



Innovative Healthcare for Pets



We Care About Pets & Families



PROBLEM: It takes YEARS for medical innovations to reach the pet health market

- ✧ **Pets suffer from the same age related conditions as their owners: Cancer, Diabetes, Arthritis, Obesity, Heart Disease, etc.**
- ✧ **Pets share our living environment and provide a superior naturally occurring disease model for many human maladies**
- ✧ **Pets confer psychological wellness and longevity benefits to their owners**
- ✧ **Pharmaceutical companies focus on livestock medicines and vaccines**



Our Solution



To deliver high-quality medicines & diagnostic tests for dogs, cats and horses

- ✧ **De-Risking:** We in-license late-stage products that require less development to reach the market
- ✧ **Solid IP:** Exclusive licenses for animal rights to a worldwide patent portfolio
- ✧ **Veterinarian Led:** Unique insights into market needs plus extensive personal networks
- ✧ **Quality Partners:** Top universities and innovative biotechnology companies
- ✧ **One Health:** The data we generate facilitates clinical studies for humans



Founders



Jessica A. Dugan, DVM, MBA

Co-founder, CEO and President

Equine veterinarian; 23 years of clinical and management experience; extensive veterinary and biotechnology network; Doctor of Veterinary Medicine, University of California, Davis; MBA, London Business School.



Richard W. Keatinge, PhD

Co-founder, Chief Business Officer

25+ years of biotechnology industry experience in the US and Europe; Led a 3x oversubscribed biotech IPO on the NYSE Euronext; deep contacts with Top Ten big pharma companies, PhD, Harvard University.

Board of Directors



Laurent Fischer, MD *CEO, Tobira Therapeutics*

Multiple successful exits leading biotech companies: Jennerex; Ocera Therapeutics; DuPont-Merck; DuPont Pharmaceuticals; Hoffmann-La Roche; MD, Geneva Medical School, Switzerland.



Piers Hartland-Swann, BSc. *Managing Director, FirstCapital*

22+ years in investment banking; extensive M&A experience; Bear Stearns, Hong Kong; UBS Warburg, Hong Kong; UBS, London; Citibank, London; BSc. Civil Eng, King's College, London.



Judy Muller-Cohn, PhD *Co-founder, MXC Global, Inc.*

Broad experience mentoring biotech start-ups, CEO and Co-founder, Biomatrix; Digital Gene Technologies; Mycogen/Dow Agrosiences; PhD, Pasteur Institute, Paris, France.



Oliver Garden, BVetMed, PhD, DiplACVIM
Professor, Royal Veterinary College, London

Comparative Medicine & Immunology; Clinician in the Queen Mother Hospital for Animals; Wellcome Trust Clinical PhD program.

Institutional Partners



The Royal Veterinary College, London

As one of the world's leading specialist veterinary and biological science research institutions, RVC is the largest and longest-established veterinary school in the English speaking world. It includes the Queen Mother Hospital for Animals, the largest and most advanced veterinary facility in Europe.



Queen Mary University of London

Queen Mary University of London (QMUL) is a public research university with roots in Europe's first public hospital, St. Barts, and England's first medical school, The London, founded in 1785. It is ranked among the top universities in the UK and is among the top 100 universities in the world. QMUL is a major center for medical teaching and research and is part of the world's largest academic health science center.



School of Veterinary Medicine, University of California, Davis

Recognised as one of the top vet schools in the world, the School is currently ranked #1 among the 28 vet schools in North America. It has shaped the field of veterinary medicine, from developing dynamic education programs to uncovering solutions for emerging diseases of animals and humans to sharing knowledge with communities worldwide.



School of Veterinary Medicine, University of Pennsylvania, Philadelphia

Founded in 1884, the School of Veterinary Medicine at the University of Pennsylvania – Penn Vet – is one of the world's top veterinary schools. A pioneer since its inception, Penn Vet has led the way in such areas as infectious disease research, comparative oncology, and comparative medical genetics.

Pet Medications Market



- ✧ **PETS ARE FAMILY:** Owners are willing to spend out of pocket on their pet's healthcare
- ✧ **SIZE:** >\$14B annually in US & EU alone
- ✧ **GROWTH:** 5.7% CAGR over next 5 years
- ✧ **ACTIVE M&A:** >7 M&A transactions and 4 IPOs in 2015
- ✧ **SPEED TO MARKET:** Pathway is half as long as for human drugs
- ✧ **CASH EFFICIENT:** Concept to market for \$4-5M
- ✧ **SCALABILITY:** Multiple species and conditions



Poiesis Pipeline

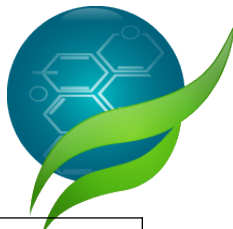


Product	Indication	Species	Market	Phase
BIOM ¹	Sample Preservation	All Species	\$42M	Launch Q1 2016 US only
PTx-1 ²	Trauma & Shock	Dogs, Cats and Horses	\$300M	Phase II/III
PTx-2	Arthritis	Dogs, Cats and Horses	>\$1B	Pre-clinical
PDx-1	Infection	Horses	\$16M	Early Development
PDx-2	Kidney Injury	Dogs, Cats	\$45M	Prototype
PDx-3	Immune Arthritis	Dogs	\$18M	Prototype

1 - Partnership with Biomatrix, San Diego, California

2 - Foundation work on this molecule has received the 2015 Nobel Prize in Medicine

Financials



£	FY2015	FY2016	FY2017	FY2018	FY2019	FY2020
(Y/E 31 Dec)						
Revenue	-	132,000	848,000	7,960,000	20,433,000	54,992,000
Investment	261,000	3,300,000	-	-	-	-
Product Sales	-	132,000	848,000	7,960,000	20,433,000	54,992,000
Costs	(183,647)	(850,000)	(2,430,000)	(3,413,000)	(3,877,000)	(5,581,325)
Yr End Cash	77,353	2,659,353	1,077,353	5,624,353	22,180,353	71,591,028
EBIT	(183,647)	(718,000)	(1,582,000)	4,547,000	16,556,000	49,410,675

Target Exit Multiple = 11x EBIT

Investment History

Date	Round	Amount	Equity	Valuation (Pre-money)
Sep-2014	Founder investment	£161,000	100%	£1,000,000
Q1 2016	Seed round	£400,000	16%	£2,100,000
2016	Series A round	£3,000,000	20%	£12,000,000

Current Ownership Structure

Management	Jessica Dugan	50%
	Richard Keatinge	50%
Total		100%

Investment Opportunity



- ✧ **Seeking £3,000,000 to build out our team, launch biostability product line and commence clinical trials**
- ✧ **Target exit multiple of 11-14x EBIT fully capitalized**
- ✧ **We plan to complete an IPO of £40-50M within 3 years to support development and launch of 6 products within 3-5 years**





Thank you

Jessica Dugan, DVM MBA, Chief Executive Officer
Poiesis Therapeutics, Ltd., 2 Royal College Street, London NW1 0NH, UK
jdugan@poiesistherapeutics.com +44 7453 477537