



AUXESIS PHARMA AB (publ)

PRESENTATION

MARCH
2023

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1. About Auxesis Pharma

Our history

Acet Medica AB was established in 2016 with extensive years of research and development. The objective was to create a platform to facilitate various agreements between different research teams.

CoxyPet Pharma AB was established in 2018 to focus on the Animal Care market.

AUXESIS PHARMA HOLDING AB (publ) was established in 2019 as the parent company of the group.

2. ASA.P® Product & Market

VISION:

Help our customers take the sting out of life.

MISSION:

Provide an immediate and market effective pain relief for topical skin conditions through innovative products.





3. ASA.P® OTC - Our product

ASA.P® - A local analgesic OTC medicine which can be applied to skin in various forms/products.

ASA.P® - The active substance acetylsalicylic acid has immediate effect.

ASA.P® - A new method for Aspirin, but in liquid form.

ASA.P® - Can be used for insect bites, skin contact with poisonous plants, rashes, eczema etc.

ASA.P® - Is applied directly onto skin with immediate effect in 3-4 minutes.

ASA.P® - Will not enter and mix in the bloodstream meaning no side effects.

ASA.P® - Has all qualifications to become a unique & profitable product for topical pain on skin.

4. Possible areas of use

- Cold sores
- Insect bites
- Jellyfish sting
- Stinging nettles
- Sunburn
- Rashes
- Pharmaceutical cosmetics
- Pain management removal of hair and tattoos
- Veterinary drugs



5. The Market

There is currently no OTC / RX product on the market with immediate pain relief effect on skin.

The current substances available only offer soothing pain relief.

ASA.P® offers immediate pain relief on skin from insect bites, skin burn, skin contact with poisonous plants, sun-burn & rashes.



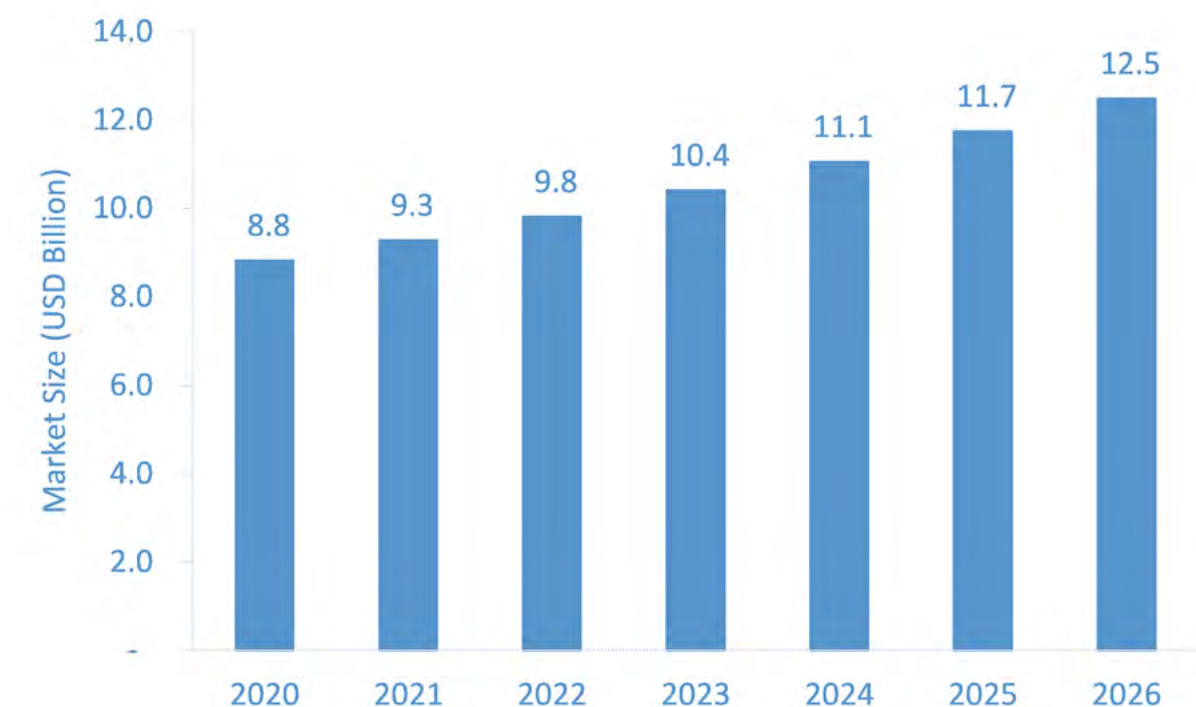
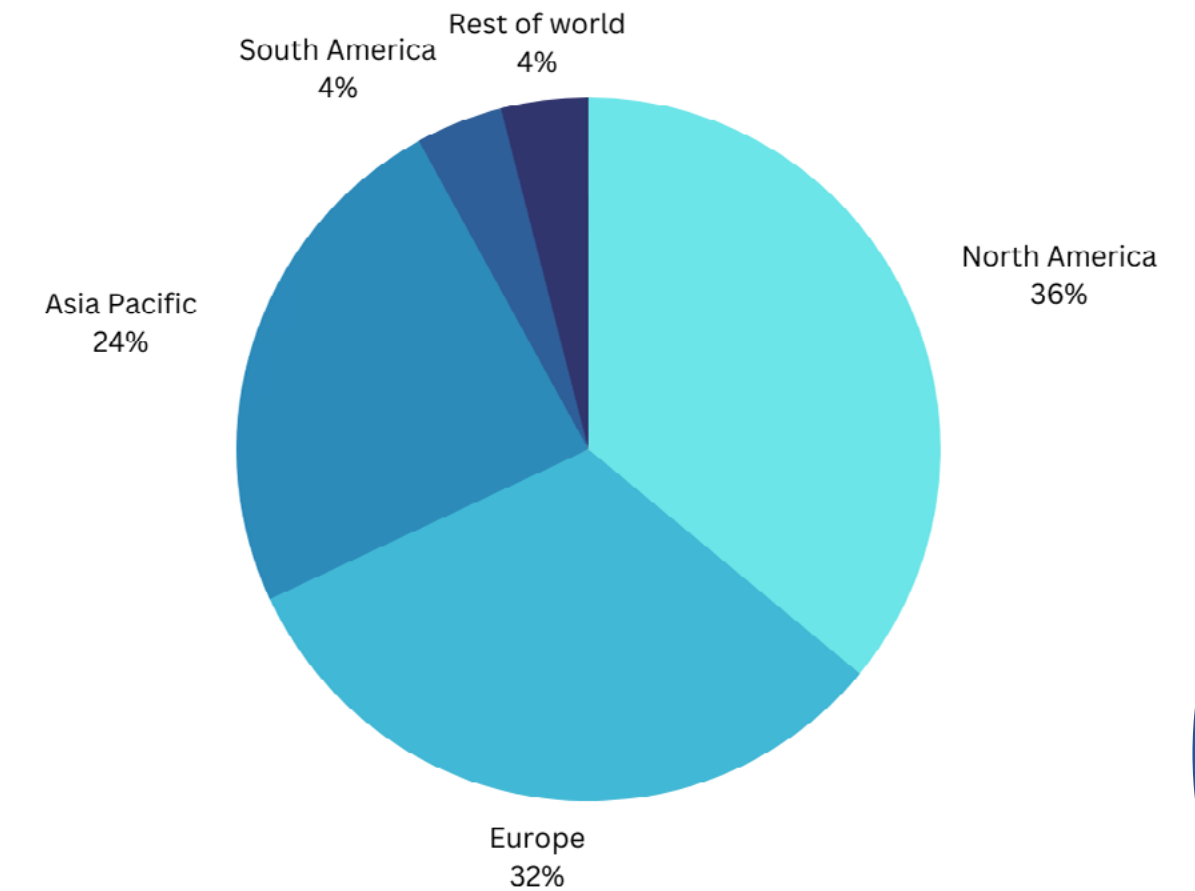
The global market is growing by 5,2% CAGR

- The global market for pain relief is expected to reach 12,2 billion USD 2027 with a CAGR of 5,2% 2020-2027*
- North America and Europe account for 68% of the global market**
- Asia-Pacific sees the strongest growth with 6,5% CAGR 2020-2027

Compound annual growth rate, or CAGR, is the mean annual growth rate of an investment over a specified period of time longer than one year. It represents one of the most accurate ways to calculate and determine returns for individual assets, investment portfolios, and anything that can rise or fall in value over time.

*alliedmarketresearch.com

**industryarc.com



stratviewresearch.com



Consumer demand

There is an increasing demand globally for topical skin pain relief. The available solutions are currently only soothing – ASA.P® offers immediate pain relief. According to WHO, 3,7 billion people under age 50 suffer from cold sores (HSV-1)*.

82,2 million in Asia
31,4 million in Europe
134,9 million in Africa
70,3 million in the Americas
24,9 million in the Middle East**

** Caused by Herpes-Simplex (virus) infection.

[*https://www.who.int/news-room/fact-sheets/detail/herpes-simplex-virus](https://www.who.int/news-room/fact-sheets/detail/herpes-simplex-virus)

Distribution

Phase 1

Europe:
Distribution via
partners

Phase 2

America:
USA/CA/LATAM
to be determined

Phase 3

APAC
Middle East /
Africa:
to be determined

ASA.P® will launch globally, starting off in Sweden and Europe.

AUXESIS PHARMA HOLDING AB (publ) is planning to work globally, licensing the company's approved formulations to pharmaceutical companies.

Future market opportunities

RX – Prescription medicine

In parallel to developing products for the OTC market we are also developing solutions for patients where prescription medication is needed such as;

- o Skin trauma in connection with radiotherapy during cancer treatment.
- o Other skin and nerve trauma.

Coxypet® - Targeting veterinary healthcare

We will steer our research and development in the next stage towards the extensive veterinary drug category;

- o 1,5 billion cattle
- o 960 million pigs
- o 600 million horses
- o 600 million cats
- o 600 million dogs



6. Research & Development - R&D

Does it work?

- o Several independent clinical studies indicate rapid pain relief after application of ASA.P®.
- o Several case studies confirm positive results.
- o Previous VAS studies (Visual Analogue Scale) on humans confirms that the ASA.P® formula is highly effective within 4 minutes for pain relief on the skin.



7. The Concept

ASA.P® is a local analgesic OTC medicine which can be applied to skin in various forms.

Our research shows that ASA.P® relieves pain fast and can be used for insect bites, skin contact with poisonous plants, rashes, eczema etc. ASA.P® has all qualifications to become a unique and profitable product for treatment of topical pain on skin.

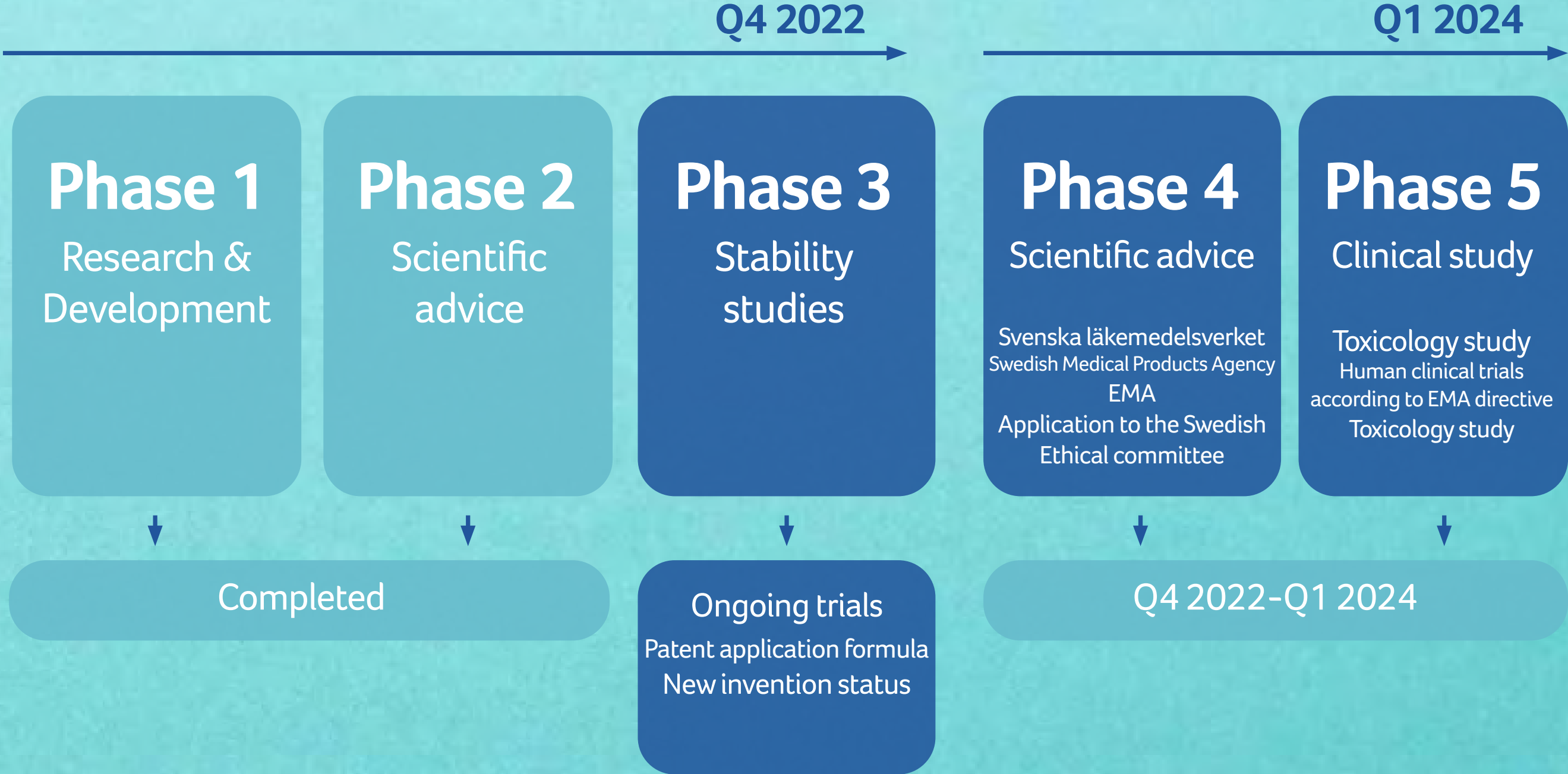
This presentation describes the history and the foundations to the development of ASA.P®. It also describes how earlier scientific research contributes to how ASA.P® differentiates from competition in use both on human and animal administration.

ASA.P® 

ASA.P® 



R&D Status and planned process



8. Product development strategy

ASA.P® OTC

1st product

- Tested dosage form
- Spray

Combination product

New combinations and platforms of delivery

- New active ingredients
- New combinations
- New forms of dosage
- New platforms of delivery

ASA.P® RX prescription medicine

New indications

- Pain relief following radiotherapy
- Smallpox
- Atopic dermatitis
- Amputation (itching & pain)
- Non-melanoma skin cancer (itching & pain)
- Squamous cell carcinoma (pain)
- Lymphoma (itching)

The first clinical trials of ASA.P® OTC will decide the following product development strategy and range extension.



Definition of clinical trials

Clinical Human Trial is performed to:

- Determine or confirm the clinical pharmacological or pharmacodynamic effects of one or several trial drugs.
- To identify eventual side effects of one or several trial drugs.
- To study absorption, distribution metabolism and secretion/exudation of one or several trial drugs.

The objective is to ensure the safety and efficacy of the substance.

Why haven't anyone done this before?

The challenge:

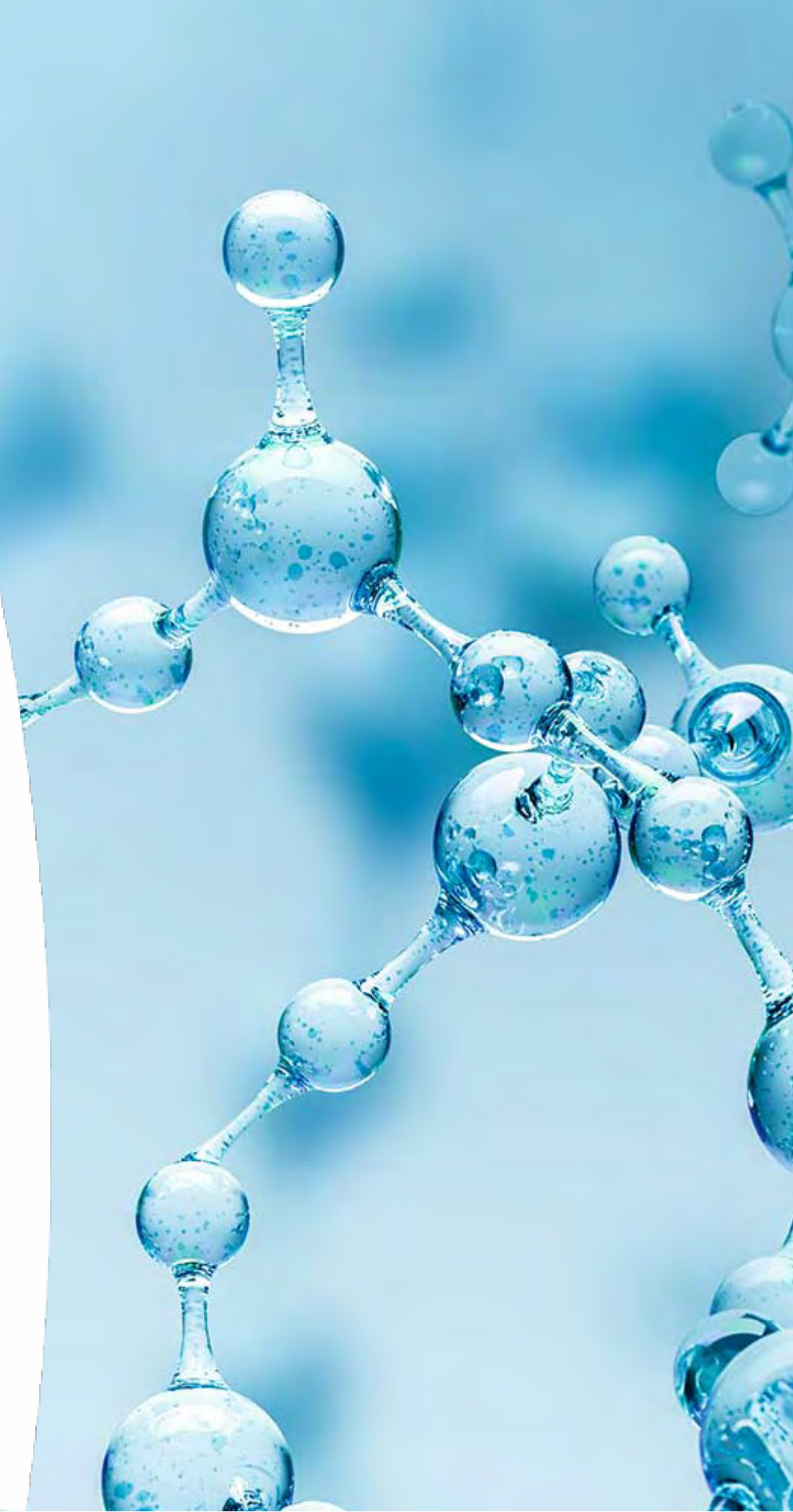
ASA is very sensitive to moisture. Therefore the stabilisation process in a spray bottle is challenging.

No one has so far managed to stabilise ASA.

We have found a solution based on meta studies and previous studies investigations in the field.

We have also conducted a literature study of several thousands of published articles around ASA and various drug combinations with ASA, which have resulted in positive insights for Auxesis Pharma and the development team.

Auxesis Pharma is currently conducting the stability studies, with several months down the line the results are still positive. We expect that the shelf-life/Batch EXP date will be 18M (months).



9. What does it mean to achieve EMA-SME status?

AUXESIS PHARMA HOLDING AB (publ) has achieved qualified “SME status” of an enterprise as a micro, small or medium-sizes enterprise (SME) for EMA related services by the European Medicines Agency (EMA).

A qualified accreditation for SME status means that the company in question is eligible to benefit for the provisions for administrative and financial assistance for SMEs laid down in regulation. I.e. AUXESIS PHARMA HOLDING AB (publ) will easier gain access to advice and assistance from the EMA during the development phase of our products and the various EMA stages from product development to market launch.

The advice and assistance can be across; regulatory, financial and administrative services.

The SME status can be extended annually for a year as soon as a report describing the operation and resource flow has been provided to EMA.



Following your submission of 24/10/2021, please find below confirmation of the eligibility to benefit from the provisions for administrative and financial assistance for SMEs laid down in Regulation (EC) No 2049/2005.

Any requests for assistance pursuant to Regulation (EC) No 2049/2005 should be addressed to the SME office. Please quote your EMA/SME number in any future correspondence with the Agency and your customer account number for all fee related enquiries/requests.

Qualification of an enterprise as a micro, small or medium-sized enterprise (SME) for EMA related services only.

Identification of enterprise Name:	AUXESIS PHARMA HOLDING AB (publ)
Address:	Postbox 3626, Regeringsgatan 63 ,103 59 Stockholm Sweden
Size/Type of enterprise:	Micro/Linked
EMA-SME number:	EMA/SME/424/21 (to be quoted for all SME related enquiries)
Date of qualification:	15/12/2021
Expiry of SME status:	31/12/2022 - Renewed SME status EMA January 2023
Customer account number:	0000610792 (to be quoted for all fee related enquiries/requests)

10. ASA.P® Trademark & IP protection

ASA.P® and CoxyPet® - trademark application across various markets:

ASA.P® - is a registered trademark in Sweden and a trademark for all countries ex. Russia and Africa.

Coxypet® - is registered in the EU and in process for registration across various additional markets and regions.



ASA.P® Investment protection

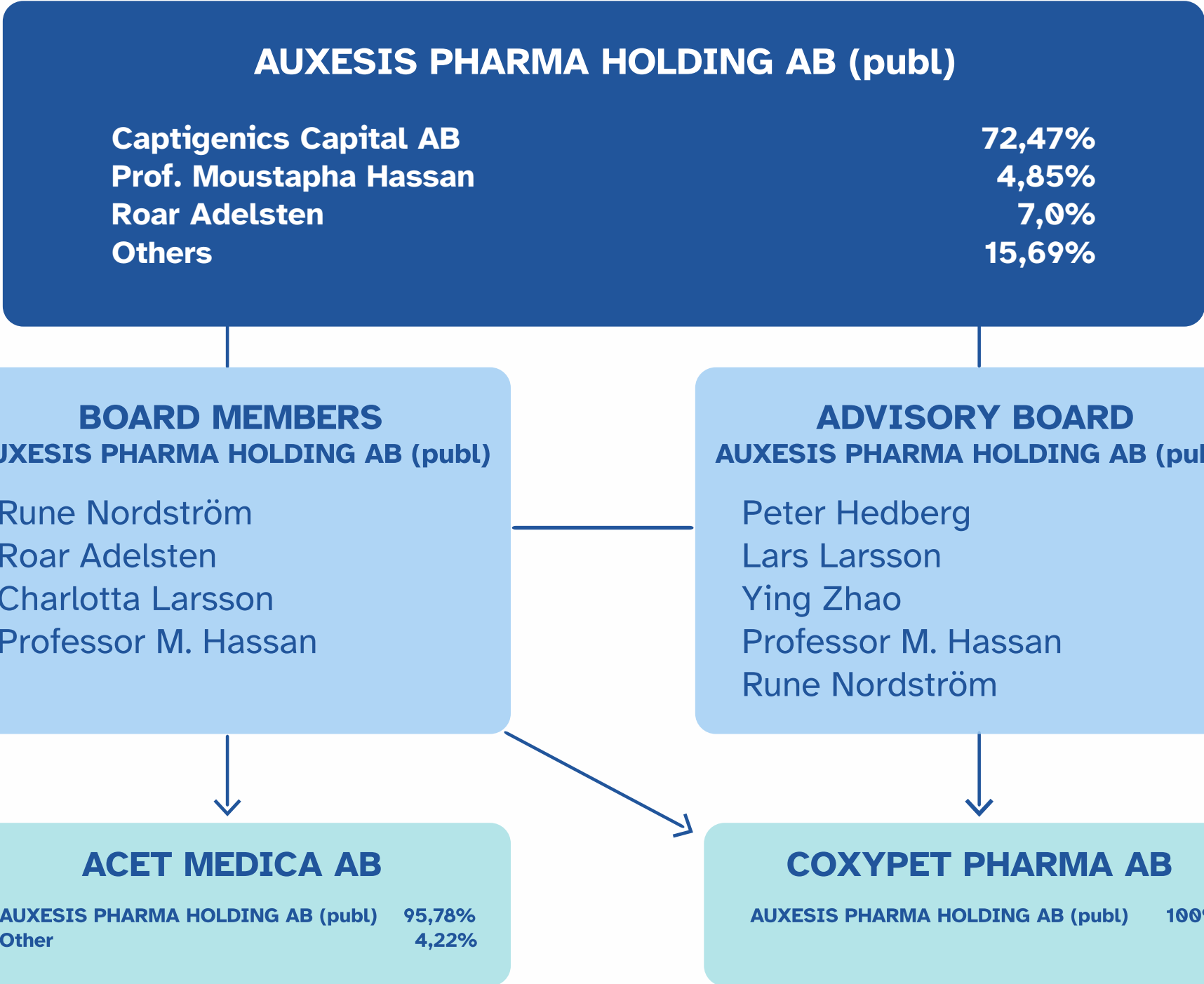
Ongoing processes to protect the trademark in relation to;

- Dosage form
- Process
- Usage method

Auxesis Pharma Holding AB (publ) owns all IP rights.



11. The Team & The Board



The Board



ROAR ADELSTEN

CEO

Market economist and certified drug consultant. Roar Adelsten is the visionary founder of Auxesis Pharma Holding AB, Acet Medica AB and CoxyPet Pharma AB.



**PROFESSOR
MOUSTAPHA HASSAN**

Professor of Transplantation research

Director of the pre-clinical laboratory Karolinska Universitetssjukhuset, Sweden.



RUNE NORDSTRÖM

Chairman of the Board and Advisor

Strategic communication, branding, public affairs and business consulting.



CHARLOTTA LARSSON

Board member

Long and broad global experience from leading positions within FMCG & OTC corporations; marketing, sales, strategy & business development.

Key People



LARS LARSSON, MSc in management

CFO

Long and broad experience from business management and business development.



YING ZHAO

Scientific research/Post Doc

Karolinska Universitetssjukhuset, Prekliniska Laboratoriet, Preclinical Imaging Facility (PIF).



PETER HEDBERG

Lawyer

Partner at Ramberg Advokater, Stockholm.
Expert in IP rights, specialised in areas of marketing, business law and dispute resolution.

12. Valuation

Auxesis Pharma Holding AB (publ) was valuated to 305 Million SEK march 2023, 165 Million SEK in may 2022 and 75 Million SEK in May 2020.

- The new valuation was undertaken January 2023 by Fintegrity AB.
- The valuation is amongst others based on market potential and forecasted revenues.



One-Pager Scenario valuation

Valuation simulation									
Mid value WACC	30,4%		Liquidity requirement	0,0%					
AUXESIS PHARMA HOLDING AB (publ)	Weigthed average cost of capital (discount rate)								
	26%	27%	28%	29%	30%	31%	32%	33%	34%
Enterprise value (EV)	436 233	401 226	369 733	341 314	315 598	292 266	271 046	251 701	234 028
Net debt(-)	-9 676	-9 676	-9 676	-9 676	-9 676	-9 676	-9 676	-9 676	-9 676
Liquidity requirement	-555	-555	-555	-555	-555	-555	-555	-555	-555
Share value (Equity value)	426 002	390 995	359 502	331 083	305 367	282 035	260 815	241 470	223 797

Listed companies	Multiples	
	EV/EBITDA	EV/Sales
Sun Pharmaceutical Industries Ltd.	28,85	5,24
Johnson & Johnson	14,33	4,37
GlaxoSmithKline plc	23,13	6,50
Pfizer Inc.	23,23	6,50
Sanofi	8,80	2,78
AstraZeneca PLC	25,49	5,22
Merck & Co., Inc.	13,47	4,84
Bayer Aktiengesellschaft	7,70	1,80
Average	18,13	4,66
Median	18,73	5,03
Auxesis Pharma (Avg 2023-2029)	1,88	0,93

Source: Yahoo Finance as of 2023-02-28

The value of 100% of AUXESIS PHARMA HOLDING AB (publ) amounts to 305 367 TSEK based on the scenario described in the complete report

- **Enterprise Value (EV) in AUXESIS PHARMA HOLDING AB (publ) is calculated within the interval 234 028 – 436 233 TSEK with a direction value of 315 598 TSEK. Enterprise value refers to the value of the business, i.e. the value today of the future return that the business is expected to give rise to in the future, regardless of how one chooses to finance the company. The direction value of 315 598 TSEK is the best estimate of the value of the debt/cash free business for AUXESIS PHARMA HOLDING AB (publ) given the scenario described in the report.**
- **In order to obtain the value of the shares in the Company, interest-bearing debt, financial assets and liquidity requirements must be taken into account as of 2023-01-01.**
- **Considering the company's current net debt and liquidity requirements, the conclusion is that the direction value of 305 367 TSEK constitutes the best estimate of the share value for 100% of the shares in AUXESIS PHARMA HOLDING AB (publ) as of 2023-01-01, given the scenario described in the complete report. In the case of future investments and transactions in AUXESIS PHARMA HOLDING AB (publ), the company's net financial debt and liquidity requirements shall be taken into account as of the respective transaction date.**

13. Revenue forecast & Financing



Total revenue		2022	2023	2024	2025	2026	2027
TSEK							
Revenue		0	1845	18600	186000	2155000	3379500
EBT		0	405	4084	40840	478680	789020

Financing

Bridge financing	Pre IPO	IPO
Q2-2022	Q1-Q3 2023	IPO
5 MSEK	15-30 MSEK	40 MSEK

Bridge financing completed Q2 2022
Pre IPO 15-30 MSEK
IPO 2024

Financing of Auxesis

Current number of shares

5 156 324 shares (one series).

Warrants

9. 595.000 SEK worth of currently outstanding warrants.

Board mandate

The board decided a mandate for funding of 19.800.000 SEK at the annual general meeting june 10th 2022 in Stockholm, Sweden.





14. Summary

2016-2019

- Patent investigation accomplished
- Literature studies and review of meta studies
- Documentation work Acet Medica AB
- (FTO) Freedom to operate-report
- USA partnership established

2020

- Project plan
- Project group
- Financial brokerage agreement signed
- EMA application of SME status

2021

- Capitalization
- R&D chemical analysis and manufacturing control, formula, stability, toxicity, scientific advice
- License agreement signed for the Americas
- Q4 – European Medicines Agency approves AUXESIS SME status

2022

- Q4 – Pre-Clinical trials ongoing with several formulas
- Q4 – Prior Art IPR research
- Q4 –International Trademark registrations for ASA.P®

2023

- Q1 – Manufacturing facility in Sweden - planning
- Q1 – Renewed SME status EMA January 2023
- Q1/Q2 – Completion of Preclinical trials – Basic
- Q3 /Q4 – Clinical trials on humans start up
- Q4 – Planning for IPO



AUXESIS PHARMA HOLDING AB (publ)

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