

Exceptional New Product Opportunity



A clinically proven supplement that is patented for assisting in the removal of serum toxins associated with heart disease, kidney disease, and liver disease.

HB BIOTECHNOLOGIES CORPORATION

Problem

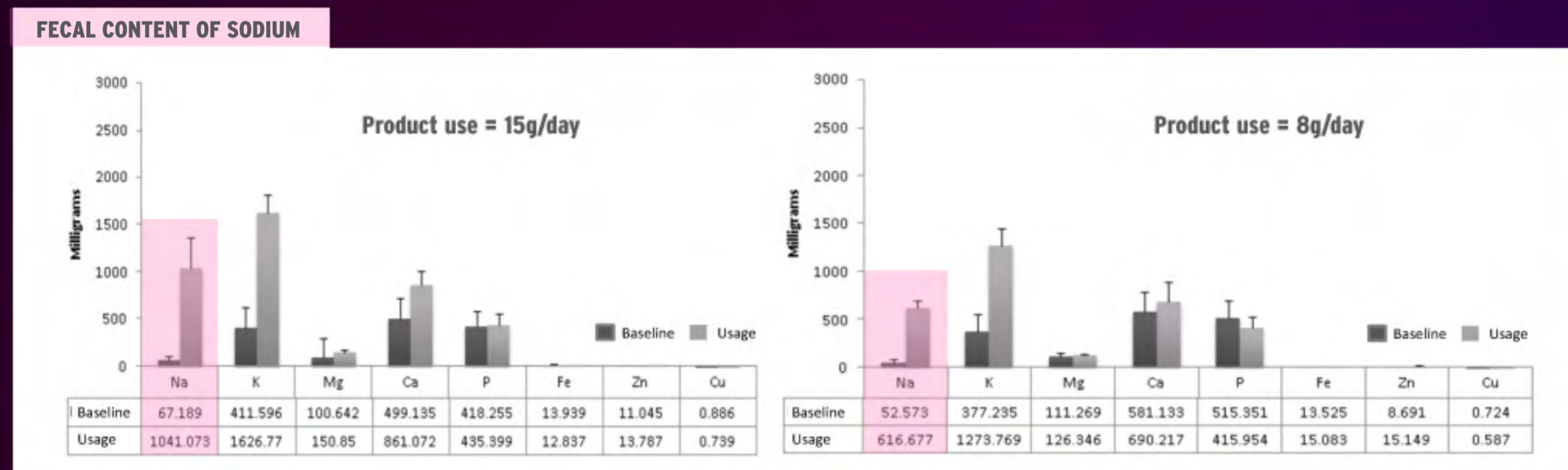
“Watch your salt.”

How many millions of Americans, as well as people across the globe, have been told by their doctor to limit their salt intake. Excess sodium in the body is a contributing factor in heart disease, heart failure, kidney disease, diabetes, obesity, and more. One in three Americans has high blood pressure. Not to mention the millions more in Canada, Japan, and all of Europe. We love our salt. But too much can have devastating effects on the body.



Solution

“Watch your salt.”



Under normal circumstances, virtually all sodium that is ingested and that is secreted by the gut itself is reabsorbed into the body.* It is the job of the kidneys to excrete sodium. There is a negligible amount of sodium in poop. That all changes with Sodium Manager.

Sodium Manager absorbs and traps significant amounts of sodium in a nondigestible gel until excreted via the gastrointestinal route.

The product provides a pathway for everyone to self manage and better control their sodium levels – just like the doctor ordered.

- Globally patented innovation in sodium control that is backed by science and supported by clinical results.
- “Whole Journey” plan with the tools to track, measure, and maintain sodium management goals.
- Reasonable affordability, easy availability and convenience increase the likelihood of compliance, adherence and success.

Market

Anyone who wants to control and manage their salt.

Reasons for this could be numerous, such as to lower blood pressure or help limit heart disease, heart failure, kidney disease, diabetes, obesity, or other conditions. Or because their doctor told them to.



Competitive Landscape

Only Sodium Manager.



Competitive Advantages



Sodium Manager absorbs and traps sodium in a nondigestible gel until excreted from the body via the gastrointestinal route.



DRY



HYDRATED



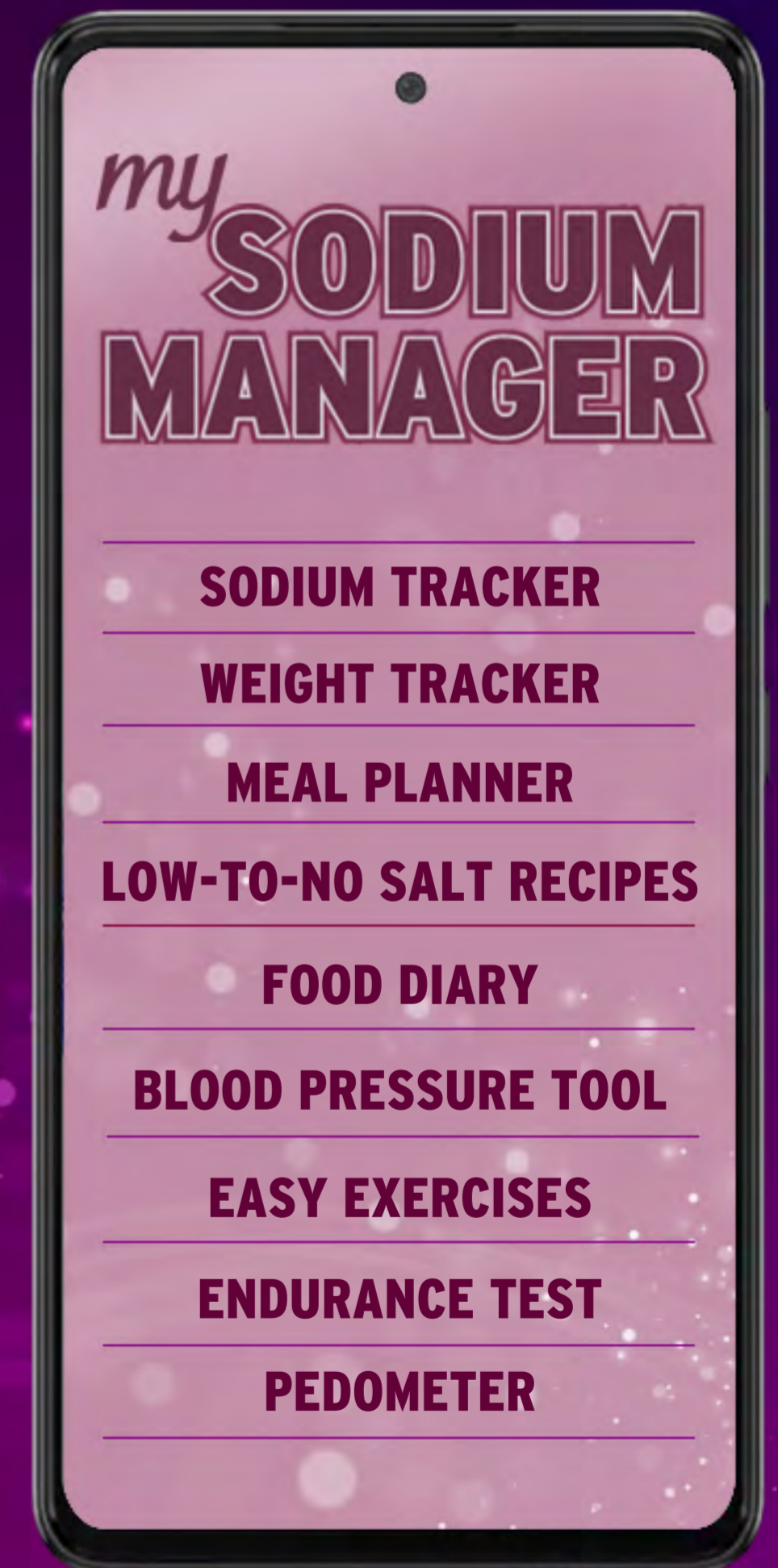
Demonstration only.
Not to scale.

- Over 30 million US adults have been diagnosed with heart disease. That is at least 30 million people who have been instructed by their doctor to watch their salt. The global number of people who could benefit from a tool to help manage sodium is hundreds of millions.
- Patented in 40 countries including all 38 member states of the European Patent Organisation, Japan, and Canada. Pending USA.
- 100% market exclusivity. Zero competition in this product space.
- Numerous clinical benefits to health can result from managing sodium including improvements in blood pressure. Studies showed clinically meaningful amounts of sodium per day were removed from the body with use of Sodium Manager.
- Available without a prescription, over the counter health supplement to manage sodium offers convenience and accessibility to a broad consumer audience seeking to limit numerous conditions and diseases.
- Sodium Manager supplements come with My Sodium Manager app: a complimentary suite of smart digital tools to track, measure, and manage sodium in a way that is personalized and self-managed.
- Committed manufacturing relationships with industry titans to provide scale and infrastructure for sustained global growth.
- Compliant with all GMP, ISO, and QMS regulations. FDA and CE certified facilities.

Product



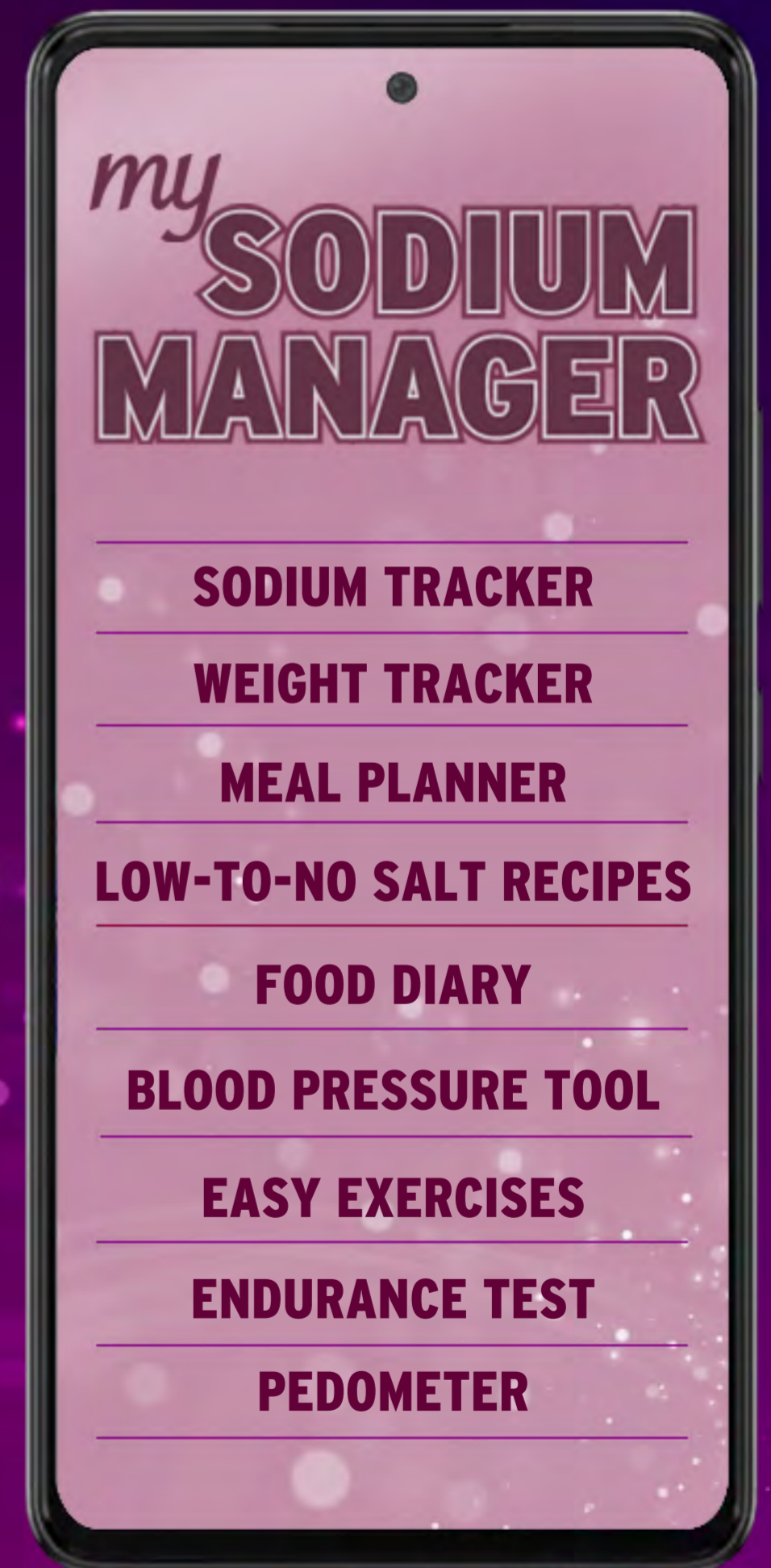
- Sodium Manager absorbs and traps sodium in a nondigestible gel until it is excreted from the body via the gastrointestinal route.
- Excess sodium is a contributing factor in numerous diseases and conditions including heart disease, heart failure, kidney disease, liver disease, and others. Tens of millions of people globally have been told by their doctor to watch it on the salt for one reason or another.
- Important drug-free tool to help manage sodium easily and effectively.
- My Sodium Manager app provides a suite of smart digital tools to track, measure, and manage sodium in a way that is convenient, personalized, and self-managed – in conjunction with use of Sodium Manager superabsorbent supplements.
- Providing a comprehensive set of tools in a “whole health” approach can help increase the likelihood of sodium management success.



Customers



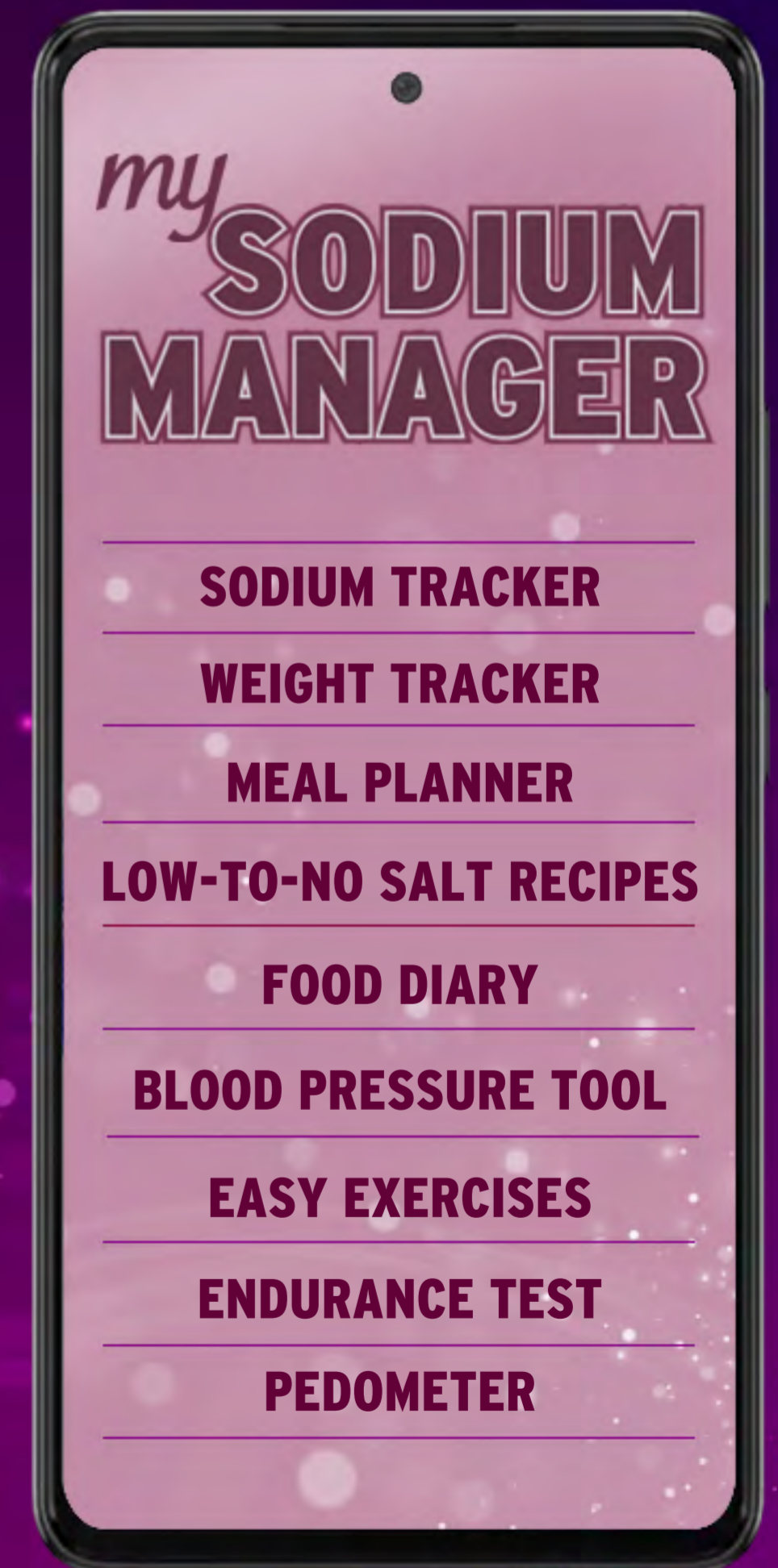
- Sodium Manager customers are adults globally who want effective and convenient tools to help manage their salt – which they have been told by their doctor is important to do for their health.
- Customer acquisition is gained mainly through education, events, and social media.
- Form direct connections with people through social media dialog and community building to grow brand trust and establish loyalty.
- Create personal relationships with people and keep health top of mind by sponsoring events targeting their interests.
- Promotional tie-ins with health and lifestyle influencers to build awareness, grow user base, and increase likelihood of production adoption on a viral scale.
- Marketing through doctor's offices and clinics reinforce the doctor's message about managing salt.



Business Model



- MySodiumManager.com is a main sales portal for Sodium Manager superabsorbent supplements. Direct to consumer (DTC) maximizes revenue. Provides an immediate and marketable sales channel while growing in store retail presence.
- Opportunity for Subscribe & Save to create recurring benefits program for customers.
- Opportunity for retail pick up such as Walgreens, Rite Aid, CVS, etc. for a patented, proprietary supplement for sodium management – something millions of people have been instructed to do by their doctor.
- Online retail channel integration such as Amazon, Walmart.com, etc.
- Opportunity to capture massive customer base through total retail and online penetration.
- Opportunity to establish the brand with worldwide retail and online presence to maximize sales reach of this globally patented health product.



Financials



Sodium Manager is a clinically proven health product that supports sodium control and is patented for assisting in the removal of serum toxins from the body that are associated with heart disease, kidney disease, and numerous other health issues.

VIRAL PRODUCT ADOPTION SCENARIO

PROJECTIONS	YEAR TWO	YEAR THREE	YEAR FOUR	YEAR FIVE	YEAR SIX	YEAR SEVEN	YEAR EIGHT	YEAR NINE
# 336-count Bottles (millions)	10.0	25.0	50.0	75.0	100.0	130.0	165.0	200.0
Gross Revenue (\$ billions)	1.35	3.37	6.73	10.10	13.46	17.50	22.21	26.93
Gross Expenses (\$ billions)	0.6	1.6	3.1	4.7	6.3	8.1	10.3	12.5
EBIDTA (\$ billions)	0.7	1.8	3.6	5.4	7.2	9.4	11.9	14.4
EBIDTA Margin	52.6%	53.2%	53.4%	53.5%	53.5%	53.5%	53.5%	53.6%

YEAR ONE = RAMP UP/LAUNCH PREP YEAR (no sales)

Suggested Retail Price = \$134.63

Each 336-count bottle contains two months of Sodium Manager.

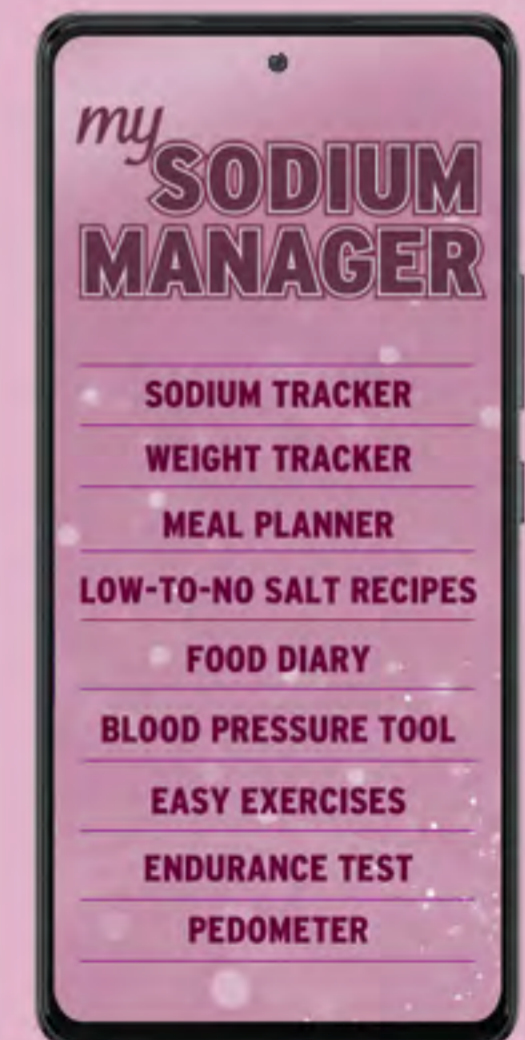
Three supplements twice a day, preferably one hour before lunch and dinner.

Shelf life: 24 months.

OPPORTUNITY

- **Clinically proven technology. Backed by science. Supported by clinical results..**
- **Important drug-free tool to help manage sodium as doctors recommend.**
- **Low competition in this space. No other products with this technology for this market.**
- **Massive audience potential on a global level. Major health issue with few solutions.**
- **Patented new generation of supplements. 100% market exclusivity. 40 countries.**
- **Manufacturing partnerships with industry titans to support sustained global growth.**
- **Meangiful benefits to health with proprietary superabsorbent technology.**

My Sodium Manager app provides a suite of smart digital tools to track, measure, and manage sodium in a way that is convenient, personalized, and self-managed.



Team

HB BIOTECHNOLOGIES
CORPORATION

 **EVONIK**
Leading Beyond Chemistry

patheon
by Thermo Fisher Scientific



- Dani Berger is founder and CEO of HB Bio and creator of patented Sodium Manager supplements.
- 30+ year career around ideas, problem-solving, and creating solutions. Prolific creator, inventor, and innovator.
- Created and commercialized The Simpsons Vitamins, an OTC family vitamin brand, including securing a multi-year exclusive license with Twentieth Century Fox, custom vitamin formulations and packaging, securing and managing manufacturing and logistics, creation of all promotional materials, consumer and brand marketing, and distribution through retail.
- Award-winning creative director, marketer, and business development executive responsible for conceptualizing, commercializing, and marketing products and brands including for Merck, Bayer, Johnsons, Reckitt-Benckiser, Pfizer, Astra Zeneca, Kraft, Disney, Scholastic, and diverse others.
- Top 3 global manufacturer of superabsorbent polymer material and a \$14 billion company committed to being the long-term supply partner for HB Bio's proprietary and innovative polymer that is clinically proven to support sodium management.
- Evonik Biomaterials and Evonik Oral Drug Delivery Solutions will be leveraging their core competencies to manufacture the product material in Sodium Manager superabsorbent supplements.
- Compliant with GMP, ISO, and QMS regulations and meets all global regulatory compliance and conformity mandates.
- FDA and CE certified facilities.
- Highest quality manufacturing for a trusted health supplement.
- Patheon is the \$7 billion contract manufacturing arm of Thermo Fisher Scientific, a \$20+ 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 Sodium Manager superabsorbent supplements for distribution.
- Led by Anil Kane, Ph.D., MBA, Executive Director and Global Head of Technical and Scientific Affairs for Thermo Fisher Scientific.



Make a difference.

We look forward to working together to make this important product a reality for consumers.

Thank you!

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HB BIOTECHNOLOGIES CORPORATION

