



ASX:ESE | Investor Presentation |  
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eSense is a biotech company, specialising in **Terpene research and technology**.

Driven by consumers' wellbeing, we are seeking innovative, evidence-based applications of Terpenes in the medical, wellness, cosmetics and nutritional markets.



Renewed leadership team



Optimised commercialisation strategy and structure



Multiple market opportunities on a global scale



Continued innovation, research and development





# Investment proposition



Unique plant-profiling technology



A range of applications



Highly scalable, low cost/high volume market opportunities



Low production cost



New commercialisation strategy



# New horizons for eSense

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eSense was established as a biotech company, with a unique technology to analyse and reverse-engineer the exact terpene profiles of Cannabis strains, without psychoactive ingredients and with lower production costs, by using alternate plant sources.

The technology also enables the creation of unique terpene profiles of rare and high value plants, providing sustainability and lower production costs.

In addition to its existing products, the leadership team has established an optimised business model and developed broader R&D plans.



# Leadership team

eSense has established a renewed leadership team to ensure that the Company is well positioned to deliver on its strategic and operational goals into the future.



## Yoav Elishoov - CEO

Yoav brings vast experience in commercial, market access, regulatory affairs and marketing roles in global pharmaceutical companies. Yoav served as the CEO of Trima Ltd, an Israeli pharmaceutical company involved in generic R&D. Under his supervision, the company turned its sales rate to a sustainable growth annually. He positioned the company to become a local generic R&D powerhouse, introducing 4-5 new products annually. Prior to this, Yoav established the Oncology Business unit of Novartis Israel as a new entity, and managed it for more than a decade. During those years, he was personally involved in launching Novartis Oncology mega brands, and made Novartis' Israel business unit the sub-region top market leader. During his time at Novartis Oncology, Yoav also led CIS markets, and brought regional management experience of 5 years. Prior to that, Yoav served as the regulatory affairs director of Novartis Israel. All these positions involved commercial, operational and regulatory communications across global/multinational entities.



## Moshe Hukaylo - CFO

Moshe has vast CFO experience in public and private companies. Moshe served as CFO of Pfizer Israel and prior to that in Merck-Serono Israel and In InterPharm. Moshe has extensive experience in financial management, business strategy, process improvement and supply chain. Accompanies fast-growing companies from early stage through the regulated arena of public companies



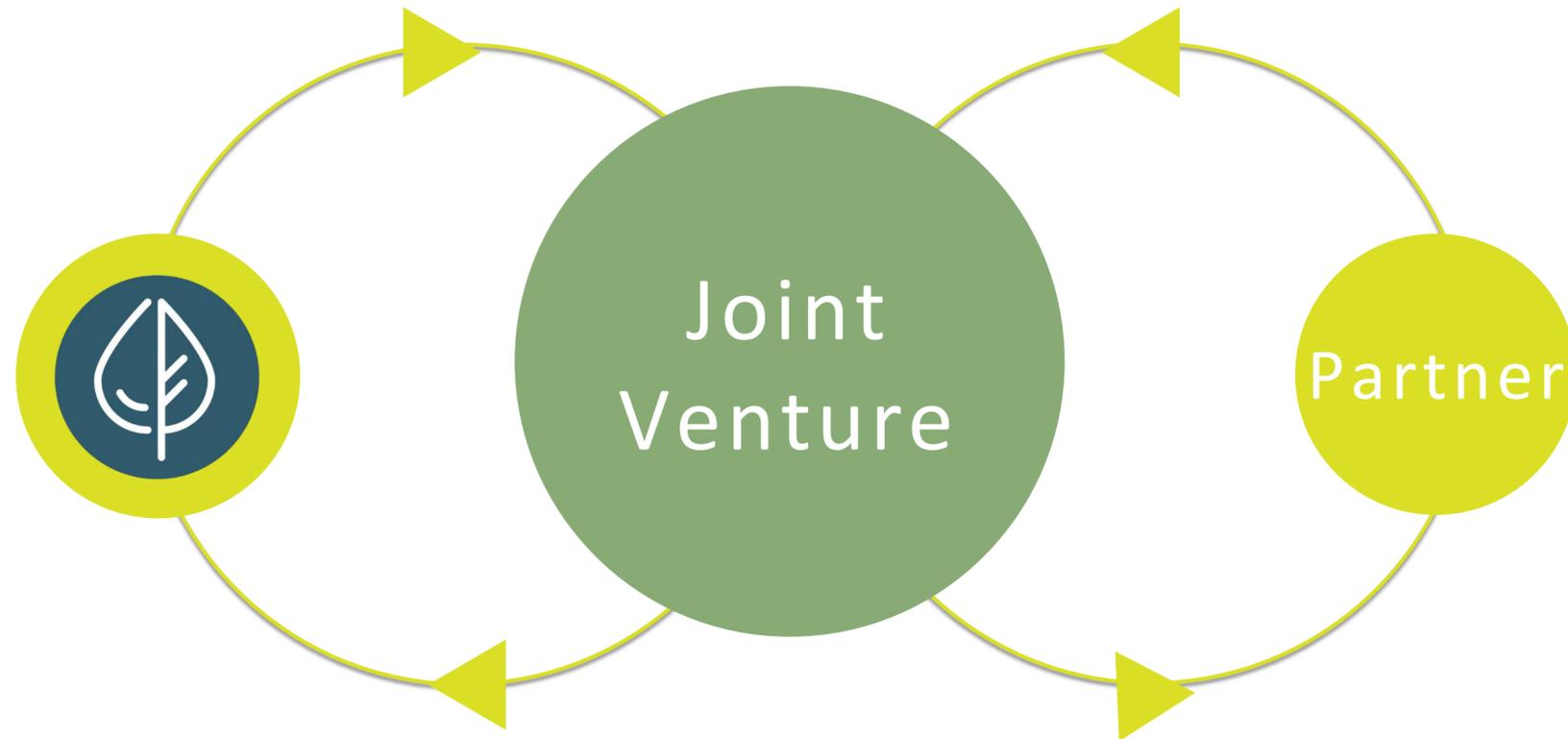
# Corporate snapshot

	Top 5 Shareholders	24 November 2020
1	HSBC Custody Nominees (Australia) Limited	7.07%
2	Mr Schneur Zalman Seewald	4.99%
3	Chifley Portfolios Pty Ltd <David Hannon Retirement A/C>	4.00%
4	VBT Pty Ltd	3.85%
5	Atlantic Capital Group P/L	3.36%

Corporate Metrics	24 November 2020
Consolidated Cash/Funds	AU\$100k
Shares on issue	510M
Options on issue	235M
Market capitalisation at 1.8c per Share (based on last close)	AU\$9.18M
52-week high	5.2c
52-week low	0.4c



# Joint venture business model



- Establishing joint ventures for mutual development of products with different partners
- Agreements across multiple revenue-generating markets
- Shared research and expertise

# Joint Venture Partners

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The Company has announced a number of agreements for the development and distribution of its products through joint venture partners



## SeaLaria

An Israeli company that specialise in the development of a unique gelatinized Gracilaria red algae and end-products for cosmetics and veterinary use



## Wise Wine

An Australian company that specialises in the development of grape derived ethanol for wine and sanitising purposes.



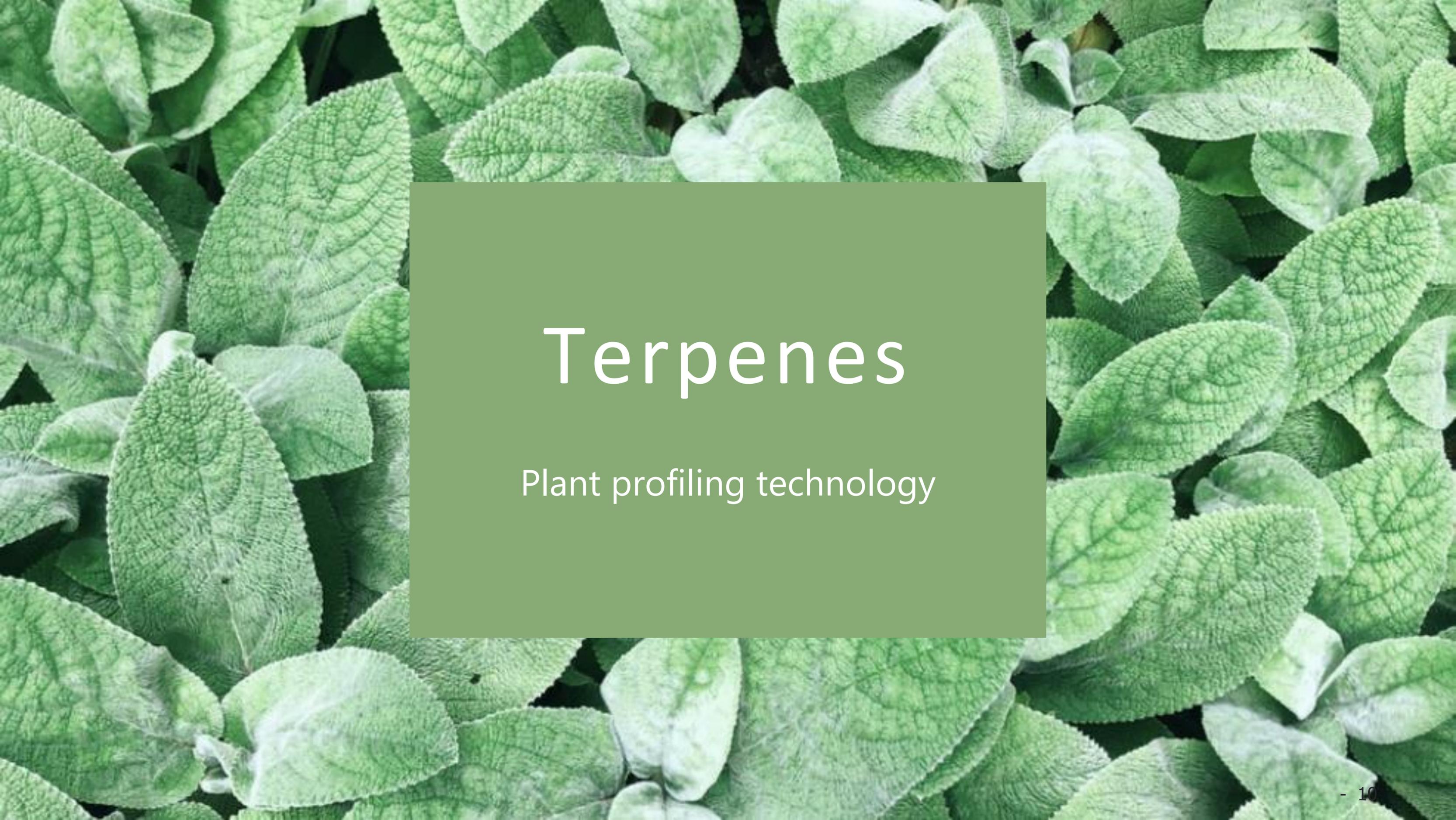
## BetterAir

An Israeli company that specialises in the development of a microbiome based anti-bacterial technology for surface and atmosphere sanitising.



## ANC

An Australia based manufacturer and wholesaler of high quality cosmeceutical products.

The background of the slide is a close-up photograph of numerous green leaves, likely from a plant like Salvia (sage), showing detailed vein patterns and a slightly textured surface. The leaves are densely packed and fill the entire frame.

# Terpenes

Plant profiling technology

# Terpenes: a refresher

## Terpenes are naturally occurring compounds

(classified as phytochemicals) which account for the flavour and fragrance of plants. Each plant has its own unique terpene profile<sup>9</sup>.

## Plants that produce terpenes are known as

**aromatic plants**, and its distinctive flavour and smell is derived from its unique blend of terpenes (basil, mint, oregano and cannabis)<sup>9</sup>.

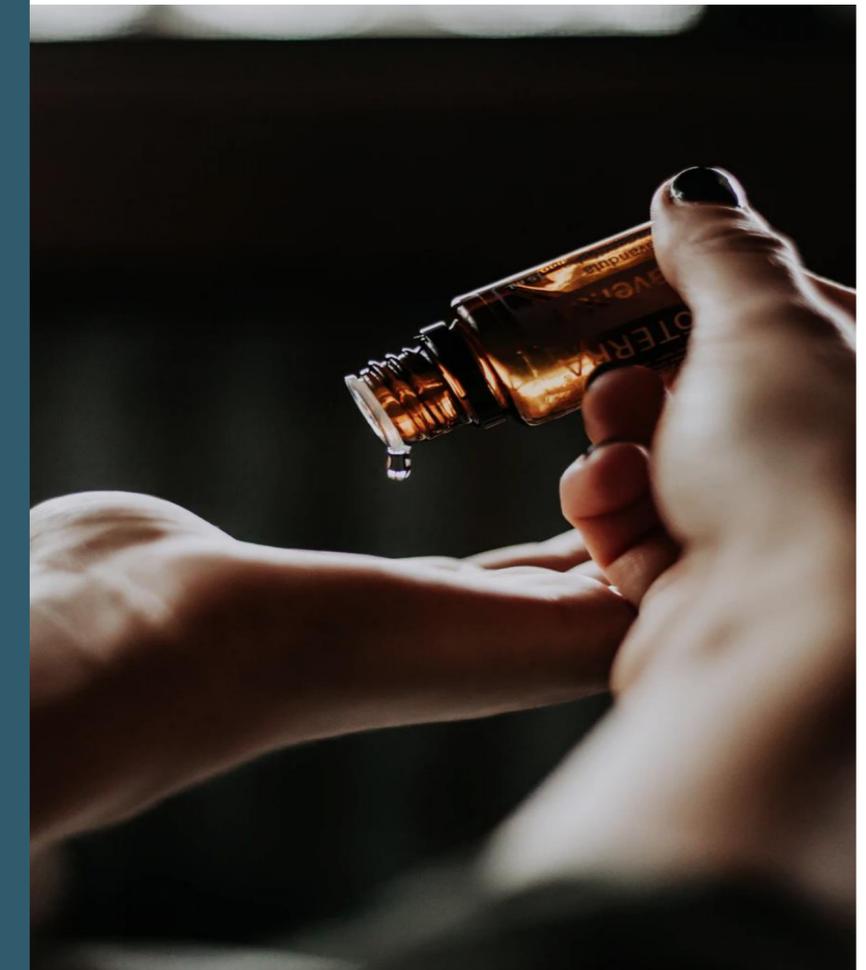
Along with that, **the terpenes play a critical role in the defence mechanism of the plants, protecting them from virus, bacteria and insects**<sup>1,8,9</sup>.

Numerous data and literature indicates terpenes as pharmaco-vigilant substances with an **ability to induce pain relief, anti-inflammatory, antioxidant, anti-bacterial, anti-viral, anti-parasite, anti-cancer, gastro protection, neuroprotection, anti-convulsant and sedative properties**<sup>1,3,6,8,9</sup>.

Terpenes have long been used in the treatment and management of common respiratory conditions

**Oregano and thyme** are used as remedies for the common cold. Both contain the terpene carvacrol. Carvacrol is known to thin mucus and allow it to drain from the lungs and shows antimicrobial activity against a broad-spectrum of bacteria.<sup>4</sup>

A key ingredient of Vicks® VapoRub™ is menthol, a terpene found in mint. **Menthol** is an example of a Bronchodilator, it works by relaxing the muscles in the lungs and widening the airways.<sup>4</sup> They're often used to treat asthma.<sup>4</sup> Other terpenes that act as bronchodilators include pinene and linalool.<sup>4</sup>





## Anti-viral activity

Terpenes are well described in literature for their anti-viral activity<sup>3</sup>.

The anti-viral activity of terpenes can range between a dose of 0.0006% and up to 0.01%, which is considered very potent<sup>3</sup>.

*eSense continues to research and test its proprietary terpene mix, TRP-ENV™, to confirm effectiveness against SARS virus (including the Corona Virus related to COVID-19) with research to date having yielded promising results.*

Terpenes play a critical role in the defence mechanism of the plants, protecting them from virus, bacteria and insects.



# Research to date suggests terpenes in sanitisers could provide for a reduction of harmful effects on skin, without compromising effectiveness

eSense has been researching and testing its gel-based, alcohol-free sanitiser to evaluate the terpene's anti-viral synergistic effects.

The Company's intention has been to develop a superior sanitiser product with a pleasant smell and feel, that provides added protection against bacteria and viruses, with a reduced ethanol content, making it safer and easier on the human skin.

Test results received by the Company have provided that the Company has successfully developed a unique terpene profile (TRP-ENV) that can neutralise COVID-19 within 30 minutes.

Moreover, results have provided that combinations of TRP-ENV with SeaLaria's red algae have an immediate neutralising effect, with an efficiency similar to 70% ethanol.



# Global market opportunity

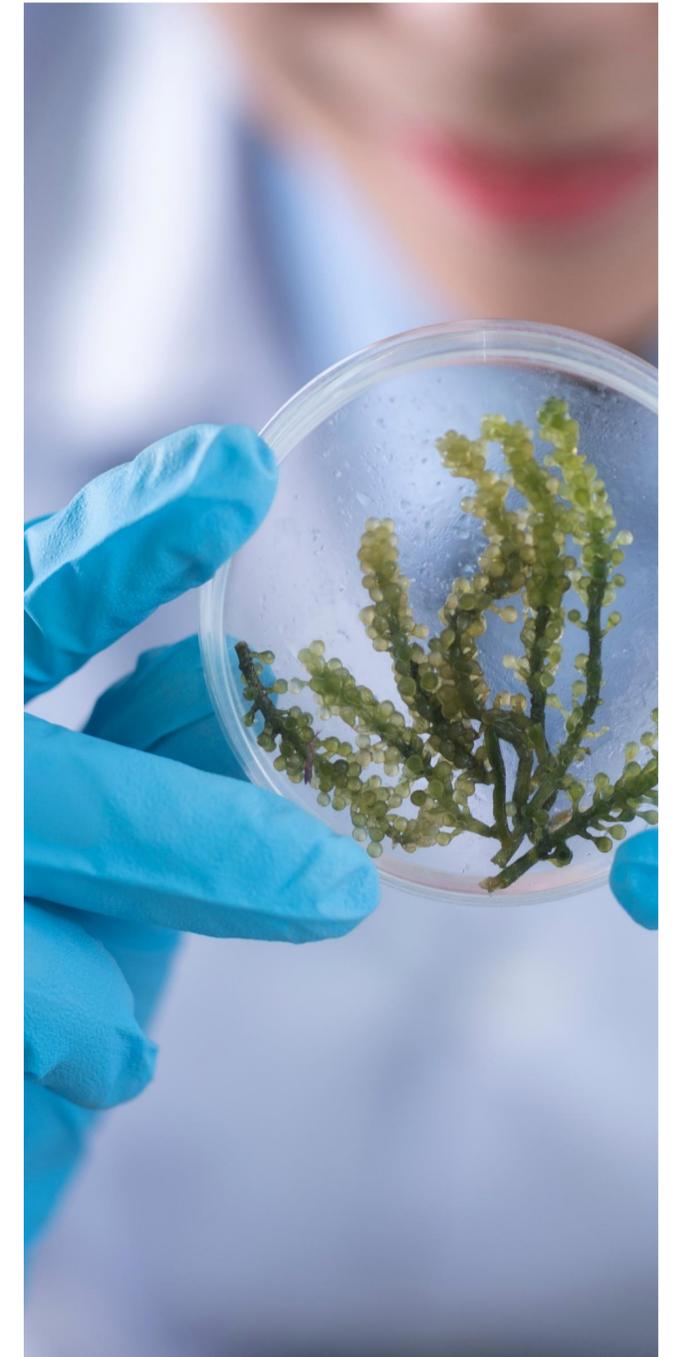
Growing global awareness of health and hygiene



Sanitisers



CBD



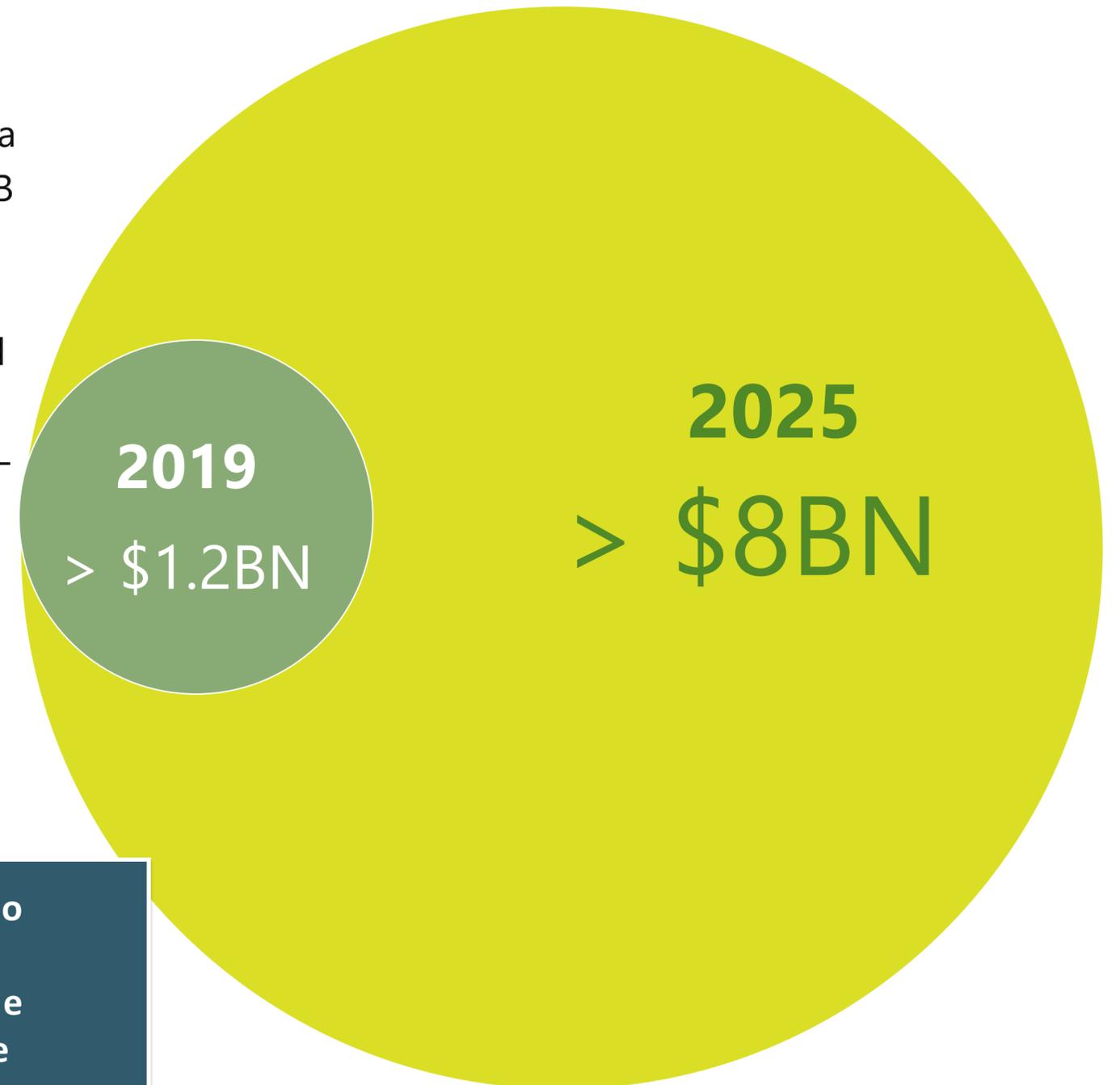
R&D



# Hand sanitiser market

The global hand sanitiser market is expected to grow in the future with a consistent market value of US \$8.09B at the end of the year 2025<sup>5</sup>.

COVID-19 has significantly impacted consumer behaviour with people becoming more aware of their hand-hygiene. People are being advised through government campaigns, advertisements and news to use hand sanitiser often. This has and is anticipated to continually boost market growth.



**eSense has begun and intends to continue partnering with companies through joint venture agreements to produce terpene infused hand and surface sanitiser products to take advantage of this growing market**



# CBD markets



Medicinal



Wellness



Cosmetics

The global CBD market is booming. From \$2.8 billion in 2019, it is expected to reach \$89 billion by 2026. Combined with terpenes, the infused product has **broader effects, higher bio-availability and better user experience**<sup>10,11,12,13</sup>.



# Medicinal applications

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Terpenes are known to have medicinal effects, as standalone components and through the 'Entourage Effect', where they enhance the medicinal efficacy and the therapeutic properties of other substances.



Can be applied as **edibles, supplements and topical products**



Development of **OTC** healthcare products



Joint venture with **pharmaceutical companies** for prescription drugs



## Wellness

CBD products are widely used by consumers for relaxation, pain management and rejuvenation, while terpene-infused CBD provides better results and user experience<sup>14</sup>.

*eSense intends to focus on Terpene infused CBD products of the highest grade, to provide oils, tinctures, creams and other products, catering to consumers' demands*



# Skincare

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Terpenes provide direct added value in skin care and topical products, while also enhancing the bio-availability of other components into the skin

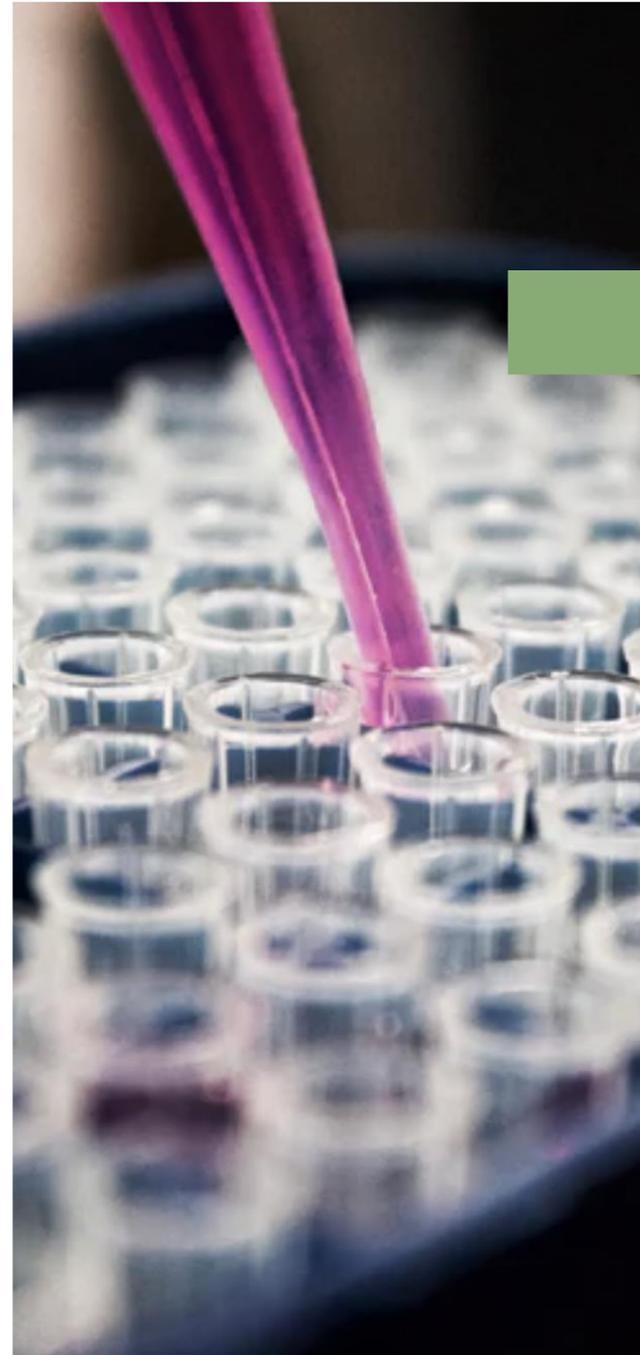


**Anti-aging**



**Skin care**



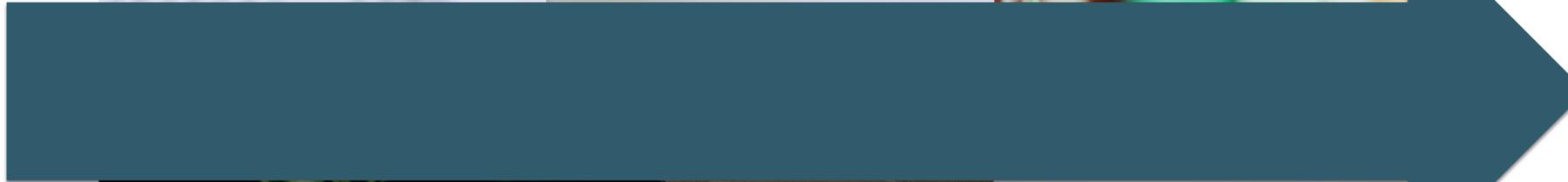


# Innovation and product development

eSense has been conducting research into innovative, evidence-based applications of Terpenes in medical areas such as Inflammation, Virology, Fibrosis, Cancer Neurodegeneration, and other diseases, as well as for the Wellness, Cosmetics and Nutritional markets.



# The process



Quantified, reproducible, high quality terpene mix for drug, food, beverage and cosmetic applications



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# More Information

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