

NEOH

NEOH INVEST AG
Investment teaser

THE FUTURE OF SNACKING: SUGAR-FREE

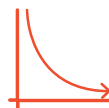


Dominic Thiem
Professional tennis player
and NEOH shareholder:

»Thanks to NEOH I can enjoy
snacks guilt-free, even as a
professional athlete!«

NEOH by Alpha Republic GmbH

Legal form	GmbH (limited liability company)
Sector	Food technology
Company register no.	457318b
Year of market entry	2017
Planned sales for 2022	EUR 10 million
CAGR	160%
Market capitalisation	EUR 37 million
Registered office	Vienna
Employees	18
Founding team	Manuel Zeller (CEO) Alexander Gänsdorfer Patrick Kolomaznik Adel Hafizovic
NEOH USA	Bernhard Klee
Website	neoh.com



Reducing sugar is set to be the next global megatrend¹

An amazing 63% of people already seek out sugar-free snacks.



NEOH uses the most sustainable sugar substitute²

NEOH is the only product on the market that has practically zero effect on your blood sugar curve.



Multi-award winning³

Winner of the most prestigious German food awards as well as best-seller rankings on Amazon and in the food retail sector.

1.

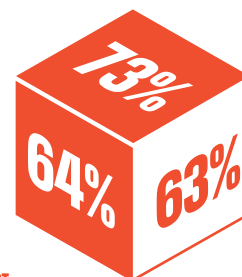
GLOBAL MEGATREND

Reducing sugar will be the trend of the decade

Experts around the world are looking for solutions to the sugar crisis. One option could be government regulation, in the form of warning labels, punitive taxes or even bans. Another solution is to avoid or replace sugar altogether. According to a German study¹, 73% of all Germans already know that consuming a high amount of sugar is bad for their health. 64% make a regular effort to cut down on sugar. 63% fail, however, for lack of a good alternative. **But NEOH is set to change all that!**

Healthy eating and avoiding sugar are already huge talking points. This is also evident from Google searches⁴. Megatrends like green energy or e-mobility have now been overtaken by sugar reduction when it comes to internet searches. This is further evidence that we are on the verge of a global megatrend.

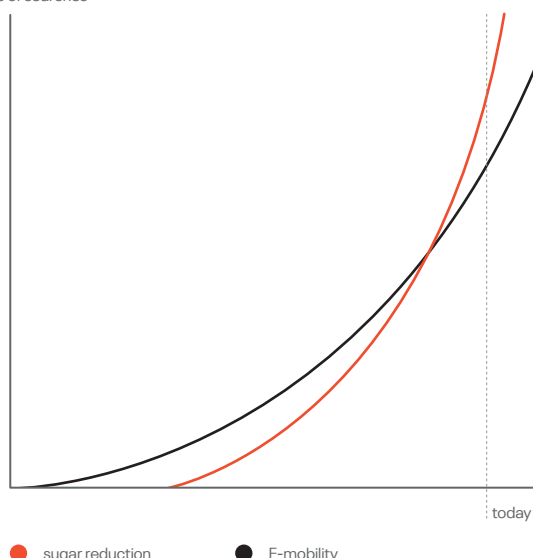
* I KNOW THAT CONSUMING A LOT OF SUGAR IS BAD FOR ME



* I MAKE A REGULAR EFFORT TO CUT DOWN ON SUGAR.

* I FIND IT HARD TO RESIST SUGAR

Volume of searches



● sugar reduction

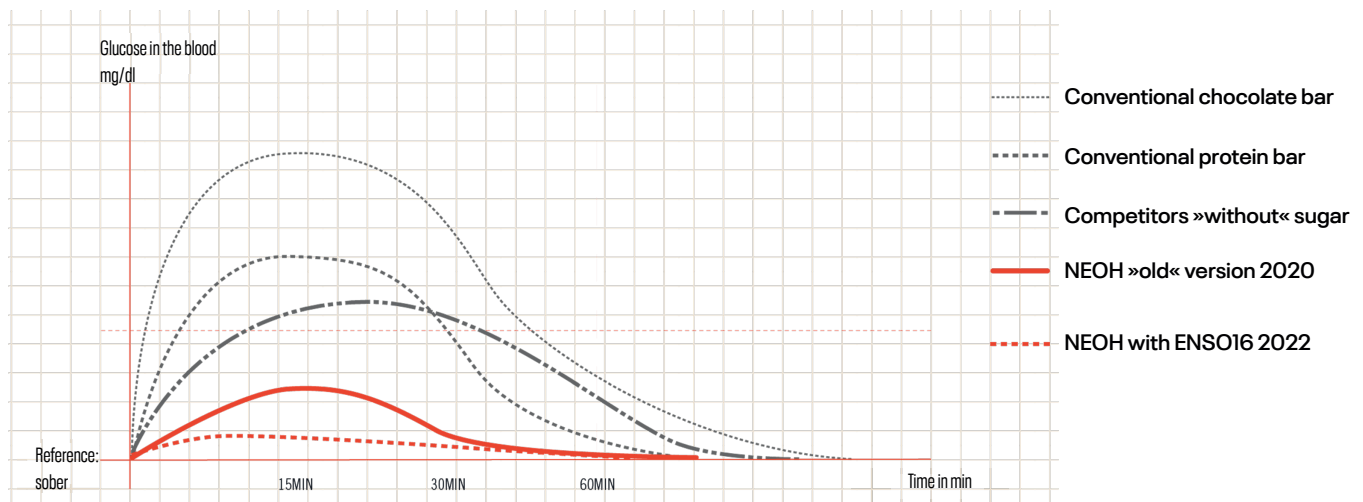
● E-mobility

THE REVOLUTIONARY SUGAR SUBSTITUTE FORMULA

NEOH has the most innovative sugar substitute on the market

After 12 years of intensive research, innovative testing and development, and continual optimisation, NEOH has come up with a sugar substitute formula that has virtually no impact on blood sugar levels². And yet it has the same taste profile as regular table sugar.

What you can expect: a pleasant feeling of fullness, no fatigue, improved concentration, coupled with long-term effects such as healthier looking skin, better weight control, lower risk of diabetes and improvement in overall mood⁵.

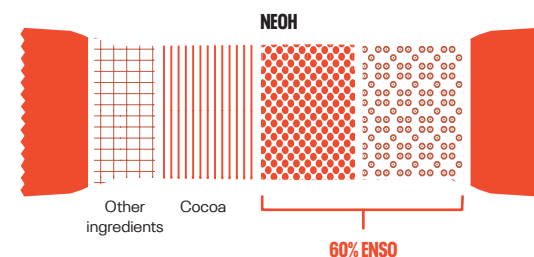
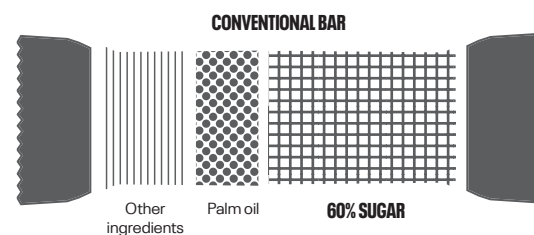


The ultimate in food technology with no compromise in flavour: At NEOH, we've not simply taken the sugar out. The NEOH bar has been supplemented with additional, effective ingredients: the perfect ratio of fibre and a range of prebiotics. The result is a homogeneous sugar substitute that tastes great, sweetens like sugar, has no effect on blood sugar and is gentle on the digestive system. Benefits compared with conventional chocolate products that contain refined sugar:

- Better taste
- 90% less sugar
- 80% fewer net carbs
- 40% fewer calories
- 5 times as much fibre

This means that if the average European replaced their sweet snacks with NEOH, this alone would meet the targets set by the WHO for less sugar and more fibre in our diets. Experts such as FMCG investor Heinrich Prokop estimate that NEOH has an innovation advantage of approximately 5 years.

This is protected by strict secrecy, using a secret compound, and, above all, a higher speed of development. Even now, the next major advance is imminent with the sugar substitute allulose set to be incorporated into the overall process.



*NEOH preliminary study with 24 people who wore a portable glucose meter for two weeks.

A clinical study with the Vienna General Hospital and the University of Vienna is currently being carried out and the results are expected by the end of May.

3.

THE NEOH VISION

2026

SHORT-TERM

To get a foot in the door of the major confectionery markets

2030

MEDIUM-TERM

To become the world's leading sugar-free confectionery brand

2040

LONG-TERM

To be one of the world's leading chocolate brands



4.

THE COMPANY'S THREE PILLARS



NEOH OWN BRAND

Alpha Republic GmbH's main focus is the sale of products marketed under its **NEOH brand**. The product portfolio currently comprises six products, which are sold in Austria, Germany and the USA.

55%

Share of total sales in 2022



WHITE LABEL

Low or no-sugar white label products are made for third parties. Orders have already been fulfilled for Weight Watchers in 10 countries, for Aldi USA, Amway and ItWorks.

14%

Share of total sales in 2022



B2B

With the breakthrough of the **ENSO sugar substitute formula**, we are receiving more and more enquiries from the industry about purchasing the raw material from Alpha Republic GmbH directly. Alpha Republic is responding to this interest, with two successful pilot projects with REWE Austria and the Biogena Group⁶ under its belt and plans for a B2B marketing campaign from 2023 onwards.

31%

Share of total sales in 2022

5.

STEADY PROGRESS TO THE NUMBER-ONE SPOT IN SUGAR-FREE CONFECTIONERY

Following the successful conclusion of the proof-of-concept phase, NEOH is now embarking on a high-intensity growth strategy. The goal is to become the world's leading sugar-free confectionery brand by 2030.

New products, a strong team, a disruptive brand, plenty of patience and a purposely designed sales structure form the basis of long-term success. The following core markets are absolute priorities in this regard:



6.

KEY FINANCIAL FIGURES

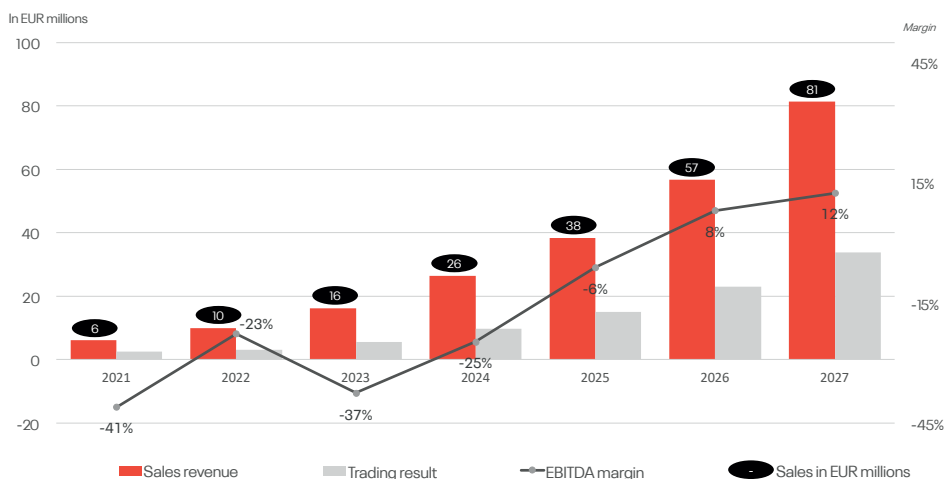
The NEOH Invest AG financing round is primarily aimed at the further expansion of the sales structure and creating a broader product portfolio.

Further financing rounds: It is important to mention that there are currently no plans for any further NEOH crowdfunding rounds.

A major strategic investor is due to come on board in Q1 2023. This will take care of funding requirements until 2025 as well as bringing in distribution expertise.

The following plan is based on this assumption.

Financial profile of NEOH by Alpha Republic GmbH



* % of planned sales in 2027

** The internationalization for the remaining focus countries such as China, India and the rest of the EU is not yet foreseeable and therefore not yet included in the plan. We currently assume that this can be planned for 2024.



The demand for sugar-free sweets is increasing every year. NEOH is currently the only brand that offers sugar-free products that actually have little to no effect on blood sugar and taste like their sweetened counterparts. Sustainably produced in Austria with high-quality ingredients, NEOH products aim to become the world market leader for sugar-free sweets. For this we want to develop five more products with the help of the crowd.

Become part of this journey towards healthier and conscious snacking with good conscience!

— Manuel Zeller



Legal notice

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1: 4th representative survey (online interviews) in Austria conducted by Marketagent.com from 3 to 6 August 2018 (n= 534).

2: Alpha Republic GmbH (2019): Internal blood sugar study (n=30, 400 data sets, 8 products) Vienna, Austria. Blood sugar measured using On Call® products.

3: Good Food Award 2020, 2022, Healthy Living Award 2021, 2022, Sweetie Award 2022.

4: Google Trend Analysis (2021): Search terms relating to the topic of e-mobility vs. search terms relating to the topic of sugar reduction. 2004 until today, followed by projected trend.

5: Lustig, R. H. (2019): Die bittere Wahrheit über Zucker. Wie Übergewicht, Diabetes und andere chronische Krankheiten entstehen und wie wir sie besiegen können. [The bitter truth about sugar – How obesity, diabetes and other chronic illnesses develop and how we can overcome them.] 4th edition. Munich: Riva Verlag.

6: REWE Cream Cake, Biogena immune bites, Biogena nu magic water. Internal product testing 2021/2022.