces Satiety and Weight Loss by Increasing the Volume and Firmness of Ingested Meals Without Any Additional Calories



Fluid is absorbed into the dry superabsorbent material and becomes a non digestible, zero calorie gel with a composition and firmness similar to ingested raw vegetables. Three capsules creates a similar effect to eating half a pound of cucumber. The gel is eliminated from the body through the natural digestive process.

CASE STUDY



- Poised to pick up where our competitor left off and launch the first to market, patented OTC superabsorbent supplement for weight management and hunger control.
- Proven consumer demand, marketing effectiveness, and price point.
- Opportunity to capitalize on the built in demand for superabsorbent technology for weight loss and grow the exclusive OTC niche unimpeded by any other competition.

Emerging OTC Superabsorbent Market for Weight Loss

PROVEN TRACTION: STRONG CONSUMER DEMAND WITH REPEAT PURCHASES AND EXPONENTIAL GROWTH*

- Superabsorbent supplements for weight loss were first commercially introduced to consumers in 2020.
- New approach for proven weight loss with over 200,000 customers and nearly 375,000 units sold since launch.**
- Potential to help over 150 million people early in their weight loss journey where needs are largely unmet by existing options on the market.

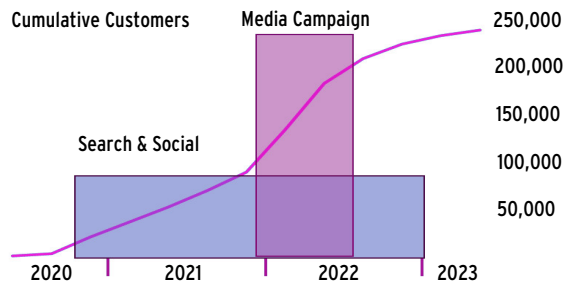
	2020	2021	2022	2020-2021 % Growth	2021-2022 % Growth	2020-2022 % Growth
New members acquired (customers)	18,800	61,400	121,500	226.60%	97.88%	546.28%
Units sold	40,987	170,969	374,224	317.13%	118.88%	813.03%
Commercial retail (customer) price	\$ 98.00	\$ 98.00	\$ 98.00	-	-	-
Avg selling price, net (3rd party retail)	\$ 66.07	\$ 65.42	\$ 68.30	-0.98%	4.40%	3.38%
Product revenue, net	\$ 2,708,011	\$ 11,184,792	\$ 25,559,499	313.03%	128.52%	843.85%

*Gelesis.com: Customer and unit sales data for Plenity from 2020-2022. In November 2023, Gelesis declared Chapter 7 and exited the industry when hoped-for OTC status was complicated by FDA.

** Unit = 28 day supply of 168 capsules; (3 capsules 2X per day with lunch and dinner).

Product revenue from 3rd party product sales to Rx telehealth provider (i.e. retail model). Plenity initially marketed to consumers as prescription medical device. Sales based on Rx online process and 2% purchase conversion rate. Anticipated OTC conversion rate is 30% – an average calculated based on 41 different studies containing statistics on e-commerce shopping cart abandonment. (source: Baymard Institute). Product revenue is 30%+ greater if sold through OTC online brand store in direct-to-consumer (DTC) sales model vs selling price to 3rd party reseller.

PROVEN CONSUMER RESPONSE TO MEDIA & SEARCH



Over 200% revenue growth in 1H-2022 vs 1H-2021 shows immediate and robust media responsiveness compared to Google and Facebook channels alone.

EXCEPTIONAL OTC MARKET OPPORTUNITY

- ~160M Americans with overweight / 90M: 18+, HHI>\$40K, BMI 25-40 / 61M currently interested in losing 10+ pounds
- Weight Loss Industry: \$89.9B in 2023
- Dietary Supplements Market: \$39.8B in 2022
- Weight Loss Supplements Market: \$11.8B in 2022
- Approx. 74% of US adults use dietary supplements
- Approx. 15% of US adults have used supplements for weight loss and 33.9% for serious weight loss attempts
- 30% of supplements are purchased online

Sources: MarketResearch.com, March 2024: U.S. Weight Loss Industry Grows to \$90 Billion; GrandviewResearch.com/industry-analysis/dietary-supplements-market; ResearchandMarkets.com; Council for Responsible Nutrition 2023; National Institutes of Health (NIH) 2022.

WHAT HAS BEEN PROVEN

CONSUMER DEMAND

Exponential growth year over year in consumers and units sold.

MARKETING EFFECTIVENESS

Ability to attract new and repeat customers through strategic search and media campaigns.

PRICE POINT

Established commercial price that consumers are willing to pay – without insurance.



FORMULATION 2

PATENTED THERAPEUTIC USE
**FLUID
 MANAGER**
 CLINICALLY PROVEN CAPSULES

PATENTED THERAPEUTIC USE
**SODIUM
 MANAGER**
 CLINICALLY PROVEN CAPSULES

PATENTED THERAPEUTIC USE
**CHOLESTEROL
 HELPER**
 CLINICALLY PROVEN CAPSULES

PATENTED THERAPEUTIC USE
**GLUCOSE
 MANAGER**
 CLINICALLY PROVEN CAPSULES

PATENTED THERAPEUTIC USE
**COLON
 HEALTH**
 CLINICALLY PROVEN CAPSULES



Additional Product Revenue Streams

MULTI BILLION DOLLAR MARKET OPPORTUNITY WITH SUPERABSORBENT TECHNOLOGY

Superabsorbent Supplements represent a patented new use for superabsorbent polymer technology that is currently overlooked. HB Biotech would be the first to bring these products to the over the counter consumer healthcare market. The product line is supported by clinical studies that show benefits to health that are not achieved by other strategies. Beyond weight management and hunger control, superabsorbent technology performs competitively for each indication compared to both over the counter and prescription products in supporting health in each respective category: fluid, sodium, cholesterol, blood glucose, and regularity. The line is OTC market-ready.



Fluid Management
 Global Market: \$265B

Benefits to health that can result from managing fluid include the reduction in signs and symptoms of fluid overload.



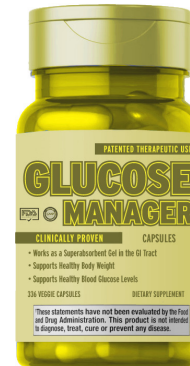
Sodium Management
 Global Market: \$24B

Managing sodium can result in beneficial health effects including improvements in blood pressure.



Cholesterol Management
 Global Market: \$31B

There are numerous benefits to health associated with lower cholesterol including improved heart health and decreased risk of type 2 diabetes.



Blood Sugar Management
 Global Market: \$84B

The benefits to health from managing blood sugar can include decreased risk of type 2 diabetes, heart disease, and kidney disease.



Colon Health
 Global Market: \$17B

Numerous benefits to health result from soluble and insoluble fiber adding bulk to stool, including improved gut health.

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FORMULATION 3



With superabsorbent technology, the same target fluid volume that is removed in a typical dialysis session can be achieved through a safe, effective, non-invasive alternate OTC approach.

Moonshot :: Replace Dialysis

Now we can harness superabsorbent technology to provide a safe, over the counter approach that is competitive with a typical dialysis session in terms of the amount of fluid removed from the body without kidney function.

Kidney Support™ superabsorbent supplements can provide support to people along the entire chronic kidney disease spectrum – 843.6 million people worldwide in 2024. The product can be used to delay or replace dialysis visits for people with end stage renal disease. A game changer for dialysis patients.

Plus, as a non pharmacologic option that is not a substantial risk, the product also has potential as the go-to, first-in-line OTC choice – which can allow for earlier CKD intervention and help prevent progression or delay associated comorbidities. This important low-risk alternative expands access to preventive care, enhances dialysis options, and increases the transition to home kidney care.

This innovative fluid management strategy provides value to the healthcare system and can help contribute to the relief of the public health and economic burdens associated with excess fluid in the circulation and its causal conditions.

The economic benefits of managing excess fluid in this way can also effect decreases in the frequency of health-related disruptions of productive activity – which amounts to billions in indirect costs. The reduction in negative health outcomes provides benefits to both patients and the healthcare system.

Kidney Support™ superabsorbent supplements offer a reasonable and necessary technology for people whose kidneys are not working to experience meaningful quality of life improvements that are not achieved through other strategies. **HB Biotechnologies Corporation** is ready to provide it to them.

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ACTION PLAN

BENCH TEST:

Final Formula Validation

BENCH TEST:

Performance In Vitro

ANIMAL TEST:

Safety, Toxicology & Tolerability

ANIMAL TEST:

Performance Validation

HUMAN TEST:

Healthy Subjects
Safety & Performance

HUMAN TEST:

3X Weekly Dialysis Patients
Safety & Performance

FIRST COMMERCIAL BATCH:

Available Online to Consumers





OTC Distribution Strategy

RETAIL POSSIBILITIES

B2B2C DISTRIBUTION:

Actively pursue full line sales through regional and national retailers to expand US brand footprint and provide additional sources of sustained product revenue. Bulk retail sales make up for lower margin product revenue.

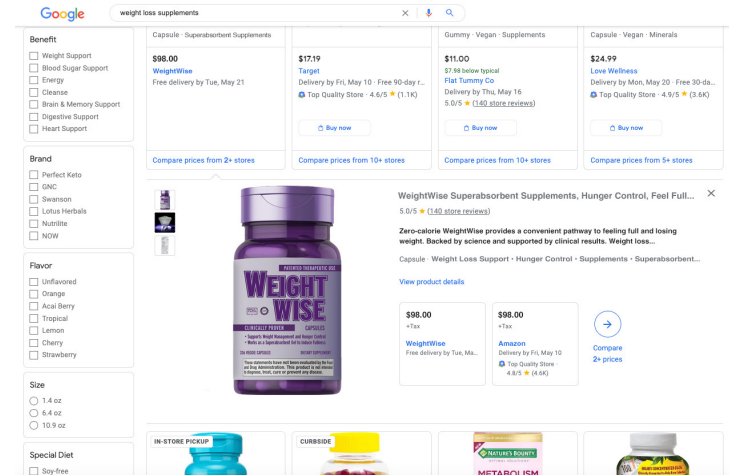


Opportunities for specialty partnerships and promotions with influencers throughout the weight loss industry.



Multi-prong sales plan to bring Superabsorbent Supplements to consumers.

DTC DISTRIBUTION: Creation of dedicated online shopping destination provides immediate accessibility for consumer purchase. Fastest to implementation. Market ready. Maximum profitability. Drive customer acquisition through targeted keyword search.



- GRANTED:** European Patent EP2739270
- GRANTED:** Canada Patent CA2842802
- GRANTED:** Japan Patent JP6446071
- PENDING:** USA Patent US17366863

PATENTED CLAIMS INCLUDE: an orally consumable product comprised of a hydrophilic fiber, powder, gel, or grain for use, including, but not limited to:

- Treating renal failure
- Reducing the frequency of dialysis
- Treating obesity
- Inducing a sense of fullness
- Removing excess accumulation of serum toxins
- Treating hyperkalemia
- Treating hyperammonemia
- Treating uremia
- Relieving constipation
- Reducing triglycerides
- Treating non-insulin dependent diabetes



B2B DISTRIBUTION: Actively leverage our IP in Japan, Canada, and 38 European countries. Build global licensing and royalty partnerships with specialty healthcare and supplement companies in order to expand our distribution and retail footprint everywhere our products are patented and provide another key source of increased revenues and additional non-dilutive funding.

Exclusive ownership on a global scale of an untapped wellness segment in the consumer healthcare products category.



Financial Projections

Based on US online sales from brand web site only.

FORMULATION 1

WEIGHT WISE

Based on projected 30% OTC conversion rate vs. 2% Rx conversion (Gelesis).
First year Gelesis sales of 40,000 products = 600,000 products at 30% OTC conversion.

	YEAR ONE	YEAR TWO	YEAR THREE	YEAR FOUR	YEAR FIVE
# Bottles Weight Wise	600,000	900,000	1,350,000	2,025,000	3,037,500
# Capsules	100,800,000	151,200,000	226,800,000	340,200,000	510,300,000
# Metric Tons Material	100.80	151.20	226.80	340.20	510.30
Monthly Product Turnover	50,000	75,000	112,500	168,750	253,125
Gross Revenue	\$58,800,000	\$88,200,000	\$132,300,000	\$198,450,000	\$297,675,000
Gross Expenses					
Initialize Manufacturing	\$600,568				
COGS (Inventory Production)	\$13,303,238	\$19,954,858	\$29,932,286	\$44,898,430	\$67,347,644
Distribution & Merchant Svc Fees	\$5,255,165	\$7,848,668	\$11,738,921	\$17,574,302	\$26,327,373
Marketing	\$5,934,000	\$8,892,000	\$12,015,000	\$17,968,500	\$26,898,750
Other Operating Expenses	\$705,650	\$682,950	\$694,900	\$702,500	\$708,500
Total Expenses	\$25,798,621	\$37,378,475	\$54,381,108	\$81,143,731	\$121,282,267
EBIDTA	\$33,001,379	\$50,821,525	\$77,918,892	\$117,306,269	\$176,392,733
EBIDTA Margin	56.12%	57.62%	58.90%	59.11%	59.26%

FORMULATION 2

FLUID MANAGER • SODIUM MANAGER • CHOLESTEROL HELPER GLUCOSE MANAGER • COLON HEALTH

Based on limited per product production run in Year One to gauge consumer sales volume for each of five lines. It is expected that each product would take off on its own volume trajectory.

	YEAR ONE	YEAR TWO	YEAR THREE	YEAR FOUR	YEAR FIVE
# Bottles FORMULATION 2	600,000	1,200,000	1,800,000	2,700,000	4,050,000
# Capsules	100,800,000	201,600,000	302,400,000	453,600,000	680,400,000
# Metric Tons Material	100.80	201.60	302.40	453.60	680.40
Avg Monthly Product Turnover	10K PER SKU	20K PER SKU	30K PER SKU	45K PER SKU	67.5K PER SKU
Gross Revenue	\$58,800,000	\$117,600,000	\$176,400,000	\$264,600,000	\$396,900,000
Gross Expenses					
Initialize Manufacturing	\$1,024,142				
COGS (Inventory Production)	\$16,666,569	\$33,333,138	\$49,999,707	\$74,999,561	\$112,499,341
Distribution & Merchant Svc Fees	\$5,255,165	\$10,442,170	\$15,629,175	\$23,409,683	\$35,080,444
Marketing	\$5,934,000	\$11,832,000	\$15,984,000	\$23,922,000	\$35,829,000
Other Operating Expenses	\$705,650	\$682,950	\$694,900	\$702,500	\$708,500
Total Expenses	\$29,585,526	\$56,290,258	\$82,307,782	\$123,033,743	\$184,117,285
EBIDTA	\$29,214,474	\$61,309,742	\$94,092,218	\$141,566,257	\$212,782,715
EBIDTA Margin	49.68%	52.13%	53.34%	53.50%	53.61%

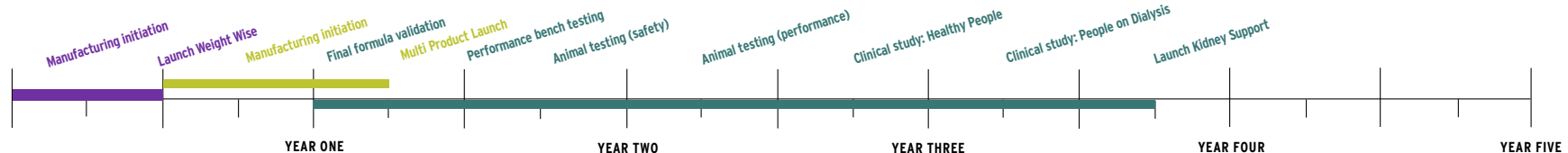
FORMULATION 3

KIDNEY SUPPORT

Projections include non clinical and clinical studies to finalize OTC formula.

	YEAR ONE	YEAR TWO	YEAR THREE	YEAR FOUR	YEAR FIVE
# Bottles Kidney Support	-	-	-	600,000	2,700,000
# Capsules	-	-	-	100,800,000	453,600,000
# Metric Tons Material	-	-	-	100.80	453.60
Avg Monthly Product Turnover	-	-	-	50,000	225,000
Gross Revenue	\$-	\$-	\$-	\$58,800,000	\$264,600,000
Gross Expenses					
Formula Validation	\$289,110				
Non Clinical Testing	\$-	\$880,800			
Clinical Testing	\$-	\$-	\$1,320,000		
COGS (Inventory Production)	\$-	\$-	\$-	\$18,665,015	\$83,992,567
Distribution & Merchant Svc Fee	\$-	\$-	\$-	\$5,255,165	\$23,409,683
Marketing	\$-	\$-	\$-	\$5,880,000	\$22,491,000
Other Operating Expenses	\$705,650	\$705,650	\$705,650	\$759,650	\$759,650
Total Expenses	\$994,760	\$1,586,450	\$2,025,650	\$30,559,830	\$130,652,899
EBIDTA	\$(994,760)	\$(1,586,450)	\$(2,025,650)	\$28,240,170	\$133,947,101
EBIDTA Margin	0.00%	0.00%	0.00%	48.03%	50.62%

LAUNCH TIMELINE



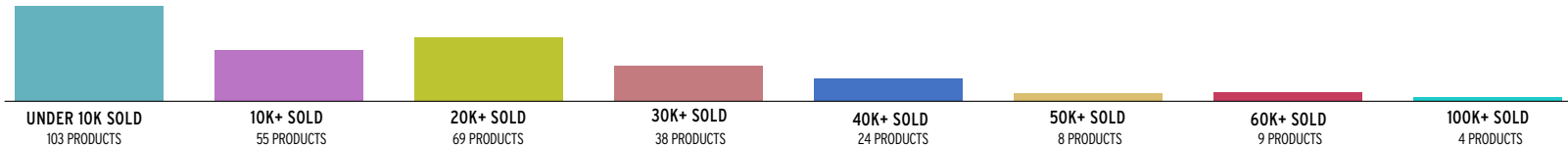
First Year At A Glance Sales Outlook



	YR 1 MO 1	YR 1 MO 2	YR 1 MO 3	YR 1 MO 4	YR 1 MO 5	YR 1 MO 6	YR 1 MO 7	YR 1 MO 8	YR 1 MO 9	YR 1 MO 10	YR 1 MO 11	YR 1 MO 12
# Bottles Weight Wise	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000
# Capsules	8,400,000	8,400,000	8,400,000	8,400,000	8,400,000	8,400,000	8,400,000	8,400,000	8,400,000	8,400,000	8,400,000	8,400,000
# Metric Tons Material	8.40	8.40	8.40	8.40	8.40	8.40	8.40	8.40	8.40	8.40	8.40	8.40
Gross Revenue	\$4,900,000	\$4,900,000	\$4,900,000	\$4,900,000	\$4,900,000	\$4,900,000	\$4,900,000	\$4,900,000	\$4,900,000	\$4,900,000	\$4,900,000	\$4,900,000
Gross Expenses												
Commercial Process Development	\$600,568											
COGS (Inventory Production)	\$1,108,603	\$1,108,603	\$1,108,603	\$1,108,603	\$1,108,603	\$1,108,603	\$1,108,603	\$1,108,603	\$1,108,603	\$1,108,603	\$1,108,603	\$1,108,603
Distribution & Merchant Service Fees	\$437,930	\$437,930	\$437,930	\$437,930	\$437,930	\$437,930	\$437,930	\$437,930	\$437,930	\$437,930	\$437,930	\$437,930
Marketing	\$494,500	\$494,500	\$494,500	\$494,500	\$494,500	\$494,500	\$494,500	\$494,500	\$494,500	\$494,500	\$494,500	\$494,500
Other Operating Expenses	\$84,492	\$60,042	\$57,542	\$60,042	\$54,042	\$54,042	\$55,242	\$57,042	\$54,042	\$54,042	\$60,042	\$55,042
Total Expenses	\$2,726,093	\$2,101,075	\$2,098,575	\$2,101,075	\$2,095,075	\$2,095,075	\$2,096,275	\$2,098,075	\$2,095,075	\$2,095,075	\$2,101,075	\$2,096,075
EBIDTA	\$2,173,907	\$2,798,925	\$2,801,425	\$2,798,925	\$2,804,925	\$2,804,925	\$2,803,725	\$2,801,925	\$2,804,925	\$2,804,925	\$2,798,925	\$2,803,925
EBIDTA Margin	44.37%	57.12%	57.17%	57.12%	57.24%	57.24%	57.22%	57.18%	57.24%	57.24%	57.12%	57.22%

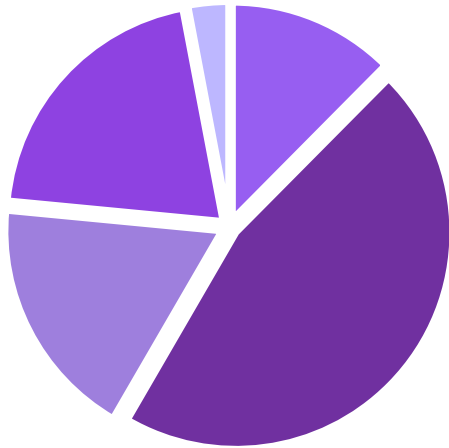
Informal survey of 310 different supplement products volume sold last month on Amazon. Weight Wise provides a new approach to common sense weight loss through patented superabsorbent technology that has no competition.

SAMPLE VOLUME OF BEST SELLING SUPPLEMENT PRODCUTS SOLD ON AMAZON LAST MONTH



Use of Proceeds

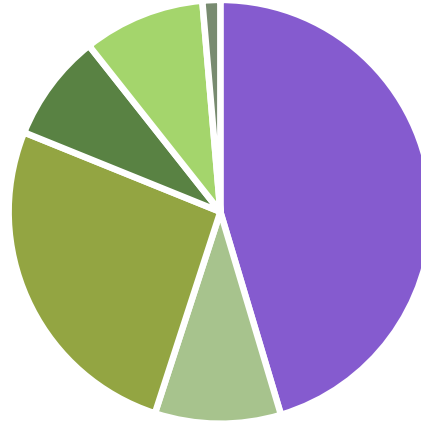
FUNDING TARGET: \$5,000,000



100,000 UNITS FORMULA 1

Commercial Process Development: 12%
 Inventory Production: 46%
 Distribution & Merchant Services: 18%
 Marketing: 21%
 Other Operating Expenses: 3%

FUNDING TARGET: \$10,000,000



100K UNITS FORMULA 1 + 100K UNITS FORMULA 2 (20K UNITS PER SKU)

Formulation 1: 46%
 F2 Commercial Process Development: 10%
 F2 Inventory Production: 26%
 F2 Distribution & Merchant Services: 8%
 F2 Marketing: 9%
 F2 Other Operating Expenses: 1%

FUNDING TARGET: \$22,000,000



100K UNITS FORMULA 1 + 100K UNITS FORMULA 2 + 100K UNITS FORMULA 3

Formulation 1: 22%
 Formulation 2: 26%
 F3 Validation & Testing: 11%
 F3 Inventory Production: 23%
 F3 Distribution & Merchant Services: 4%
 F3 Marketing: 4%
 F3 Other Operating Expenses: 10%

POISED
FOR SUCCESS



It only takes
a few key players
to get this done.

Winning Team

HB BIOTECHNOLOGIES
CORPORATION

Dani Berger is the founder and CEO of HB Biotech and creator of the patented Superabsorbent Supplements line.

Previously created and commercialized The Simpsons Vitamins, an OTC family vitamin brand Secured multi-year exclusive license with Twentieth Century Fox. Created custom formulations and packaging. Secured and managed manufacturing and logistics. Created and implemented marketing campaigns. Secured distribution through retail.

Additional experience with regulatory, legal, IP.

Previously award-winning creative director, marketer and business development executive responsible for conceptualizing, commercializing and marketing products and brands including Merck, Bayer, Johnsons, Reckitt-Benckiser, Pfizer, Astra Zeneca, Kraft, Disney, Scholastic, and diverse others.

Ideal leader with perfect blend of experiences to bring Superabsorbent Supplements to market.

EVONIK
Leading Beyond Chemistry

Top 3 global manufacturer of superabsorbent polymer material and a \$10+ billion dollar company.

Committed to being the long-term supply partner of HB Biotech's proprietary and innovative polymers for the Superabsorbent Supplements brand.

Compliant with GMP, ISO, and QMS regulations and meets all global regulatory compliance and conformity mandates.

FDA and CE certified facilities.

Highest quality and scalable manufacturing necessary for the sustained growth of the product line and brand.

Thermo Fisher
SCIENTIFIC

patheon
pharma services

Patheon is the \$7+ billion contract manufacturing arm of Thermo Fisher Scientific a \$200+ billion, Fortune 500 company.

As a leading CDMO, Patheon is GMP, ISO and QMS compliant and has committed to provide a fully integrated global network of facilities to encapsulate, package, and prepare Superabsorbent Supplements for distribution.

Led by Anil Kane, PhD., MBA, Executive Director and Global Head of Technical and Scientific Affairs for Thermo Fisher Scientific.

FORWARD-LOOKING STATEMENT

This document contains forward-looking statements. Forward-looking statements are predictions, projections and other statements about future events that are based on current expectations and assumptions and, as a result, are subject to risks and uncertainties.

Forward-looking statements speak only as of the date they are made. Readers are cautioned not to put undue reliance on forward-looking statements, and HB Biotech assumes no obligation and does not intend to update or revise these forward looking statements, whether as a result of new information, future events, or otherwise.

HB Biotech gives no assurance that any expectations set forth in this presentation will be achieved. Actual results could differ materially from those contained in the forward-looking statements.



WE LOOK FORWARD TO WORKING WITH YOU

THANK YOU

contact@bh-biotechnologies.com



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Watch your fluid.



Watch your salt.



Watch your cholesterol.



Watch your sugar.



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