

Investment summary

In 2022 Medi-Solfen Pty Ltd was created, to exclusively license the human IP from the Medical Ethics Group, optimising its potential as a standalone human life sciences company.

The Medi-Solfen[®] product pipeline is focused on mitigating pain and minimising suffering from wounds.

The Global Wound Care Market is expected to grow at a CAGR of 4.12% to reach an estimated value of AUD 46.3 billion by 2030.

Our vision

To create and provide products that are cost-effective, practical, and capable of alleviating pain, aiding in the healing process, and minimizing suffering associated with wounds in humans.

Our mission

We are committed to ending unnecessary wound pain and reducing wound-related morbidity and mortality.

Our strategy

Medi-Solfen Pty Ltd is a cutting-edge life science research-oriented enterprise poised for exceptional success. As a commercial development company, we specialize in working closely with handpicked distributor partners to pioneer and cultivate emerging markets for groundbreaking products designed to alleviate the distress and anguish caused by wounds.

Our strategic approach involves leveraging licensing agreements, including private label arrangements, to expedite the expansion of our research, intellectual property, and product development initiatives. This deliberate expansion allows us to establish ourselves as preeminent global experts at the vanguard of mitigating human pain and suffering associated with wounds.

Medi-Solfen® has significantly reduced commercialisation risks.

Medi-Solfen® replicates the commercial success of Tri-Solfen used in animals.



The individual active ingredients of Medi-Solfen® are well established globally and used widely in human care and extensive proof of efficacy already exists.



Medi-Solfen® utilises the same APIs and replicates the same formulation as Tri-Solfen®, an already successful commercialised product.



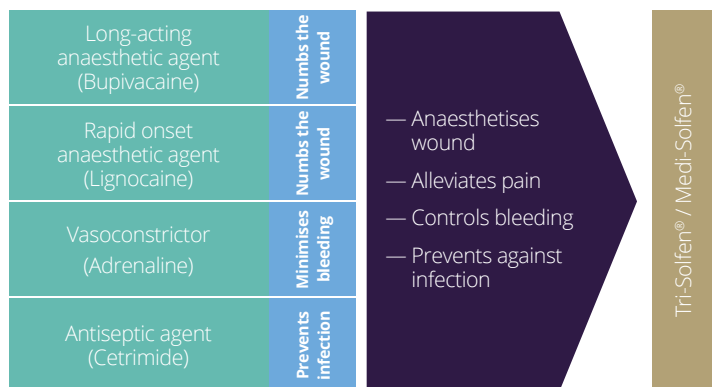
The efficacy of Tri-Solfen® in veterinary indications has been demonstrated.



Technology is secured by registered patents in key jurisdictions including, the USA, Australia, NZ, the EU and Canada.



Demonstrated commercial success.



*Based on published trial data

- Rapid onset of action from 30 seconds
- Up to 24 hour analgesic effect
- Visually evident reduction in blood loss
- Improved wound healing rates
- Safe
- Over 40 Patents granted
- Over 40 peer reviewed studies published

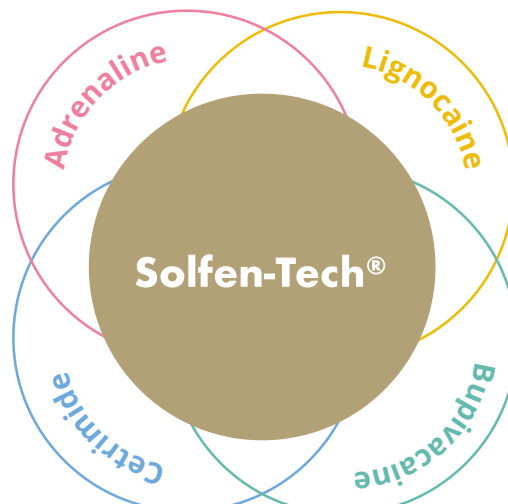
Foundation for success: The first and only topical pain and wound management product for animals.



Clear regulatory pathway, utilizing well known and approved compounds. Clinical trials will generate data for dose and efficacy.

4 Proven active ingredients

1 Unique matrix



>200m

Over 200m animals treated with significant improvements in care, productivity and economic benefit.

Market opportunity filling a significant unmet need in wound care.

The Solfen-Tech® platform technology delivers to multiple, clear and distinct markets.

Target markets:

Human wound care and pain management

- ⚙ Immediate wound treatment for emergency services, medical clinics and defense forces
- ⚙ Chronic wound care (e.g., ulcers)
- ⚙ Post-surgery wound care
- ⚙ Future opportunity in over the counter first aid treatments

Current position

- ✓ Larger indication
- ✓ Phase II trials are prepared
- ✓ The first patients for the Phase Ib Laceration Studies conducted in Kyiv, Ukraine, have been successfully treated in January 2025
- ✓ Low-cost Phase III studies

4.12%

Global Wound Care Market is expected to grow at a CAGR of 4.12% over the forecast period to reach an estimated value of AUD 46.3 billion by 2030.

\$6.9bn

Chronic wounds represent a significant burden in the UK

There are around 200,000 individuals in the UK at any time with a chronic wound. The cost to the NHS of caring for these patients is conservatively estimated at \$6.1 -6.9 billion AUD* per year (at 2005/06 prices).

The costs of skin breakdown and ulceration in the UK, Professor John Posnett Director of Health Economics, Smith & Nephew Advanced Wound Management, Hull and Professor Peter J Franks, Centre for Research & Implementation of Clinical Practice, Thames Valley University, London

*Spot rate 1.26 GBP/USD 26/02/25

3%

Venous leg ulcers

Venous leg ulcers (VLUs) are a major cause of morbidity and decreased health-related quality of life.¹ They have been reported to affect up to 3% of the adult population worldwide¹.

1. White JV, Ryjewski C. Chronic venous insufficiency. Perspect VascSurg Endovasc Ther2005;17:319 – 27.2. Margolis DJ, Bilker W, Santanna J, Baumgarten M. Venous leg ulcer: incidence and prevalence in the elderly. J Am Acad Dermatol2002;46:381 – 6.

3.7m

US surgical inpatient procedures

According to 2018 data from National Center for Health Statistics 3.7m visits to US emergency departments visits can be attributed to wounds, representing 3% of all visits annually².

2. National Center for Health Statistics, National Hospital Ambulatory Medical Care Survey, 2018.

\$32.3bn
Global Wound Care market
Addressable

\$19.2bn
Acute wounds

\$13.1bn
Chronic wounds

\$680m*
Defense Force
Opportunity

*20m Global Active Military Personnel x ASP \$34.00

Independent scientific review by the USA Department of Defense

Details

US Department of Defense (USDOD) is seeking a topical anaesthetic wound care agent to be used for frontline pain management of acute traumatic wounds

In 2020 USDOD commissioned an independent scientific review by US Army Medical Research & Development Command (USAMRDC) to determine merits of undertaking a detailed project to study the utilisation of Medi-Solfen® for treating combat wounds.

Peer Review Overall Evaluation of Medi-Solfen's merits rated the product as 1.6 (on a scale 1.0 highest to 5.0 lowest).

Outcomes of Peer Review

Key strengths noted by the peer review include:

"While the key focus is analgesia, the additional haemostasis and antimicrobial activities also strongly align to the research areas of interest."

"...given that they are beginning with a product that is already in successful and commercial comparable use (a farmyard could easily be compared to an austere forward location) is a plus."

"The intellectual property plan is appropriate, and the team has a history of success in translating their technology into a globally marketed product."

"As trauma and wounds are the leading cause of death and reasons to seek medical attention worldwide, the potential utility of such an "off-the-shelf" agent as proposed by the researchers to both the military and civilian populations would be of tremendous importance. The project clearly meets military goals and applications."

"The PI and other investigators involved are well versed in the agent and its testing. This is a very strong group."

"The potential for this technology to have a positive, beneficial impact on military medicine for both military and civilian injuries is tremendous."



US Army Medical
Research & Development Command

The Medi-Solfen Board

1. Allan Giffard

Co-Founder, Managing Director

Allan has a successful track record in the development and commercialisation of market leading products in animal nutrition, health, and welfare. He has extensive international experience in successfully negotiating license and distribution agreements with major pharmaceutical companies. He also has vast experience in developing and presenting improved animal welfare programmes and standards, as well as supply chain traceability for incorporation into global retailers CSR policies and their supply chain. Allan is a member of the Australian Institute of Directors and previously, an advisor to the Australian Wool Innovation, Landmark, Bayer Healthcare and Virbac Animal Health.

3. Charles Olsson

Co-Founder, Communication and Business Development Director

Charles has extensive experience in the Australian Agri business, including livestock nutrition and stock medicine manufacturing, sheep and wool production, and salt mining. He has been on various Agricultural industry boards, including directorships on Australian Wool Innovation, chairing marketing and IP divisions of Woolmark and AWI. In addition, Charles has a Bachelor of Economics in Accounting from Macquarie University and he is a member of the Australian Institute of Company Directors. Currently, he is the Managing Director

2. Dr Meredith Sheil

Co-Founder, Chief Medical Officer

Meredith is a specialist paediatrician with clinical and medical research experience and is the inventor of Medical Ethics' lead product, Tri-Solfen®. Her 30 years of experience includes paediatric accident and emergency, paediatric post-operative cardiac intensive care, wound management and mitigation of pain and inflammation. She holds a MBBS and PhD from Sydney University Department of Paediatrics and Child Health and is a Fellow of the Royal Australasian College of Physicians. Meredith has over 18 years of experience in primary production, animal husbandry, wool and sheep meat production, land care and management. A graduate of the Australian Institute of Directors, she has a strong background in corporate and research governance as an Executive Director of the Australian Wool Innovation, Chair Science and Welfare Committee, and The Woolmark Company. She is a past local government councillor, Deputy Mayor and Chair of the Conservation Committee Hunters Hill Council in New South Wales, Australia.

4. Giles Coley

International Group Director for Dehra Pharmaceuticals Plc.

Giles joined Dehra in January 1999 as sales and marketing manager for Arnolds Veterinary Products, having previously spent 14 years primarily involved in dairy farming business consultancy. During his time at Dehra he has been responsible for the launch and market development of a number of key brands, including Vetoryl.

