



Biome Australia Limited | August 2023

# Company Presentation

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## 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.

## Our mission

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







# 01. Investment and Business Highlights

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# Business Highlights



## Financial performance

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FY23 sales of **\$7.23m** – up **75%** (vs pcip)

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**Record monthly sales of \$900k** in July 2023

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Q1 FY24 **revenue target of \$2.5m (\$10m ARR)**

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**Q4 FY23 same stores sales up 27%** vs Q3

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**Inventory balance of \$3m** (cost) at June 30 2023

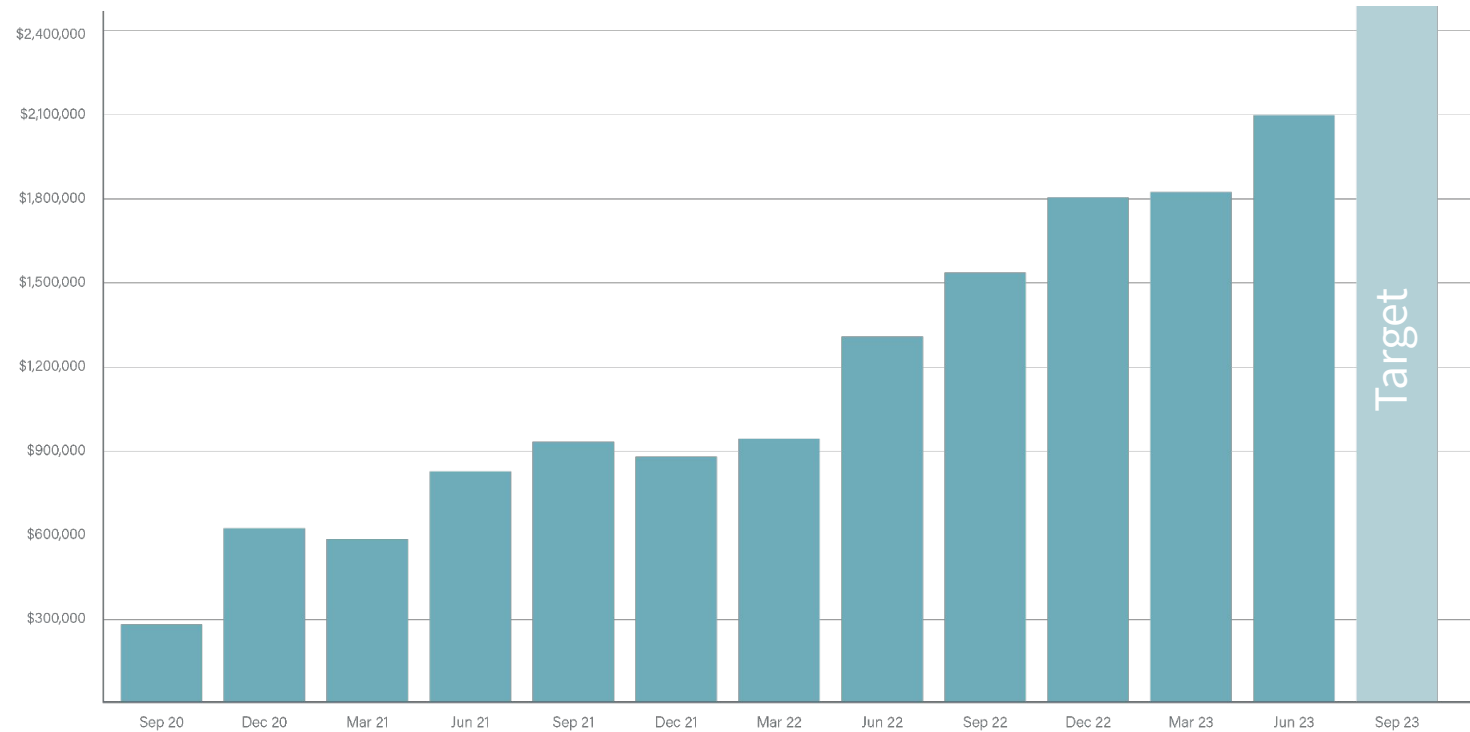
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Gross Margin of **59%**

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# Quarterly Sales Growth



# H1 FY23 Key Stats — Successes



## Key Performance Indicators

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**Over 4,000 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 (TerryWhite)

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Three clinical trials on key products, see slide 16

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Activated Probiotics #1 growth brand in TerryWhite and Priceline Pharmacy

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

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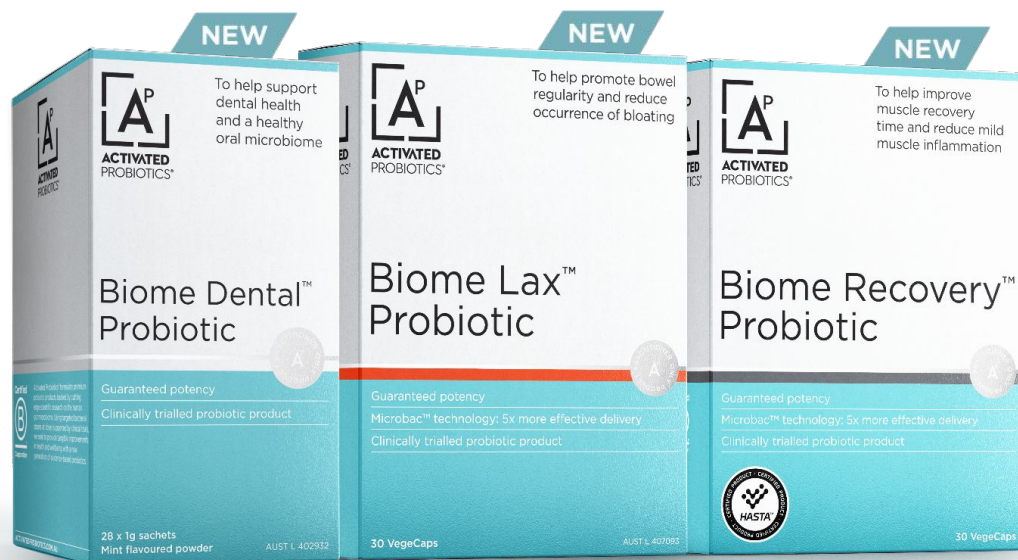
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Activated Probiotics #1 growth with Symbion & API - two major pharmacy distributors

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## 02. Activated Probiotics Range

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New product Launches in Q1

# Activated Probiotics

## Practitioners & Pharmacies

### CONSUMER BENEFITS

5x more effective delivery - Microbac™ technology

Shelf-stable

Clinically documented probiotic strains

One-a-day formulation



GMP



ONE A DAY  
FORMULATION



FRIDGE  
FREE



VEGAN

<b>Biome Lift™</b> To support healthy mood balance and enhance sleep quality	<b>Biome Baby™</b> To help support digestive and immune health in infants	<b>Biome Daily™</b> To help enhance immune system function and promote healthy digestion	<b>Biome Prenatal+™</b> To support a healthy pregnancy
<b>Biome Osteo™</b> To help promote bone health in adults	<b>Biome Breathe™</b> To stimulate a healthy immune system response in children	<b>Biome IBS™</b> To relieve the symptoms of medically diagnosed IBS	<b>Biome Eczema™</b> To help reduce the symptoms of mild eczema
<b>Biome Lax™</b> To help promote bowel regularity and reduce occurrence of bloating	<b>Biome Daily Kids™</b> To help reduce the occurrence & duration of common colds	<b>Biome Advanced™</b> To help restore the balance of beneficial gut bacteria after antibiotic use	<b>Biome Iron+™</b> To help increase absorption of dietary iron
<b>Biome Her™</b> To help maintain a healthy vaginal microbiome	<b>Biome Dental™</b> To help support dental health and a healthy oral microbiome	<b>Biome Recovery™</b> To help improve muscle recovery time and reduce mild muscle inflammation	<b>Biome Acne™</b> To help relieve the symptoms of acne



# 04. Distribution Network and Sales Model

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# Australian Distribution Network

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Biome Australia currently has over 4000 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



## Authorised Distribution Partners





# Training and Education Driven Sales Model

## 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 Q2-3 FY24.



## 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)

**Recruitment completed, past midway point**  
Trial expected to be completed in Q2 FY24, with preliminary results in Q3 FY24



## 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 Q4 FY24 and final results in Q1 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





# 05. International Markets

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# United Kingdom & EU New Growth Markets

Initial launch phase completed, UK team now generating \$500k annualised sales through practitioner market

## PRACTITIONER (UK/EU)

- Add additional distributors in existing markets
- Add additional European distributors in new markets
- Increase distribution of activate accounts
- Improve sell through in active accounts
- Identify opportunities in mainland Europe
- Improve marketing and education resources, capabilities and support

## PHARMACY (UK/IR) - New channel opening in FY24

- Gain new ranging Sigma wholesale (UK) and AAH
- Gain initial distribution in 500 Pharmacies
- Gain ranging with localised banners

## HEALTH FOOD UK/IR - New channel opening in FY24

- Gain new ranging with CLF Health Food, Hunts and Dundies (UK) and Irish Distributor
- Gain initial ranging in first 100 HFS in UK and Ireland

# 06. New Product Development

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### PRACTITIONER-ONLY PRODUCT

# Biome Dental™ Probiotic

To help support dental health and a healthy oral microbiome

Clinically trialled formulation supported by 10 human trials

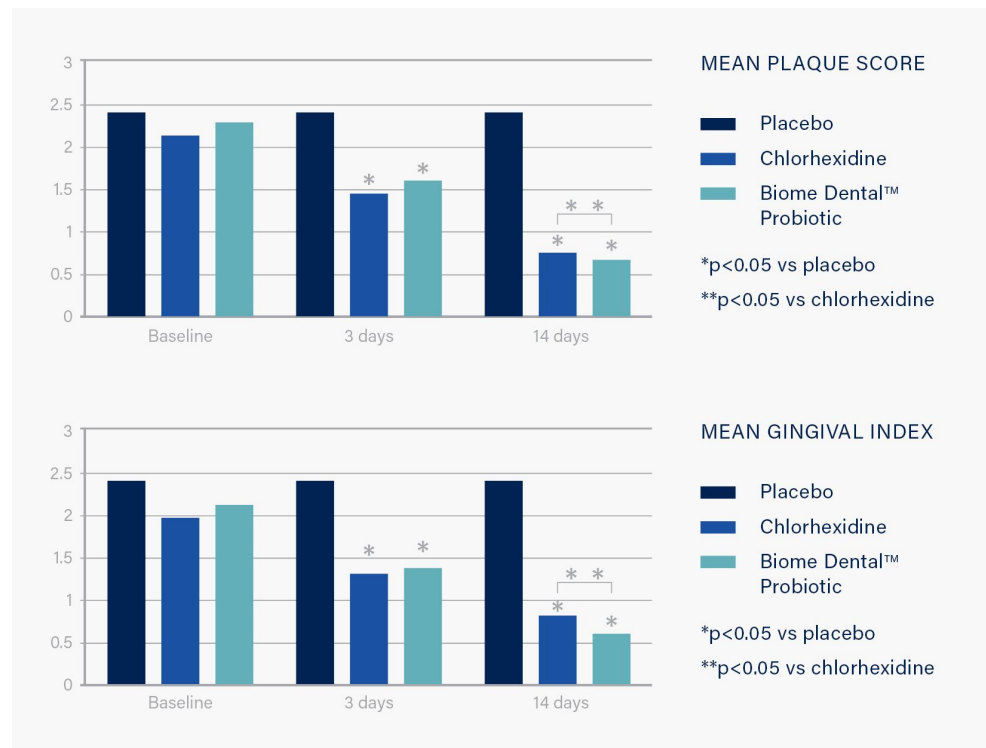
Guaranteed potency

The global periodontal disease treatment market was valued at USD 7.6 billion in 2021 and is expected to reach USD 12.2 billion by the end of 2031, growing at a CAGR of 4.8% from 2022-2031 <sup>(1)</sup>

## FORMULATION

<i>L. helveticus</i> Rosell®-52 (CNCM I-1722)	3.4 BLB
<i>L. rhamnosus</i> Rosell®-11 (CNCM I-1720)	1.8 BLB
<i>B. longum</i> Rosell®-175 (CNCM I-3470)	0.46 BLB
<i>Saccharomyces boulardii</i> (CNCM I-1079)	0.65 BLB
<b>Total live bacteria</b>	<b>6.3 BLB*</b>

\*BLB = Billion Live Bacteria



## Key Product Research

The probiotic formulation in Biome Dental was compared to placebo and chlorhexidine mouthwash (standard treatment) in 60 healthy children. A significant decrease of plaque score and gingival index was seen on day 3 compared to placebo, and after 14 days of intake, these results persisted ( $p<0.05$ ). At day 14, plaque score and gingival index were significantly better for Biome Dental compared to chlorhexidine ( $p<0.05$ ).

Sharma, P., Datta, G., Gandhi, K., & Kumar, D. (2019).

**A comparative evaluation of efficacy of probiotic and chlorhexidine mouthrinses on gingival health and plaque accumulation in 6-9 year old children.**

International Journal of Applied Dental Sciences, 5(1), 156–162.





# Biome Recovery™ Probiotic

To help reduce muscle inflammation and recovery time following exercise

Clinically-trialled formulation

Microbac™ technology: 5x more effective delivery

Guaranteed potency

The AU sports supplement category was worth AUD 1.4 billion in 2021. APAC is currently the fastest growing region in the global sports nutrition market with an expected 9.8% CAGR to 2028 <sup>(1, 2)</sup>

## FORMULATION

<i>Streptococcus thermophilus</i> FP4 (DSM 18616)	2.5 BLB
<i>Bifidobacterium breve</i> BR03 (DSM 16604)	2.5 BLB
Total live bacteria	5 BLB*

\*BLB = Billion Live Bacteria

## CLINICAL TRIAL

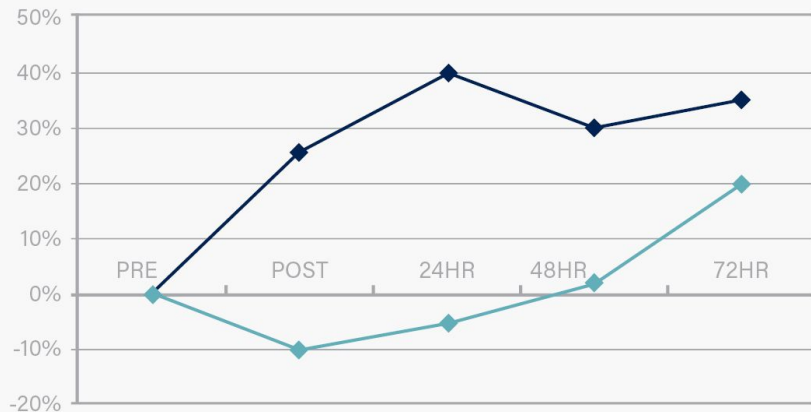


Figure 1. Percent change of interleukin-6 (pro-inflammatory cytokine) compared to baseline before and after exercise.

- Biome Recovery™ Probiotic
- Placebo

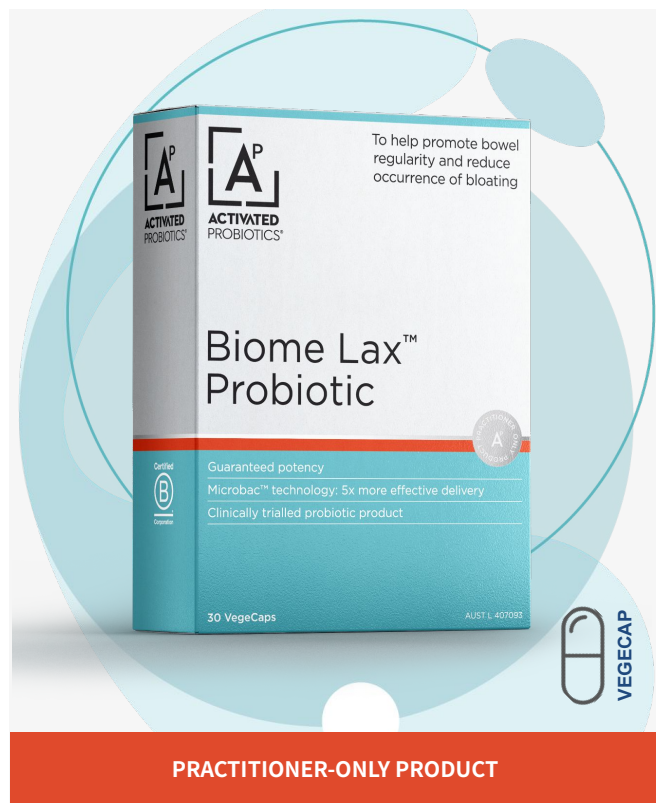
## Key Product Research

A double-blind, randomised, placebo-controlled trial investigated the effect of the probiotic formulation in Biome Recovery™ Probiotic on physical performance and levels of inflammation following muscle-damaging exercise in healthy men. After 3 weeks of supplementation, the probiotic helped to reduce the negative effect of muscle damage on performance, improved range of motion following muscle-damaging exercises, and lowered levels of the pro-inflammatory cytokine interleukin-6 at baseline and up to 48 hours post-exercise.

Jäger, R., Purpura, M., Stone, J. D., Turner, S. M., Anzalone, A. J., Eimerbrink, M. J., Pane, M., Amoroso, A., Rowlands, D. S., & Oliver, J. M. (2016).

**Probiotic *Streptococcus thermophilus* FP4 and *Bifidobacterium breve* BR03 supplementation attenuates performance and range-of-motion decrements following muscle damaging exercise.**

Nutrients, 8(10), 1–11.



# Biome Lax™ Probiotic

To help promote bowel regularity and reduce bloating

Clinically-trialled formulation

Microbac™ technology: 5x more effective delivery

Guaranteed potency

The global constipation treatment market size was valued at USD 17.04 billion in 2020 and is projected to reach USD 29.04 Billion by 2028, growing at a CAGR of 6.77% from 2021 to 2028 <sup>(1)</sup>

## FORMULATION

<i>Lactobacillus plantarum</i> LP01 (LMG P-21021)	2.5 BLB
<i>Bifidobacterium breve</i> BR03 (DSM 16604)	2.5 BLB
Total live bacteria	5 BLB*

\*BLB = Billion Live Bacteria



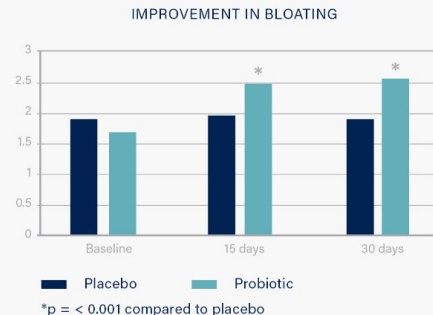
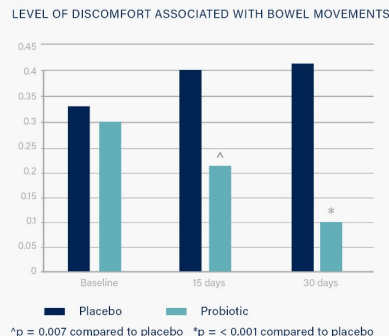
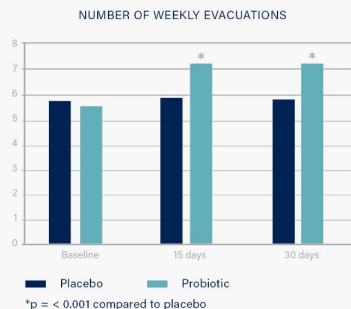
# Key Product Research

In a double-blind, randomised, placebo-controlled study across 5 years in over 300 subjects, the product formulation in Biome Lax was found to significantly improve the frequency of bowel movements, consistency of stool, ease of evacuation, sensation of complete emptying, and abdominal bloating compared to placebo ( $p < 0.001$ ) after 30 days.

Drago, L., Cioffi, L., Giuliano, M., Pane, M., Amoruso, A., Schiavetti, I., Reid, G., Ciprandi, G., & PROPAM Study Group. (2022).

**The Probiotics in Pediatric Asthma Management (PROPAM) Study in the Primary Care Setting: A Randomized, Controlled, Double-Blind Trial with *Ligilactobacillus salivarius* LS01 and *Bifidobacterium breve* B632**

Journal of Immunology Research, 2022, 1–7.





Welcome to the

# Marketing Update

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# Symposium 2023

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Women in the New World—  
Hobart Tasmania October 2022.



## APP 2023

Activated Probiotics largest trade event of the year every March on the Gold Coast.

# Educational Topics

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**July 2022:**

Winter Skin | Biome Eczema

**August 2022:**

Allergies | Biome Breathe

**September 2022:**

Women's Health | Biome Her & Biome Prenatal

**October 2022:**

Mental Health | Biome Lift

**November 2022:**

Microbac & AP vs. Competitors

**December 2022:**

Gut Health | Biome IBS

**January 2023:**

Back to School | Biome Daily Kids & Biome Baby

**February 2023:**

Preventative Women's Health | Biome Osteo & Biome Iron & Biome Her

**March/April 2023:**

Strain Specificity Public Health Campaign

**May 2023:**

Gut-Skin Axis | Biome Eczema & Biome Acne

**June 2023:**

Adult Immune Health | Biome Daily & Biome Advanced



# Public Health Campaign

It's what's on the inside that counts





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March and April were dedicated to our first **Public Health Campaign**, a national rollout designed to educate the public about the importance of strain specificity in probiotic supplements.

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The **multimedia campaign** spanned above-the-line and below-the-line advertising, including on-demand TV, OOH, all owned digital channels (blog, website, socials, eDMs), in-store signage and consumer resources.

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Based on post-campaign reports, our messaging **reached close to 1.5 million people.**

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# Trade Marketing

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## 1. Window Adhesives

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## 2. Know Your Strain Booklet

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## 3. TV Loops

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# Summary

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- FY23 sales of \$7.23m – up 75% (vs pcg)
  - Q1 FY24 revenue target of \$2.5m (\$10m ARR)
  - Inventory balance of \$3m (cost) at June 30 2023
  - Record monthly sales of \$900k in July 2023
  - Q4 FY23 same stores sales up 27% vs Q3
  - Gross Margin of 59%
  - Over 4,000 distribution points (Aus)
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- Three clinical trials on key products, see slide 16
  - 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 ~\$50,000sqm gross margin return on floor space in top accounts
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[activatedprobiotics.com.au](https://activatedprobiotics.com.au)

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This company meets high  
standards of social and  
environmental impact.