

Prenetics™

Enhancing Life Through Science

NASDAQ: PRE

I·M·8™

Circle
DNA

INSIGHTA>

ACT
GENOMICS



Investor Update | July 2024

David Beckham Becomes a Strategic Investor in Prenetics; And a Co-Founding Partner in IM8

I·M·8 - a new health and wellness brand

“Throughout my life and career, I've been fortunate to have access to the best medical professionals, nutrition experts and fitness coaches. Their guidance has been crucial to my health and well-being. That's why I am excited to be working with Prenetics - a company that is dedicated to innovative, world-leading scientific advancements in health - as a co-founding partner and ambassador for IM8.”

- David Beckham

Please click [here](#) to refer to our form 6-K filing



About Prenetics

We are a health sciences company dedicated to advancing consumer and clinical health.

Consumer

Health & Wellness

I·M·8™

(100% owned)

*A New Health & Wellness
Brand*

Clinical - Provision of clinical diagnostics services

Genetic Testing

Circle
DNA

(100% owned)

*Next Generation
Sequencing*

Cancer Treatment
Selection

 **ACT
GENOMICS**

(74% owned)

Precision Medicine

Early Cancer
Detection






INSIGHTA ▶

(50% owned)

*JV with Prof. Dennis Lo
Pioneer of NIPT*

Our Milestones

Building on 10 years of transformative work in clinical health, we are thrilled to expand our reach into consumer health.

Year	Milestone	Significance	
2014	<ul style="list-style-type: none"> Prenetics was founded 	<ul style="list-style-type: none"> Our name was rooted in “prevention” and “genetics” 	
2019	<ul style="list-style-type: none"> Launch of inaugural product Circle DNA 	<ul style="list-style-type: none"> Comprehensive DNA test utilizing next generation sequencing 500+ personal health reports for individuals to make informed health decisions 	
2020 - 2022	<ul style="list-style-type: none"> Became HK and UK’s leading Covid-19 testing provider 	<ul style="list-style-type: none"> 28 million+ Covid-19 tests processed globally 40,000+ daily PCR tests performed at the peak Exclusive testing provider for UK’s Premier League and Hong Kong International Airport 	
May 2022	<ul style="list-style-type: none"> Listed on Nasdaq under ticker “PRE” 	<ul style="list-style-type: none"> Increased global visibility and credibility Access to broader capital markets to fuel growth and innovation Enhanced corporate governance and transparency 	
Dec 2022	<ul style="list-style-type: none"> Acquisition of ACT Genomics 	<ul style="list-style-type: none"> Commitment to the global cause of fighting cancer Becomes a leader in personalized cancer care and precision medicine, enhancing our clinical diagnostics portfolio 	
Jun 2023	<ul style="list-style-type: none"> Formation of Insighta, a 50/50 JV with Prof. Dennis Lo 	<ul style="list-style-type: none"> Prof. Dennis Lo is the inventor of non-invasive prenatal testing and the scientific co-founder of Grail Our work is focused on early cancer detection utilizing “FRAGMA” 	
Jul 2024	<ul style="list-style-type: none"> Announcement of David Beckham as a strategic investor, and a co-founding partner in IM8 	<ul style="list-style-type: none"> Combines expertise in health sciences with David Beckham's global influence An unique opportunity to make an meaningful impact in consumer health 	

A Glance at Prenetics' Numbers

\$ 73m

Market Cap¹

12.2m

Shares Outstanding

Zero

Debt Balance

\$ 33-36m

FY24 Revenue Target

\$ 70m

Cash & Liquid Assets²

\$ (4.1)m

Q1 2024 EBITDA

Note: 1.1 As of 10 July 2024. 2. As of March 31, 2024. Includes cash and cash equivalents and short-term deposits, financial assets at fair value through profit or loss, trade receivables. \$70m does not include Insighta's US\$79.8m cash on balance sheet, in which Prenetics owns 50%.

FY2024 Financial Target by Business

\$ 12-14m

Circle DNA Revenue

\$ 19-21m

ACT Revenue

55-60%

Circle DNA Gross Margin

50-55%

ACT Gross Margin

Diverse and Strategic Board Oversight



Danny Yeung

Group CEO, Co-Founder



Ben Cheng

(Independent Director)

Managing Partner, C Capital |
General Manager, New World
Development



Winnie Chiu

(Independent Director)

President, Dorsett Hospitality |
Executive Director, Far East
Consortium



Kathryn Henry

(Independent Director)

Independent Director,
Lululemon | Ex-CIO, Logistics &
Distribution, Lululemon | Ex-Int'l
CIO, Gap N. America



David Vanderveen

(Independent Director)

Founder, XS Energy (acquired
by Amway) | Ex-CEO, Nirvana
Water Sciences



INTRODUCING

I.M. 8TM

"IM" stands for "I AM," a powerful and bold declaration of self-empowerment and identity. It embodies the brand's philosophy that true health and wellness begin with recognizing and embracing one's own strength and potential. The number "8" symbolizes balance, infinity, and continuous improvement, perfectly aligning with the brand's mission to support individuals in achieving and maintaining optimal well-being. By choosing "IM8," the brand underscores its commitment to empowering individuals to boldly declare, "I AM strong, I AM healthy, I AM capable," and to provide the support necessary to live out that affirmation every day.

I · M · 8TM

Empowered Health for Optimal Nutrition and Longevity

Growing health conscious and active population prioritize products that enhance health and performance

Vitamins & Dietary Supplements

\$ 173bn TAM

Health maintenance – 77% of US adults reported using dietary supplements regularly in 2023

Preventive health: Over 90% of supplement users believe these products are crucial for maintaining health and preventing diseases



Sports Nutrition

\$ 42bn TAM

Performance enhancement – Provides essential nutrients like proteins and amino acids, crucial for muscle repair and energy during workouts

Active fitness – Growing number of fitness centers reflecting lifestyle trend. ~50% active fitness goers use sports nutrition



Sports Drinks & Hydration

\$ 33bn TAM

Health conscious – 2x increase in sales of non-alcoholic beverages including sports drinks

Functional ingredients: Electrolytes, vitamins, and minerals in sports drinks support hydration, energy replenishment, and overall athletic performance



Massive Addressable Market: VDS, Sports Nutrition, and RTDs

The global VDS, Sports Nutrition and RTDs market was valued at approximately \$187 billion in 2023.

In 2028, this figure is expected to grow to ~\$250 billion

TRENDS

In 2023, about 77% of US adults reported using dietary supplements, with vitamins and minerals being the most commonly consumed types.

The increased focus on health and wellness, especially post-pandemic, has driven more consumers to incorporate supplements into their daily routines.

Additionally, over 90% of supplement users believe these products are essential for maintaining health, reflecting a growing trend of individuals taking proactive measures for longevity and quality of life

US\$m	2018	2023	2028	23-'28 CAGR	2023 split
Vitamins & dietary supplements	109,397	133,398	173,153	5.4%	100.0%
US	30,689	38,008	43,770	2.9%	28.5%
West EU	11,964	14,480	17,647	4.0%	10.9%
East EU	4,419	5,115	6,079	3.5%	3.8%
APAC	52,836	63,392	88,654	6.9%	47.5%
Australasia	2,039	2,211	2,611	3.4%	1.7%
Sports nutrition	18,486	27,947	42,057	8.5%	100.0%
US	10,635	16,725	24,024	7.5%	59.8%
West EU	3,052	3,902	6,356	10.3%	14.0%
East EU	522	643	880	6.5%	2.3%
APAC	1,982	3,534	5,779	10.3%	12.6%
Australasia	591	830	1,155	6.8%	3.0%
Sports Drinks	18,709	26,113	33,487	5.1%	100.0%
US	8,288	13,322	16,883	4.9%	51.0%
West EU	1,530	2,015	2,459	4.1%	7.7%
East EU	167	206	283	6.5%	0.8%
APAC	6,225	6,582	8,380	4.9%	25.2%
Australasia	486	514	654	5.0%	2.0%

Source: Euromonitor

\$ 250bn TAM BY 2028

IM8: An Unique Opportunity in VDS, Sports Nutrition and RTDs

Our differentiation will be on the best of science and merging it with the best of lifestyle and branding

Vitamins & Dietary Supplements

AG1®Huel®BloomAmazing Grass®

Sports Nutrition

VITAL
PROTEINS®
VPOrgain®ISOPUREON® OPTIMUM
NUTRITION

Sports Drinks & Hydration

G
GATORADEPRIME
HYDRATIONmas+
BY MESSI™BODYARMOR

Our Consumer Target Profiles



EARLY ADOPTERS

Female skew
22-30

Driven by a love for cutting-edge innovation, she embraces the latest advancements in health and wellness. As part of the youngest group, she is willing to try new things and does not compromise between health and enjoyment.

INCOME (70,000 USD)



HEALTH CURIOUS

Male skew
28-40

Between work, family, health, and social obligations, he juggles multiple roles and responsibilities. He realizes that life goes by fast, and wishes he has more time and energy to slow down and appreciate every moment.

INCOME (100,000 USD)



FITNESS ENTHUSIASTS

Male skew
25-34

Driven by his passion for fitness, he sets ambitious targets for himself. However, in his endless pursuit of goals, he sometimes needs a reminder to slow down, appreciate how far he's come, and remember why he fell in love with fitness in the first place.

INCOME (90,000 USD)



SELF-CARE SOCIALITES

Female skew
28-40

She thrives on the social aspect of health & wellbeing, finding motivation, affirmation, and joy in sharing her wellness journey with a like-minded community. She sees health as a holistic endeavor that is more meaningful when pursued together.

INCOME (80,000 USD)



HIGH-FLYING ACHIEVERS

50/50 Gender Split
40+

She may be the oldest segment, but her passion for life is still going strong. Far from reaching her peak, she's always on the lookout for ways to push past new personal milestones because there is no expiration date on doing and feeling your best.

INCOME (150,000 USD)

IM8 Plan Overview

Global Brand Vision

Become the most trusted provider of consumer health nutrition, sports and RTDs, known for our devotion to improving lives through continuous innovation.

Imminent USA Launch for VDS

Launching soon in the USA with a direct-to-consumer model for the VDS category and shipping to 30+ countries in Q4 2024. Retail launch strategy to be in 2025.

International Expansion and Product Expansion

We are strategically planning to enter key international markets, including China in 2025, and expand our product line to meet the diverse needs of consumers worldwide.

Identify Strategic Acquisitions for Distribution

To enhance our reach, we actively identifying and pursuing strategic acquisitions in the USA. This would enable us to leverage established distribution networks to accelerate our growth.

World Class Scientific and Medical Advisory Team



Dr. Dawn Mussallem

Integrative Oncologist and Lifestyle Medicine Specialist, Mayo Clinic



Dr. James L. Green

Former Chief Scientist, NASA



Dr. David L. Katz, M.D., M.P.H.

Former Founding Director, Yale-Griffin Prevention Research Center



Dr. Suzanne Devkota

Director of the Human Microbiome Research, Associate Professor in Division of Gastroenterology at Cedars-Sinai Medical Center



Dr. Stephen Anton, Ph.D.

Professor, Department of Aging and Geriatric Research, University of Florida's College of Medicine



Dr. Ock K. Chun, Ph.D., R.D.

Professor, Department of Nutritional Sciences, University of Connecticut

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CircleDNA

A Comprehensive Consumer DNA Test



- GBA
- Hong Kong
- Japan
- South Korea
- Philippines
- Singapore
- Malaysia
- Australia
- India
- EMEA
- United Kingdom



1M+
Subscribers

200K+
Global Customers

99.9%
Analytical Accuracy

100%
Ownership

\$6m
FY23 Revenue

\$12-14m
FY24E Revenue

Valuable Health Data with 500+ Actionable Reports

500+ Reports Discovered Across 20 Categories

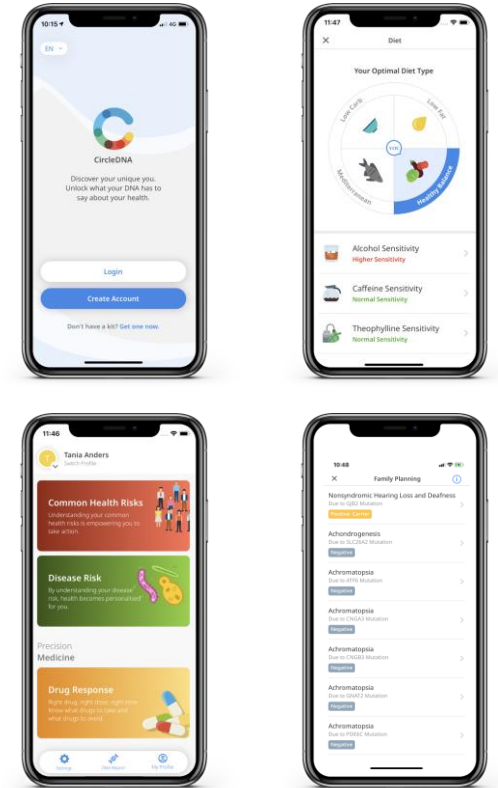
Family Planning & Disease
375 reports

Diet, Wellness, Lifestyle
69 reports

Origins, Talents & Performance, Traits
70 reports

36 Reports Cancer Risk	157 Reports Carrier Screening	103 Reports Drug Response	65 Reports Disease Risk
6 Reports Dementia & Brain Health	8 Reports Common Health Risk		
15 Reports Diet	20 Reports Nutrition	8 Reports Stress & Sleep	14 Reports Skin
7 Reports Well-Being	5 Reports Pollution Sensitivity		
15 Reports Ancestry	18 Reports Sports & Fitness	9 Reports Success Traits	2 Reports Music & Dance
4 Reports Gender Traits	5 Reports Behavioral Traits	12 Reports Physical Traits	5 Reports Personality Traits

A Snapshot of CircleDNA Tests



Our Product Mix



Vital

- 14 Categories – 125 Reports
- Diet, Nutrition, Fitness, Stress, Ancestry, Skin, and More
- 30 Mins Phone Consultation

USD 189



Family Planning

- 1 Category – 163 Reports
- Carrier Screening of recessive genetic diseases
- 30 Mins Phone Consultation

USD 499



Health

- 4 Categories – 115 Reports
- Cancer, Common Health Risks, Disease Risks, Dementia & Brain Health
- 30 Mins Phone Consultation

USD 499



Premium

- 20 Categories – 500+ Reports
- Vital + Family Planning + Health Bundle + Drug Response
- 30 Mins Phone Consultation (2x)

USD 629

Retail Price

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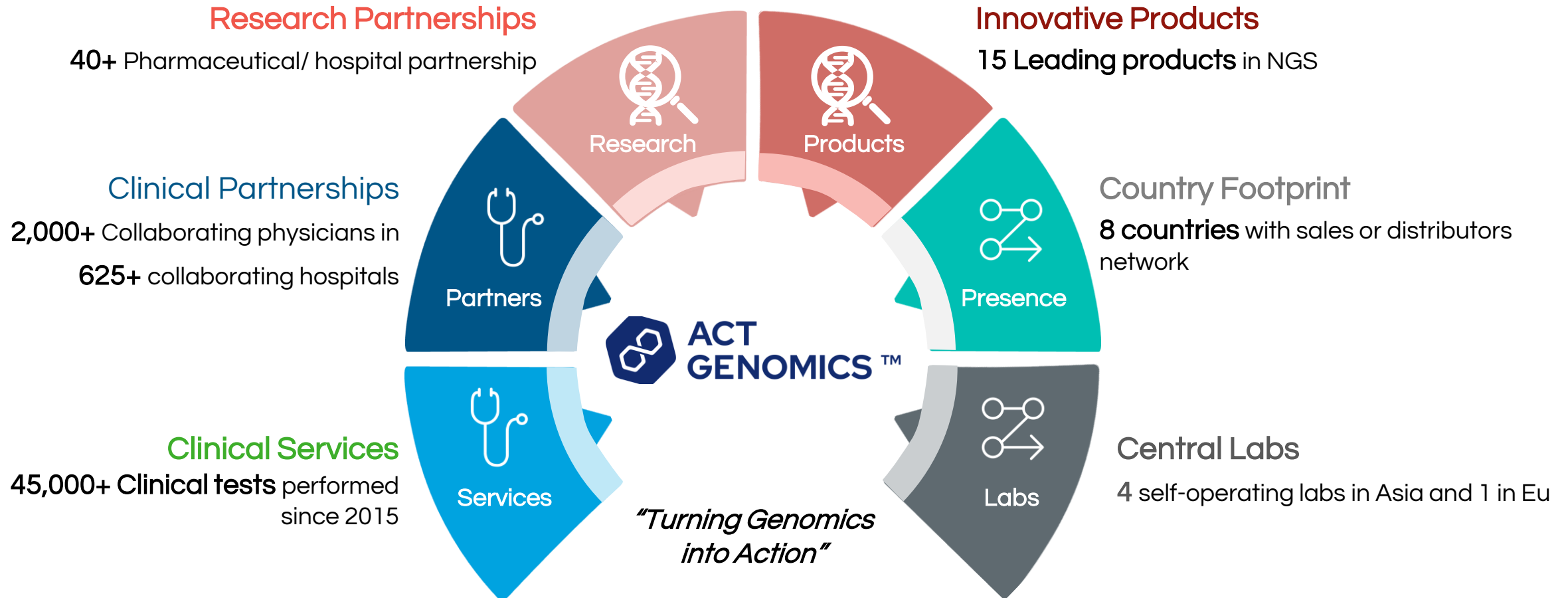
INSIGHTA ▶

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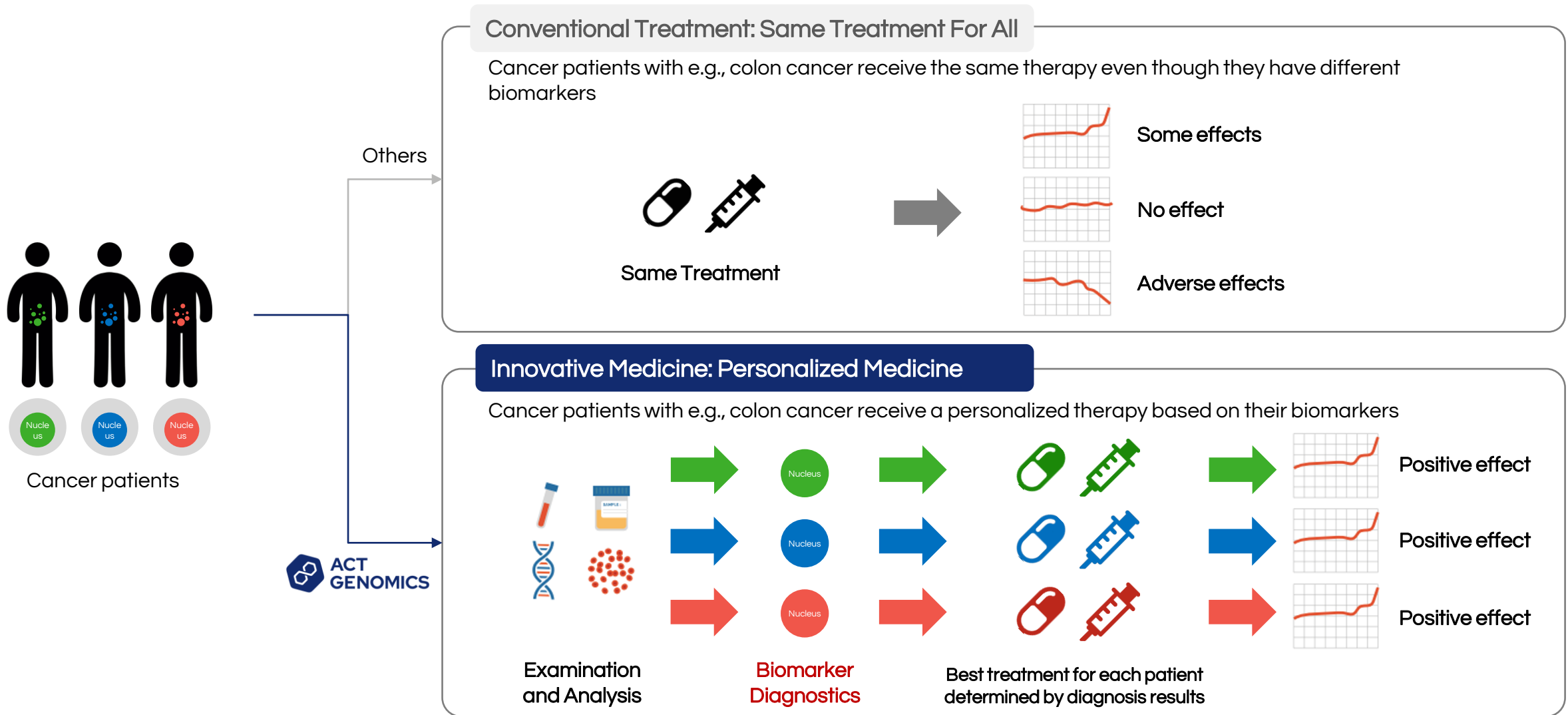
ACT – A Market Leader in Cancer Genomics in Southeast Asia

With strong R&D and commercial capability, ACT Genomics demonstrates robust financial growth



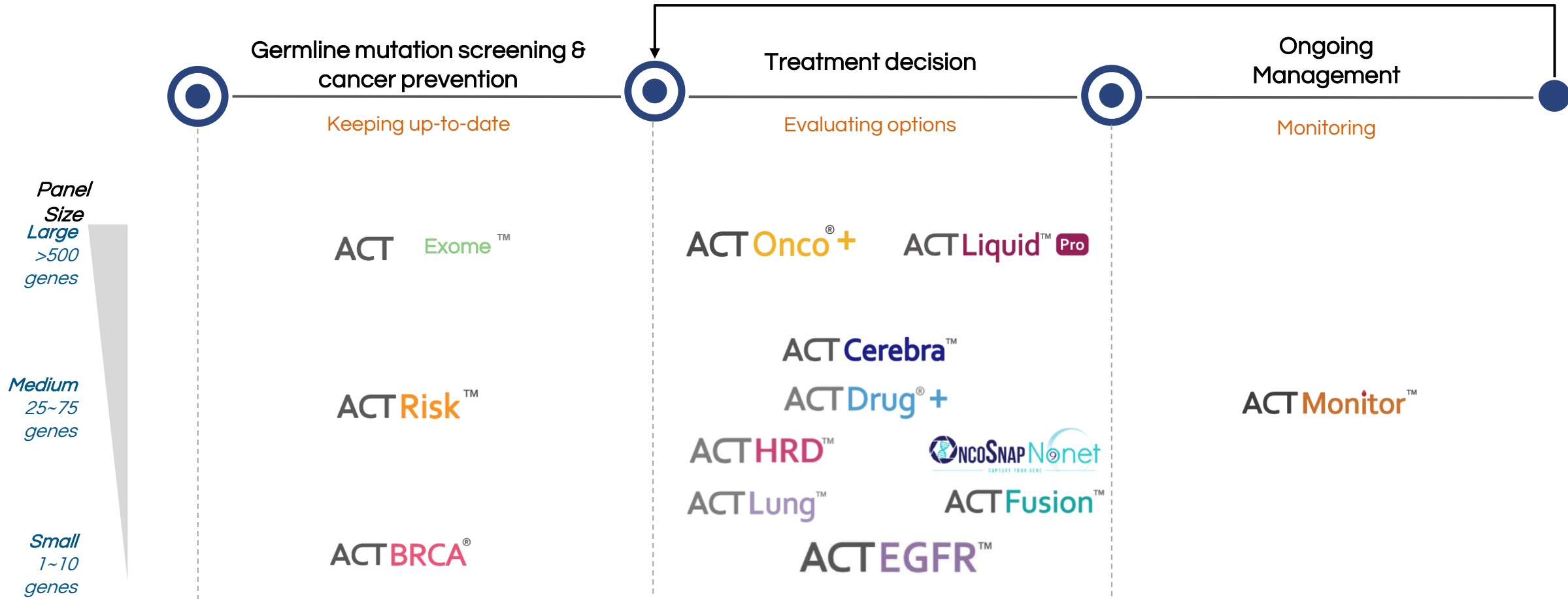
Offering World Class Precision Medicine Solutions to Cancer Patients

ACT's comprehensive genome profiling enables precision medicine to improve cancer treatment's clinical response



Providing Outstanding Solutions Across The Entire Cancer Patient Journey

ACT Genomics provides various options including tissue and liquid solutions, covering small to large size gene panels



Gold Standard Certifications for Both Lab and Products

ACT Genomics is the first Asia based company to receive FDA clearance for its ACTOnco product

FDA Clearance for ACTOnco

- **The first Asia-Based Company** to receive clearance for a comprehensive genomic profiling test for all solid tumors
- ACT Genomics receives FDA Clearance for ACTOnco, our flagship test with 440 genes.

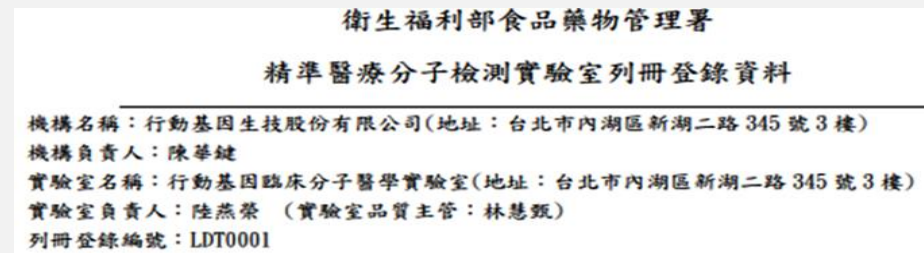
Top Performance for ACT HRD

- Performance ahead of most of the global genomic companies



International Lab Certification & Accreditation

- **The first company** certificated by Taiwan Food and Drug Administration (TFDA) for Laboratory Developed Tests and Services (LDTs).
- **US CAP** accredited
- **ISO 27001** and **ISO 13485** certified



A Large Global Network of Leading Partners Driving Collaborative Innovation

Clinical Service

60+ listing hospital in TW
200+ Hospitals globally
900+ collaborating oncologists



Biopharma

15+ Biopharma partners



Research

40+ research institutes
200+ ongoing projects
44 publications



Insurance Com

Private insurance companies



ACT Key Figures

74%

Ownership

\$ 17m

FY23 Revenue

\$ 19-21m

FY24 Revenue Target

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Pioneer of NIPT*

Introducing Professor Dennis Lo, World's Renowned Scientist

The Father of Non-Invasive Prenatal Testing (NIPT)

- Introduced ground breaking NIPT technology in 2011, now screening over 10 million expectant mothers annually across 90+ countries.
- Global market value of NIPT stands at US\$7.3bn, increasing to US\$13.1bn by 2027
- Awarded King Faisal Prize in Medicine (2014).
- Honored with life sciences most prestigious awards: Fellow of the Royal Society (2011), Royal Medal and Breakthrough Prize (2021), and the distinguished Lasker Award (2022).
- Co-founded Cirina, acquired by Grail for US\$300m in 2017, subsequently purchased by Illumina for US\$7.1bn.
- Providing intellectual property, R&D leadership, and science oversight for the breakthrough multi-cancer early detection technology "FRAGMA" published in 2022.



Prof. Dennis Lo is a pioneering innovator

Formation of Insighta with Prenetics

- In 2023, Prenetics and Prof. Dennis Lo formed a landmark 50/50 Joint Venture
- Prenetics contributed US\$100M with US\$80m in cash to accelerate clinical trials and commercialization for single and multi early cancer detection

Summary of FRAGMA Technology

DNA methylation changes are hallmarks for a wide variety of cancers, this can be potentially applied to a multi-cancer early detection test

FRAGMA provides an accurate and low cost method for studying the genomewide methylation profile of circulating DNA

1

Accurate and early detection of Cancers with shallow-depth sequencing

2

Initial studies has also shown it is applicable for **early detection for liver, lung, bladder and colorectal cancer**

3

Urine DNA has shown to be valuable for the **early detection of urogenital cancers**

4

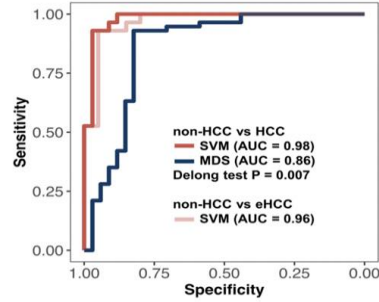
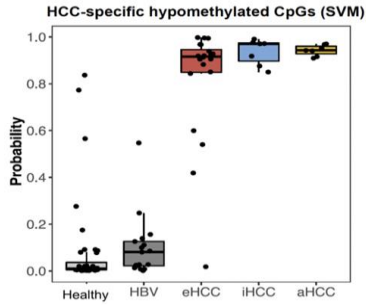
Versatile technology can be potentially applied to a Multi-cancer early detection test

5

Low cost, enabling accessibility of early detection cancer to a much wider population than current testing methods

Applications of FRAGMA

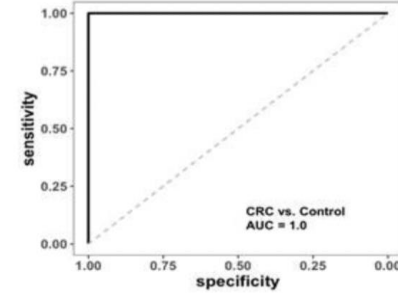
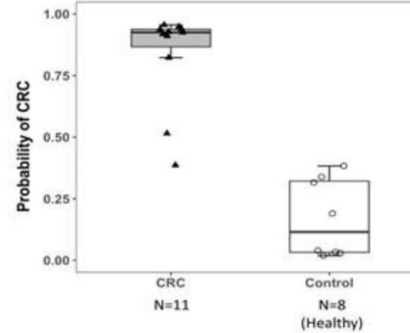
HCC (Liver Cancer)



0.98
AUC

- 20 patients had early-stage HCC
- 7 patients had advanced HCC
- 7 patients had intermediate stage HCC
- 38 healthy subjects and 17 hepatitis B carriers

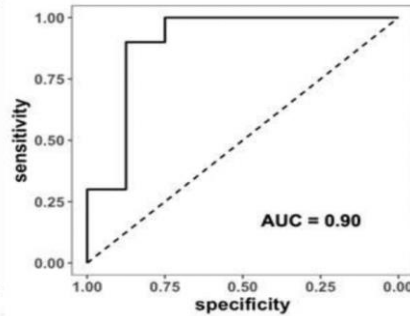
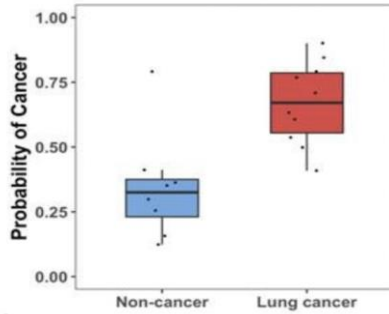
Colorectal Cancer



1.0
AUC

- 11 patients had colorectal cancer
- 8 healthy subjects

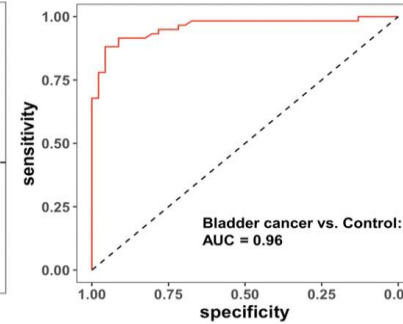
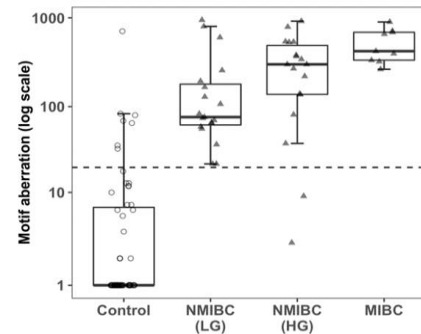
Lung Cancer



0.9
AUC

- 10 patients had lung cancer
- 8 healthy subjects

Bladder Cancer by Urine










0.96
AUC

- 19 low grade non-muscle invasive bladder cancer
- 18 high grade non-muscle invasive bladder cancer
- 9 muscle invasive bladder cancer

At-Risk Population is 1.5 Billion People Globally

Insighta aims to focus on developing lung and liver cancer early detection screening

							
	China	India	Indonesia	Vietnam	Philippines	Thailand	USA
At-Risk Screening Population (Millions)	644	577	116	34	34	21	107
	135M Lung 509M Liver	72M Lung 505M Liver	22M Lung 94M Liver	7M Lung 27M Liver	4M Lung 30M Liver	5M Lung 16M Liver	13M Lung 94M Liver
Lung Indication	Aged 50+ Smokers	Aged 50+ Smokers	Aged 50+ Smokers	Aged 50+ Smokers	Aged 50+ Smokers	Aged 50+ Smokers	Aged 50+ Smokers
Liver Indications	HBV Carriers / NAFLD	HBV Carriers / NAFLD	HBV Carriers / NAFLD	HBV Carriers / NAFLD	HBV Carriers / NAFLD	HBV Carriers / NAFLD	HCV Carriers / NAFLD

Presight Liver Cancer Trial Results

Executive Summary of HCC Diagnosis by FRAGMA Clinical Study (Case-control cohort, n=504)

FRAGMA Clinical Study

- Use of Insighta's Proprietary FRAGMA technology to test for liver cancer - hepatocellular carcinoma (HCC)
- 504 subjects in the study
 - 100 with HCC from BCLC Stages 0 to C
 - 204 Hepatitis B virus carrier, including cirrhosis and non-cirrhosis cases
 - 100 with fatty liver, including NASH and MASLD cases
 - 100 control

Process

Cell free DNA were extracted from plasma and prepared as DNA libraries for sequencing by NGS.

50% random picked cases sequenced data were used for training the machine learning model to develop the Proprietary algorithm.

The rest of 50% cases sequenced data were analyzed by the algorithm.

Result





Results: the accuracy of the FRAGMA combinatorial model for HCC

**Sensitivity: 90%,
Specificity: 95%**

In comparison, the current blood based lab test for HCC, AFP results are respectively

**Sensitivity: 56%,
Specificity: 95%**

Strong Product Pipeline Backed by World Class Science

Product	Indication	Early Stage Development	Case Control Study	Regulatory Approval
Presight Liver	Liver Cancer Screening			
Presight Lung	Lung Cancer Screening			
Presight Prostate	Prostate Cancer Screening			
Presight One MCED	10+ Multi-Cancer Screening			

Projected Screening Market Opportunities in 2030

Presight
Liver

Liver Cancer
Screening



Large sales potential in 2030 with robust margins

- ✓ 30m+ annual test population in liver and lung cancer (1.4B at-risk)
- ✓ Additional cancers and MCED creates further upside
- ✓ Targeting 70% gross margins at scale

Presight
Lung

Lung Cancer
Screening



High sensitivity and low cost screening test

- ✓ Target of 90% or greater sensitivity
- ✓ Target of less than US\$200 for end user price
- ✓ Target of less than US\$100 for clinics and hospitals

Presight
Prostate

Prostate Cancer
Screening



Strong cash position

- ✓ Strong cash position allows ability to fund clinical trials without further funding
- ✓ Allows for commercialization
- ✓ Cash also allows research and development of new technologies, and generation of IPs

Presight One
MCED

10+ Multi-Cancer
Screening



Prenetics[™]
NASDAQ : PRE