Acetium® A new, patented product for binding carcinogenic acetaldehyde.

Acetium® competitive advantages:
• Patented - unique product.
• New treatment solution for just recently recognised serious health risk.
• New market field - no actual competitors – being first in the market.
• Possibility to create new business from the very beginning.

Acetium® Key Messages
Consumers:
• Nonspecific stomach symptoms might be caused by non-acidic stomach
• If you use PPI-medication or have a non-acidic stomach, you are exposed to carcinogenic acetaldehyde
• If you use PPI medication or have a non-acidic stomach, protect your stomach with Acetium

Pharmacies
• Nonspecific stomach symptoms might be caused by non-acidic stomach
• Always when you meet a customer buying PPIs, recommend Acetium as additional protection
• Recommend Acetium always if a customer : 1) uses PPIs 2) has a non-acidic stomach 3) has an H. Pylori infection

Doctors:
• Nonspecific stomach symptoms might be caused by non-acidic stomach
• Use of PPIs as well as non-acidic stomach exposes a patient to carcinogenic acetaldehyde
• Recommend Acetium as protection if a patient : 1) uses PPIs 2) has a non-acidic stomach 3) has an H. Pylori infection

Acetium® Commercialisation
• Biohit Healthcare has already launched in Finland,
• 80% of the pharmacies in Finland stocked Acetium® in 4 months
• Solid sales throughout the whole time Acetium has been on market
• Internet Pharmacies in Germany already selling.

Dynamic product support and scientific database
• Clear, simple messages selected for each target group
• All readymade promotion material models
• Specific medias chosen for each target group
Excellent early experiences in first test markets.

Positioning
1. Non-acidic stomach patients
2. PPI medication users
3. Chronic Helicobacter Pylori infection patients
Summary and our suggestion

- Acetium® binds carcinogenic acetaldehyde locally in stomach. Acetaldehyde is a Group I carcinogen associated with the development of stomach and other GI cancers. Stomach cancer is the second biggest killer cancer (803,000 deaths)
- Acetium® is for well-known patient groups with common problems.
- We offer an exclusive in-licensing opportunity regarding Acetium® which is a patented, CE marked product and registered trademark of Biohit Healthcare.

Exceptional opportunity with a novel product for a new indication!

Scientific references:


