



Polyphenols from Arctic plants – Health as Nature intended

NCN 2024, Las Vegas, 28.10.2024

PETRI LACKMAN, EEVIA HEALTH OYJ

ERIK EIDE, EEVIA HEALTH OYJ

eevia

HEALTH

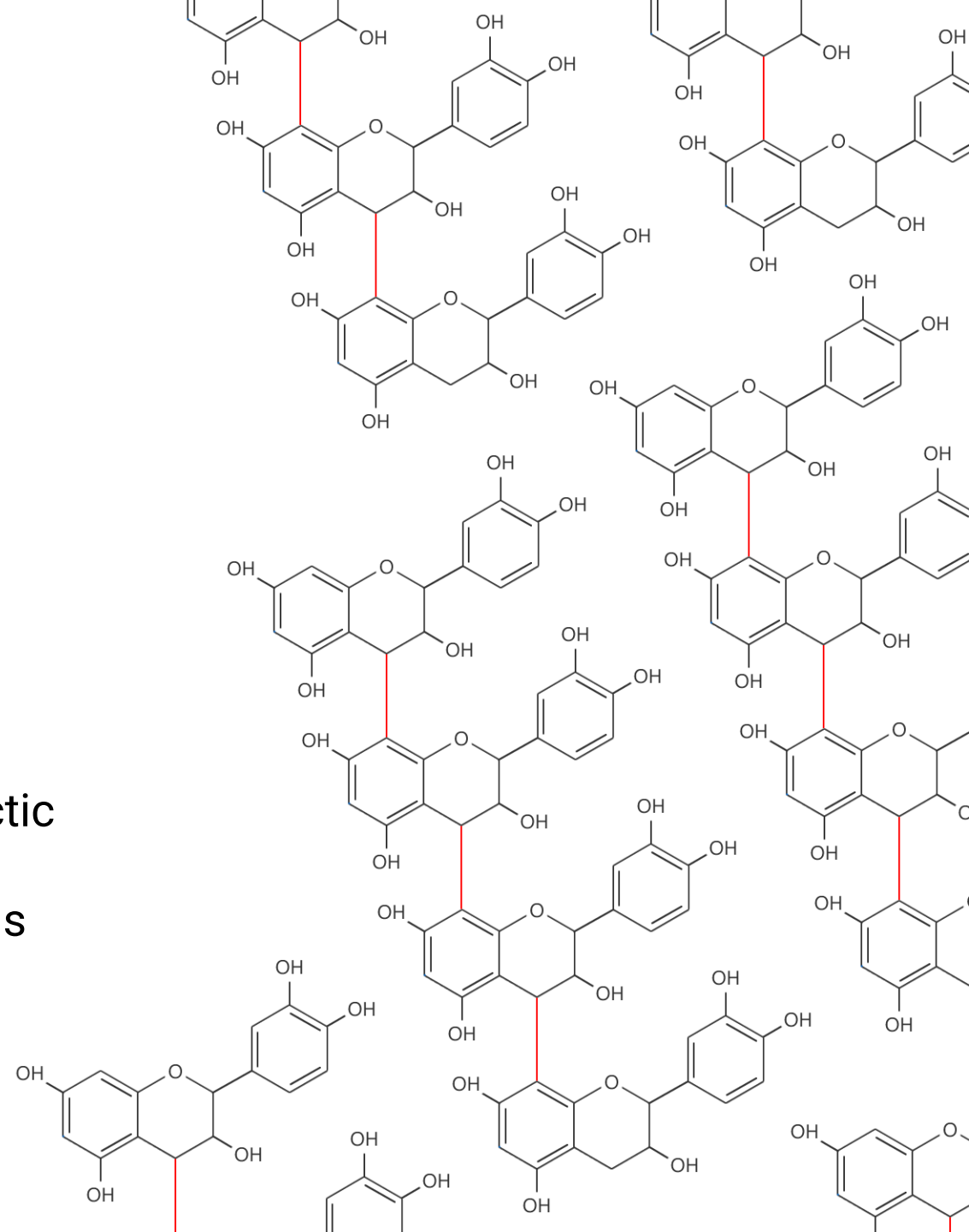
FOUNDED in 2017

LISTED Microcap

MANUFACTURER for nutraceutical ingredients

EXPERTS of polyphenolic compounds from the Arctic

HIGH FOCUS on Gut Health and Eye Health solutions



AGE-RELATED MACULAR DEGENERATION

– A GLOBAL PROBLEM

40

**MILLION PEOPLE
AFFECTED IN THE
EU AND US**

200

**MILLION PEOPLE
AFFECTED BY AMD
WORLDWIDE**

300

**BILLION COST
ANNUALLY TO
SOCIETY**

All numbers are expected to double by 2050.



THE OBJECTIVE

Reduce AMD-related onset of blindness by 25% with a preventive nutraceutical approach.

Reduce economic burden of AMD in the World for 25 B€.

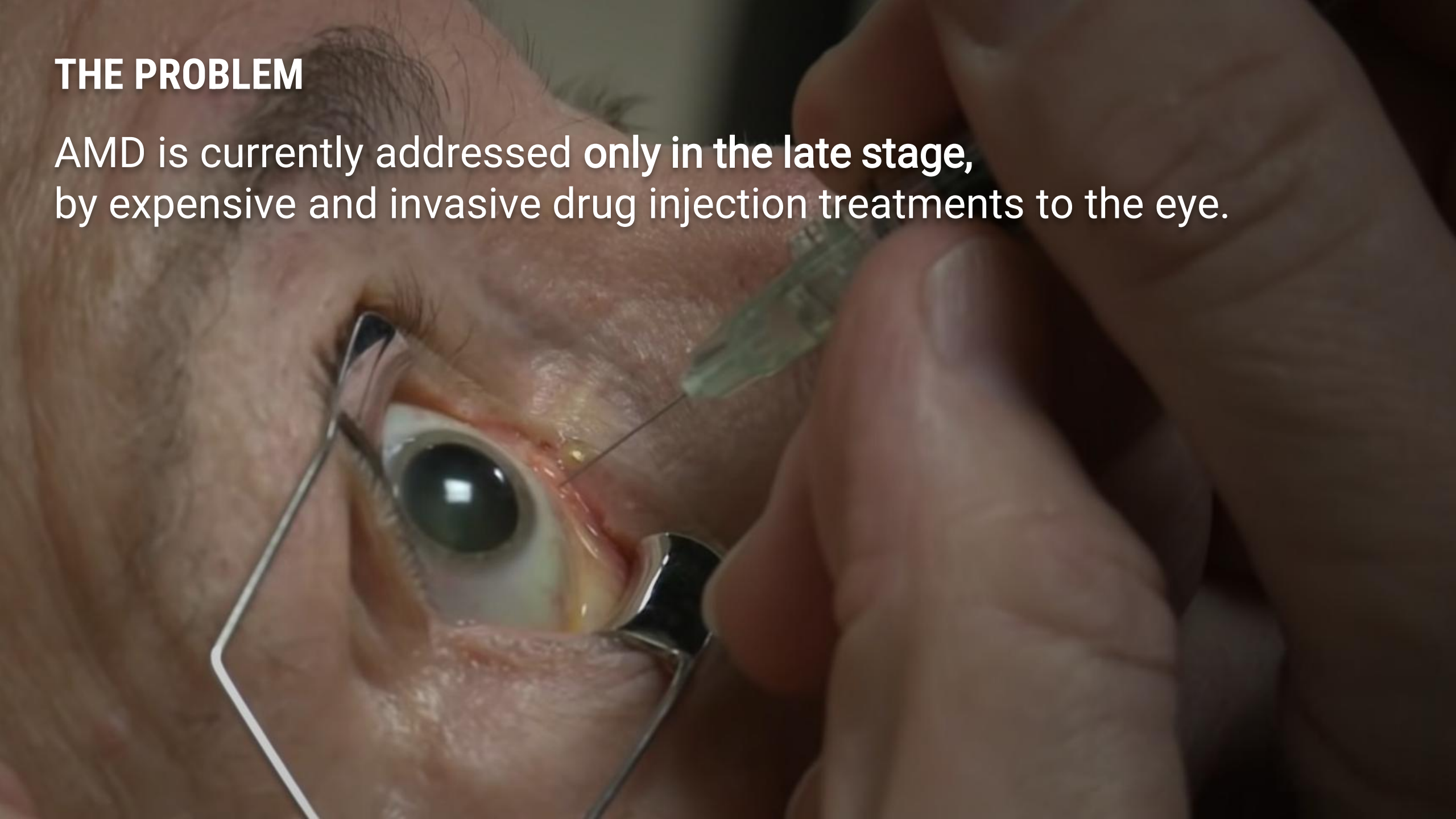
Do it by the year 2040.

eeyia
HEALTH



THE PROBLEM

AMD is currently addressed only in the late stage, by expensive and invasive drug injection treatments to the eye.



THE SOLUTION

Retinari – a non-invasive, **dietary supplement to prevent AMD development** years before injections are required.



typical AMD
development



LOSS OF VISION

with Retinari
intervention



NO VISION LOSS

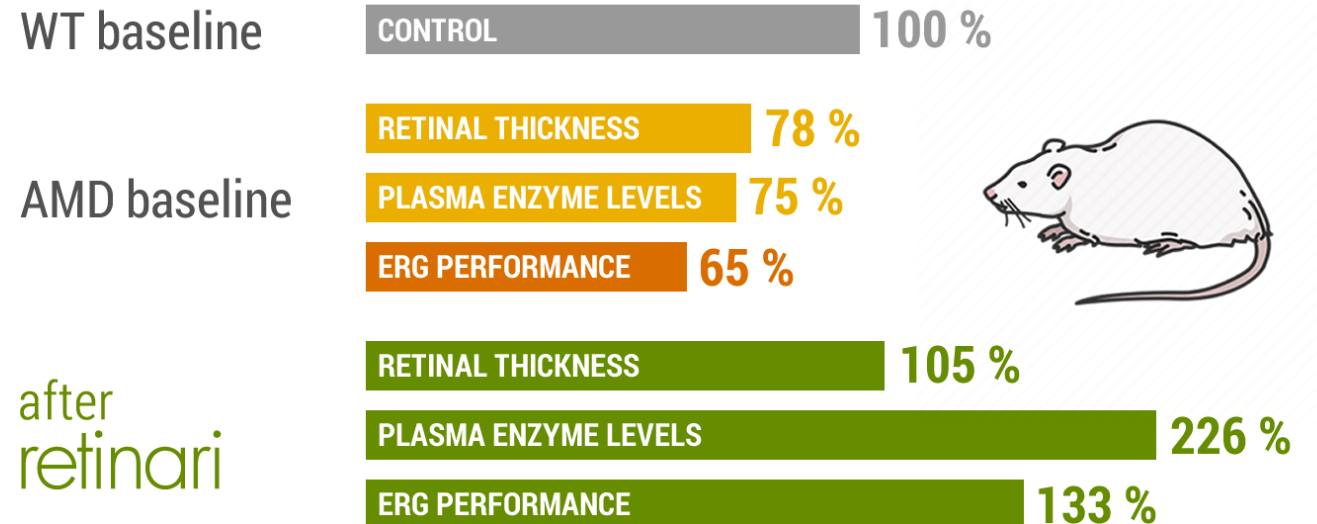
THE AMD SCIENCE

Retinari improves the underlying conditions behind AMD, i.e. the age-related **impairment of autophagy and internal cytoprotective** capacity.

COMPLETED STUDIES

- 3 Mice studies
- 2 Retinal Cell studies
- 1 Human Primary Cell study

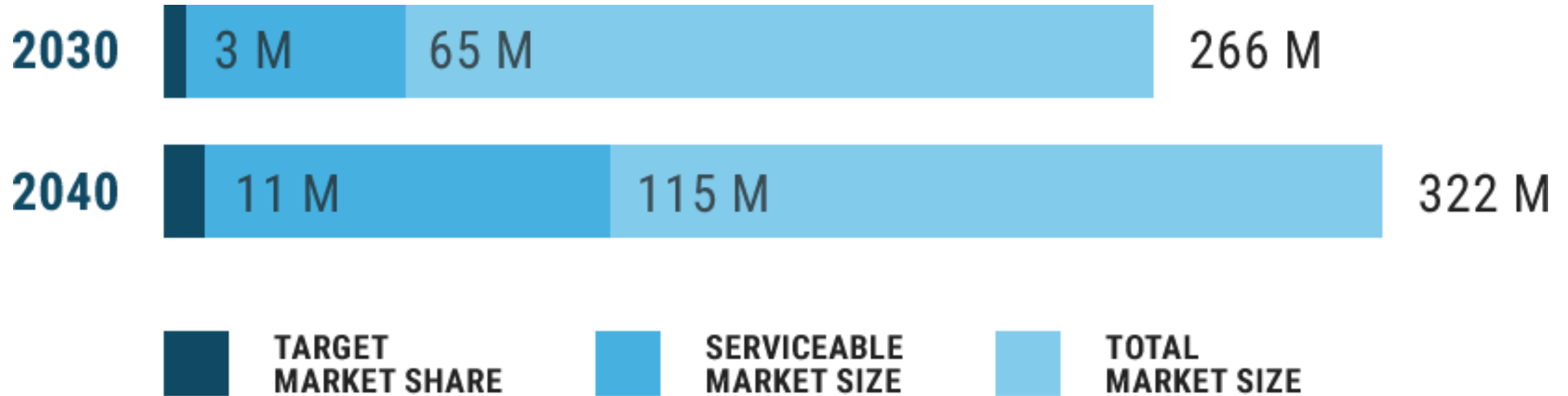
RESPONSE OF AMD MICE TO RETINARI



AMD animal studies with Retinari show remarkable beneficial effects in both **vision performance** and **retinal tissue integrity**.

THE OPPORTUNITY

Retinari targets **AMD supplement market** predicted to **double** in the next 25 years due to aging populations.

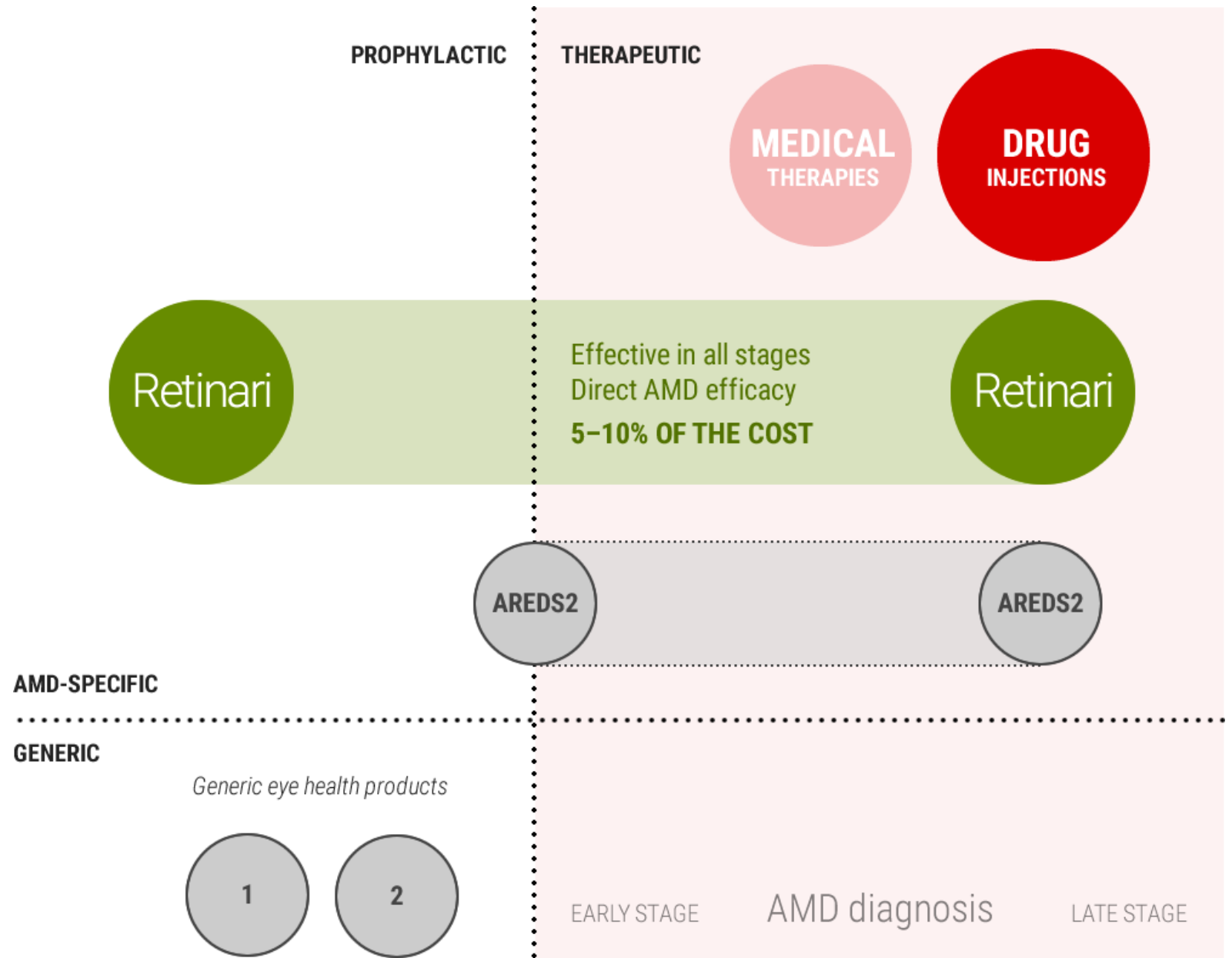


Numbers represent millions of potential users.

THE COMPETITION

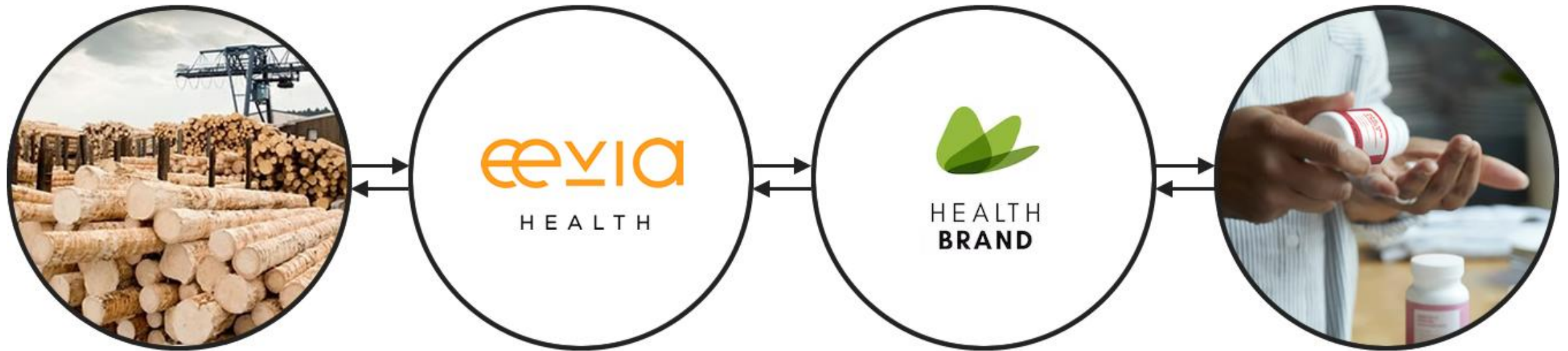
Retinari is
a prophylactic solution,
complementary to all
current options in
the market.

*In the nutraceutical space,
the product will overtake the
generic competition by **AMD-**
specific efficacy and health
claims.*



SUPPLIERS, CUSTOMERS AND VALUE CHAINS

Retinari is **priced per kg** sold either as an ingredient powder or as ready-made capsules for brand owners.



**LUMBER
INDUSTRY**

Raw material
supplier

EEVIA HEALTH

Product manufacturing,
clinical studies

**SUPPLEMENT
BRANDS**

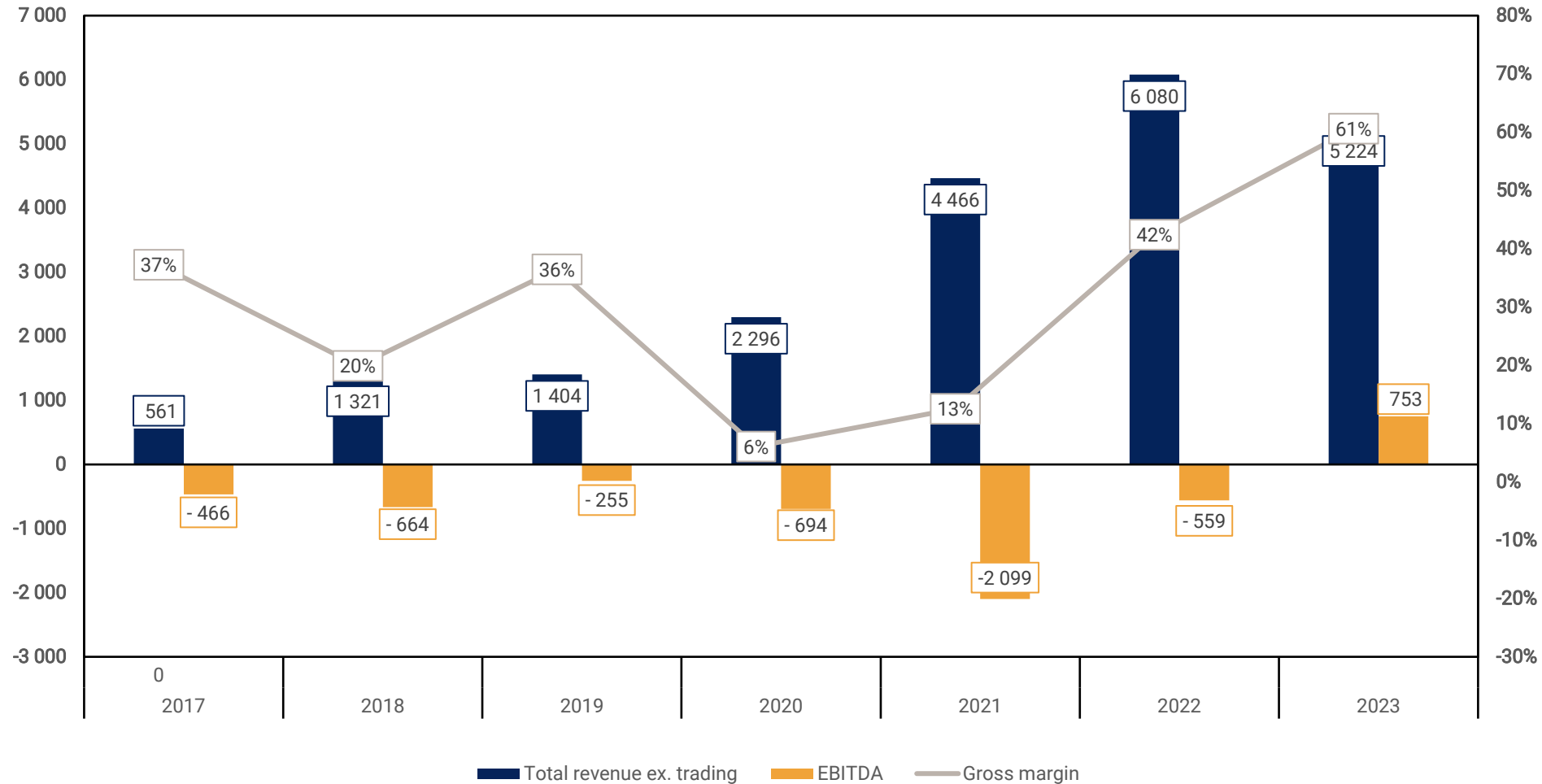
Consumer products,
marketing

CONSUMERS

Health benefits

FINANCIAL DEVELOPMENT

Net sales growth with a CAGR of 36.9% between 2019 and 2023.



THE CORE TEAM

Merited **entrepreneurial team** with a century of industry experience.

- 3 successful exits
- 6 built factories
- 80 product launches
- 100 years of total industry experience
- 1 astronaut

Together with a **strong board** and world-class **science partners**.



Stein Ulve
CEO



Erik Eide
Commercial
Director



Petri Lackman
CTO



Terry Virts
Chairman of
the Board
(elect)



**Prof.
Kai Kaarniranta**
Scientific partner



Dr. Diane Clayton
Scientific advisor



OUR NEED

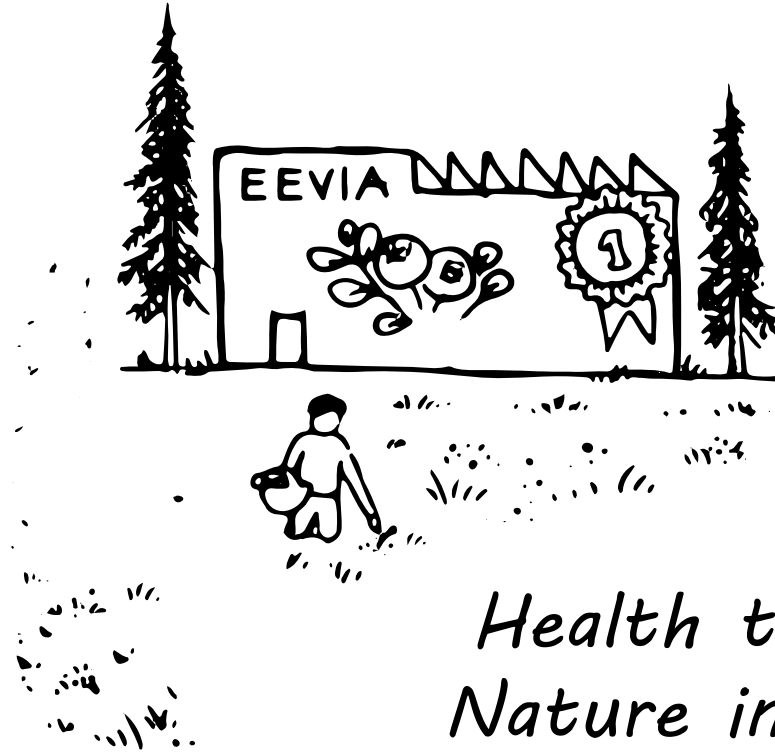
Direct placement & a cornerstone investor

To proceed to clinical trials and go-to-market activities to bring a **break-through solution to the market** that can help millions of people to avoid vision loss.



eevia

HEALTH



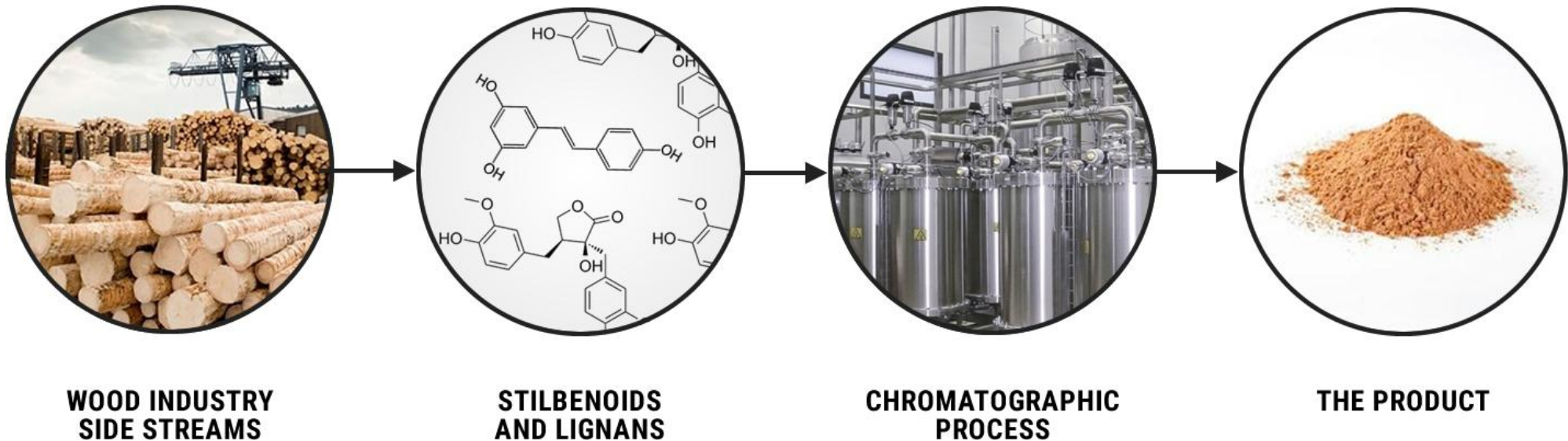
*Health the way
Nature intended!*

www.eeviahealth.com

APPENDIX SLIDES

THE PRODUCT

Proprietary **wood-based plant extract** developed to contain specific concentration of **stilbenoid and lignan** polyphenolic compounds for slowing down the progression of AMD.



Produced from a **scalable, abundantly available raw material source** using a proprietary process where the active compounds are enriched and isolated in a chromatographic process.

WORLD CLASS SCIENCE PARTNERS



Kaarniranta K,
from Finland,
is the most productive
and influential author.



2,100 publications
were included
in the analysis.

prolific authors and cited authors regarding the research on oxidative stress in the
in 2013-2023

| Productive author | Institution | #P | Cited author | Institution |
|-------------------|----------------------------------|----|---------------|-------------------------------------|
| Kaarniranta K | University of Eastern Finland | 35 | Kaarniranta K | University of Eastern Finland |
| Koivumäki RA | Wayne State University | 23 | Koivumäki RA | Wayne State University |
| Harris H | Gifu Pharmaceutical University | 22 | Shibata J | University of Lodi |
| Shimozaki M | Gifu Pharmaceutical University | 19 | Harris JT | Johns Hopkins School of Medicine |
| Hong J | Augsburg University | 18 | Cano M | Emory University School of Medicine |
| Shibata J | University of Lodi | 17 | Mishra MK | Shetha Atomic Research Centre |
| Zhou YF | The University of Sydney | 17 | Hong L | Johns Hopkins School of Medicine |
| Harris JT | Johns Hopkins School of Medicine | 16 | Kaappinen A | University of Eastern Finland |
| Yang CH | National Taiwan University | 16 | Harris H | Gifu Pharmaceutical University |
| Zhu L | The University of Sydney | 16 | Shimozaki M | Gifu Pharmaceutical University |



All Large Things
Start With a Small Step

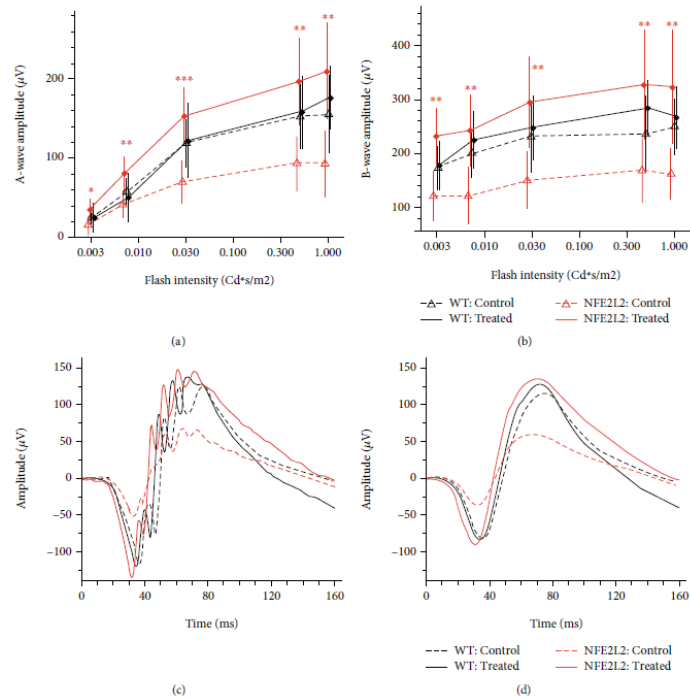


A BIBLIOMETRIC ANALYSIS OF
2013-2023

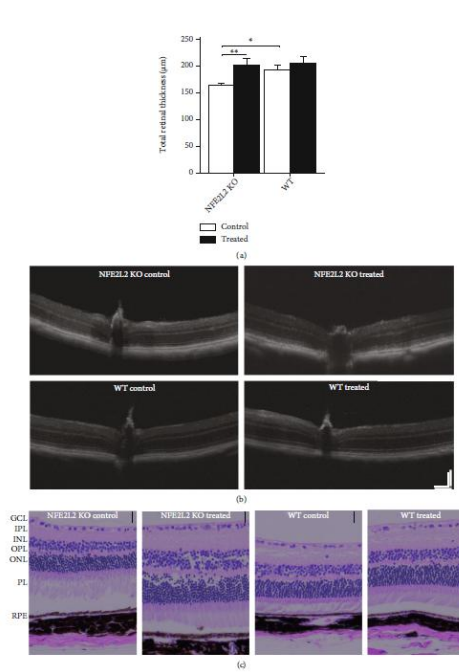
DOI:<https://doi.org/10.1016/j.heliyon.2024.e31620>

RETINARI™ MODE OF ACTION NFE2L2/NRF2 modulation

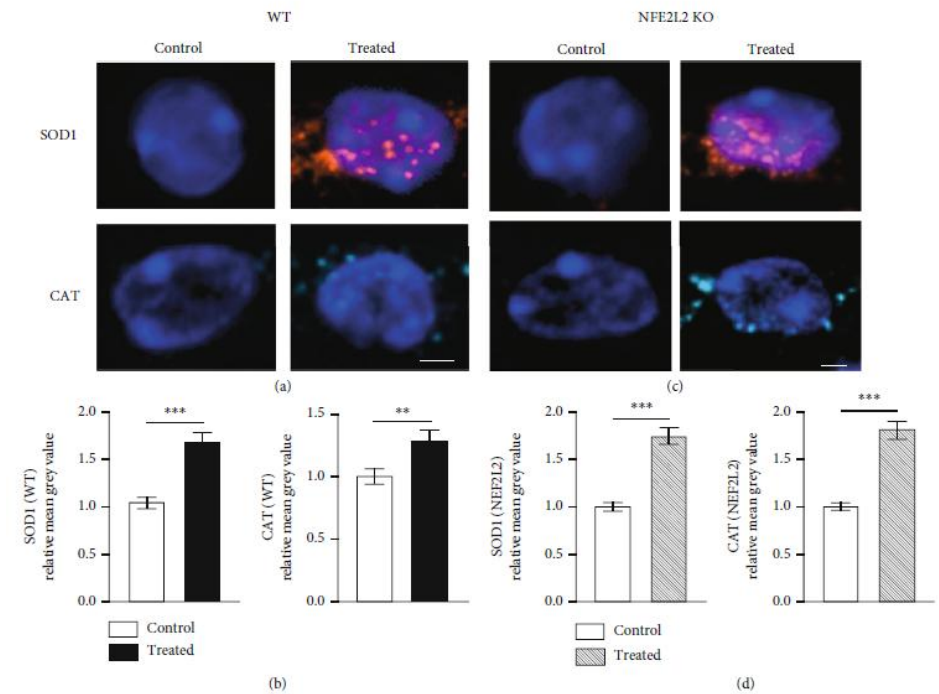
- This effect was the subject of focus in the manuscript *"Pinosylvin Extract Retinari™ Sustains Electrophysiological Function, Prevents Thinning of Retina, and Enhances Cellular Response to Oxidative Stress in NFE2L2 Knockout Mice"*, where several positive effects were indeed reported.



ERG PERFORMANCE IMPROVEMENT

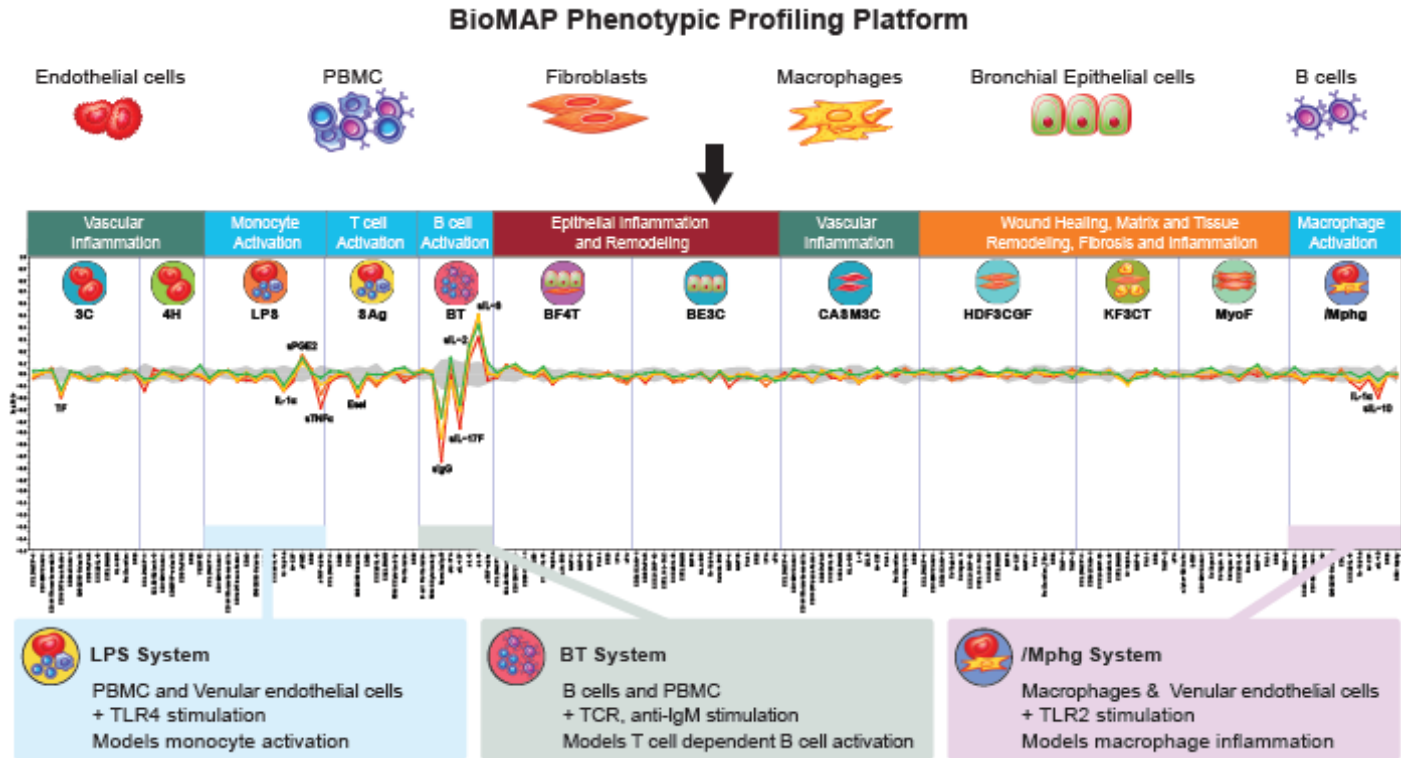


TISSUE LEVEL EFFECTS



ENZYME ACTIVITY UPREGULATION

RETINARI™ MODE OF ACTION BioMAP



Characterization of Retinari™ efficacy against market leader pine bark product with BioMAP Discovery Platform.

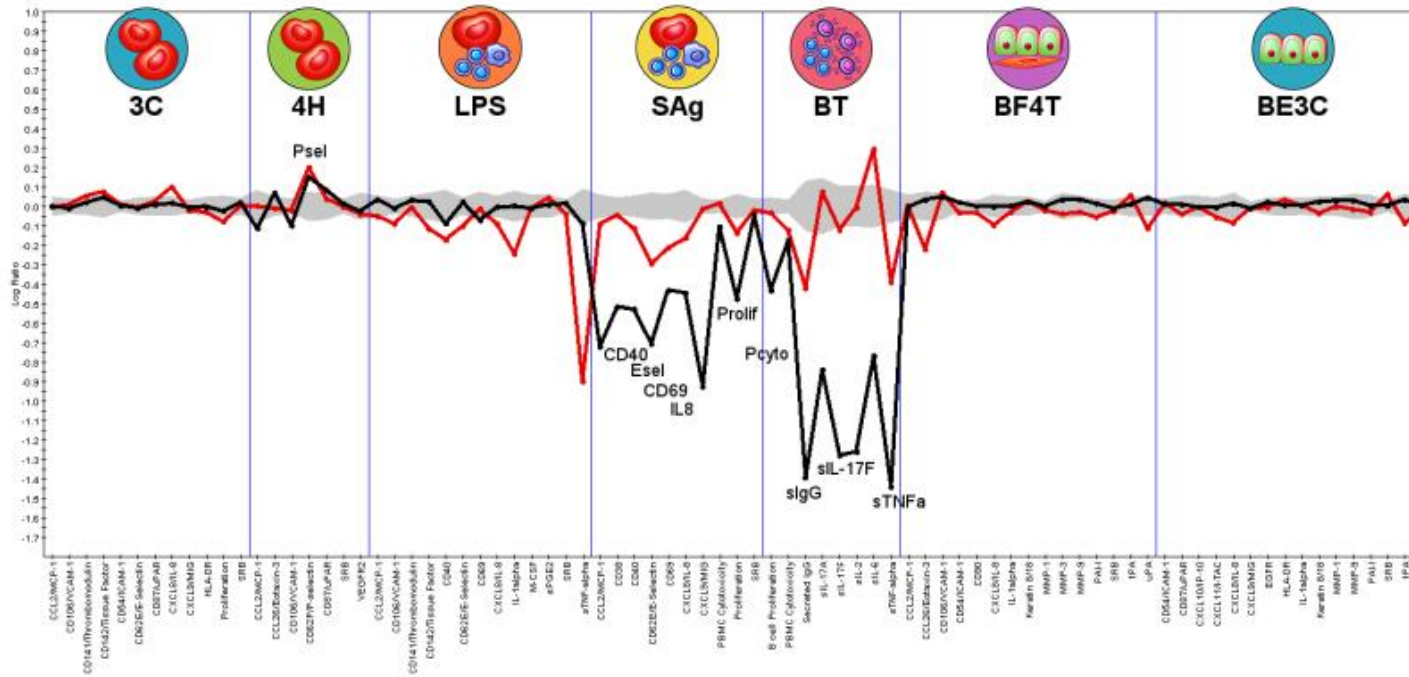
12 Primary cell lines

148 Biomarkers

Efficacy compared against also known drug compounds of validated clinical activity and efficacy

What kind of efficacy does the product have? Are there supplements or drugs with similar response?

RETINARI™ MODE OF ACTION BioMAP



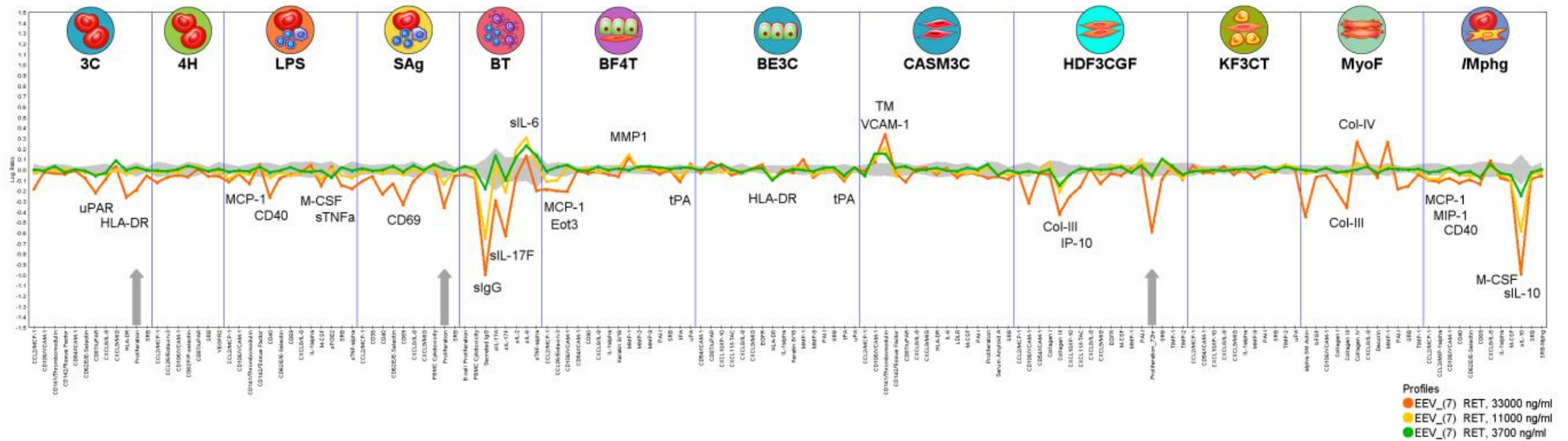
DATA FOR ILLUSTRATION PURPOSES ONLY

BioMAP Discovery Platform can tell you three important deliverables:

- 1) Where the product efficacy is the strongest? And what system and biomarker exactly?
- 2) How does the product efficacy compare against actual drug compounds of proven clinical efficacy? Can you find a match?
- 3) What might be the possible mode of action? Match compounds typically have been elucidated already for their mode of action.

RETINARI™ MODE OF ACTION BioMAP results

Results in various concentrations **33 µg/mL**, **11 µg/mL** and **3,7 µg/mL**



Significant down- or upregulated biomarkers

| Biological and Disease Relevance Category | Decreased activity | Increased activity |
|---|--|--------------------|
| Inflammation-related activities | MIP-1, sTNFa, IP-10, MCP-1, Eot3 | VCAM-1 |
| Immunomodulatory activities | HLA-DR, M-CSF, sIgG, sIL-10, CD40, CD69, sIL-17F | sIL-6 |
| Tissue remodeling activities | uPAR, Col-III, tPA | MMP1, Col-IV |
| Hemostasis-related activities | | TM |