



Biome Australia Limited | August 2024

# Company Presentation

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**Blair Norfolk**, CEO & Managing Director

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**Certified**



This company meets the  
highest standards of social  
and environmental impact

**Corporation**

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## Our mission



To prevent disease, improve health outcomes and quality of life, and make our products accessible to all





## About Biome Australia

Biome Australia (ASX: BIO) is focused on becoming a global leader in the complementary medicine industry, offering clinically-proven condition-specific probiotic products fueled by novel clinical research programs to cement and extend the evidence base of its probiotic products.

*Activated Probiotics*®, Biome's flagship range of novel live-biotherapeutics (probiotics), was created in partnership with world leading organisations in microbiome research and utilises innovative delivery technologies that improves their stability and efficacy.

Biome is a certified B Corporation, a designation that a business is meeting high standards of verified performance, accountability and transparency.





# 01. Investment and Business Highlights

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# Biome Business Opportunity

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Novel range of Live Biotherapeutics with  
**co-prescribing medication opportunity**

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Landmark **IP Deal executed** on novel probiotic strains

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**Three ongoing clinical trials** on key products, see slide 21

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**International Expansion** — UK, Irish health retail market launch to support existing HCP market, Health Canada approvals

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Delivering **\$50,000+ per sqm** gross margin return on floor space in top accounts

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# Biome Business Opportunity

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**Over 5,000 distribution points (Aus)** following successful launch with Priceline Pharmacy

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Average shopper — **2.1 units per transaction** and 6 visits per year in pharmacy (Terry White Scan data)

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**#1 growth Practitioner-Only** brand in Australian Healthcare Practitioner (HCP) Market (Retail scan sales and wholesaler data)

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Activated Probiotics **#1 growth brand in category** in TerryWhite and Priceline Pharmacy

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Activated Probiotics **#1 growth brand** with Symbion, API Wholesale and entire pharmacy market (VMS)

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# Financial Highlights



## Financial performance

FY24 sales revenue **\$13.01m – up 80%** (vs pcg)

International Sales **\$894k - up 95%** (vs pcg)

Q4 FY24 sales revenue **\$3.81m – up 88% vs PCP (\$15m ARR)**

Biome achieved **positive EBITDA of \$287k for second half FY24** adjusted for non-cash, share-based payment

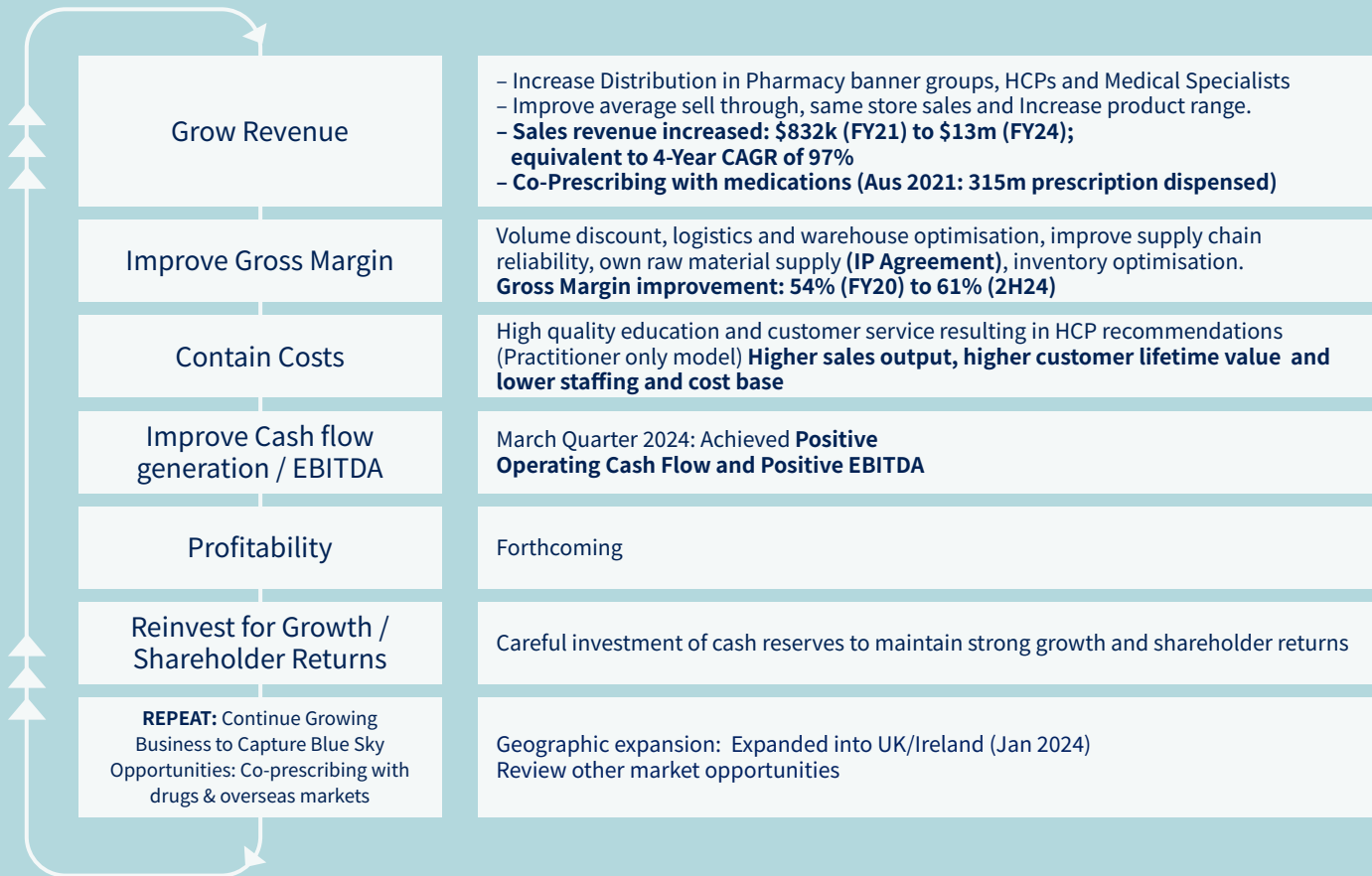
**\$2.87m cash** balance at June 30 2024

FY24 **NPAT(\$1,670,202) 45% improvement** vs PCP

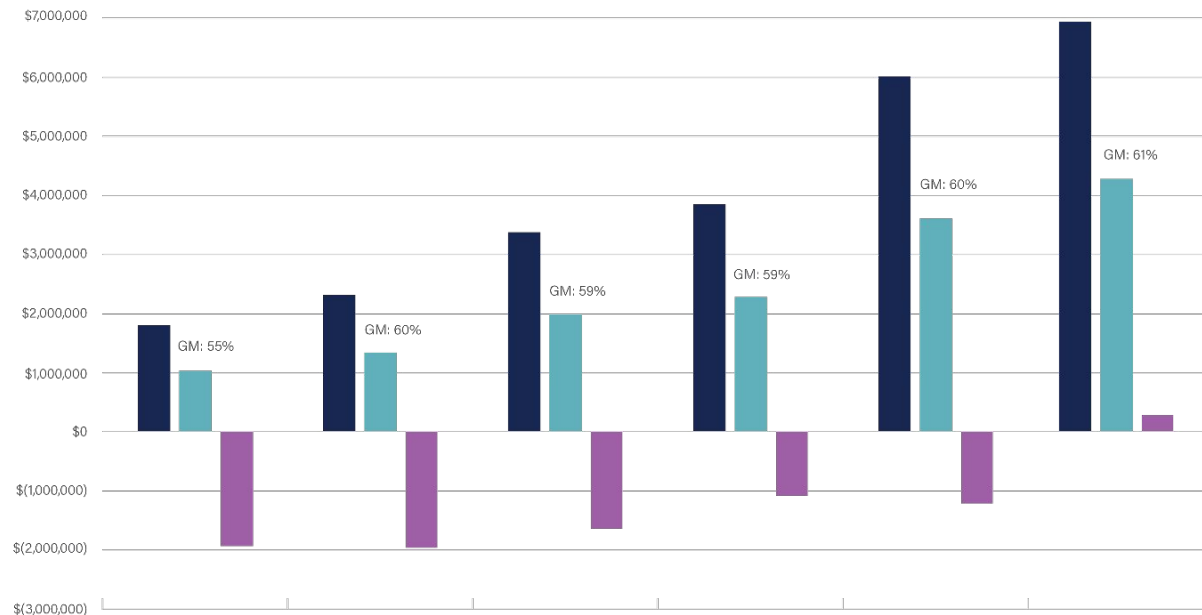
FY24 **same-stores pharmacy sales up 75%** vs PCP

Gross Margin increased to more than **60% in FY24**

# Growth Strategy

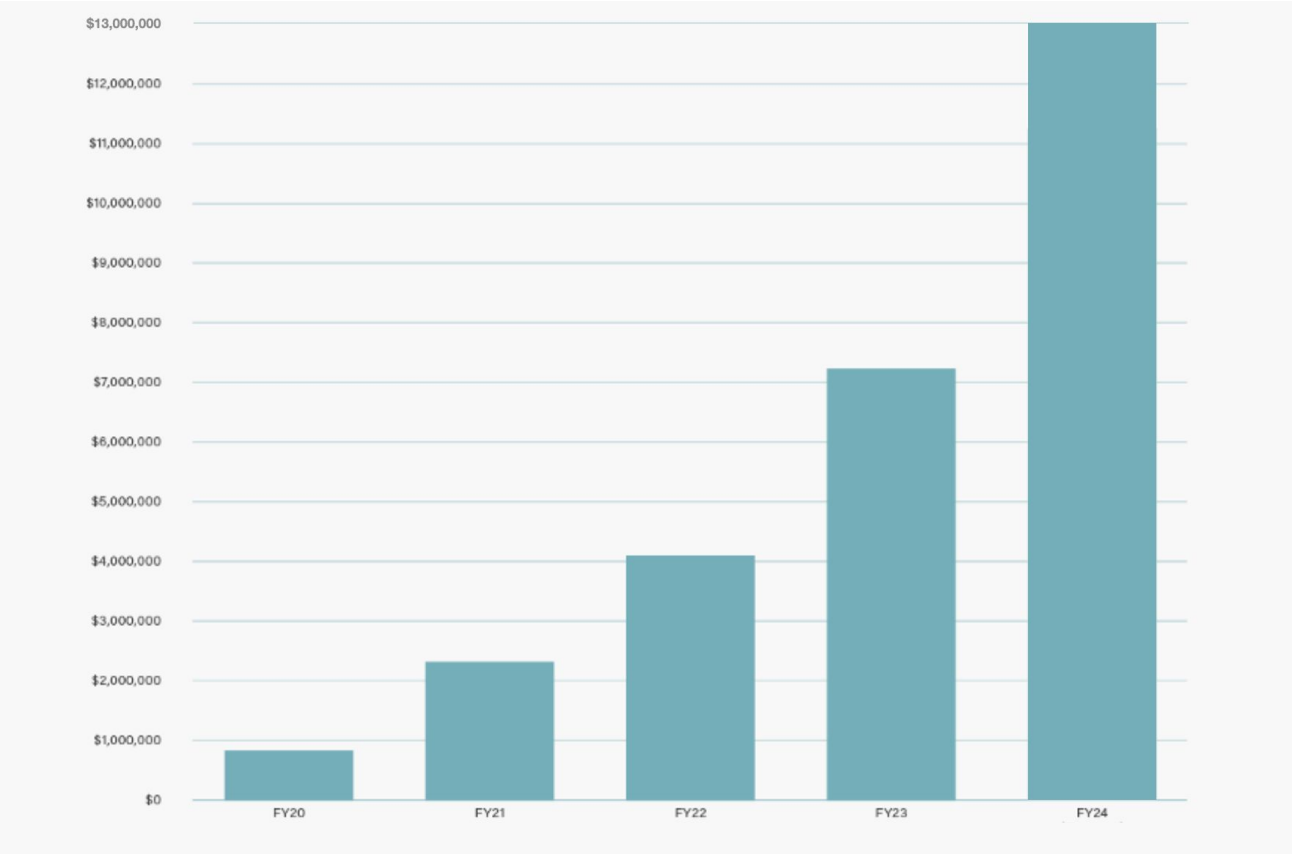


# Half-Yearly— Key Financial data points



	1H22	2H22	1H23	2H23	1H24	2H24
Revenue	\$1,806,450	\$2,315,974	\$3,380,746	\$3,854,865	\$6,015,487	\$6,993,410
Gross Profit	\$994,363	\$1,392,808	\$1,993,412	\$2,282,117	\$3,623,397	\$4,287,824
EBITDA (excl Share based payments)	(\$1,976,434)	(\$1,987,683)	(\$1,636,881)	(\$1,078,685)	(\$1,276,387)	\$287,223

# Annual Sales Revenue





## 02. Activated Probiotics Range

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# Activated Probiotics

Practitioners & Pharmacies

## CONSUMER BENEFITS

**5x more effective delivery — Microbac™ technology**

Shelf-stable

Clinically documented probiotic strains



Biome Lift™

Biome Baby™

Biome Daily™

Biome Prenatal+™

Biome Osteo™

Biome Breathe™

Biome IBS™

Biome Eczema™

Biome Lax™

Biome Daily Kids™

Biome Advanced™

Biome Iron+™

Biome Her™

Biome Dental™

Biome Recovery™

Biome Acne™

## 04. Distribution Network and Sales Model

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# Australian Distribution Network

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Biome Australia currently has over 5000 distribution points, between community pharmacies and independent health practitioners

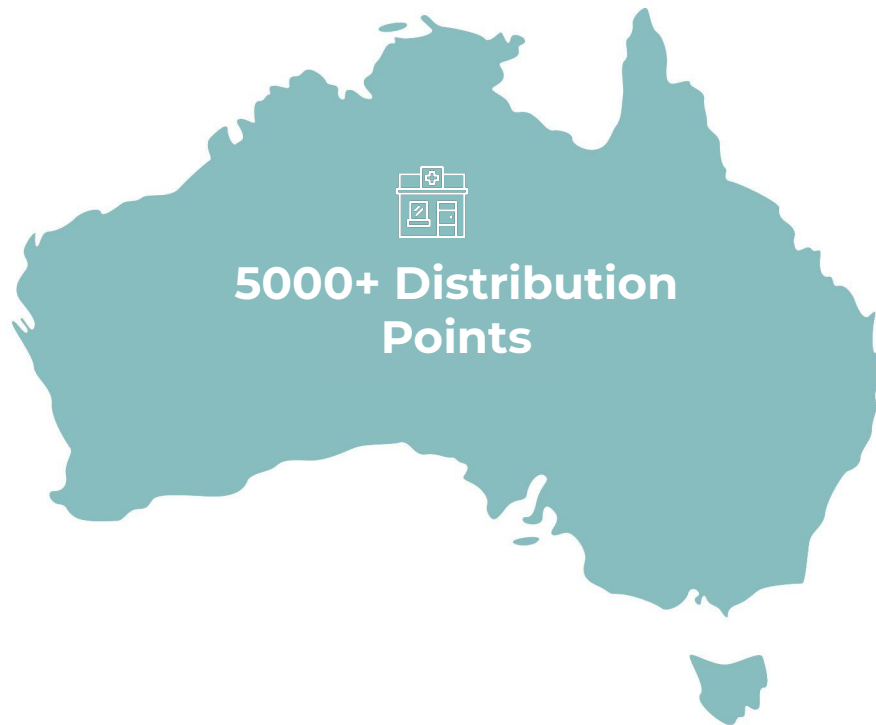
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TerryWhite Chemmart—Activated Probiotics #1 growth brand in professional vitamin category

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Priceline - Activated Probiotics #1 growth brand in professional vitamin category

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## Pharmacy Core Ranges

Blooms  
THE CHEMIST

priceline  
pharmacy

TerryWhite  
Chemmart

advantage  
PHARMACY

Capital  
Chemist

CHEMISTWORKS

Malouf  
PHARMACIES

Pharmacy

Pharmacist Advice

Pharmacy<sup>®</sup>  
Choice+

Ramsay  
Pharmacy  
Part of Ramsay Health Care

SladePharmacy

Soul Pattinson Chemist

WHOLELIFE  
PHARMACY & HEALTHFOODS

WIZARD

## Authorised Distribution Partners

api

ARIYA  
HEALTH

OBORNE  
HEALTH SUPPLIES

RENER  
HEALTH PRODUCTS  
Leading the Natural Health Industry in WA

symbion

vital.ly

# Training and Education Driven Sales Model - Practitioner Only

Unique Education and Service Model Drives Sales in Australia, UK and NZ

## Education and Service Support

- The Biome sales team is a mix of health qualified practitioner education consultants and territory managers
- Practitioner education consultants undertake high level product detailing and training in community pharmacy and with independent health practitioners
- High quality training and education develops stronger trust and relationships with health practitioners
- Biomes support leads to active recommendations of Biome Australia products
- Digital educational content and assets effectively support the national sales team in servicing practitioner markets
- Health Clinics are provided to key accounts to gain trust and develop existing accounts





# 03. Clinical Research

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# Clinical pipeline— Indication overview

- Three ongoing clinical trials and further research opportunities in discussion



## BIOME LIFT

Assessing the efficacy of the *Biome Lift™ Probiotic* compared to a placebo in reducing the severity of symptoms in patients with subthreshold depression.

### Endpoints

- Measures of anxiety, stress and mood
- Effects on biomarkers of inflammatory, immune, and stress responses
- The gut microbiota composition and function (via fecal samples assessing microbiota genome and functional predictions of gut microbiota)
- Body composition markers
- Gastrointestinal symptoms

**Trial completed & Results Received**  
Publication expected in Q1 FY25.



## BIOME KIDS

Analysing the influence of probiotic use on absenteeism and immune health among children aged 2-5 years attending childcare centres.

### Assessment criteria and outcomes:

- The duration of symptoms of common infections (gastrointestinal and respiratory infections, etc)
- The number of children with different varieties of infectious diseases (gastrointestinal infections; respiratory infections; hand foot and mouth disease etc)
- Use of antibiotics or other medication related to infectious diseases
- Changes in mood and behaviour (secondary outcome)

**Trial completed**  
Preliminary results in H1 FY25



## BIOME OSTEO

Examining the effect of 12-month supplementation with Biome Osteo on bone metabolism as well as bone mineral density.

### Endpoints:

- DXA measurements
- Blood indices e.g. vitamin D, P1NP (collagen deposition, marker for bone formation) and CTx (marker for bone rate turnover)
- Gut microbiota composition
- Body composition

**Recruitment Completed and Trial Underway**  
Preliminary results are expected in Q3 FY25 and final results in Q4 FY25



## Biome Eczema Probiotic - Patient Results



"Jude and his mum has said thank you so much. They had tried every skin cream/soap/tablet and nothing has worked up until now. If you recall, Jude told one of the boys at school who asked what was wrong with his skin that he didn't need to worry because soon it would be 'brand new'. Looks like he is getting very close to that! I was also told that he could go for a swim in the ocean for the first time the other day without his skin stinging from the salt water." Casey - Pharmacist (QLD)

## Biome Eczema Probiotic - Patient Results



# Biome Eczema - Patient Results



14:06



Thank you for making such amazing products!!



I have my own personal win with your Biome Soothe. In my final year of my naturopathy degree, I broke out in some severe dyshidrotic exzema on my hand. Nothing worked, and for months I was battling a very sore and embarrassing skin condition, until I tried Biome Soothe 🥰 within a month my hand was 70% better, and by my second box the eczema had completely cleared. Biome Soothe was the only thing I did differently, so I attribute my healing to your amazing product ❤️ I will attach some photos so you can see what I mean, but beware they are a bit gnarly!

## Biome Acne - Patient Results



I've been using the Biome Acne probiotic on my 12 year old for the mix of acne and peri-oral dermatitis he had going on.

We saw great results in the first month and the bottom photo is after 2 months treatment.



# 05. International Markets

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# United Kingdom & EU New Growth Markets

International markets grow 95% to reach ~\$895k in sales revenue for FY24

## UK & Ireland

### PRACTITIONER

- Strong foundation business
- Key driver of brand trust
- Supporting push into health retail

### PHARMACY & HEALTH FOOD

- New Channel launched in Q3 FY24
- Secured ranging with wholesalers
- Gain initial distribution in Pharmacies & Health food stores

## New Zealand

### PRACTITIONER

- Steady growth with two wholesalers
- Added first Practitioner Education and Territory manager (Rep) in FY24

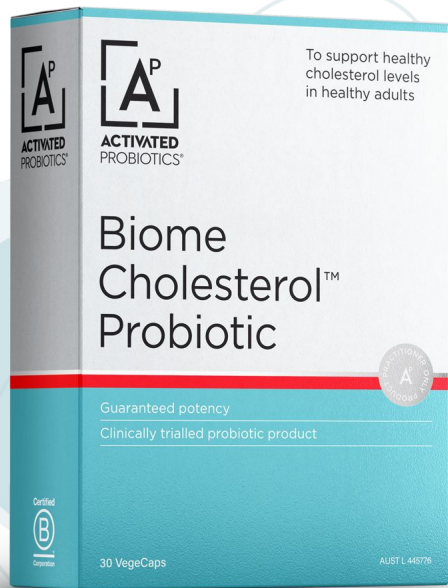
## CANADA

- Health Canada Approvals received in H2 FY24

Internal use only

## 06. New Product Development

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**PRACTITIONER-ONLY PRODUCT**

## Biome Cholesterol™ Probiotic

To help support healthy cholesterol levels in healthy adults

Clinically trialled formulation

Guaranteed potency

Launched 16 August 2024

### Formulation

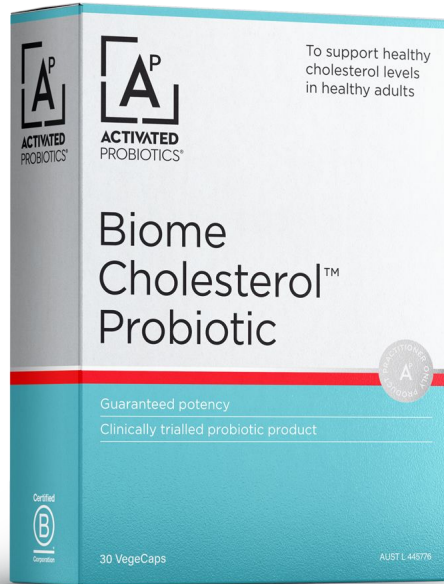
<i>Lactobacillus plantarum</i> KABP™ 011 (CECT 7527)	0.4 BLB*
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<i>Lactobacillus plantarum</i> KABP™ 012 (CECT 7528)	0.4 BLB*
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<i>Lactobacillus plantarum</i> KABP™ 013 (CECT 7529)	0.4 BLB*
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<b>Total live bacteria</b>	<b>1.2 BLB*</b>
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## Biome Cholesterol™ Probiotic

# Key product research

In this double-blind, placebo-controlled, randomised trial, 60 patients with high cholesterol were treated with either with the combination of probiotic strains in Biome Cholesterol™ Probiotic or placebo once daily for 12 wks

After 12 weeks, the probiotic group experienced a:

- 14% reduction in total cholesterol
- 15% reduction in LDL-cholesterol
- 21% reduction in the LDL/HDL ratio
- 16% reduction in triglycerides

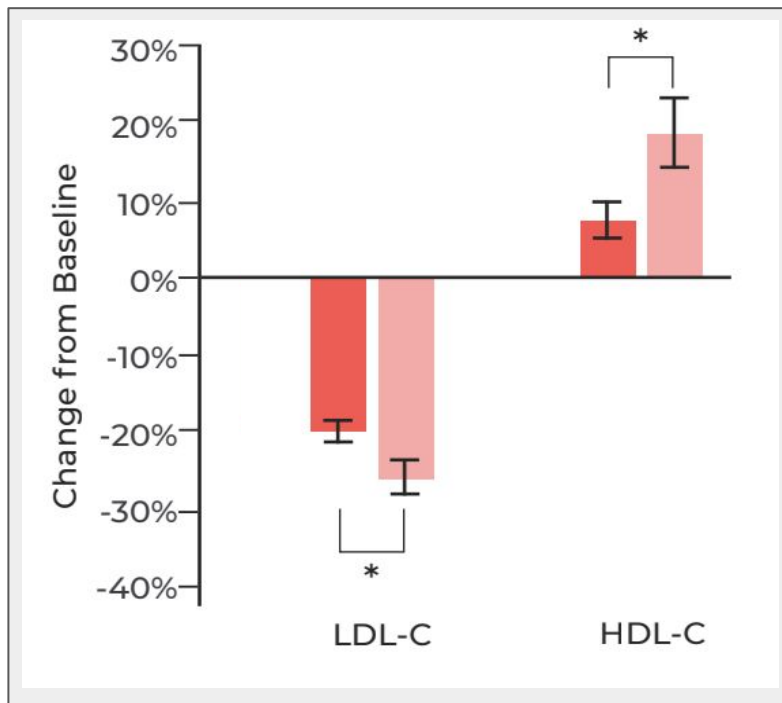
These results were statistically significant compared to placebo ( $p < 0.001$ ).

## Biome Cholesterol™ Probiotic

# Key product research

In an observational study involving 343 patients, the probiotic was administered alone (n=185) or in combination with existing statin therapy (n=158).

- **LDL was reduced by approximately 25% in the statin + probiotic group ( $p < 0.001$ ).**
- **LDL was reduced by approximately 20% in the probiotic alone group ( $p < 0.001$ ).**



Changes from baseline in LDL- and HDL-cholesterol of patients receiving probiotic alone (dark red) or in combination with statins (light red).

Biome Cholesterol™ Probiotic

Adjunct  
prescribing  
Opportunities

(top 50 PBS drugs)

Prescription medication (rank in top 50 PBS drugs)	Volume of prescriptions from 2022-2023	Action
Rosuvastatin (#1)	16,469,144	Statin
Atorvastatin (#2)	12,112,443	Statin
Simvastatin (#17)	1,941,055	Statin
ATC Level 2 Medicines Groups (rank in top 50 PBS ATC Level 2 Groups)	Volume of prescriptions from 2022-2023	
Lipid modifying agents	38,275,897	

<https://www.pbs.gov.au/statistics/expenditure-prescriptions/2022-2023/PBS-Expenditure-prescriptions-report-2022-23.pdf>

# 07. Marketing



# Public Health Campaign

Final reach: **2.5 million Australians**

## Results by platform

TVC: 950,000

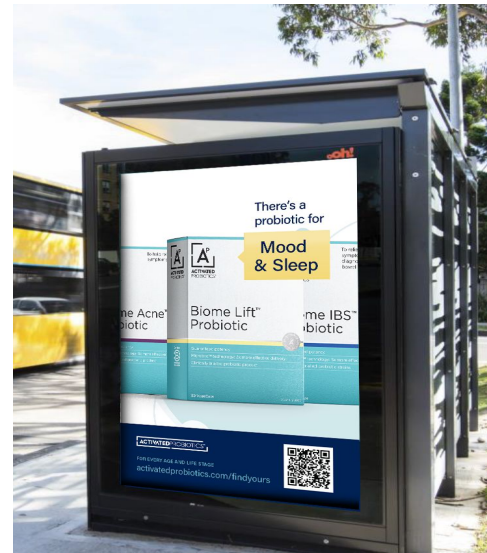
Transport panels: 495,000

Street posters: 405,000

Meta campaigns: ~375,000

YouTube campaign: 247,000

Landing page quiz: 500+ submissions,  
63% completion rate



## Pharmacy

# Advertising



EDM

Did you know a targeted probiotic can increase iron absorption? That's right — there is a probiotic to improve iron absorption, providing a gentle approach to iron support...



Radio ad ft. Biome Iron



Print



Email banner



Brand page



Social content

# Summary

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- FY24 Sales Revenue \$13.01m, up 80%
  - International sales reached \$894k, up 95%
  - NPAT (\$1,670,202), 45% improvement (vs PCP)
  - 2H FY24 EBITDA \$287k (adjusted for non-cash, share-based payments)
  - Positive operating cash flow in Q2, Q3 & Q4
  - Gross Margin exceeded 60%, gross profit up 85%
  - \$2.87m cash balance at June 30 2024
  - Over 5,000 distribution points (Aus)
- 

- FY24 pharmacy same stores sales up 75% (vs PCP)
  - Three ongoing clinical trials on key products, see slide 21
  - Average shopper - 2.1 units per transaction and 6 visits per year in pharmacy (TerryWhite)
  - Activated Probiotics #1 growth brand in TerryWhite and Priceline Pharmacy
  - Activated Probiotics #1 growth with Symbion & API
  - Delivering \$50,000+ per sqm gross margin return on floor space in top accounts
-

# Corporate Summary

ASX Code:	BIO
Listed Date:	30 November 2021
Amount raised at IPO:	\$8m @ \$0.20 a share
Shares on Issue:	212,010,647
No of Shareholders:	2,227 (as at 25 August 2024)
Share Price (26/8/24):	\$0.55
Market Cap (26/8/24):	\$118.5 million
Unlisted options: 9,306,404 as follows:	
(1)	\$0.40, expiry 24/11/25 2,131,404 (Broker 1 held)
(2)	\$0.12, expiry 31/3/26 2,175,000 (Broker 2 held)
(3)	\$0.20, expiry 31/3/26 2,500,000 (Broker 2 held)
(4)	\$0.50, expiry 31/3/26 2,500,000 (Broker 2 held)

## Directors:

- 1) Mr Ilario Faenza (Chairman)
- 2) Ms Dominique Fisher AM
- 3) Blair Vega Norfolk (Managing Director)

## Current Assets (30 June 24)

Cash at Bank	\$2,868,516
Accounts Receivables	\$2,870,022
Inventory	\$1,888,577

## Debt \$1,020,597

## Shareholdings:

Directors	22,738,741	10.56%
Staff	<u>25,635,976</u>	<u>11.90%</u>
	48,374,717	22.46%

## Substantial/Significant Holders:

Raymond Demaio Pty Ltd	12,000,000	5.57%
Richard Tigoni	<u>10,171,110</u>	<u>4.72%</u>
	<u>70,545,827</u>	<u>32.75%</u>





**Contact details:**

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[activatedprobiotics.com.au](https://activatedprobiotics.com.au)

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Corporation

This company meets high  
standards of social and  
environmental impact.