

**CSMEDICA**<sup>+</sup>  
WORLD-CHANGING PRODUCTS FOR A BETTER EVERY DAY

## **Presentation @Life Science Conference**

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# Forward looking statements

*Matters discussed in this presentation may constitute forward-looking statements. Forward-looking statements are statements that are not historical facts and that can be identified by words such as “believe”, “expect”, “anticipate”, “intends”, “estimate”, “will”, “may”, “continue”, “should”, and similar expressions. The absence of these words, however, does not mean that the statements are not forward-looking. The forward-looking statements in this presentation are based upon various assumptions, many of which are based, in turn, upon further assumptions. Although the company believes that these assumptions were reasonable when made, these assumptions are inherently subject to significant known and unknown risks, uncertainties, contingencies and other important factors which are difficult or impossible to predict and are beyond its control. Such risks, uncertainties, contingencies and other important factors could cause actual events to differ materially from the expectations expressed or implied in this release by such forward-looking statements. New risks and uncertainties may emerge from time to time, and it is not possible to predict all risks and uncertainties.*

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# CS MEDICA A/S



**Danish MedTech based in CPH**

**Specializing in Pain Management, Autoimmune Diseases and Stress symptoms**

**Pioneering in Compliant Bioactive CBD technology**



**9 finished products – 13 in pipeline**

**30 customers in 34 countries**



**Registered at US FDA, EU MDR, UK MHRA, Australia TGA**

**Listed at Spotlight,  
Traded at Xetra, Frankfurt/ Munich/ Stuttgart Börse**

# Proven Results

**650.000**



Have tried our products

**+25**



New markets the last 2 years

**+362%**



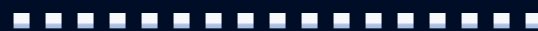
Q3 YTD Net Sales vs LY

**50%**



Reduced Burn Rate the last year

**+3**



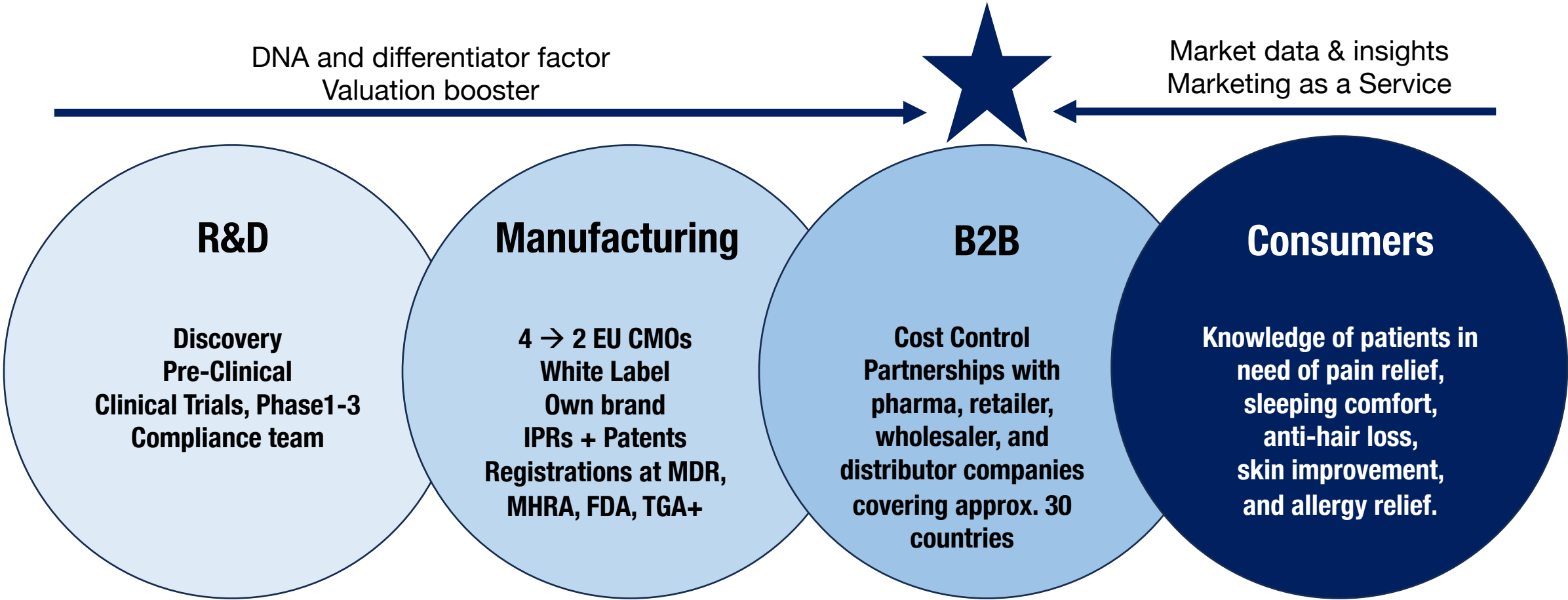
Patents

**2+3**



MDR approved + Classified

# B2B2C Business Model



# Market dynamics & consumer trends



**Pain management, autoimmune, and stress-related disorders** are not just growing categories within healthcare; it's also evolving to new research, patient needs, and societal trends.



The pharmaceutical industry covers most pain treatments. However, the **trend is towards care models combining drugs with a variety of non-pharmacological interventions.**



A noticeable **trend towards Evidence-Based Complementary and Alternative Medicine (CAM)** with fewer side effects. Still supported by scientific evidence and compliant with legislation, ensuring patients receive effective and safe care.









# Hybrid treatments - the best of 2 worlds

## PHARMA

## NATURAL SELF-CARE

Over the counter	●		Natural Ingredients	●
Evidence based	●		No side effects	●
Symptom focused	●		Holistic focus	●
Medical	●		Cosmetics	●

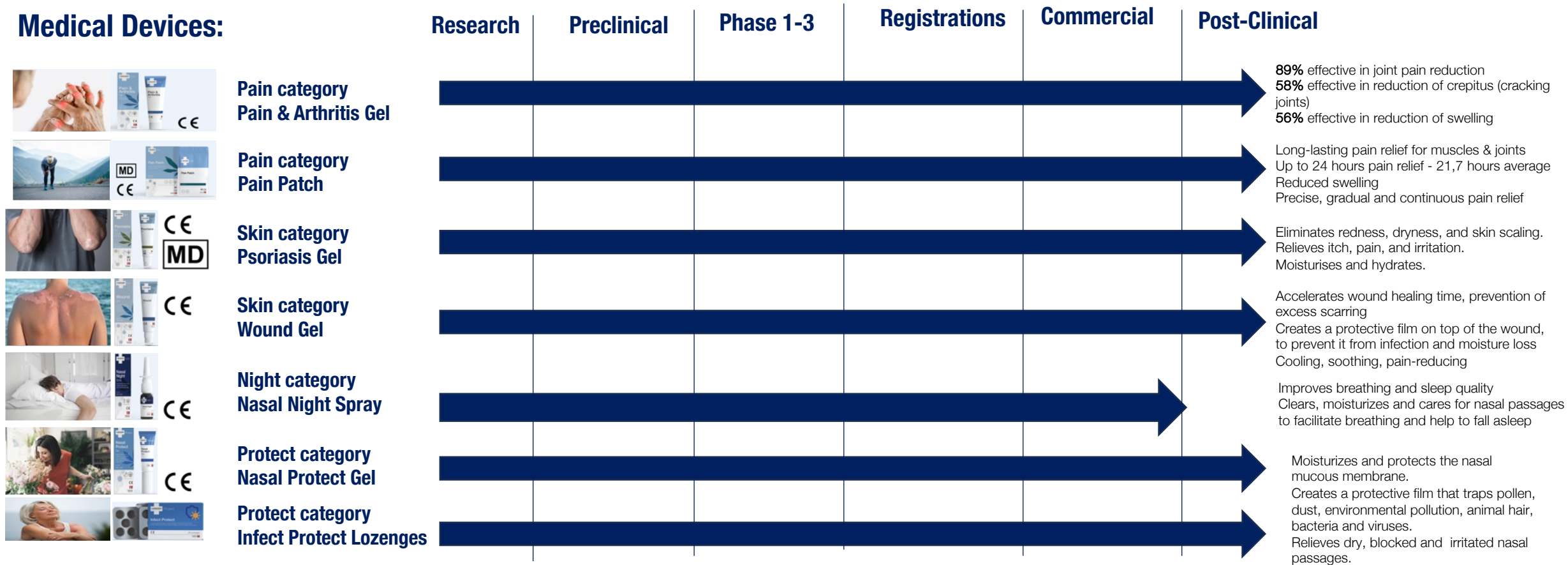
**>50% of patients seek alternative evidence-based treatments from prescription drugs with fewer side effects, and natural ingredients – yet with proven safety and efficacy.**

SKIN DISORDERS	MUSCULOSKELETAL DISORDERS	RESPIRATORY DISORDERS	DERMACEUTICALS
<p>PSORIASIS</p>  <p><b>125M</b></p> <p>People have PSORIASIS globally.<sup>6.1</sup></p> <p><b>50%</b> Of all Psoriasis patients are actively seeking for alternative treatment</p> <p>The global PSORIASIS drugs market was valued at</p> <p><b>USD 24 Billion</b></p> <p>in 2021 and have a predicted CAGR of <b>8,7%</b> up to 2026.<sup>6.2</sup></p>	<p>ARTHRITIS</p>  <p><b>350M</b></p> <p>People have ARTHRITIS globally.<sup>6.3</sup></p> <p><b>75%</b> Of all Arthritis patients are actively seeking for alternative treatment</p> <p>The global ARTHRITIS drugs market was valued at</p> <p><b>USD 26 Million</b></p> <p>in 2021 with a predicted CAGR of <b>8,6%</b> up to 2023.<sup>6.4</sup></p>	<p>SLEEPING DISORDERS</p>  <p><b>1000M</b></p> <p>People suffer from SLEEPING disorders globally.<sup>6.5</sup></p> <p>The global INSOMNIA drugs market was valued at</p> <p><b>USD 60 Trillion</b></p> <p>in 2020 with a predicted CAGR of <b>6,9%</b> up to 2023.<sup>6.6</sup></p>	<p>HAIR LOSS</p>  <p><b>147M</b></p> <p>People suffer from HAIR LOSS disorders globally.<sup>6.7</sup></p> <p>The global HAIR CARE market was valued at</p> <p><b>USD 78 billion</b></p> <p>in 2020 with a predicted CAGR of <b>4,6%</b> up to 2027.<sup>6.8</sup></p>
<p>WOUND CARE</p>  <p><b>78M</b></p> <p>People suffer with WOUNDS globally.<sup>6.9</sup></p> <p>The global WOUND care market equaled to approx.</p> <p><b>USD 17 Billion</b></p> <p>In 2021 with a predicted CAGR of <b>0,2%</b> up to 2019.<sup>6.10</sup></p>	<p>PAIN</p>  <p><b>1460M</b></p> <p>People suffer from PAIN globally.<sup>6.11</sup></p> <p>The global PAIN care market equaled to approx.</p> <p><b>USD 71 Billion</b></p> <p>In 2020 with a predicted CAGR of <b>3,8%</b> up to 2019.<sup>6.12</sup></p>	<p>POLLEN, VIRUS &amp; BACTERIAL</p>  <p><b>50M</b></p> <p>People suffer from ALLERGY globally.<sup>6.13</sup></p> <p>The global ALLERGIC treatment market equaled to approx.</p> <p><b>USD 25 Billion</b></p> <p>In 2017 with a predicted CAGR of <b>0,3%</b> up to 2025.<sup>6.14</sup></p>	<p>SKIN PROBLEMS</p>  <p><b>900M</b></p> <p>People suffer from SKIN PROBLEMS globally.<sup>6.15</sup></p> <p>The global SKIN DISEASE treatment market was valued at</p> <p><b>USD 20 Billion</b></p> <p>In 2020 and has predicted a CAGR of <b>3,6%</b> up to 2030.<sup>6.16</sup></p>

# Portfolio

Topical gels, lotions, and sprays under strict compliance regulations and need for registration prior to sales

## Medical Devices:

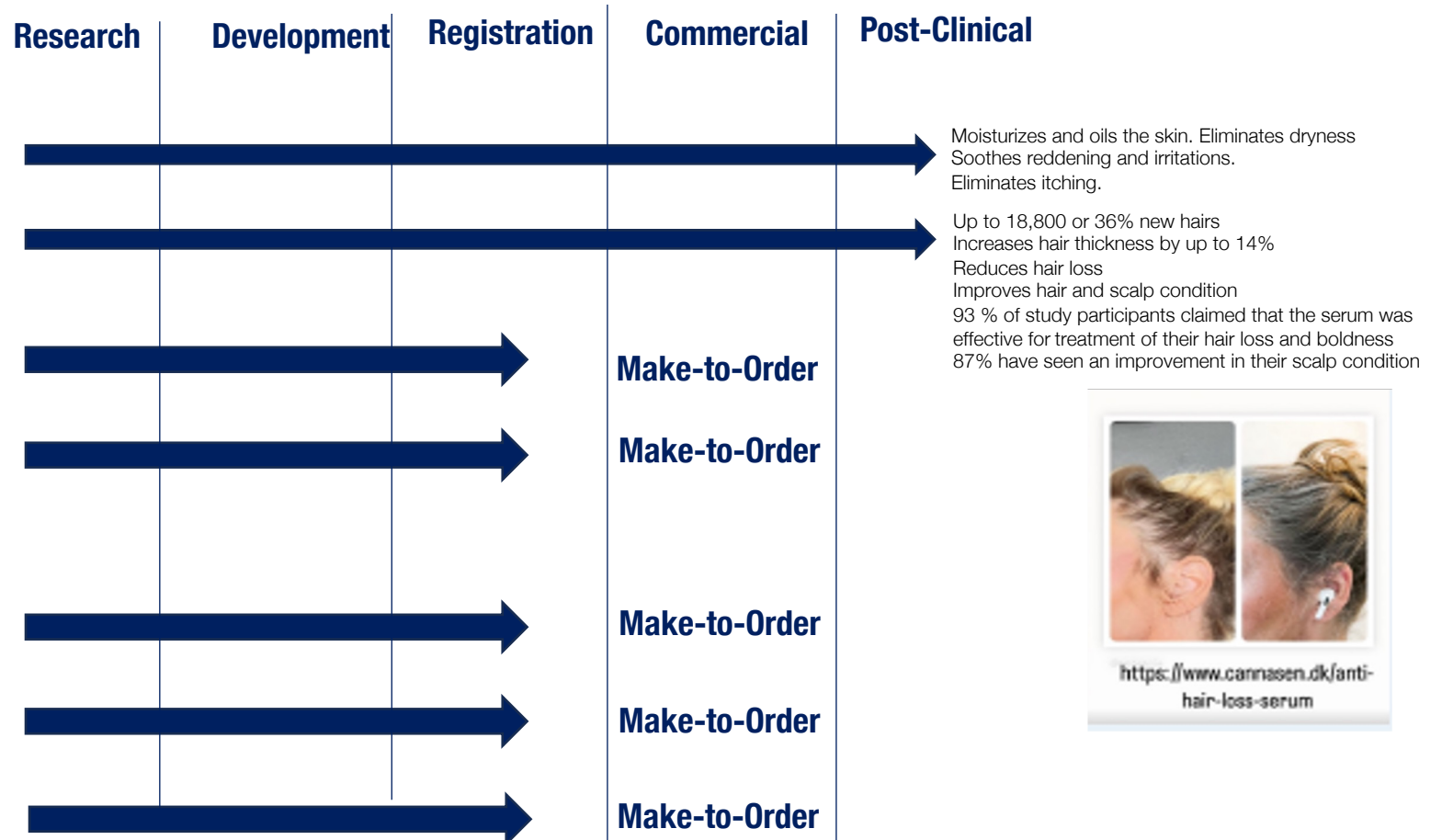




# Portfolio

Topical gels, lotions, and sprays under strict compliance regulations and need for registration prior to sales

## Dermacosmetics:



# Regulatory Milestones



**First 8 FDA-compliant products in the US**

**First FDA India & TGA in Australia compliant products**

## Pioneering in MedTech and Cosmetics Compliance

1. Protective Nasal Gel – Confirmed Classification IIa by BSI
2. Wound Gel – Confirmed Classification IIa by BSI
3. Nasal Spray Night – Confirmed Classification IIa by BSI
4. Pain & Arthritis Gel – In process for classification by BSI

All products are registered under the UK's MHRA and Israel.

**First 2 MDR-compliant products in EU – Pain Patch & Psoriasis Gel, Class I**

Medical Devices: Wound Gel, Pain Patch, Nasal Spray Night  
Cosmetic Products: Anti-Hair Loss serum, Pso& Atopic Skin Relief Lotion  
Vet Products: Wound Gel, Pain Patch, Pain & Arthritis

Cosmetic Products: Anti-Hair Loss serum, Pso& Atopic Skin Relief Lotion

# Patents

PRODUCT	DK PATENT APPLICATION YEAR	PCT* PATENT APPLICATION YEAR	NATIONAL** PATENT APPLICATION YEAR	IF PATENT GRANTED - EXPIRY YEAR
<b>Arthritis Gel</b> <i>Sports Gel 650</i>  <i>Sports Gel 1000</i> <i>VET Pain Arthritis Gel</i>	<b>2019</b> <i>Same formulation as Arthritis Gel and therefore covered by this patent application</i> <i>do</i> <i>do</i>	<b>2020</b> <i>Same formulation as Arthritis Gel and therefore covered by this patent application</i> <i>do</i> <i>do</i>	<b>2022</b> <i>Same formulation as Arthritis Gel and therefore covered by this patent application</i> <i>do</i> <i>do</i>	<b>2039</b> <i>Same formulation as Arthritis Gel and therefore covered by this patent application</i> <i>do</i> <i>do</i>
<b>Psoriasis Gel</b>  <b>Anti-Hair loss Serum</b> <b>Nasal Spray Night</b>	<b>2019</b>  <b>2021</b> <b>2021</b>	<b>2020</b>  <b>2022</b> <b>2022</b>	<b>2022</b>  <b>2023</b> <b>2023</b>	<b>2039</b>  <b>2041</b> <b>2041</b>
<b>Wound Gel</b> <i>VET HOT Spot Gel</i>  <i>VET Mud Fever Gel</i>	<b>2021</b> <i>Same formulation as Wound Gel and therefore covered by this patent application</i> <i>do</i>	<b>2022</b> <i>Same formulation as Wound Gel and therefore covered by this patent application</i> <i>do</i>		<b>2041</b> <i>Same formulation as Wound Gel and therefore covered by this patent application</i> <i>do</i>
<b>Protective Nasal Gel</b>	<b>2021</b>	<b>2022</b>		<b>2041</b>
<b>Pain Patch</b> <i>VET Pain Patch</i>	<b>2021</b> <i>Same formulation as Pain Patch and therefore covered by this patent application</i>	<b>2022</b> <i>Same formulation as Pain Patch and therefore covered by this patent application</i>	<b>2023</b>	<b>2041</b> <i>Same formulation as Pain Patch and therefore covered by this patent application</i>
<b>Supplement Arthritis</b> <b>Supplement Psoriasis</b> <b>Supplement Anti-Hair loss</b>	  <b>2021</b>	<b>2022</b> <b>2022</b> <b>2022</b>	<b>2023</b> <b>2023</b> <b>2023</b>	<b>2042</b> <b>2042</b> <b>2041</b>

\* PCT (Patent Cooperation Treaty), covering 153 nations across the globe.  
 \*\* National patent application in following countries: USA, Canada, China, Europe, Israel, Australia, New Zealand, Japan, India, Malaysia, Thailand, Brazil, UAE, Saudi Arabia, South Korea

## Patents achieved in 2023



## Patents achieved in 2024

Granted to be issued on Anti-Hair Loss serum in DK & Psoriasis Gel in EU.

## In process

Final tests for bioactive CBD are ready when funding, then we can issue a patent application.

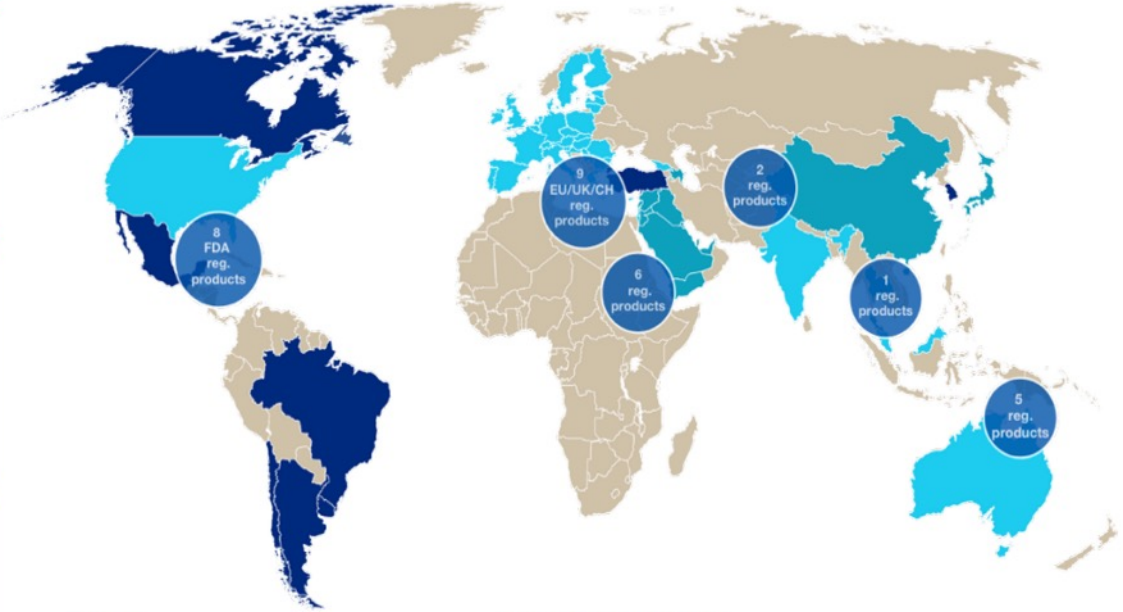
# Market Deliverables Based on A Pull Effect

Market Overview - Q3 2023/2024

- REGISTERED**
- EU
  - UK
  - ISRAEL
  - INDIA
  - AUSTRALIA
  - USA
  - SWITZERLAND
  - MALAYSIA
  - GEORGIA

- ONGOING REGISTRATION**
- THAILAND
  - CHINA
  - JAPAN
  - KUWAIT
  - JORDAN
  - PALESTINE
  - AZERBAIJAN
  - IRAQ
  - LEBANON
  - SYRIA
  - YEMEN
  - SAUDI ARABIA
  - U.A.E.
  - QATAR
  - BAHRAIN

- TO START REGISTRATION**
- CANADA
  - MEXICO
  - BRAZIL
  - ARGENTINA
  - URUGUAY
  - CHILE
  - SOUTH KOREA
  - TURKEY



Europe		International Markets	
Order Intake (mDKK)	Share of Group Order Intake	Order Intake (mDKK)	Share of Group Order Intake
<b>0,70</b>	<b>2,1%</b>	<b>32,16</b>	<b>97,9%</b>

**>60% recurring sales in Europe**      **100% is acquisition, new sales**

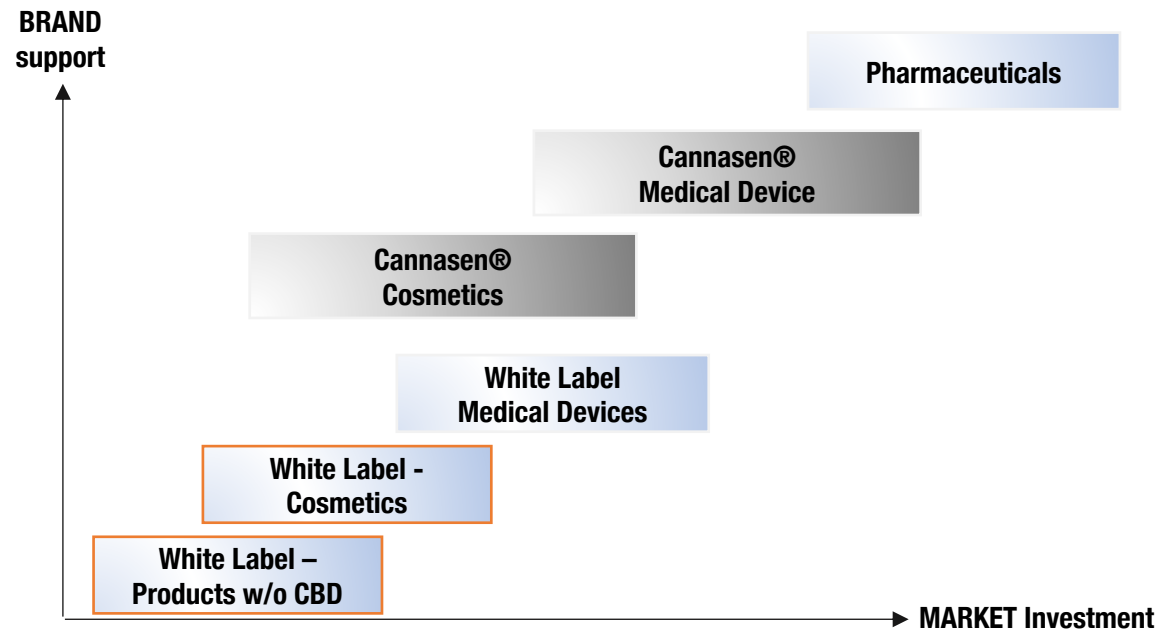
**New registrations are based on contract/LOI**

**Order Intake Now Exceeds Net Sales Impacting Revenue stream**

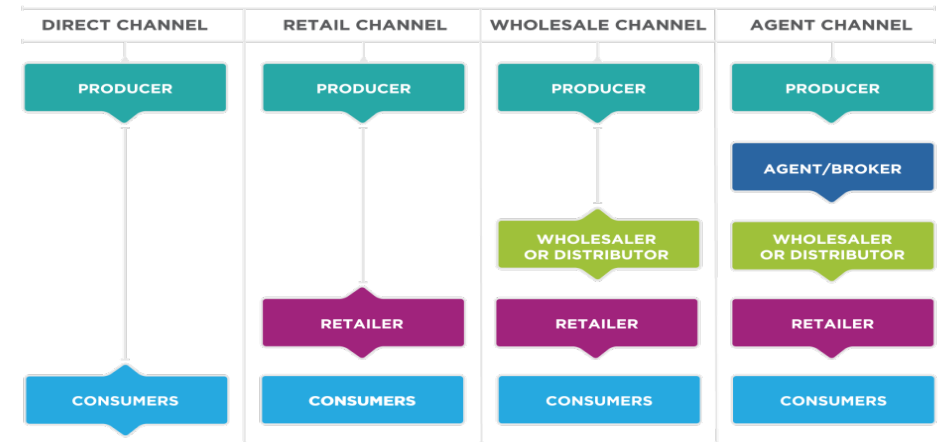


# Go-to-Market - Channel & Product Strategy

## Market Investment in Compliance and Marketing



## Dual Distribution



- *Products without CBD: to help drive faster revenue stream and market entry, while building the compliance track*
- *Increased portfolio for Cosmetics with CBD: to drive faster market entry and sales*
- **White Label solutions: to drive volumes with low investments**
- **Medical Devices: to drive the unique positioning and compliance superiority/DNA**

# Q3 2024 – YTD Results

## Organic Revenue growth

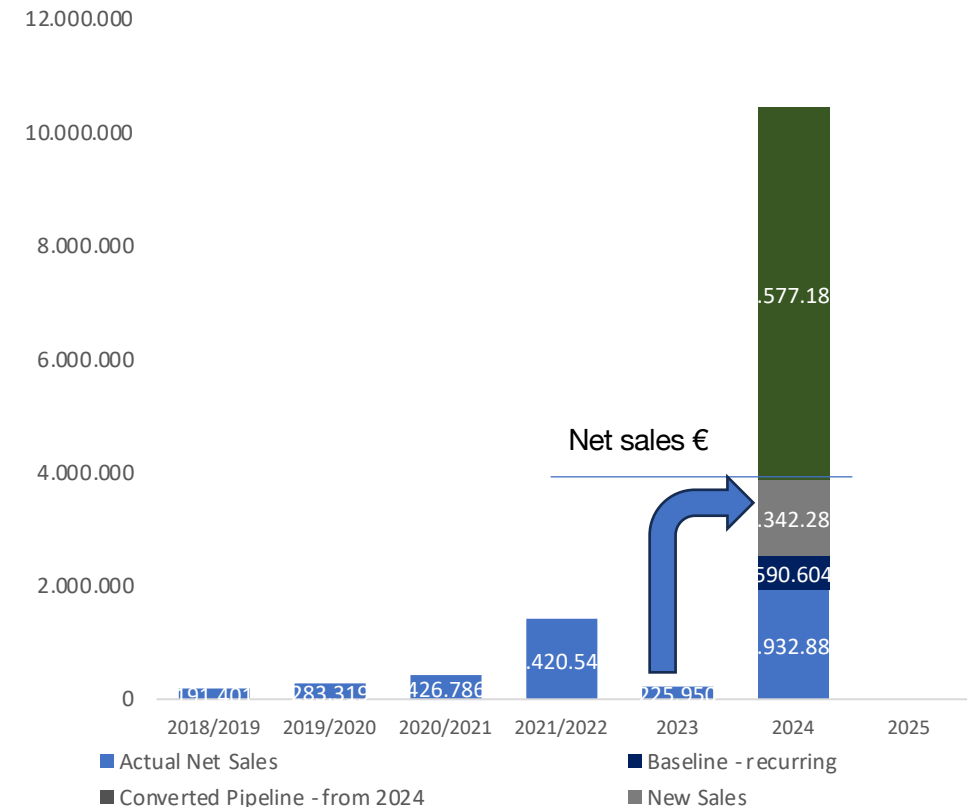
- 0,99 mDKK to 4,59 mDKK (+362%)
- >60% recurring sales ( Europe).

## Order Pipeline

- 14 mDKK to 49 mDKK
- From order to delivery/ invoiced revenue, we hold an average lead time of 10 months,
  - pending compliance approval
  - production time
  - onboarding of pharma partners

## Cost Control

- Operating loss -27%



# Funding and Valuation

## Pain Patch – Development-, Registration- & IPR costs

### Product

Pain Patch

### Registration for sale

- EU MDR – class 1 for Pain Patch
- UK MHRA – class 1
- TGA – class 1
- USA FDA – approved and an upgrade to OTC Drug is an option
- Israel – the Pain patch is approved as first MD w/ CBD
- Hainan Pilot zone, China – in process – expected H2 2024

### Patent

Patent Pending.

### Technical files

Full documentation, Preclinical test, Invitro test, Biocom test, Stability test, Clinical trial, Academic study on penetration/retention in the skin, Clinical evaluation & review, Biological evaluation.

### Insight

The valuation of our Pain Portfolio, **Pain Patch** treatment are our hero products, and stand at €25 million, underscoring its substantial worth and market potential.

Valuation  
Pre-est.  
€25 mio



# Share Strategy

Listed at



Traded at



## WHY current listing & trading

- **Company & Product Approval:** Certified CBD-infused treatments signaling market trust and transparency/ governance.
- **Ownership Stability:** 72% held by a dedicated ownership group.
- **Stock Stability:** Long-term focus over short-term liquidity.
- **Capital Integrity:** Mindful capital raises to prevent shareholder dilution, though it is still an option to raise funding.



## Dual Listing DE– Growth Stock exchange

- **German Investor Gateway:** A launchpad for increased investor engagement in CBD market.
- **Enhanced Share Visibility:** Boosting awareness and trading volume.
- **Strategic Alliances:** Partnering with influential industry leaders.
- **Market Access for Partners:** Opening doors for CMOS and distributors.
- **Financial Health:** Proactive measures for stock stability.
- **Seamless Market Transition:** Streamlined path to main market listing.



## NASDAQ Listing Goals in 2026-27

- **Build Market Entry Sales:** Foundation for awareness, starting in 2024.
- **Elevated Market Profile:** Heightened attention from the marketplace.
- **Enhanced Liquidity:** Improved trade volumes for investors.
- **Streamlined Share Handling:** Simplified process for depositing shares.
- **Greater Capital Access:** Opportunities for increased funding.
- **Expert Support Network:** Backed by industry experts and cases.



# Projected Share Price Increase

## Based on Prevaluation of CS MEDICA's Subsidiary, CANNORDIC, Ahead of Planned IPO on the German Stock Exchange in November 2024

**Valuation Uptake:** The preevaluation of CS MEDICA's subsidiary, CANNORDIC, by our financial advisors in Germany, is set at €30 million. This valuation is expected to be reflected in CS MEDICA's share price as CANNORDIC prepares for its IPO on the German Stock Exchange in November 2024.

**Expected Share Price Increase:** This revaluation is anticipated to elevate the CS MEDICA share price from its current level of approximately 9 DKK to a minimum of 18.14 DKK per share, aligning with a one-to-one valuation following the valuation of CANNORDIC.

### Additional Untapped Value:

This projected share price excludes the value derived from:

- CS MEDICA's ownership of Intellectual Property Rights (IPR)
- The value of the two other Subsidiaries under CS MEDICA.

