**** **EXECUTIVE SUMMARY**

Probiotic Group develops and produces its own probiotic strain cultures for external applications in cleaning, care and environmental sanitation. It solves challenges such as oversilking (misuse of antiseptics), antimicrobial & antibiotic resistance and dysbiosis that greatly increase the mortality rates.

The estimated market will reach around 9bio€ at the end of 2018 with a growth rate of 10+% a year.

**KEY SUCCESS FACTORS OF THE COMPANY**

* Intense R&D program supported by strong academic partners 🡪 technological leadership
Own Gen0 product on the market scientifically proven by external entities such as private labs
* 98% client satisfaction rate proved by testimonials, ratings and reordering
* Agile program management thanks to its current size
* Protects against infection risks, does cure skin illnesses as well as antimicrobial resistance

**DEVELOPMENT PRIORITIES – USE OF THE FUNDS**

* Finalization of the R&D program in collaboration with the LIST and LCSB. IP remains in PBG.
* Strengthening the marketing and sales efforts

**LOOKING FOR**

2.950.000 EUR in order to raise an additional 5,25Mi EUR

> Break-even foreseen in 2 years

> Funding leverage thanks to a public-private partnership and banks support

**TERM SHEET SUMMARY**

* 15 % of the capital open

Gen0 **kills 99% of**
E.coli and Staphylococcus bacteria in less than **24 hours**

* Multiple exit strategies including sale to a current market leader
* Ideal timeline: closing in November 2019

**ELEMENTS TO REMEMBER**

* Market currently in the “technology trigger” phase
* Specific products positioning with less, if none, regulatory hurdles
* Early commercial traction on multiple markets including lead with Kazidomi, McDonalds, Tom&Co and orders through Amazon. Around 25 leads currently in discussions/negotiations
* Present in 100+ stores and active in countries such as Belgium, The Netherlands, France, Germany and United Kingdom
* Very attractive margin by an integration of the vertical value chain from production to commercialization