

# *A Nutritional 'Immune Fertiliser' that Stops the Flu*



*Scott PARKINSON/Monta NIEDOLA*

*AQABELA LTD*

*founders@aqabela.com*



## MEDICAL NEED



Prevention of respiratory virus' outbreaks in nursing home setting

## SOLUTION

An *immune fertilizer* that supports natural immunity to infectious agents



## MARKET

Potential sales  
*£300 million UK*  
*£3 Billion+ Europe/USA*



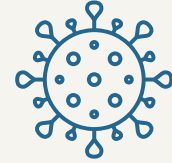
## ROUTE TO MARKET

*Strategic rapid development pathway* with 2024/2025 flu season market entry



# AQABELA Snapshot

The next pandemic agent, variant or the flu season

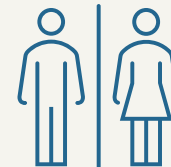
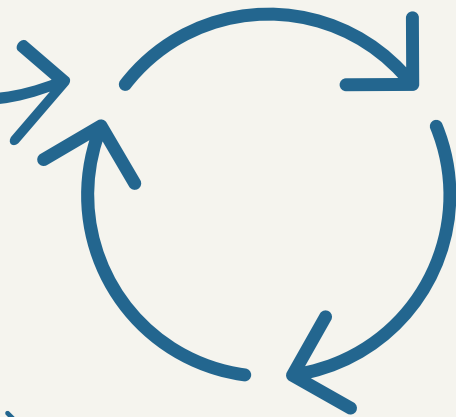


2019: Covid-19



Elderly deaths

UK borrows extra  
£320 Billion  
April 2020/21



Society Restrictions

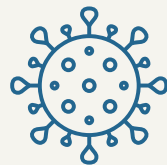
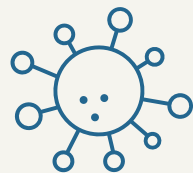
2021: Vaccines  
Therapeutics &  
a Cycle of lockdowns



Culture Cancelled

# Focus on Prevention

The next pandemic agent, variant or the flu season

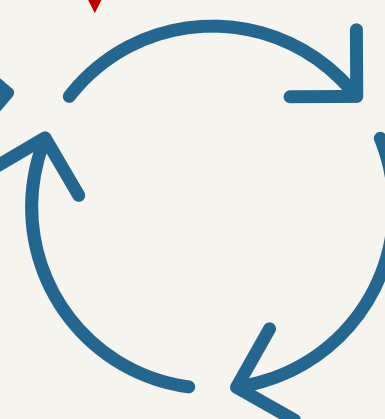


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Culture Cancelled

# Development Criteria for Disease Prevention



Development finished before exposure



High Safety Threshold



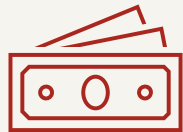
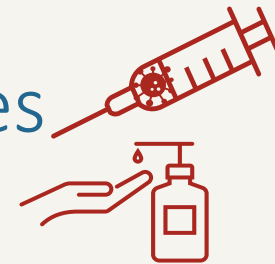
Effective against multiple



organisms



Compatible with other medicines  
and public health best practices



Cost Effective

# Development Criteria for Disease Prevention

## FOOD/PREBIOTICS



Development finished before exposure



High Safety Threshold



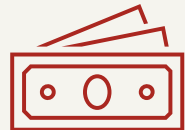
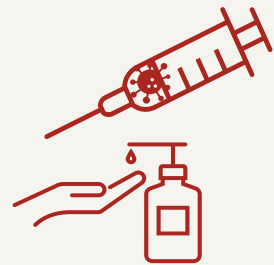
Effective against multiple



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Compatible with other medicines  
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Cost Effective

## AQABELA is an 'Immune Fertilizer'

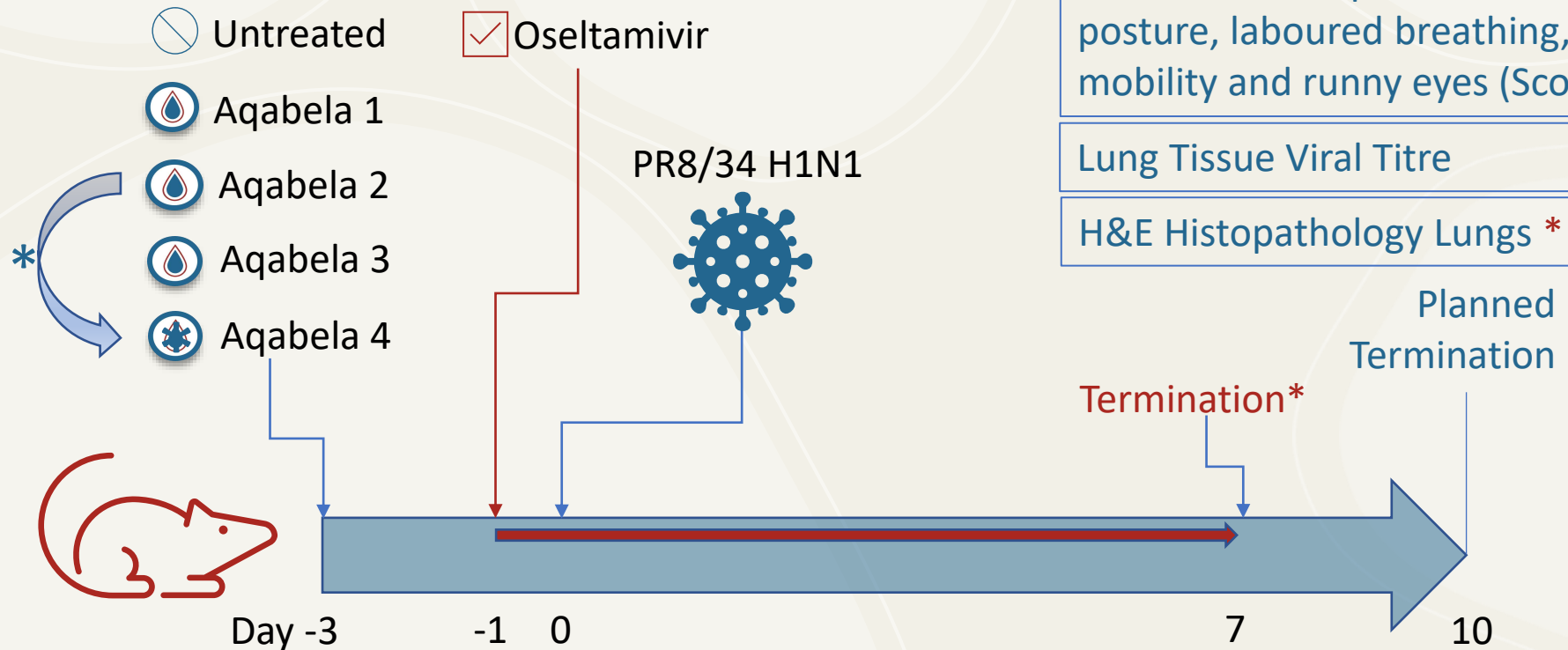


that supports immunity against viral infection

# Mouse Influenza Infection Model

## Untreated vs AQABELA Fertilizers 1 – 4

Charles River Laboratories UK



Sacrifice Criteria: Body Weight Loss (25%) or (20% loss) + Clinical Score  $\geq$  1.5

Clinical Scores: piloerection, hunched posture, laboured breathing, impaired mobility and runny eyes (Score of 0 – 1/each)

Lung Tissue Viral Titre

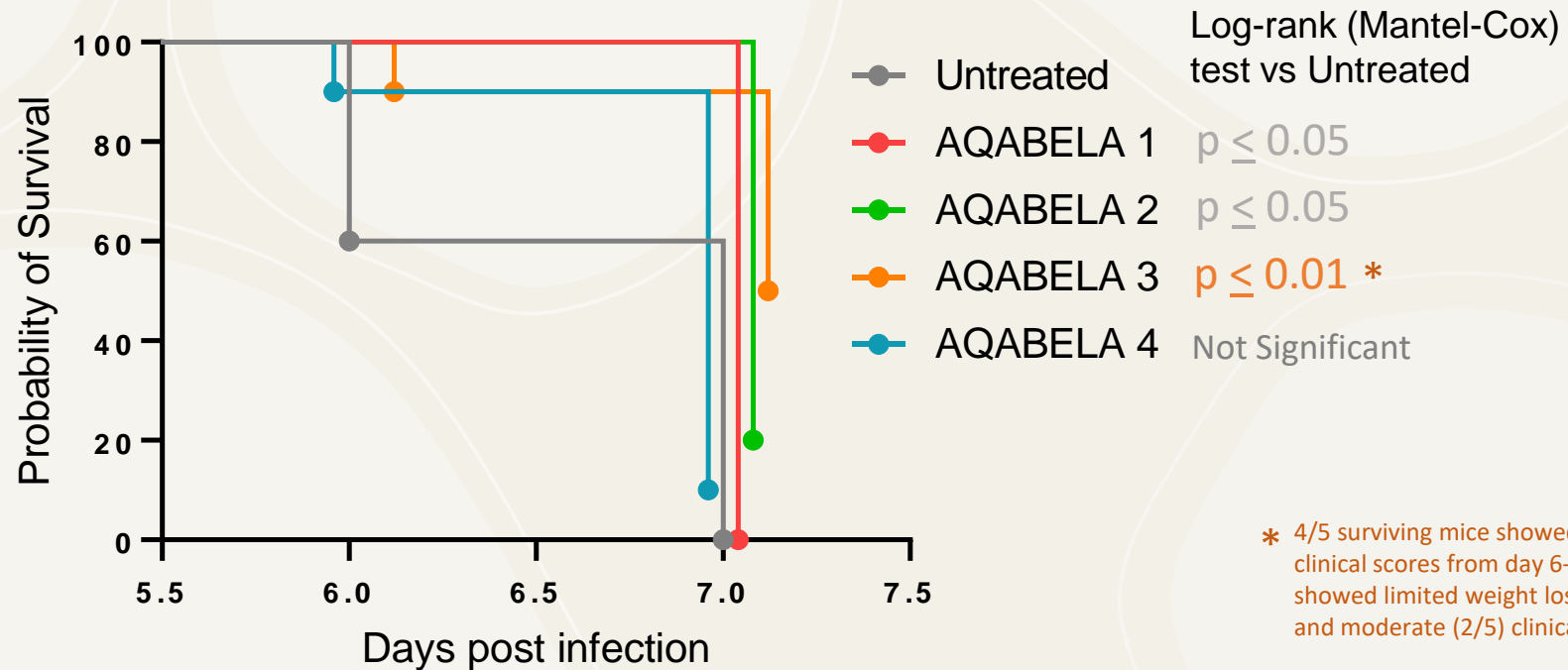
H&E Histopathology Lungs \*

\*Aqabela 4 formulation = Aqabela 2 formulation + neutralising compound of active ingredient



# Survival Following Lethal H1N1 Infection in mice: Untreated vs AQABELA Fertilizers 1 – 4\*

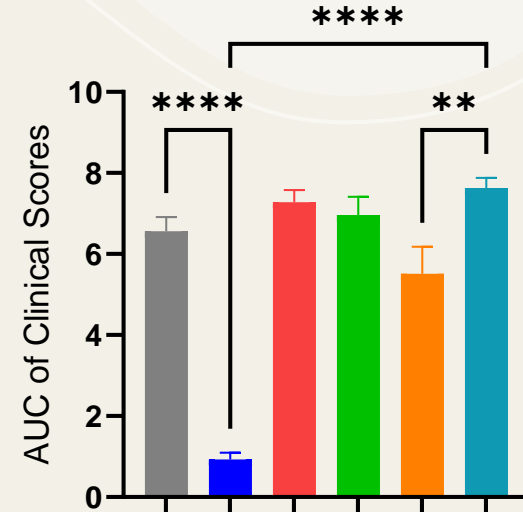
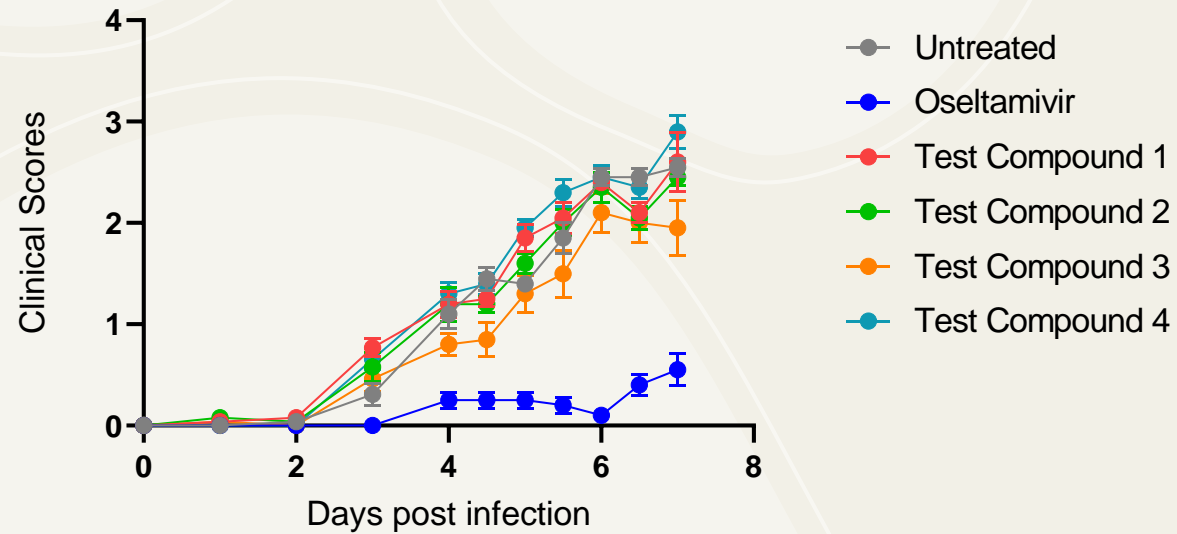
Charles River Laboratories UK



\* AQABELA 4 = Formulated negative control with neutralised active ingredient

# Clinical Scores: Mouse Influenza Infection Model

Charles River Laboratories UK



# Development Criteria for Disease Prevention

FOOD/PREBIOTICS



Development finished before exposure



High Safety Threshold



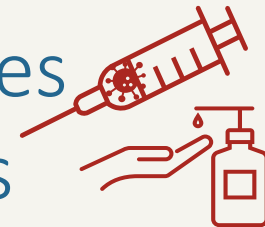
Effective against multiple



organisms



Compatible with other medicines  
and public health best practices



Cost Effective



Osetamivir (Tamiflu)

\* Strain resistance

\* Osetamivir contraindicated medications include: Entecavir, Influenza virus vaccine, H1N1 live and trivalent, methotrexate, pemetrexed, probenecid, tafamidis, warfarin



# Business Plan Incentives vs Pharma

5.5 Years and \$66M Saved in Development Time/Costs

Table 6 - Costs and Timing for Pharmaceutical Development

Phase	Number of Patients	Costs (\$k)	Timing (years)
I	35	\$2,400	1.5
II	100	\$20,000	2
III	800	\$64,000	4
Regulatory cost	--	\$10,000	1
Commercial manufacturing cost	--	\$14.3/patient	--
Manufacturing investment	--	\$10,000	--

Risk Reduction: Only Phase II and Registration Required

	Phase I	Phase II	Phase III	Registration to Approval	Overall LOA
Infectious disease	65.9%	49.8%	72.2%	91.2%	21.6%
Autoimmune/inflammation	68.8%	40.1%	62.0%	88.8%	15.2%



45.4%

35.6%

# AQABELA

## *Route to Market*

**MARKET**  
Entry Q1 2025



**MANUFACTURING**  
Acquisition/Licensing  
Deadline 2024

**FOOD REGULATORY**



**Pre-Clinical POC**

Efficacy/Formulation/MOA  
Q1-Q3 2022



**Clinical Challenge Trial**  
Q1 2023 – Q4 2023

## Treatment

Oral formulation  
costing a cup of  
coffee a day



## Prevention

We enrich  
natural immunity  
protecting  
quality of life



## Works Well With Others

Compatible with all  
medications & vaccines  
100% safety profile



## Time to Market



Accelerated route to  
market ready for 2024-  
2025 flu season



## Target Market

Nursing Home  
Residents in Flu  
Season

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# SALES ADDRESSABLE MARKET EU

## Economic Benefit




€30K/QALY  
Therapeutic Threshold

X



250K Pneumonia Deaths  
200K in Flu Season

X



QALY/resident  
AVG 0.58

= €4.35B/year  
= €3.48B/flu season

## QALY Market Valuation Potential Preventing 50% Deaths

€2.18 Billion/year

YEAR ROUND Treatment: (3.3M beds x €1.81/Day x 365 days/year) / €4.35B = Survival (50%)

€1.74 Billion /flu season

FLU SEASON FOCUS: (3.3M beds x €4.39/Day x 120 days/year) / €3.48B = Survival (50%)



3.3M Care  
Residents



Price/Day/Bed  
€1.81 - €4.39



Treatment Period  
Year Round v Flu Season