



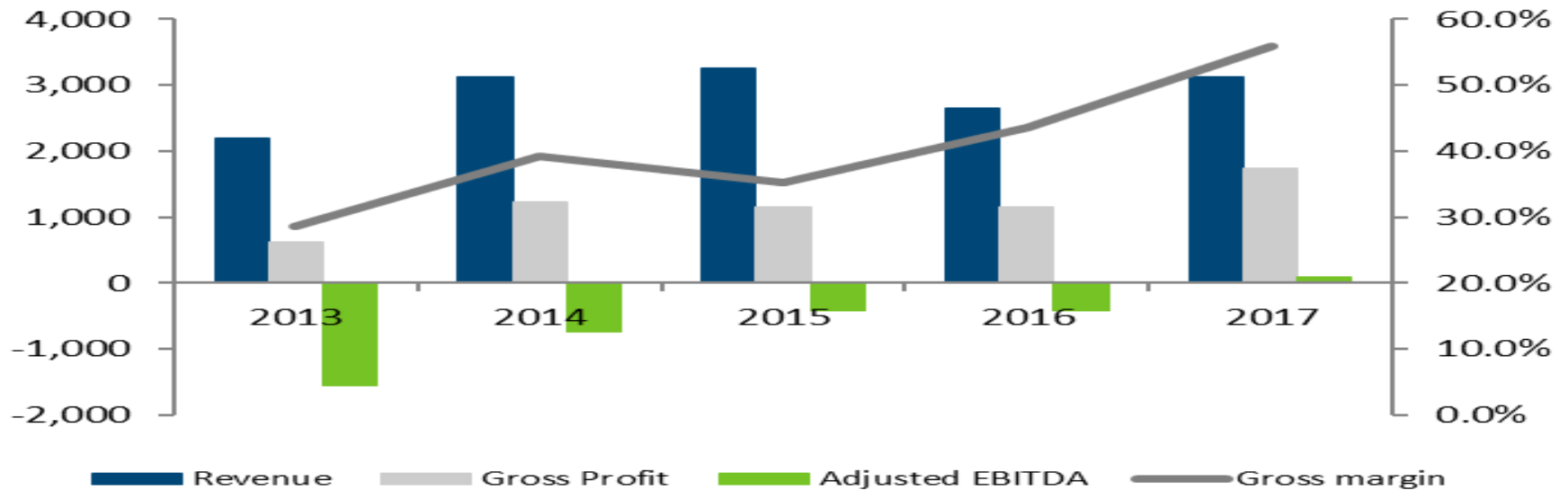
Smart Antimicrobial Solutions

**AGM**

**September, 2017**



# Byotrol plc: financial performance since 2013



Cash: £284k  
 Technologies 1  
 Employees 32  
 - technical 7



Cash: £951k  
 Technologies 3  
 Employees 17  
 - technical 7

# Byotrol plc: the market - biocides

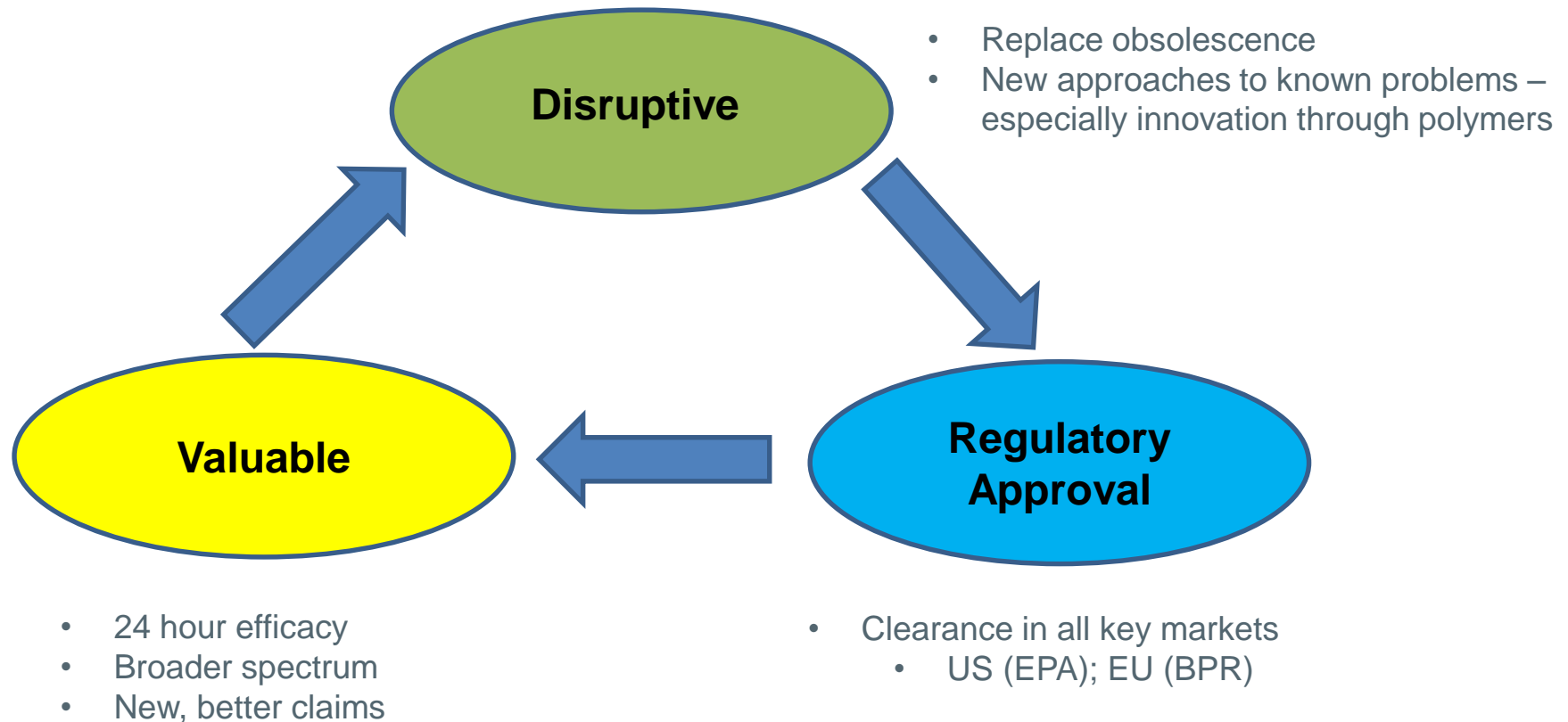
- Demand - large, global and growing
  - US\$9bn chemical sales globally
  - Product sales US\$50bn+ pa. Growing at 5% pa
  - Demand for innovation increasing.
- Supply - fragmented
  - Commodity-minded multinationals dominate bulk ingredient supplies.
  - Majority of product suppliers into business uses are SME
- Barriers to market entry increasing, led by regulatory change
  - Old standard products being delisted. Number of biocides being reduced
  - New products require authorisation by EU (complex, time-consuming and expensive) or by EPA in US



- Sector re-invention underway, across B2B and B2C

# Byotrol plc: strategy and business focus

Excellent science in human and animal health, consumer and janitorial/sanitation



## Byotrol plc: summary

- Company now positioned as chemical technology company, delivering excellent science and innovation to long term technology partners and customers
- Future growth based on 3 new technology platforms (all patented, regulatory-approved for targeted markets)
  - Surface care in US – new EPA registration in place, unique product claims for US market
  - Surface care in Europe and ROW – jointly developed and marketed with Solvay
  - Hand sanitisation – high efficacy, non-alcohol formulation targeted in particular at healthcare
- Targeting four global markets across B2B and B2C - human healthcare, pet/animal care, jansan/cleaning and consumer (personal and homecare)

# Byotrol plc: growth 1

## A. US surface care markets

- US EPA-approved, long-lasting germ kill surface cleaner/sanitiser
- Unique claims for US consumer and B2B market. US\$1bn addressable market (1)
- Commercial model – licensing, finished good or manufacturing alliance, depending on resources
- Individual state registrations expected to be complete shortly, therefore on shelf presence targeted from early 2018

EPA registration 83614-1  
Issued 6/8/2017



- ✓ **POWERFUL DISINFECTANT.** Kills more than 99.9% of germs on contact.
- ✓ **24h GERM-FIGHTING ACTION.** Keeps killing bacteria with just one application.
- ✓ **EASY CLEANING.** Breaks down grime on multiple surfaces.

## Byotrol plc: growth 2

### B. EU surface care markets,

- Patented, unique 24 hour germ-kill chemistry for surface care in Europe
- Will be compliant under new EU biocides regulations
- Targeted at consumer, human and animal health and industrial markets. US\$ 1bn addressable market (1)
- Joint development and marketing deal with Solvay SA (EU12bn polymer multinational)
- Sales and marketing effort underway. Multiple FMCG engagement.



**24 HOUR PROTECTION**  
Unique long-lasting  
antimicrobial protection



# Byotrol plc: growth 3

## C. Non-alcohol hand sanitisers

- Targeted at alcohol-sensitive users (5-15% of population), retail, healthy workplaces and high compliance workplaces
- License and supply deals completed with:
  - Kyorin (license into hospitals, Japan),
  - Rentokil (license into washrooms in UK and EU)
  - UK NHS Supply Chain (finished product)
  - Via US agent, American Red Cross
- New formulation now relaunched in Boots. Other retailer conversations underway for UK high street launch

