

Anemos Management Sdn Bhd

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- Customer Experience
- Product
- Business Model
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Executive Summary

- Anemos is a health biotech company, specialised in DNA & Cell based health solutions by Nobel Prize Winner Researcher & Scientist, with proven formula of prolonging longevity.
- Anemos is positioning our DNA and cell-based health solutions as a natural evolution in the ongoing pursuit of advanced healthcare and longevity
- We have global support and we own the Intellectual Property to provide this cutting age technology to Malaysia and Asia Pacific
- We are looking for Angel partners than believes our purpose and vision to raise USD 2million with a potential ROI of 11x and 85% IRR.

Who we are?

Anemos is a health biotech company, specialised in DNA & Cell based health solutions by Nobel Prize Winner Researcher & Scientist with proven formula of prolonging longevity.

Purpose

We exist to help mankind to live healthier, happier and purposeful.

Vision

100 million healthy and happy lives over 100 years of age

Mission

Lead ourselves, our clients & our industry to live a healthier, happier & purposeful life Live a life that sleep, eat and breathe: strengthening & lengthening lives Love ourselves, love our people, love our clients and love our world

Core Values

Leadership. Oneness. Value. Energy.



Pain Point

- Rising Healthcare Costs: Growing financial burden of healthcare
- Limited Advanced Treatments: Restricted access to cutting-edge medical technologies
- Focus on Preventive Healthcare: Trend towards wellness and disease prevention



Rising Healthcare Costs



Limited Advanced Treatments



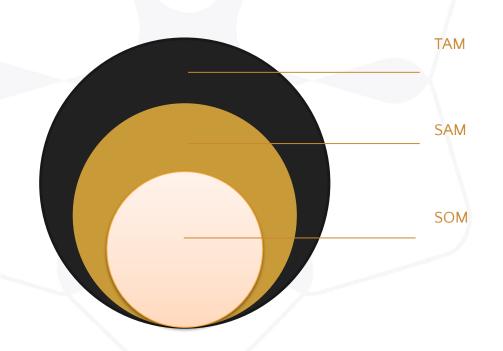
Preventive Healthcare

Target Audience

- Demographics:
 - 25-50 (target young adults & entrepreneur),
 - Gender (male & female),
 - Income levels (RM3,000 above)
- Geographics:
 - Initially focusing on Malaysia and the Asia Pacific region.
- Behaviors:
 - Interest in health, wellness, and longevity;
 - openness to innovative medical solutions.
- Needs:
 - Prevention and treatment of age-related diseases, personalized healthcare solutions.



Market Size



Serviceable Available Market

RM 78.2 Billion

Market Size

Identify/profile the customer you cater to

- Demographics: 25-50 (likely adults & entrepreneur), gender (male & female), income levels (RM3,000 above)
- Geographics: Initially focusing on Malaysia and the Asia Pacific region.
- Behaviors: Interest in health, wellness, and longevity; openness to innovative medical solutions.
- Needs: Prevention and treatment of age-related diseases, personalized healthcare solutions.

Summary of the TAM data for the global biotechnology market:

- Market Size (2022): Estimated at USD 1.37 trillion.
- Growth Projection: Expected CAGR of 13.96% from 2023 to 2030.
- Drivers: Government support, modernized regulatory frameworks, personalized medicine, orphan drug formulations, and an influx of emerging biotech companies.
- Impact of COVID-19: Accelerated drug development and vaccine manufacturing, with significant revenue generation from mRNA vaccines.
- Applications: Expanding demand in agriculture, strong clinical trial pipeline, chronic disease treatments, fermentation technology advances, CAR T and TCR T-cell therapies, and advancements in DNA sequencing and nanobiotechnology.
- Market Size (2023): USD 1.55 trillion.
- Projected Market Size (2030): USD 3.88 trillion.

Reference:

https://www.grandviewresearch.com/industry-analysis/biotechnology-market

Summary of the Serviceable Available Market (SAM) in Malaysia:

- Total Health Expenditure (2021): RM78.2 billion, with RM45.2 billion from public and RM32.96 billion from private sources.
- Main Areas of Increase:
- Inpatient services: RM6.06 billion.
- Pharmaceuticals: RM3.9 billion.
- Other areas (medical appliances, TCAM, etc.): RM848 million, RM518 million, RM1.8 billion respectively.
- Private Healthcare Beneficiaries:
- Private hospitals: RM11.42 billion.
- Private medical clinics: RM4.6 billion.
- Community pharmacies: RM3.9 billion.

Reference:

https://codeblue.galencentre.org/2023/02/24/report-malaysias-o ut-of-pocket-expense-rises-with-higher-spending-on-drugs-inpatien t-services/#:~:text=Overall%2C%20Malaysia%20spent%20a%20tot al,57.9%20per%20cent%20or%20RM45.

Summary of the Serviceable Obtainable Market (SOM) for Anemos in Malaysia

- Focused Market Segment: RM9.96 billion (RM6.06 billion from inpatient services + RM3.9 billion from pharmaceuticals).
- Assumed Market Share: If Anemos can capture a conservative 1% of this segment, due to factors like competition and market penetration challenges, the SOM would be approximately RM99.6 million.



Our Solution

Our Prediction, Precision, Prevention, Protection Personalised Solution Plan

(Big data analysis)
1,099 gene test,
Provide a thorough
reporting for
preventive
measures to
maximise everyone
potential to live
healthily pass 100
years old.

100 RX

Personalised pharmacy:
Based on 100DNA, provide a customised medication formula in a single dosage.

100AGELESS

Redefine the essence of aging gracefully

100CELLBANK Cell

banking solution, promote longevity

Enhancement programme:

- Health program
- Mental enhancement
- Leadership
- Spiritual
- And more

Healthy Entertainment

- Music
- Edutainment
- Travel
- Voluntourism
- Charity
- Environment
- Social events
- Parent child
- Silver Hair
- Sports/e-Sports



Tech Solution

- Personalized Healthcare: Offering solutions tailored to individual genetic profiles, leading effective and personalized to more treatments.
- Innovative Solutions: Leveraging cutting-edge research in DNA and cell-based technologies to offer advanced health solutions and longevity.
- Expertise: Backed by Nobel Prize-winning research from Professor Carl Zhang, ensuring credibility and high scientific standards.
- Preventive Approach: **Emphasizing** prevention of age-related diseases, aligning with the growing trend in healthcare.







100AGELESS 100CELLBANK

COMING SOON



100RX



Assesment

Just submit medical history such as blood test report etc





Specific Dosages:

Compounded supplements may be created with specific dosages or combinations of ingredients.





Customised Formulations:

Personalised formulations tailored to an individual's unique needs by 100RX.





Prescription Requirement:

In some cases, compounded supplements may require a prescription from 100RX's team.





Price

The average price of the supplement will be cheaper than the various branded products





100DNA















Unlock the secrets of your genetic blueprint with the world's most comprehensive DNA test, providing you with over 1,099 reports to gain deep insights into your health and wellbeing.

- Personalized Health Risk Assessment
- Optimal Diet, Fitness, and Wellness Insights
- 🔽 Future Family Planning
- Prescription Drug Response



100DNA with 100Entrepreneurs

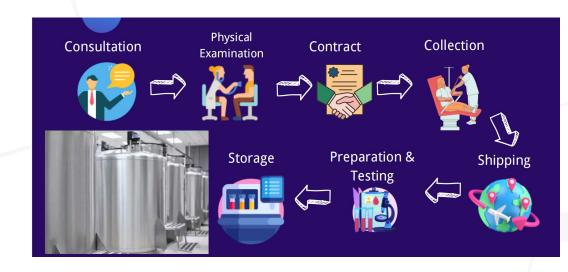


100CELLBANK

- Immune cells are cells involved in or associated with the immune response and are commonly referred to as leukocytes.
- The human body is composed of approximately 60 trillion cells.
- Immune cells are a very useful tool in the prevention and treatment of cancer in humans.

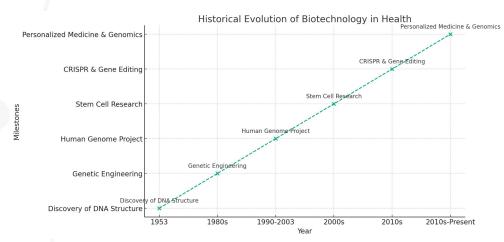
Benefits to store immune cells

- Treatment of malignant tumors/Cancer
- 2. Anti-Aging
- 3. Regulating Sub-health
- 4. Boosting immunity
- Aesthetic



Why Now

By understanding the historical context and recent trends in biotechnology, Anemos is positioning our DNA and cell-based health solutions as a natural evolution in the ongoing pursuit of advanced healthcare and longevity. This historical perspective also demonstrates the company's alignment with the current trajectory of medical science and technology.



Reference: https://en.wikipedia.org/wiki/Timeline_of_biotechnology

Define recent trends that make your solution possible

- Genetic Testing Access: Increased availability and affordability of genetic testing for identifying potential beneficiaries
 of telomere treatments.
- Telomere Biology: New insights into telomeres' role in aging and disease, leading to novel health interventions.
- Precision Medicine: Enhanced ability to customize treatments based on individual genetics.
- All and Computing: Advanced All and computing for in-depth genetic data analysis.



Business Model

Revenue model

Anemos' revenue is projected to increase annually from RM 47,671,000 in 2024 to RM 178,890,000 in 2028. This growth indicates a model based on expanding sales or services in the health biotech sector.

Pricing

- 100RX Average RM1,200 per consumer quarterly
- 100DNA RM2,998

Average account size and/or lifetime value

- The annual spend for the 100RX personalized supplement is RM 4,800 (RM 1,200 monthly x 4quarters).
- Adding the one-time cost of the 100DNA genetic test at RM 2,998, the average revenue per customer (assuming a one-year relationship) is RM 6,598.

Sales & distribution model

- Network and Online Digital Marketing: Utilizes digital channels like social media, email, and online advertising to reach potential customers. (Example: 100Women, 100CEO Fitness, Arising Nation)
- Collaboration Partners: Partners with relevant businesses or organizations to expand market reach and customer access. (Example: 10X Strategy Coach Platform)
- Offline Health Talks: Conducts educational and promotional events to engage with customers and raise awareness about the products and services offered.



Competition

MJ Health as a Competitor:

- Established Presence: Operational since 2007 in Malaysia, indicating market familiarity and customer trust.
- Comprehensive Health Programs: Focus on preventive health, encompassing physical and mental well-being.
- Health Management Platform: Covers various phases from screening to intervention, appealing to health-conscious individuals.
- Philosophy and Core System: Emphasizes a holistic approach to health (live longer, stay healthier, age gracefully) supported by an efficient system (AMHTS).

Competitive Advantages of Anemos:

- Specialization in DNA and Cell-Based Solutions: Differentiates from MJ Health's general preventive health approach.
- Nobel Prize-Backed Research: Adds credibility and scientific edge.
- Focus on Aging and Age-Related Diseases: Directly addresses growing concerns about aging, offering potentially unique solutions.
- Personalized Medicine: Tailored treatments based on genetic profiles, aligning with current medical trends.
- Global Ambition: Aims for a broader impact, potentially reaching beyond the Malaysian market.

CircleDNA as a Competitor:

- Product Offering: Non-invasive, at-home DNA testing with over 500 reports for health insights.
- Healthcare Approach: Focus on preventive healthcare, understanding genetic risks for diseases, and personal well-being.
- Expertise: Developed by leaders in DNA sequencing and genomics.
- Privacy and Data Security: Emphasis on customer privacy in handling DNA information.
- Global Reach: A large community of users, indicating widespread acceptance and market penetration.

Competitive Advantages of Anemos:

- Specialization in Telomere Technology: Direct focus on aging and cellular health.
- Research-Driven Approach: Backed by Nobel Prize-winning research, offering credibility.
- Comprehensive Health Solutions: Beyond genetic testing, offering DNA and cell-based health solutions.
- Targeting Specific Health Issues: Focused on age-related diseases and personal health management.
- Personalized Solution: Anemos provides tailored treatments and supplements, focusing on individual health needs based on genetic profiles, enhancing proactive health management.

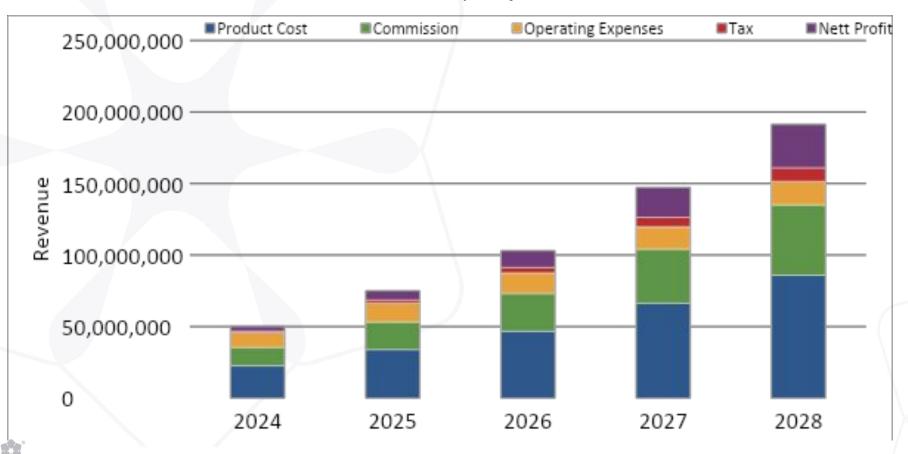


Financial Roadmap

Timing Round		March 2024 Angel Round		March 2025 Series A Round	ı	March 2026 Series B Round		March 2028 IPO
A. Valuation								
Pre-money	US\$	18,000,000	US\$	45,000,000	US\$	100,000,000	US\$	300,000,000
MYR	RM	81,000,000.00	RM	202,500,000.00	RM	450,000,000.00	RM	1,350,000,000.00
Capital Injection	US\$	2,000,000	US\$	5,000,000	US\$	15,000,000	US\$	50,000,000
MYR	RM	9,000,000.00	RM	22,500,000.00	RM	67,500,000.00	RM	225,000,000.00
Post-money	US\$	20,000,000	US\$	50,000,000	US\$	115,000,000	US\$	350,000,000
MYR	RM	90,000,000.00	RM	225,000,000.00	RM	517,500,000.00	RM	1,575,000,000.00
B. Shareholding % - Pre-money		100.0%		100.0%		100.0%		100.0%
Anemos		100.0%		90.0%		81.0%		70.4%
Angel Investors		0.0%		10.0%		9.0%		7.8%
Series A Investors		0.0%		0.0%		10.0%		8.7%
Series B Investors		0.0%		0.0%		0.0%		13.0%
IPO Investors		0.0%		0.0%		0.0%		0.0%
C. Shareholding % - Post-money		100.0%		100.0%		100.0%	3	100.0%
Anemos		90.0%		81.0%		70.4%		60.4%
Angel Investors		10.0%		9.0%		7.8%		6.7%
Series A Investors		0.0%		10.0%		8.7%		7.5%
Series B Investors		0.0%		0.0%		13.0%		11.2%
IPO Investors		0.0%		0.0%		0.0%		14.3%
4. IRR for Angel Investors								
Timing		31/03/2024		31/03/2025		31/03/2026		31/03/2028
Cashflow	US\$	(2,000,000)	US\$	-	US\$		US\$	23,478,261
IRR		85%					1	
ROI		1173.91%						



Anemos Yearly Projection



Investment

We are looking for partners that believe in our Purpose to help mankind to **live healthier**, **happier and purposeful**.

We aim to help 100 million people in Malaysia and Asia Pacific to have a **healthier and happier lives over 100 years of age**

Pre-Money Valuation: USD 18 Million

Fund Raise Amount: USD 2 Million

Per lot: USD 250,000

Total Dilution: 10%

Potential ROI: 1173%

IRR: 85%



Cap Table

Cap Table

- Edmund Heng Guan Boon holds 1,560,000 shares. (72.23%)
- Yam Kah Chun holds 600,000 shares. (27.78%)

The deal

- LIFECO Patent Value RM8mil
- LIFEGENE Patent Value RM27mil

(Valuation is done by Adastra, refer to appendix)

Fund Utilization

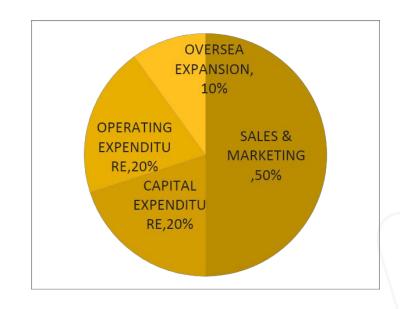
USAGE OF FUND: USD 2,000,000 (RM9,000,000)

SALES & MARKETING: 50% (RM4,500,000)

CAPITAL EXPENDITURES: 20% (RM1,800,000)

OPERATION: 20% (RM1,800,000)

OVERSEAS DEVELOPMENT: 10% (RM900,000)



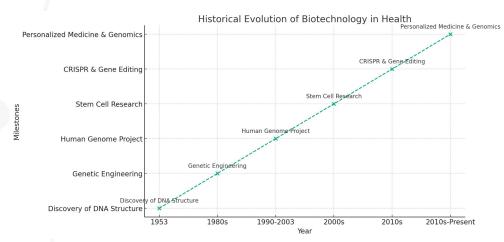
Financials

Exit Mechanism

- Either can redeem or convert on 5th year
- In the event of a trade sale or IPO, regardless of the year, the investor can decide to redeem or convert when Anemos go listed at NASDAQ

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VALUATION REPORT

CONCLUSION OF TECHNOLOGY VALUE

Based on the two values of the nutritional formula, we used an equal weightage to arrive at the final value of the nutritional formula as follows:

Royalty rates	Value of nutritional formula (RM million)	Weightage (%)	Weighted value (RM million)	
7.5 per cent of sales	7.24	7.24 50		
10.0 per cent of sales	9.65	50	4.825	
Final value of nutritional formula		100	8.445	

Based on our assessment, the value of the nutritional formula based on moringa as herbal detoxification product was estimated to be RM8.445 million.

We noted that the nutritional formula based on moringa as herbal detoxification product was in the growing sector of the nutraceuticals industry.

Patent LIFECO

Based on these assumptions and using projection of sales of HPV packages, we calculated the value of the antiviral polysaccharide-based therapy for HPV as follows:

No.	Value of patent using RFR method	Value (RM Million)	Weightage	Proportionate value (RM Million)	
1	Base Scenario	30.76	50%	15.38	
2	Sensitivity Scenario	24.61	50%	12.31	
	ghted value of antiviral polysacch million)	27.69 27.7			

The details of the estimation of the value of the antiviral polysaccharide-based therapy for HPV are shown in the Attachments.

Patent LIFEGENE

Valuation

The valuation displayed below is the result of the weighted average of different methods. The use of several methods is a best practice in company valuation, as looking at the business from different perspectives results in a more comprehensive and reliable to the company valuation.

These methods are compliant with IPEV (International Private Equity Valuation) Guidelines and each of them will be explained in more detail in the following pages of the report.

More information on the weights can be found in the Appendix



App



CHINA STATE-OWNED ENTERPRISE CERTIFICATION



The Evaluation by China Technology Exchange

4、本次对价标论系积极上进路网、张颢、白荷、为达、村

序及数设有池的。仅为本评价目的服务,是对评价基础日本技术

5、本提告所靠的"详价值"是指所评价的技术成果在评价

基础目之状态和外部经济收置自留下。为本报告所判明的目的向

展展の大計画的技術











受比京美态领基层地产开发有限会员(以下提供, 项目分)







CHINA STATE-OWNED ENTERPRISE CERTIFICATION



Main Certificates









GERMAN CERTIFICATION



SINGAPORE CERTIFICATION





Agri-Food & Veterinary Authority of Singapa 52, Jurong Gateway Poad, #14-01 Singapore 606550

REGISTRATION TO IMPORT PROCESSED FOOD PRODUCTS AND FOOD APPLIANC

Business/Company Name & Address CS 045045

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Licence No.: IP1980548

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for DIRECTOR-GENERAL

AVA

Agri-Food & Veterinary Authority of Singap

REGISTRATION TO IMPORT PROCESSED FOOD PRODUCTS AND FOOD APPLIANCE

Unique Ently No. 53327994X Buriness/Company Name & Address GS DESPES

locase may imput processed food and food appliances subject to the following conditions:

- The Spence must obtain a parrell from the Director General Applifood and Veterlandy Services for the import of each compar-

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- trian to import processed food and food appliances may be suspended or revoked if the above conditions.

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AGREGOD AND VETERNARY SERVICES







NORAINI BINTI DATO' MOHD OTHMAN



MALAYSIA CERTIFICATION

















3.1 Peraturan 396, Pesaturan-Posaturan Makanan 1985







CONTACT US

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https://anemos-global.co

