



BioNeutra™

BioNeutra's Market Development Experience





BioNeutra's Growth Path

- **BioNeutra's business and market development path:**
- **Start-up company to a publicly listed company;**
- **Functional ingredient supplier to Commodity ingredient manufacturer;**
- **Business to Business to also include Business to Consumer (Retail)**
- **Single ingredient to product lines**



BioNeutra's History

- 2003: Company Established in Canada**
- 2004: Feasibility Study & Patents Registration**
- 2005: CFIA, FDA Application & First Commercial Sale in USA**
- 2006: Pilot Plant Established in Canada**
- 2007: FDA Expert Panel Approval**
- 2009: FDA GRAS approval; Health Canada approvals**
- 2010: Contract manufacturing – Indonesia and China**
- 2011: Marketing and sales in North America**
- 2012: Break Even (Marketing and Sales)**
- 2013: EFSA approval in European Union**
- 2014: Public Company – Toronto – CSE as BGA (November 5)**
- 2015: Commercial Production & Packaging - Alberta, Canada**
- 2015: Commercial Production - Organic - Asia**



Market Access Questions

- **Questions**

- Who are you?
- What are you selling?
- Why should I use it?
- Does it work?
- Where is it made?
- Cost?

- **Why**

- Legal Structure
- Home domicile
- Financial status
- Product line(s)
- Manufacturer
- Distributor
- Time in business



VitaFiber™ – The Product

- VitaFiber™ is an isomalto-oligosaccharide (IMO) made by BioNeutra's patented process and product regulatory approvals
- **VitaFiber™ – the 3 in 1 ingredient**
 - Acts as a *Dietary Fiber*
 - Acts as a *Low Calorie Sweetener*
 - Is effective as a *Prebiotic*



Product and Market Identification

- What is VitaFiber™?
- Application and use – Sweetener, Fiber or Prebiotic
- Competitor products – Replaces what?
- Label – nutritional
- Market jurisdiction requirements
- Regulatory filings
- Product Registration
- Facility Registration
- Other Registrations; Kosher Halal, Organic, etc.
- Branding – Trade name, Logo Registrations



Why BioNeutra's VitaFiber™

- BioNeutra's VitaFiber™ product approvals are based on our patented manufacturing process and on the science of BioNeutra's VitaFiber™ IMO
- BioNeutra's VitaFiber™ IMO product regulatory approvals are specific to our product composition to ensure legal compliance needs of our clients to commercialize their products
- Our product is tested multiple times before it reaches the customer including twice by BioNeutra and a third party North America laboratory
- Annual audits of our production facilities are completed internally as well as by a globally recognized third party
- We are the only company to get approvals in North America (FDA, Health Canada) and Europe (EFSA) for IMO – being BioNeutra's VitaFiber™
- Continued research to better understand product
- Conducted human clinical trial and animal trials
- Continued product innovation
- BioNeutra is able to provide application and formulation support



VitaFiber™ Natural & Organic Products

- **VitaFiber™ Natural & Organic products are available in each of these four different forms:**
 - VitaFiber™ Syrup – cornstarch-based
 - VitaFiber™ Powder – cornstarch-based
 - VitaFiber™ Syrup – tapioca starch-based
 - VitaFiber™ Powder – tapioca starch-based
- **VitaFiber™ is:**
 - Certified Non-GMO, Vegan, Allergen Free, Halal, Kosher; Organic available
 - Produced in facilities that meet HACCP and GMP requirements
 - Specific VitaFiber™ product regulatory approvals in:
 - United States of America – US FDA GRAS
 - Canada – Health Canada Novel Food
 - European Union – EFSA Novel Food
 - Available now or soon for the rest of the world. Contact us for your area.



Market Access Issues

- Financial:
 - Corporate overhead + cash
 - Legal
- Regulatory
 - Market Access requirements
 - Clinical studies
 - Product Registration
- Competition
 - Companies
 - Products
 - Ex-employees
 - Associates
- Recommendations
 - Protect Intellectual Property and Brand
 - Use and enforce Non-Compete Non-Disclosure Agreements
 - Control Legal Costs: Business arrangement then use legal
 - Contract Manufacturer and Distributor agreements
 - Internalize & Control



VitaFiber™ – Information & Contact

**For more information
relevant to your intended use and market sales areas
please contact:**

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