

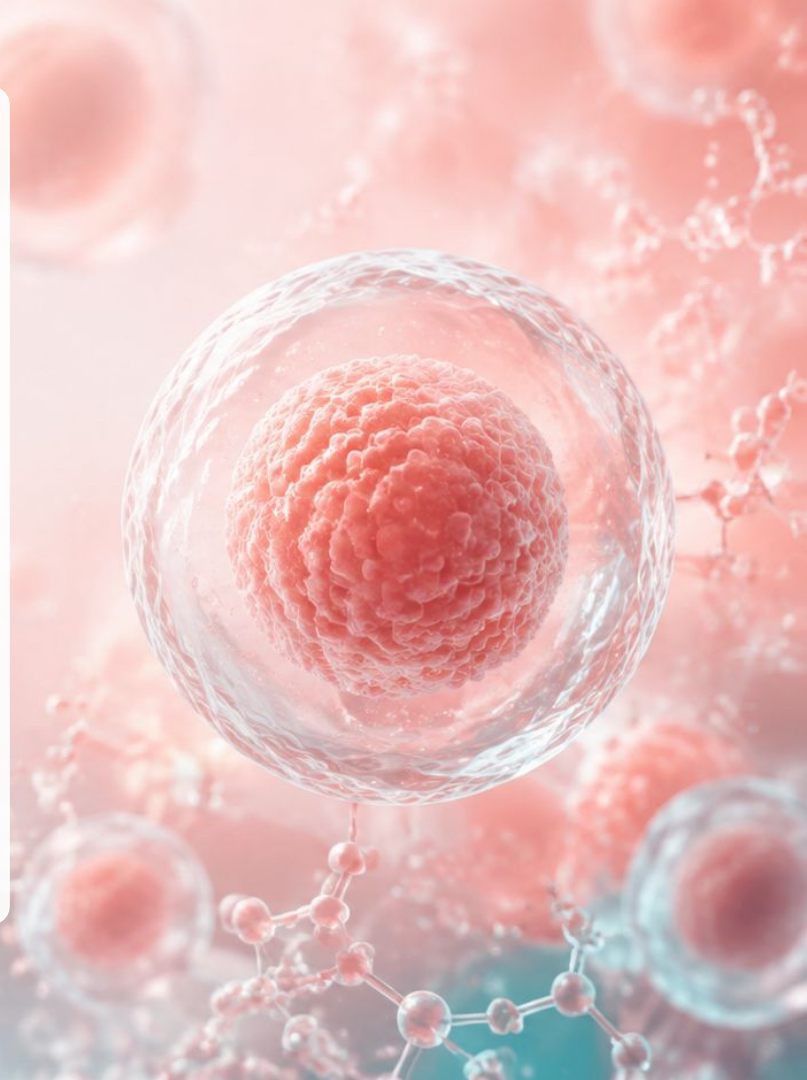


Better Human Samples for Better Research Decisions

Fresh and frozen human cell samples, connected to deeper donor information.

The goal of this document is to support the efforts to partner for success, by aligning scientific, commercial and financial goals.

INTRODUCTORY INVESTOR PRESENTATION



“This Drug Comes With ‘Life-Threatening’ Side Effects, But Look How Happy The Actors Are In The TV-Commercial!”

Lindsey Ellefson, June 2016.



And For 80+ Years Now, Since WWII, We Have Been Popping Pills, Based On Hope... (And Trust?)

And The Biggest Excuse Of Them All, 'Results May Vary'.



Can We Trust Big Pharma To Do The Right Thing?

Is Their Principle Maybe:

A Patient Cured Is A Customer Lost?

Are Shareholders More Important Than Human Lives?

Too Many People (Still) Die, As If They Are Collateral Damage!

Why So Many Side Effects? Why Will Results Vary?

- Because We Are All Different!
- And Because Most Research Is Still Based On Blind, Random Samples From The Total Population, In Search Of The **One-Cure-Fits-All** Unicorn Drugs.

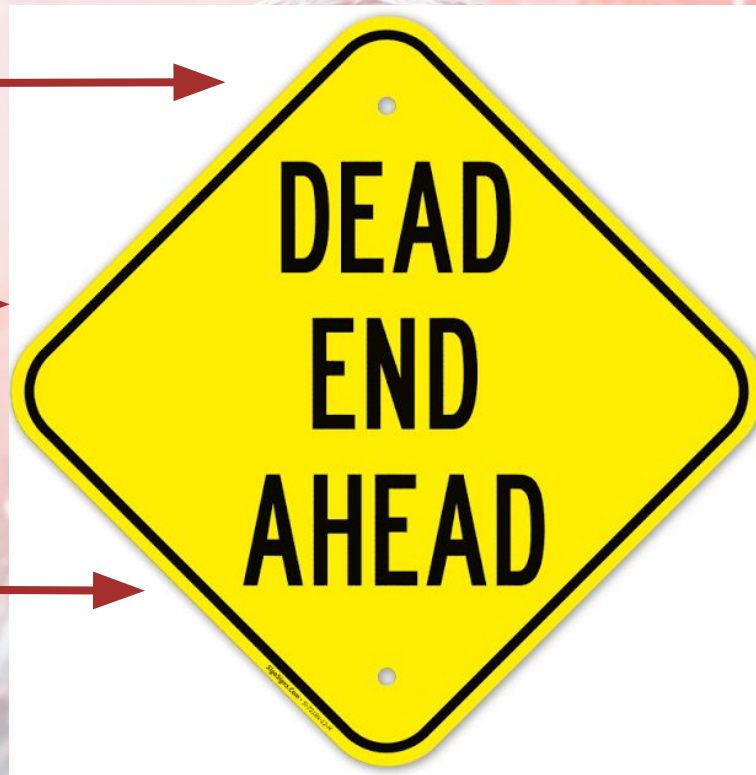
And Consequently, The FDA -Under “Pressure” From Big Pharma \$\$\$- Approves Potential Drugs With An Efficacy Or Clinical Success Rate Of **10-14%**.

Efficacy Of 10-14%. What Happens To The Other 90-86%?

The Rest Of Us Are Being
Sent Home With Just
Hope & Pills!

Indefinitely Popping Pills.
All Based On A Premise
To Find The Unicorn Drug
That Will "Cure" All Of Us.

But Remember:
We Are All Different!
Therefore There Is No Cure,
The Approach Is Wrong!



Should We, As Mankind, Not Demand A Different Approach?

Abandon the Blind, Random
Sample Approach Altogether! →

Focus Instead On Smaller
Groups Of The Population →

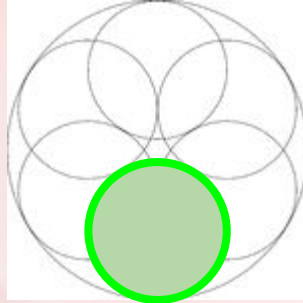
Based On Biomarkers, →
i.e. Disease Indicators,
DNA, RNA, Protein, Etc.



The Different Approach: STEP 1: Precision Medicine

Initial Focus Is On One Subgroup Of The Total Population!

Based On Biomarkers, Because Similar Biomarker Sequences Trigger Similar Responses.



Only Once A Potential Drug Reaches Say 95% Efficacy, We Can Then Look At Neighboring, Overlapping Groups.

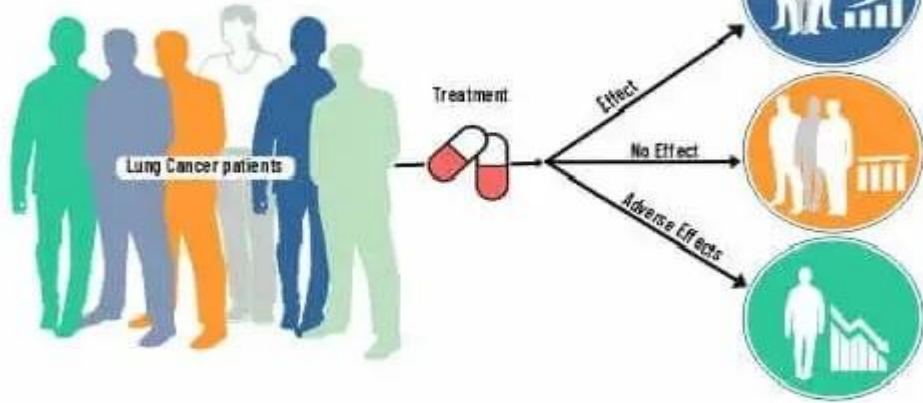
Precision Medicine

And Once The Potential Drug In A Neighboring Subgroup, Where The Biomarkers Are Different, Does No Longer Reach 95% Efficacy,
The Drug Needs Adjusting,
Because The People In That Group Are Different!

After 80+ Years Of Research It Is Clear, The One-Cure-Fits-All Theory Is Proven To
Not Deliver!

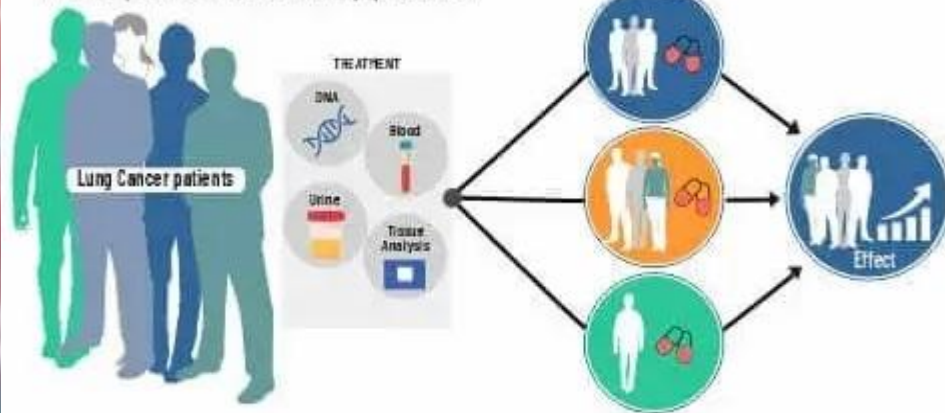
Present-day Medicine

"One-Size-Fits-All" approach



Precision Medicine

More personalized approach



One Treatment For All!

Consequence:

For Some (<14%) Effective
For Most **No Effect At All**,
Or Worse, **Adverse Effects**

Based On Pre-Research
Sample Analysis Adjusted
Treatment, i.e. Different
Drugs, For The Different
Population Groups!

Effective For All!

Precision Medicine

To Divide The Total Population Into Subgroups We Will Need
To Screen Donor Samples Before We Send The Sample To
The Researcher.

I.O.W.

Individualization Of Donor Samples

Consequently:

Cost Effective and Focused Research
Personalized Medicines For Patients
Cross-Matching Algorithms &
Predictive AI Screening
Globalization Of Data-Based Samples
Helping All Mankind!

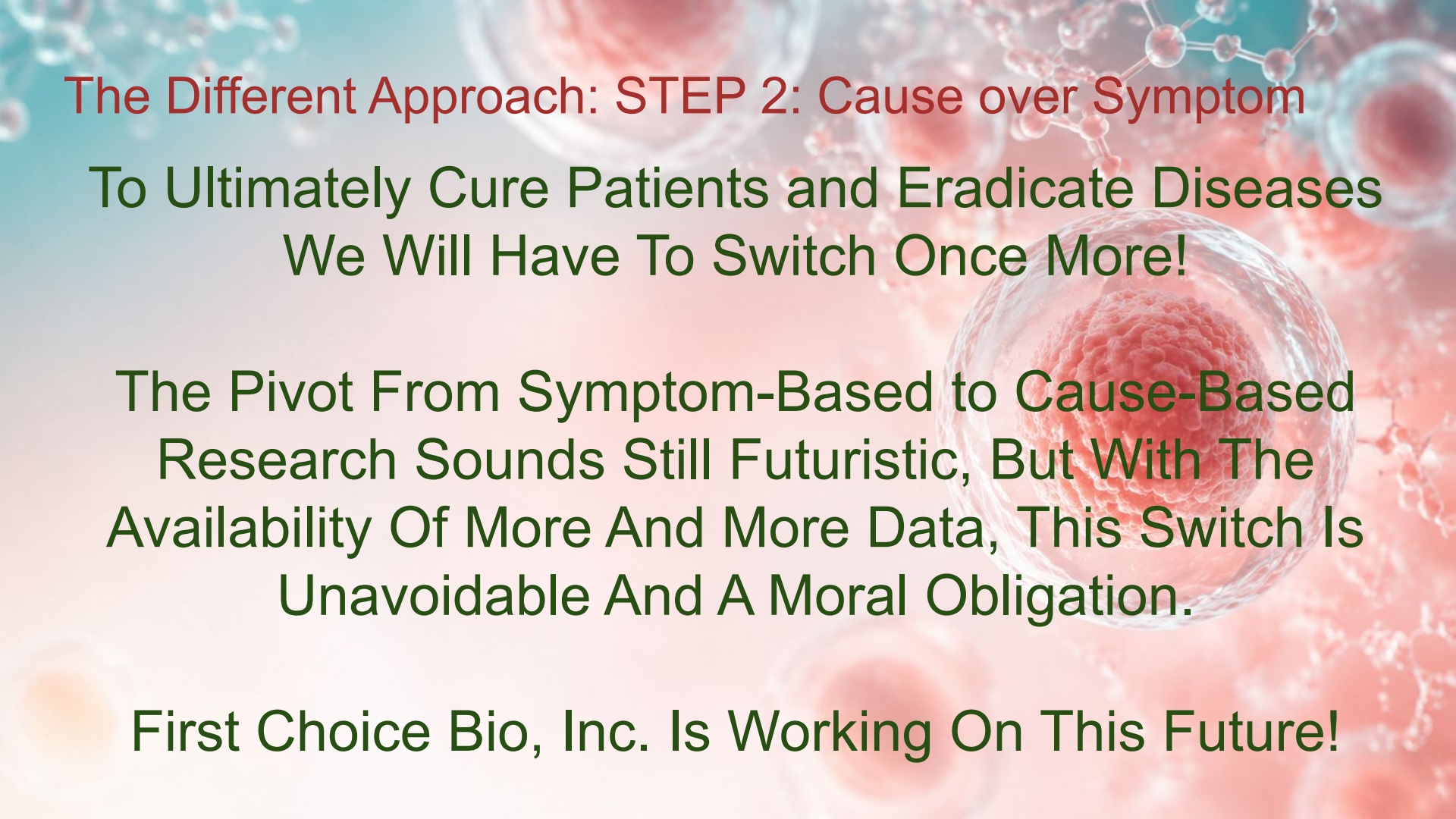


Precision Medicine

However, All Research Is Still Symptom-Based.
This Will Only Give Us The Opportunity to Manage A
Disease, Once It Has Been Diagnosed!

We Are, With Symptom-Based Research, Not Able
to Cure A Patient, Let Alone Eradicate A Disease.

For That We Will Need Yet Another Pivot!



The Different Approach: STEP 2: Cause over Symptom

To Ultimately Cure Patients and Eradicate Diseases
We Will Have To Switch Once More!

The Pivot From Symptom-Based to Cause-Based
Research Sounds Still Futuristic, But With The
Availability Of More And More Data, This Switch Is
Unavoidable And A Moral Obligation.

First Choice Bio, Inc. Is Working On This Future!

STEP 2: Cause-Based Research

In Collaboration With Theoretical Scientists And Other Research Specialists, We So Far Have Discovered Multiple Potential Areas Where Causes Can Be Located, Not Excluding Other Factors And Any Combinations Of The Above That Can Trigger Medical Conditions.

This Can Then Lead To An Even Better Subcategorization Of Donor Samples To Speed Up Cause-Based Research To, In Turn, Help All Mankind To Have A Better Quality Of Life.

The background of the slide features a detailed illustration of a cell, likely a cancer cell, with a prominent nucleus and various organelles. Surrounding the cell are molecular structures, including what appears to be a DNA double helix and other chemical compounds, rendered in a semi-transparent, glowing style. The overall color palette is dominated by soft pinks, reds, and light blues, creating a scientific and medical atmosphere.

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Feel Free To Ask Me For My Motivation!