



An investment opportunity

The problem: patients worldwide need an effective, safe and affordable treatment for influenza and flu-like infections.

- Current treatment options for flu were introduced decades ago and give only short-term relief
- Due to safety issues most over-the-counter (OTC) products for flu are dangerous in people with chronic diseases
- There is an urgent global need in medicinal products combining safety with proven efficacy

Company's mission

- Promote global introduction of effective and safe treatment for flu
- Launch onto the global market an innovative product with proven efficacy
- Offer a strong alternative to ineffective and unsafe flu medications
- Solve the problem of flu treatment in patients with chronic medical conditions

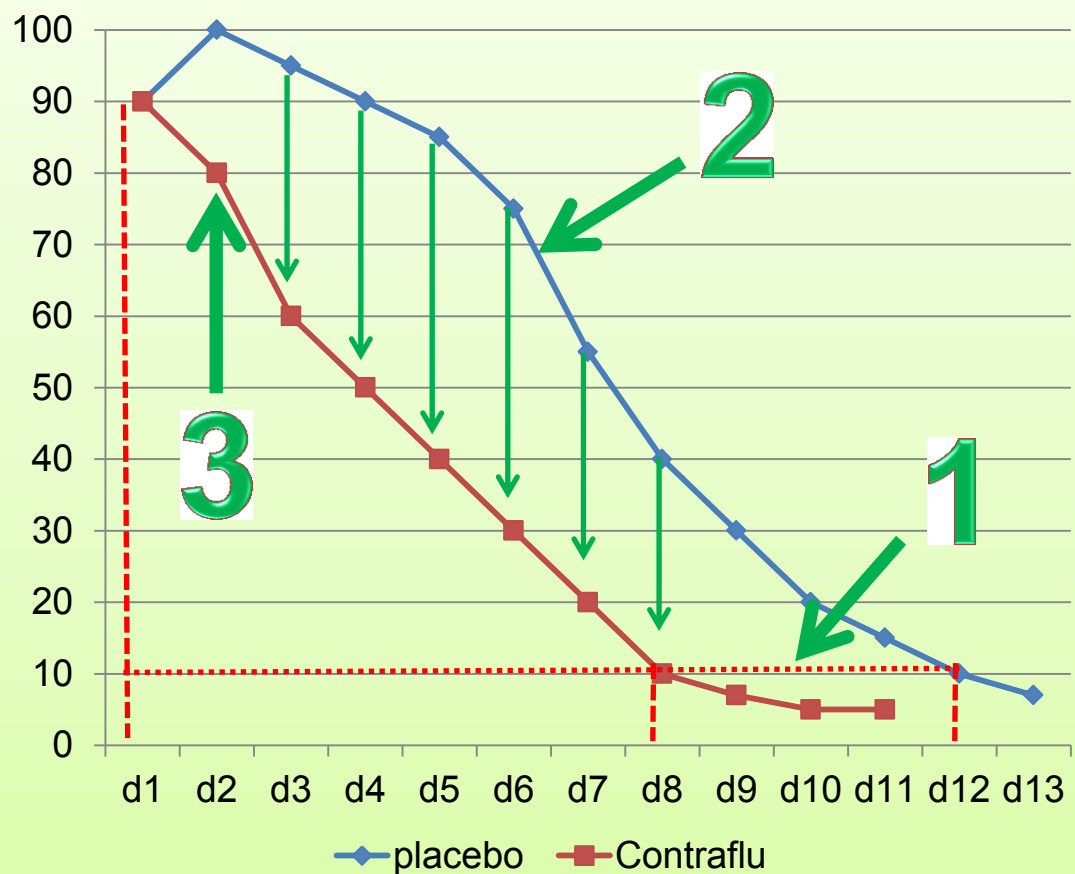
Company's traction: the milestones we have already reached (*for details, see www.contraflu.com*); promotional video : <https://youtu.be/dRFRQpjgGo0>

- Positive results of preclinical studies in mice (performed in the USA, 2008)
- Positive results of phase 2 clinical trial (performed in Belgium, 2012-2013)
- GMP-compliant manufacturing ready for up-scaling
- The only patent protected non-prescription product for flu on the global market (*patents granted in USA, EU, Canada, China*), with a bright and catchy trade mark registered globally

Expected efficacy versus placebo in clinical trial

Based on the results of the first clinical trial, <http://www.scirp.org/Journal/PaperInformation.aspx?PaperID=62216>

Clinical severity score



1. Shorter disease **duration** by at least **2 days**,
2. Lower disease **severity** by at least **30%**.
3. **Alleviation** of major symptoms seen within **24 hours**



Contribute to the best science applied to flu treatment

www.contraflu.com

The Company

- ✓ Founded in 2015 by a professional team with an objective to consolidate the IP package of a drug development project dating back to 2007, and bring it to sale
- ✓ Company's IP covers a proprietary product for influenza
- ✓ Complete range of competencies in drug development and IP sale

Product summary

- ✓ A novel blockbuster for flu treatment market
- ✓ Strong IP protection
- ✓ Peak global sales: up to €690 M
- ✓ Time to market: 3 years (2022)
- ✓ Development status: pre-pivotal
- ✓ More info at www.contraflu.com

The Technology

- ✓ Mechanism of action: selective modulation of TLR3 signaling (novel)
- ✓ Advantages over key competitors:
 - OTC multi-component products based on acetaminophen – proven reduction of disease duration; safety
 - Neuraminidase inhibitors – wider range of efficacy; better efficacy/safety profile; non-prescription status; better pricing

Commercialization strategy:

- ✓ Clinical trial (pivotal) in the EU (Belgium, France) sufficient for registration with label indications
- ✓ Sale of global rights in 2022 to a global large pharmaceutical company

Investment opportunity:

- ✓ Investment offer: to finance the pivotal clinical trial in Belgium and France sufficient for registration
- ✓ Investor's share in the Company: 10%
- ✓ Exit – in 2022
- ✓ **ROI ≥ 5**

Contacts:

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The Company and the Team

Company's Assets

Granted patents:

US 9,409,991 ([USA](#)), CA 2729226 ([Canada](#)), CN 102216330 (China), EP 2138513 (EU, validated in [Switzerland](#), [Germany](#), [Spain](#), [France](#), [UK](#), Italy, and [Netherlands](#)), priority of 2008

Trade mark: CONTRAFLU

National application 2015733826 ([Russia](#), protected), International applications 1300446 and 1396099 granted protection in USA, UK, India, Australia, Austria, Benelux, Vietnam, Germany, Denmark, Israel, Spain, Italy, China, Korea, Mexico, New Zealand, Norway, Poland, Portugal, Singapore, Tunisia, Turkey, Philippines, Finland, France, Switzerland, Sweden, and Japan.

Domain names:

contraflu.com, controflu.com, kontraflu.com, etc.

Regulatory dossier documents, including:

Manufacturing dossier (process transfer, GMP manufacturing, Stability testing), IMPD filed in Belgium, Clinical trial dossier, Preclinical dossier; Clinical trial application dossier for the pivotal trial to be run in Belgium and France (key documents including Study Protocol and CRF, IMPD, Investigator's Brochure)

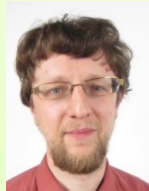
The Team

✓ Valentin Doronichev, strategic investor



Professional investor in healthcare businesses. Founder and co-owner of several successful biomedical and healthcare companies in Russia ([InVitro](#), [OMB](#), [MedMe](#), [Lechu.ru](#), [3D Bioprinting solutions](#)).

✓ Andrey Martyushev-Poklad (MD, PhD) – CEO, head of R&D ([LinkedIn profile](#))



Has degrees in immunology and medicine. Since 2000 works in drug development; has successful experience of developing 6 products, including Anaferon, one of top selling products for cold and flu in Russia. Anaferon reached \$70+Mio of annual sales ([reference](#)).

✓ Michel Thiry (PhD), head of manufacturing



Molecular biologist. Since 1987 works in drug development industry in various projects mostly – within manufacturing department. Managed over 30 projects on natural or recombinant protein, peptide and plasmid based drug development. ([LinkedIn profile](#))

✓ Yury Tkachenko (MD, PhD), head of IP management



Serial entrepreneur, professional in IP development, management and sale. His success story covers sale of about 80 IP objects ([detailed CV](#))

Product Description and Technology

Product Description

A novel blockbuster with **unique mechanism of action** and **strong IP protection**

Designed for a large market niche, **influenza ('flu')** and **influenza-like illness (ILI)**



The **only patented non-prescription product** with proven efficacy and safety

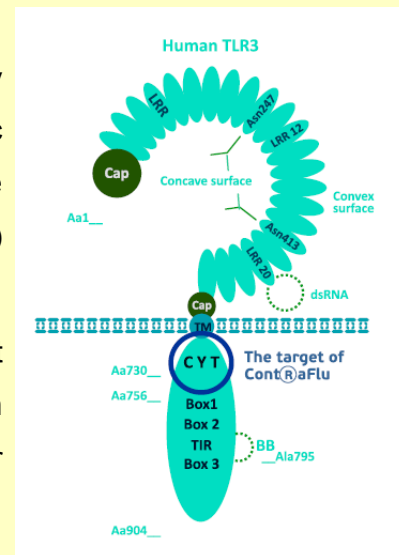
Successfully passed Phase IIa clinical trial and setting up for a **pivotal trial** sufficient for marketing approval

- Based on the available clinical data, Cont@aFlu is expected to fill the global unmet need in an effective, safe and affordable product for self-treatment of ILI
- Combination of proven efficacy and safety provide OTC status, which is an additional marketing advantage
- Product is to be registered in 2022 in Belgium and France

Technology

- Cont@aFlu specifically targets the cytoplasmic domain of human toll-like receptor type 3 (TLR3) modulating its activity

- TLR3 takes part in host response to both influenza virus and other viruses causing ILI

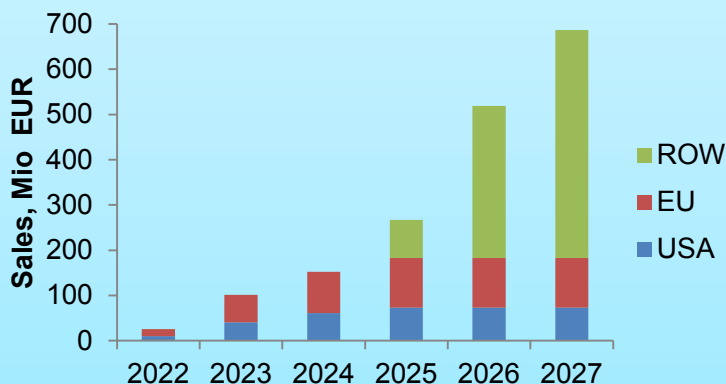


- This unique mechanism will act more effectively than non-targeted OTC products based on paracetamol
- As for the “gold standard” – Tamiflu, Cont@aFlu will be at least equivalent in terms of efficacy with significantly better safety profile
- Safety inherent in manufacturing technology is most important for patients with chronic medical conditions

Sales Potential and Factors of Market Success

Sales Potential

- ✓ The primary market for the product is influenza:
 - ✓ USA – 100 M cases annually (treatment rate*, TR = 75%)
 - ✓ Europe – 150 M cases annually (TR = 75%)
 - ✓ Rest of the world – 1.55 Bln cases annually (TR = 50%)
- ✓ ContraFlu will be able to capture up to 20% of the target market both in Europe and US, and in the Rest of the world
- ✓ Even with very moderate retail price of 6 EUR per pack, total peak sales (2027) can exceed 650 M EUR



Factors of market success

External:

- ✓ All flu products available on the market are either unsafe or lack efficacy proof.
- ✓ There have been no innovative nor patented products for decades; most APIs were introduced >50 years ago
- ✓ Consumers cannot satisfy their need in safe, reliable and affordable self-treatments for flu and ILI

Internal:

- ✓ Cont@aFlu is just the exact product that the market is lacking: proven safe and effective, evidence-based, innovative, patented and affordable, with a brilliant brand name
- ✓ Can be introduced on any market with evidence based label indications
- ✓ Low manufacturing cost (<\$0.70) allows very flexible and competitive pricing with very high or acceptable profit margin, hence a good market position in both high income and low income countries