



**Investment opportunity
for Sophisticated Investors**

Strictly Private and Confidential



Around

1 Million people in Australia live with **DEPRESSION**

Around

2 Million people in Australia live with **ANXIETY**

1 IN **5**  **WOMEN**

1 IN **8**  **MEN**

are likely to experience **DEPRESSION** in their lifetime



www.beyondblue.org.au

1 IN **3**  **WOMEN**

1 IN **5**  **MEN**

are likely to experience **ANXIETY** in their lifetime

6 AUSTRALIANS DIE BY SUICIDE EVERY DAY —  **5 OF WHOM ARE MEN**



Primal Organix supporting the \$2.3 billion mental health crisis in Australia

- 18 all-natural health supplements already in market
- 23,000 products sold. \$1M+ in sales revenue
- #1 selling product – Anti anxiety
- Proven to manage anxiety within 60 seconds
- Assisted over 13,000 people
- 10 + years in R&D
- Pharmacists and health professionals recommending
- Australian made. 100% natural and botanically derived
- Non-toxic ingredients, non-pharmaceutical, non-addictive
- Safe for teenagers and adults
- Available over the counter
- Products stocked in 120 + pharmacies and health outlets
- Advancing to Phase I and Phase II clinical trials

Capital raising to support clinical trials and commercialization



Primal Organix is raising \$9.744M AUD



Stage 1 \$3.344M

- Phase I fast track clinical trial on 40 patients over 3 months using our **“Terpene”** blended Anti-anxiety health supplement
- To expand our sales distribution channels into 7,000 + pharmacy outlets

Stage 2 \$4.9M

- Phase II clinical trials on 200 patients over 9 months using our **“Terpene”** blended Anti-anxiety health supplement

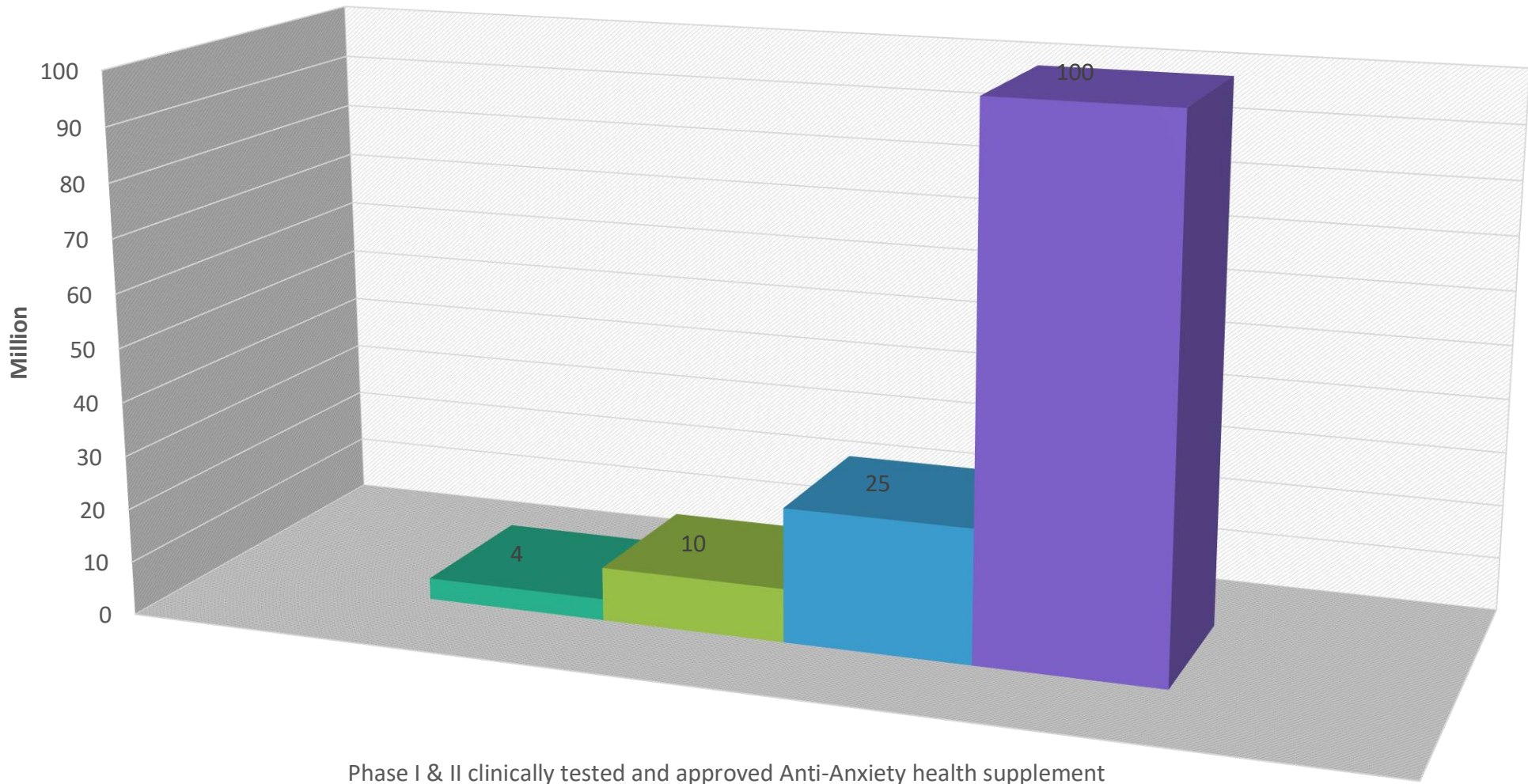
Stage 3 \$1.5M

- Exit strategy potential IPO or trade sale





\$100M+ projected sales revenue target



Phase I & II clinically tested and approved Anti-Anxiety health supplement

■ 2023/24 FY ■ 2024/25 FY ■ 2025/26 FY ■ 2026/27 FY



Stage 1

- Phase I clinical trials on 40 patients using the anti-anxiety Terpene-blended health supplement
- Expand our current sales distribution channels into 7,000+ pharmacy outlets

Capital required \$3.344M

Use of funds

- Clinical trial team and consultation room fees
- Doctors, nurses & administration staff fees
- Contract manufacturing fees
- General working capital to purchase bottles, lids and cylinders
- Ingredients to manufacture 1M clinically tested and approved Anit-Anxiety health supplements.
- Staff manufacturing wages
- Marketing, legal and consulting fees
- Additional training and account managers

Timeline

- July 2023

R&D offset claim

- 43.5% of the \$1.9M

43.5%

Refundable Tax Credit
Companies with a turnover
20 million
or less



Stage 2

Phase II clinical trials on 200 patients using the anti-anxiety Terpene-blended health supplement

Capital required \$4.9M

Use of funds

- Clinical trials team fees
- Consultation room fees
- Doctors, nurses & administration staff fees
- 200 patient fees
- Consulting fees
- Contract manufacturing fees
- New package and labelling
- General working capital

Timeline

- March 2024

R&D offset claim

- 43.5% of the \$4.9M

43.5%

Refundable Tax Credit
Companies with a turnover
20 million
or less

Stage 3

Exit strategy. Potential IPO or trade sale

Capital required \$1.5M

Use of funds

- ASX initial listing fees
- ASX annual listing fees
- ASX fees for quotation of additional securities and other fees
- Accounting fees
- Legal fees
- Auditing fees
- Corporate Governance fees
- Board member fees
- Investment broker fees

Timeline

- July 2026

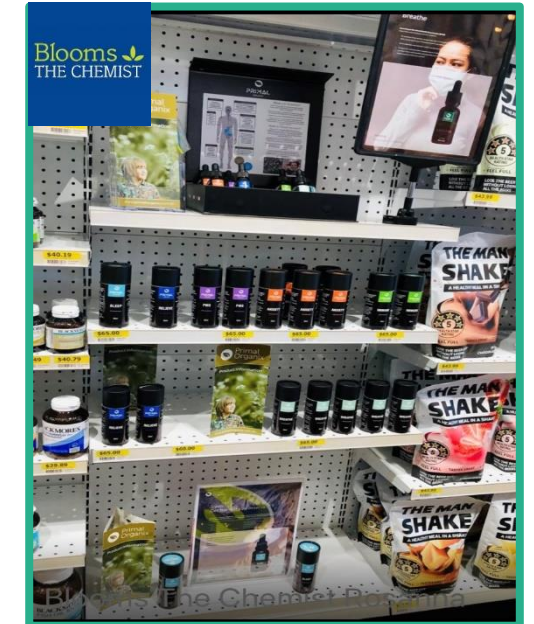




Traction to date

- \$1M+ in sales revenue
- 4+ years trading
- Developed 18 “Terpene” blended health supplements
- Selling directly into 120+ pharmacy / healthcare outlets
- 22,000+ Terpene blended health supplements sold
- Top selling products – Anti-anxiety, Sleep, Pain Relieve
- Profit margin 80%+
- Average monthly order \$550
- Increasing wholesale accounts





PRODUCT RANGE

Anxiety, Engage, Calm, PMS, Sleep, and Immune



Selling directly into 120+ pharmacies and healthcare

PAIN RELIEF

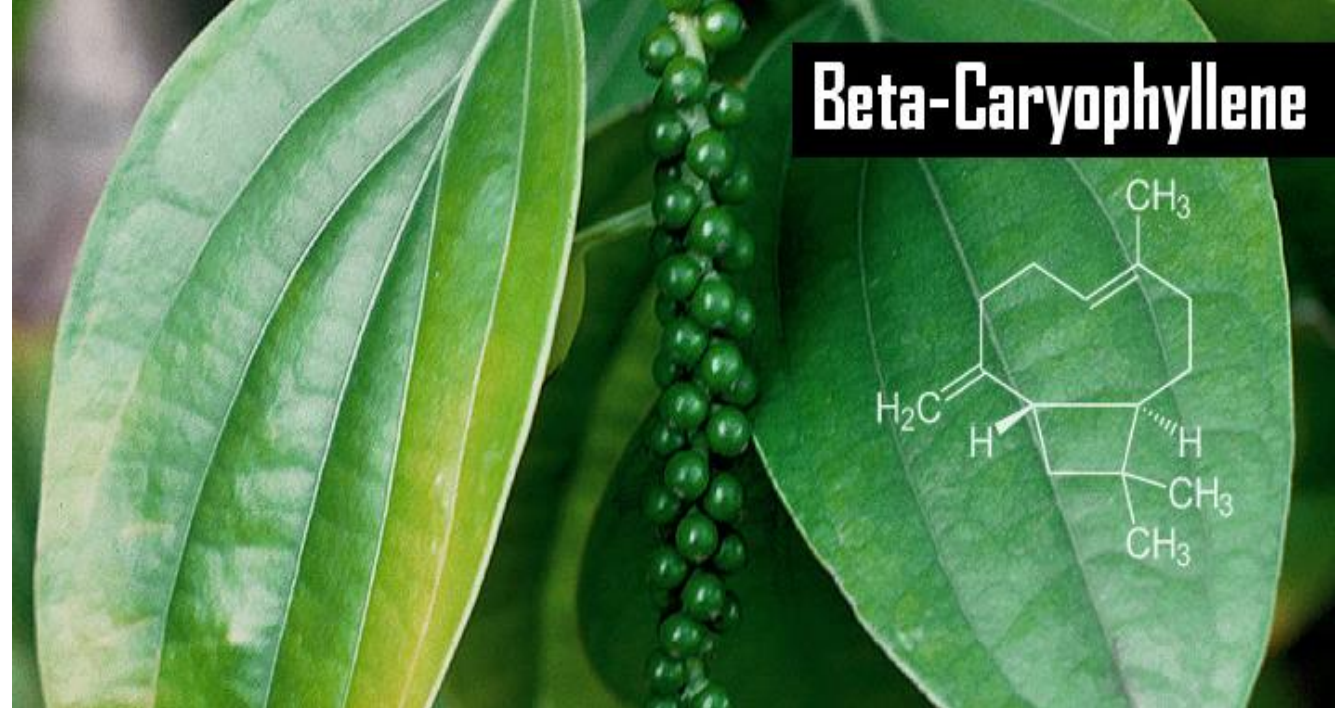


Salve deep tissue rub

Massage oil spray

Non-greasy gel

Sub-lingual drops



What are terpenes?

- Terpenes are a class of Phytochemicals and are often responsible for the aroma and flavour of plants
- Terpenes are major constituents of plant resin and essential oils extracted from many common plants
- Terpenes are what make essential oils so beneficial
- Biosynthetic building blocks



Primal Organix is raising \$9.744M

The company is offering sophisticated investors an equity position in Primal Organix

19.488 million newly issued shares @ \$0.50 AUD per share

Contact

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