



**Salt of Life**

# **Salt of Life International AG**

## **C O M P A N Y P R O F I L E**

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**The Company**

Salt of Life International AG is the culmination of more than 15 years of medical research and product development. Today, Salt of Life International AG is the umbrella organisation for a global group of growth orientated Pharma- and Medical Device companies.

Salt of Life International AG brings under one brand the operations of a number of companies, the first of which was established in 1990. These companies developed topical dermatological products for the treatment of chronic skin diseases such as Psoriasis and Atopic Dermatitis and performed clinical studies during the development. A number of product brands have been developed and registered internationally with some of these patented.

For the treatment of chronic skin diseases, a proprietary medical bath system for the Balneo-Phototherapy with brine made of Dead Sea salt for multiple uses was also developed.

Salt of Life International AG has a management team with many years experience developing and registering of medical devices and pharmaceutical products.

The entire research and development costs have been paid by the acquired companies and the founding shareholders. More than EUR 35 million have been invested over a 15-year period developing the current platform for future growth in sales and profit.

<b>Year Founded</b>	2003.	
<b>Paid in Capital</b>	CHF 8.0 million.	
<b>Actual shareholders</b>	Single Stockholders	68 %
	Management (CEO)	15 %
	Salt of Life Int. AG	10%
	SADA Pension Fund, Zürich	6 %
	bmp AG, Berlin	1 %
<b>Headquarters</b>	Baden, Argovia (Switzerland).	
<b>Subsidiaries in</b>	Germany, Switzerland, Italy, USA, Japan.	
<b>Business domain</b>	Pharma- and Medical Device.	
<b>Market size</b>	Of the global population, about 2% suffer from Psoriasis and 7% from atopic dermatitis. In Western Europe, over 30 million people are affected. According to a recent market analysis each patient spends approximately EUR 800 for dermatological products out of own pocket. In addition to this, insurance companies may pay up to EUR 10'000 per patient per year, depending on the grad of severity.	

**Main activities**

Salt of Life International AG's primary activities are:

- Research and development
- Production and
- Worldwide distribution.

All brands are protected, some products are patented. Additionally, patients suffering from psoriasis or atopic dermatitis are treated with Salt of Life products in proprietary derma centres.

**Unique Proposition**

1. Europe-wide registration of medical devices and pharmaceuticals.
2. Provider of clinically tested and accepted therapies for psoriasis and dermatitis (Balneo-Phototherapy, BPT).

**Core business**

1. Treatment of chronic skin diseases, including:
  - Psoriasis
  - Dermatitis.
2. Medical Wellness (strong growth market):
  - Freelaxx floating devices for perfect balance of body and soul.

**Products**

1. Products for Chronic skin diseases:
  - Mavena<sup>®</sup> Derma Salt line (7 products)
  - MaVena<sup>®</sup> Derma Herbal line (5 products)
  - Dermasan<sup>®</sup> medical bath units for brine treatment.
2. Products for Skin Care for dry, itching, flaky skin
  - De Skin<sup>®</sup> line (6 products).
3. Products for the treatment of Acne
  - Aknex<sup>®</sup> (patents in various countries).
4. Products for Medical wellness
  - Freelaxx<sup>®</sup> floating units.

**Current market presence**

1. Europe: Switzerland, Germany, Italy, Austria, Czech Republic
2. North America USA
3. Asia: Japan, South Korea

<b>Markets planned</b>	<ol style="list-style-type: none"><li>1. The Netherlands</li><li>2. Spain</li><li>3. France</li></ol>
<b>Basis for future success</b>	<ol style="list-style-type: none"><li>1. Approved and registered medical products and drugs of Salt of Life International AG are distributed through pharmacies and pharmaceutical wholesalers.</li><li>2. Brine based medical bath units for highly efficient, clinically proofed Balneo-Phototherapy for treatment of chronic skin diseases. These have been successfully installed in University clinics, hospitals and dermatological practices in the US, Japan, Germany, Switzerland and Italy.</li><li>3. An increasing number of Freelaxx Floating Units for medical wellness have already installed in 5 Star hotels in Austria, Czech Republic, Germany and Italy.</li></ol>
<b>Basis for shareholder success</b>	<p>Recognised as a strong company, well positioned in the rapidly expanding global healthcare market:</p> <ul style="list-style-type: none"><li>• Proceeds of the subsequent sale of the company's own shares will be expensed in the company accounts, strengthening its further development with more sales volume and profit</li><li>• Funding members, existing shareholders and management (83% of the share capital) have agreed to lock up their shares for 18 months starting January 01, 2007.</li></ul>
<b>Résumé</b>	<p>Privately owned, fully equity financed company will achieve an exceptional position in the fast growing pharmaceutical and medical wellness market with its nature-based products.</p>