

# TYRATECH<sup>TM</sup>

PUTTING NATURE TO WORK

- ❖ Breakthrough Green Technology to control insects and parasites
- ❖ Products commercialised with major distributors



Presenter: Dr. Bruno Jactel, CEO



# Insects and Parasites



## A MAJOR PROBLEM ...

- ❖ 10 quintillion of insects in the world (10 with 18 zeros)
- ❖ Number is increasing with global warming
- ❖ Nuisance and transmission of diseases (ie Malaria, Dengue Fever, Lyme Disease)

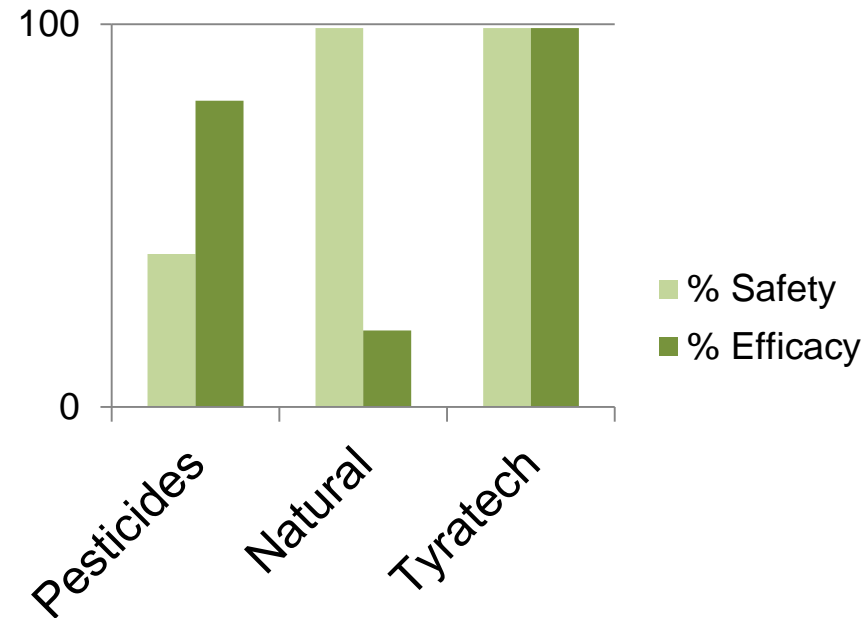
## ... WITH NO GOOD SOLUTION

- ❖ 1 billion tonnes of insecticides used every year
- ❖ Ever less efficacious because of insect resistance
- ❖ Harmful for users and environment



# TyraTech's Solution

- ❖ Breakthrough, patented Green Technology platform: safe and efficacious
- ❖ Offers a true alternative to chemical pesticides
- ❖ Multiple applications: personal care, animal health, agriculture
- ❖ Products commercialized mid-2014 with major distributors
- ❖ Strong growth potential



TyraTech is focused on three major segments for a total addressable market of \$9.5bn – \$12.5bn\*

## Personal Care

- ❖ Head Lice
- ❖ Repellent
- ❖ Functional Food

Market size  
\$1bn – \$2bn

## Animal health

- ❖ Pets (Flea and ticks)
- ❖ Production animal

Market size  
\$5bn – \$6bn

## Agriculture-Home

**ENVANCE**  
TECHNOLOGIES™

- ❖ Agriculture
- ❖ Home
- ❖ Professionals

Market size  
\$3.5bn – \$4.5bn

# Expanding distribution network



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Technology**

# Personal care Products launched in 2014



Head Lice

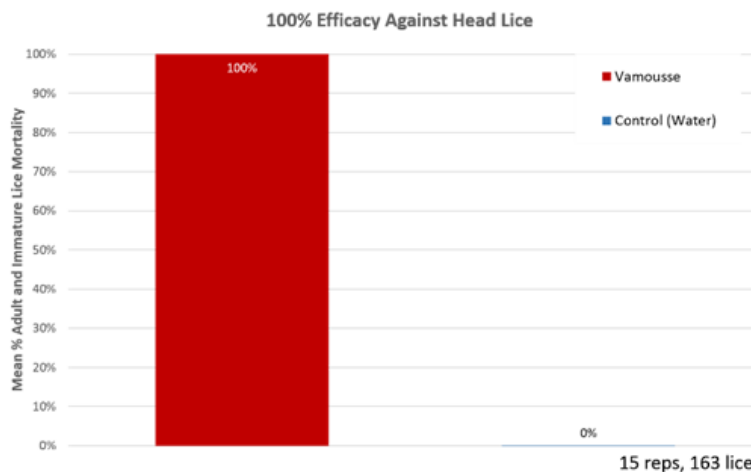


Mosquito and  
Tick Repellents

# Vamousse Head Lice Treatment

## Unique Value Proposition

- ❖ 100% effective on lice and eggs
- ❖ Non-pesticide
- ❖ One single treatment (15 minutes)
- ❖ Superior cosmetics



Vamousse Treatment competes in a \$700m\* global market for head lice

\* Management's estimate

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# Vamousse Head Lice Treatment

## How it works

Normal Lice



Lice treated with  
Vamousse

GUT RUPTURE

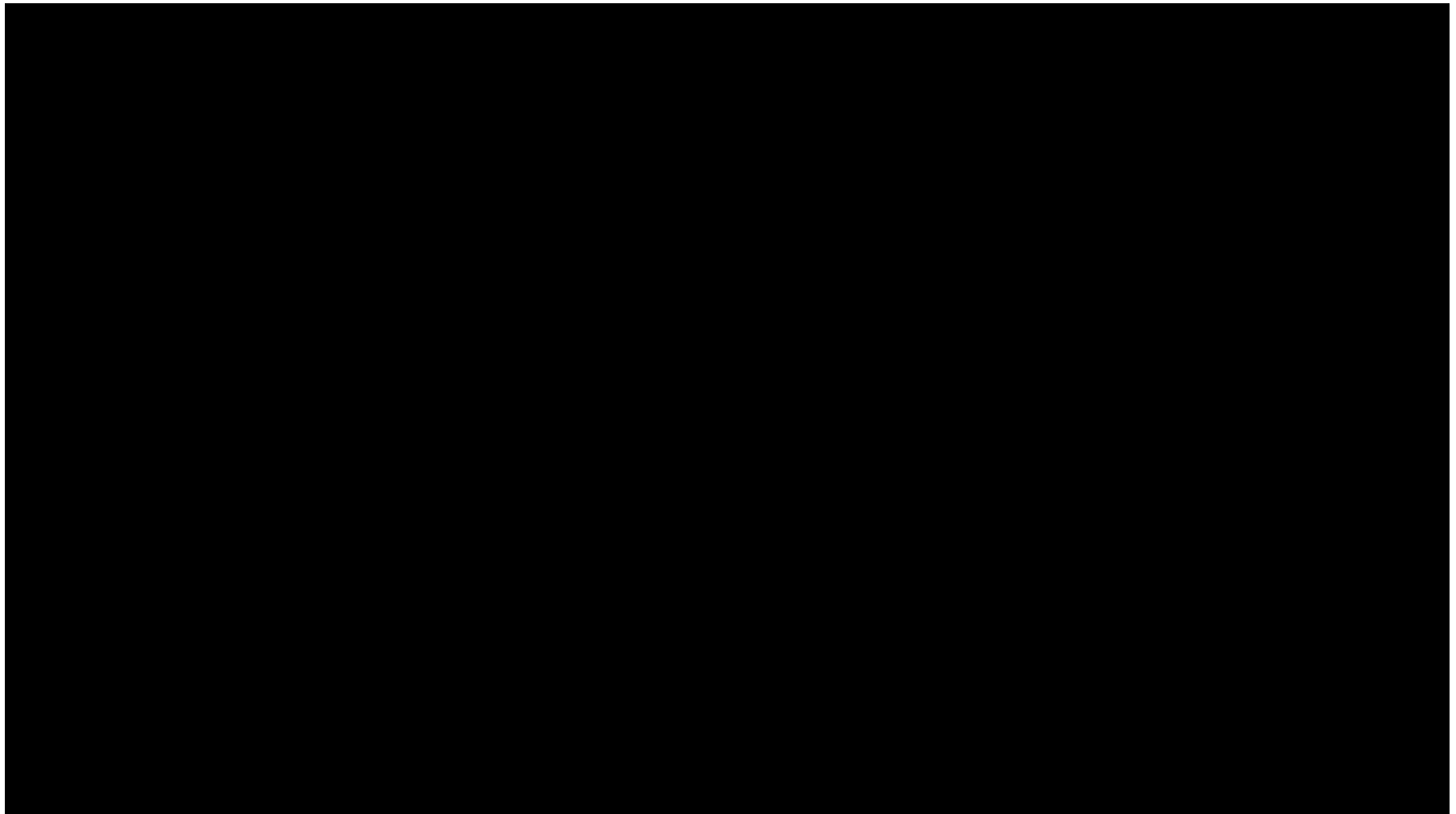
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# Vamousse Head Lice Treatment

## How it works (video)



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# Vamousse Head Lice Treatment

## How it works



Eggs treated with  
Vamousse

DESSICATION



# Vamousse Head Lice Protection Shampoo

## Expanding the market

- ❖ Opportunity to expand the market from treatment to prevention
- ❖ Unique Vamousse Head Lice Protection Shampoo
- ❖ Daily application will protect against lice infestation



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# Guardian personal insect repellent

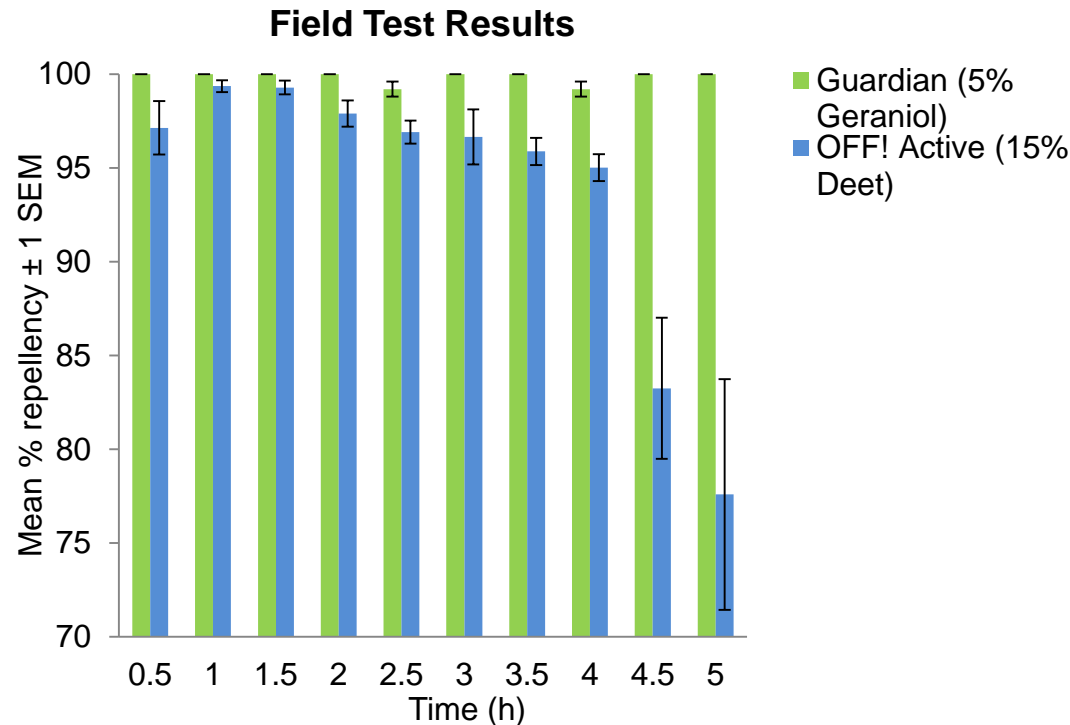
- ❖ Non DEET
- ❖ High level of protection (up to 8 hours)
- ❖ Safe for children, families
- ❖ Superior cosmetics
- ❖ Scientifically proven



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# Guardian is More Effective Than DEET (15%) in Mosquito Repellency

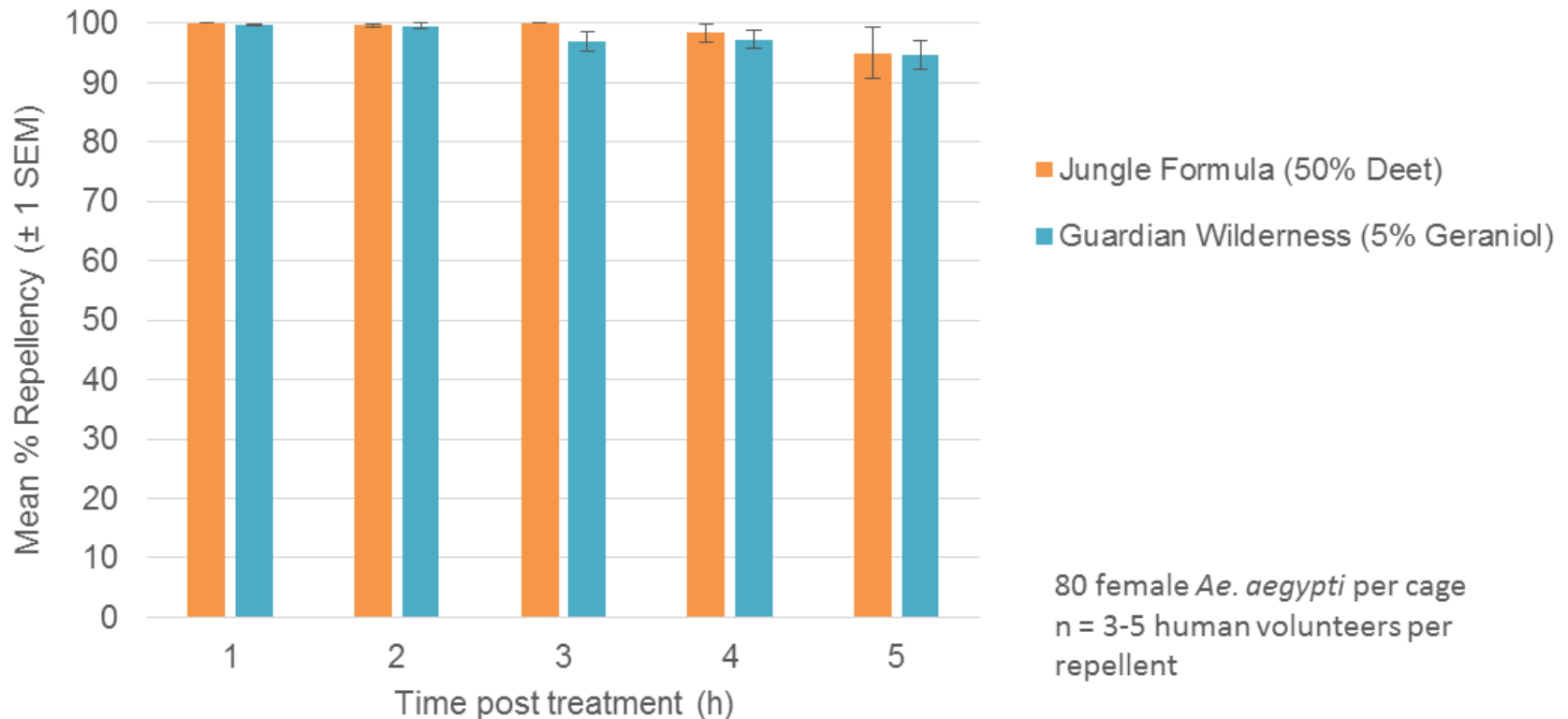


Primarily Asian tiger mosquitoes, *Aedes albopictus*, vector of dengue, yellow fever, Chikungunya, St. Louis encephalitis, canine heartworm;  
n = 4 human volunteers per repellent



# Guardian is as effective as DEET 50% for 5 hours

- ❖ Same level of protection as 50% DEET for 5 hours
- ❖ Less variability between subjects





# Robust and streamlined processes

## ❖ Short product development cycle

- ✓ 6 to 12 months
- ✓ In-house research lab
- ✓ Abbreviated regulatory process

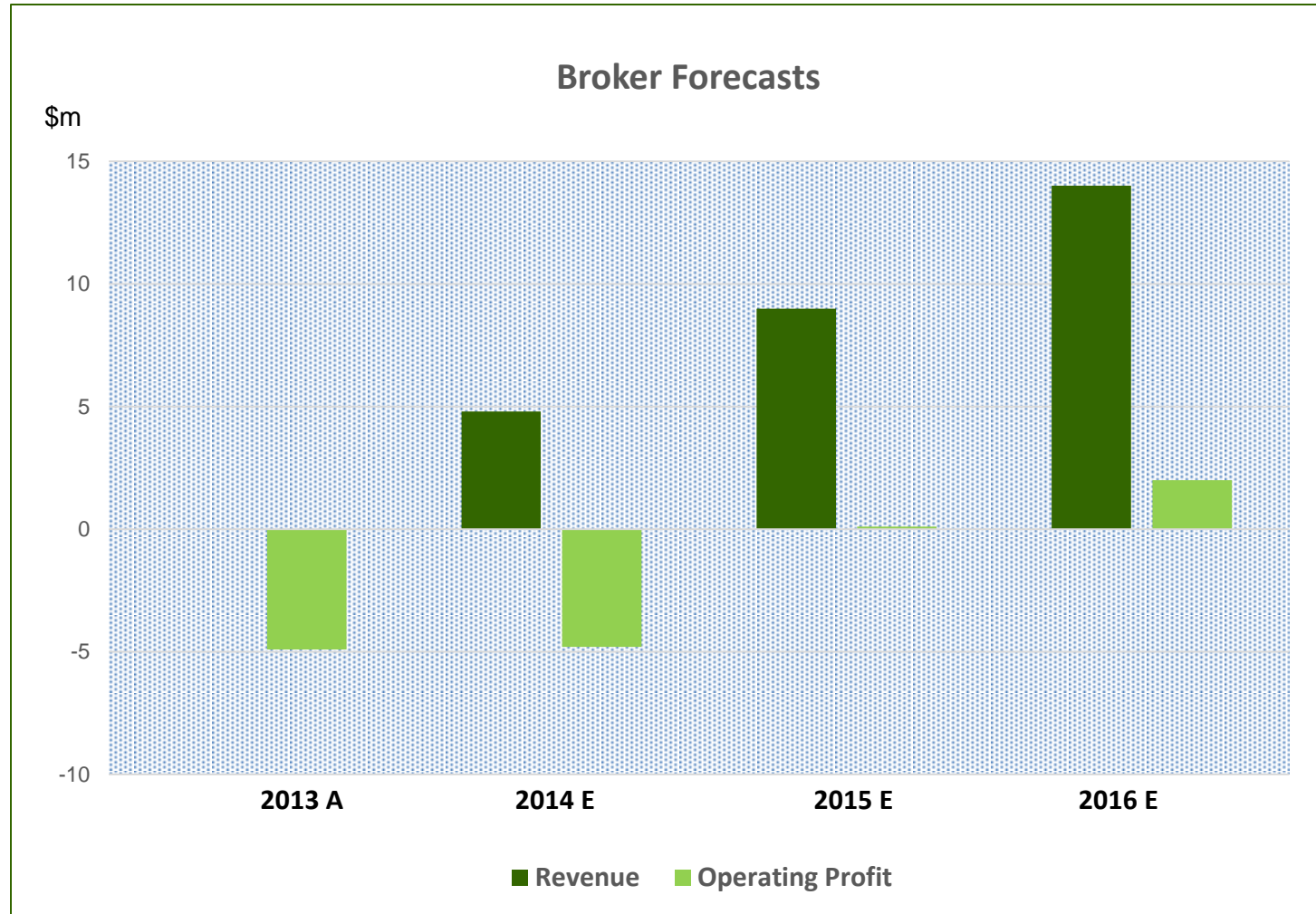


## ❖ “Made in the USA”

- ✓ Production is EPA, FDA compliant
- ✓ Scalable supply and distribution



# Financials



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# Summary and outlook

- ❖ Breakthrough technology to answer market needs
- ❖ Monetisation phase with products launched in 2014
- ❖ Secured listings with well known retailers
- ❖ Rich Pipeline of new products
- ❖ Continued geographic expansion
- ❖ Foundations in place for strong growth potential



# Experienced Management



❖ **Bruno Jactel (CEO and Director)** was appointed in January 2013

- Chief Marketing Officer of Merial, the \$2.6bn revenue generating animal health division of Sanofi. Prior to this, Dr. Jactel was Vice-President of European operations at Merial
- During this time, Merial built the most successful consumer brand in animal health history with FRONTLINE (Flea and tick product for pets) reaching \$1bn in annual revenue in 2009
- He earned his degree as a Doctor in Veterinary Medicine at Toulouse University (France) and his Masters in Economics at the Sorbonne University in Paris



❖ **Vince Morgus (CFO and Treasurer)** was appointed in January 2015

- Chief Financial Officer with Lulu Press, Inc
- Chief Financial Officer with Cornerstone Therapeutics, Inc
- 16 plus years in senior positions at Quintiles, including Director, Finance, Treasurer, VP, Business Operations Planning and Analysis, Interim Chief Financial Officer (Quintiles, Tokyo), and finally as Senior Vice President, Corporate Development.
- He earned a BS in Accounting from Pennsylvania State University and an MBA from the University of North Carolina at Chapel Hill

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