November 2017

WideCells Group PLC

A revenue generative worldwide provider of stem cell services driving innovation across a US$100 billion industry
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Overview

Delivering the world’s first end-to-end service solutions to make stem cell treatment accessible and affordable globally

Revenue generative London listed stem cell services company with an established multi-service offering:

Ranked as the 21st most disruptive company globally by DISRUPT 100 and nominated life sciences IPO of the year 2016

Distinguished board and management team with over 30 years of combined experience in the stem cell market including former DenPlan and Apple leaders
Corporate Snapshot

Share Prices

<table>
<thead>
<tr>
<th>Market</th>
<th>LSE (standard list)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ticker</td>
<td>WDC</td>
</tr>
<tr>
<td>Share Price</td>
<td>13.25</td>
</tr>
<tr>
<td>Market Cap</td>
<td>£8.83m*</td>
</tr>
<tr>
<td>Total Voting Capital</td>
<td>64,821,010</td>
</tr>
</tbody>
</table>

* as at close on 31/10/17

Major Shareholders

- Dr Graham Hine: Non-Exec Chairman
- João Andrade: Chief Executive Officer
- Lopes Gil: Chief Operating Officer
- Dr Peter Hollands: Chief Scientific Officer
- David Bridgland: Chief Financial Officer
- Dr Marilyn Orcharton: Non-Executive Director
- Alan Greenberg: Non-Executive Director

Dr Peter Hollands
Lopes Gil
Milton Group
Dominus Investments
Joseph Ferreira
Luís Gil
Graham Hine
João Andrade
Lopes Gil
Milton Group
Dominus Investments
Joseph Ferreira
Luís Gil
Graham Hine

Share Prices

- Nov '17: 15.45
- Jan '17: 14.579
- Mar '17: 13.708
- Jun '17: 12.836
- Aug '17: 11.965
- Oct '17: 11.094
Stem Cells - A Global Market

The stem cell market is projected to be worth US$170 billion by 2020:

- >4 million people worldwide have paid c. £2,000 to store stem cells
- 300% increase in the number of diseases and disorders treatable using stem cells since 2005 (2005: 27 and 2013: 82)
- >Research
  - Stem cell research continues to drive development
  - Umbilical cord blood collected immediately after birth
  - Children’s teeth
  - Adipose tissue removed during liposuction

Stem cells have the ability to repair and replace many different cell types in the human body and can be found in:
Strategy

An end-to-end service solution for the stem cell industry, which drives innovation, improves accessibility and catalyses the next important phase in the medical industry, whilst offering multiple revenue opportunities.

- **World’s First Global Stem Cell Insurance Plan**
  - CellPlan

- **Storage and Research**
  - WideCells

- **Training and Education**
  - WideAcademy
Insurance for the future

Transforming the stem cell industry by making treatment using stem cells collected from umbilical cord blood affordable and accessible.
Market Demand

4 million Cord blood samples are held in storage in 500 storage facilities across the world

>250,000 a year Increasing

£300,000 The cost of stem cell treatment. CellPlan converts this cost into an affordable £150-£300 per annum

can be up to

$445 million South America is one of the fastest growing markets by 2023
Strategic Agreements
With Cord Blood Banks

- BioVault Technical Ltd, the UK’s largest private human tissue storage facility
  - More than 25,000 cord blood samples stored
  - All new Biovault customers will be automatically signed up to CellPlan for 12 months
- Hemocord Clinica Medica Ltd, a world-class leader in cord blood storage, with facilities in Brazil
  - Approximately 5,000 cord blood samples stored to date
- Stem Cell Banco Celulas Madre, an established provider of stem cell storage services operating in Spain for over 10 years.
  - Approximately 2,000 stems cells currently stored.
- Strong pipeline of agreements with storage facilities globally

Direct To Families

- Financial cover for those who have stored stem cells privately outside of the CellPlan Excel Member Programme
- Ability to start collaborations with insurance companies to include CellPlan as a rider/add-on to their existing private health insurance products
- Drive the market by being able to engage with clients directly
- Families can purchase CellPlan directly via the e-commerce platform

E-commerce platform established
## The Revenue Model

A recurring revenue model:

### Case study

**BioVault**

<table>
<thead>
<tr>
<th>Year</th>
<th>Clients Targeted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1</td>
<td>10,000</td>
</tr>
<tr>
<td>Year 2</td>
<td>30,000</td>
</tr>
<tr>
<td>Year 3</td>
<td>60,000</td>
</tr>
</tbody>
</table>

- **100,000 clients accumulated in 3 years**

<table>
<thead>
<tr>
<th>Expected Reference Price per annum</th>
<th>£170</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clients targeted in 3 years following launch</td>
<td></td>
</tr>
<tr>
<td>- 10,000 clients year 1</td>
<td></td>
</tr>
<tr>
<td>- 30,000 clients year 2</td>
<td></td>
</tr>
<tr>
<td>- 60,000 clients year 3</td>
<td></td>
</tr>
<tr>
<td>- ca 100,000 clients accumulated in 3 years</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Approx. net to WDC per sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Following costs and disbursements</td>
</tr>
<tr>
<td>£50</td>
</tr>
</tbody>
</table>

### Revenue Potential for WDC

- **25,000 Samples / Customers**
- **£50 Approx. net to WDC per sale**

\[
\text{Revenue Potential for WDC} = 25,000 \times £50 = £1,250,000
\]
The world’s first global stem cell insurance plan

CellPlan International Lda. Portugal
A provider of regenerative health technologies with an international portfolio of stem cell storage services, a pioneering research centre, and a licence to provide INDUS, a novel synthetic bone graft which promotes new bone formation.
Institute Of Stem Cell Technology – University Of Manchester, UK

To be Targeted – Wider Europe and Middle East
Widecells Brasil – São Paulo, Brazil

To be Targeted – Wider South America
RESEARCH

Paid-for stem cell and regenerative medicine research to be undertaken at the Institute of Stem Cell Technology laboratory, Manchester

- Qigenix, a California-based clinical stage medical device company has agreed to pay £100,000 in aggregate to WideCells to test a new laser technology designed to increase the homing and integration of stem cells

- Research to be undertaken to examine the potential of using stem cells alongside synthetic bone graft treatments to accelerate new bone formation
Stem Cell Storage: Market Demand

Current market limitations include a significant variation in pricing, as well as in the quality and guarantees offered by private cord blood banks.

WideCells aims to standardise this process with a transparent pricing model and level of quality.

500,000 births each year in WideCells’ initial target markets of the UK, Portugal, Spain and Brazil.

Of this, the Directors expect that there will be 50,000 (10%) umbilical cord blood samples stored per year.

WideCells is targeting less than 2% of this cord blood market in the first two years of operation.
Product Expansion: INDUS

INDUS, a novel synthetic bone graft which promotes new bone formation

- WideCells became a licence provider of INDUS in July 2017
- Product has CE Marking, meaning that it is approved for sale across Europe
- Current uses are primarily within dentistry but there is opportunity for use within orthopaedic surgeries, which WideCells intends to explore
  - The benefits of using INDUS are significant: there is an unlimited supply; there is no risk of transmitting disease, rejection or infection; the product has a long-life span and surgery time for fitting is reduced compared to alternative bone graft products currently being used
- WideCells to initially target the dental market in the UK
- Non-executive director Dr. Marilyn Orcharton, a qualified dentist who has received a medal of Honour from the British Dental Association and co-founded Denplan Limited, the UK's market leader in dental insurance, ideally qualified to support roll-out

Complements stem cell offering: initial studies have shown that when bone grafts and stem cells are used together the recovery process may be greatly improved
<table>
<thead>
<tr>
<th>STORAGE</th>
<th>RESEARCH</th>
<th>INDUS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>£2,000</strong> Expected Average Price</td>
<td><strong>£100,000</strong> Due from Qigenix</td>
<td><strong>£420</strong> per box, recurring revenue</td>
</tr>
</tbody>
</table>
| **5,000** Clients targeted in 3 years  
  • 500 clients Year 1  
  • 1,500 clients Year 2  
  • 3,000 clients Year 3 | **£25,000 paid**  
 **£25,000 due at the commencement of laboratory research (imminent)**  
 **£50,000 payable at the delivery of the final research report to the client** | **£420** per box, recurring revenue |
| **60-70%** Margin | | **200%-300% margin** |

**INDUS**

- Revenues expected to commence Q4 2017
- 10,000 boxes targeted to be sold within 3 years
Harnessing technology to become a thought leader in stem cell technology by producing and distributing trustworthy, authentic and intuitive educational content and courseware
Wideacademy

- Building an innovative Software as a Service (‘SaaS’) platform to deliver authentic, factual and trustworthy content on stem cell treatments, which aims to:
  - Inform the medical industry of the benefits of stem cell treatment;
  - Educate and inform consumers on stem cell innovation and best practice; and
  - Partner with enterprise, within both the stem cell and insurance industry, to create training and digital resources.
- Commercial launch targeted for Q1 2018 with revenues commencing in H1 2018

- The bespoke platform combines free-to-access educational areas with paid for premium digital tools and data
- Spearheading the development is Alan Greenberg, former Director of Education at Apple, who has extensive experience and proven success in combining technology and education to deliver engaging and authentic content to drive learning and development
  - Mr. Greenberg will leverage his knowledge and global contact base to help facilitate the roll-out of the Platform. This will include securing strategic partnerships with leading global technology companies / software providers
Wideacademy Revenue Structure

SPONSORSHIP

For an estimated annual membership cost of £120/doctor, sponsors will be able to gain access to the Premium Platform, which includes high-end content, digital tools, peer-to-peer collaboration, AI and dashboard reporting in support of stem cell innovation and education.

COURSEWARE AND ACCREDITATION

Courseware focussed on stem cells and life sciences will be offered, which will be free to access to promote learning and uptake.

There will be an opportunity for accreditation, whereby Micro Credentials can be awarded in recognition of competency-based professional development. Accreditation is expected to be charged at around £200 per module.

LICENCE

Opportunity to white label the Platform to support development in other industries / areas of medicine, e.g. cancer and dementia.
Fast-Tracking Rollout: Strategic Partnership With White Apex

Exclusive Binding agreement secured with multi-sector advisory business White Apex General Trading ('White Apex'), to sell and promote all divisions/services in the Middle East and North Africa, including Turkey ('MENA') and Asia-Pacific (excluding China) territories

Initial five-year binding agreement secured in October 2017, generating an immediate payment of £255,000 with recurring revenues expected thereafter

WideCells
- White Apex to procure clients in the UAE for cord blood and tissue storage, with samples to be sent to WideCells’ facility in Manchester, generating ongoing revenue
- Initial three-year binding agreement expected to be secured by 31 October 2017, generating an immediate payment of £255,000 with recurring revenues expected thereafter

INDUS
- White Apex will be appointed as Distributor and authorised to sell INDUS directly to customers (such as clinics or dentists) or to appoint sub-dealers
- Minimum sales targets will be agreed and established in the first 90 days when entering each country

CellPlan
- White Apex will help secure commercial sales agreements
- Potential to introduce CellPlan to stem cell storage facilities and provide ongoing support
- CellPlan will pay White Apex introductory commission fees

WideAcademy
- White Apex to sponsor subscriptions for 2,000 doctors per year, for a period of three years, generating immediate revenues of £240,000
- Opportunity to localise the WideAcademy platform for use in the MENA region – White Apex has the right to pay £750,000 in three installments with the first £250,000 before 31 Dec 2017
- White Apex to promote courseware and receive 30% of revenues derived from accreditation
- White Apex to promote white-labelling opportunity – WideAcademy will share revenues derived from such licensing deals
**Defined Development Strategy**

Active news flow in the next 12 months:

- **Commencement of revenues from stem cell storage services in the UK and launch of INDUS**
- **Advancement of research work inc. securing new projects**
- **Development of new stem cell storage services and establishment of agreements with agents for WideCells in international locations**
- **Launch of CellPlan in Spain, agreement signed with Stem Cell Banco Celulas Madre by Q4 2017**
- **Commercial development of WideAcademy**
- **Additional agreements with stem cell storage facilities for CellPlan**
- **Continued international roll-out of services**
## Revenue Generation

Diverse revenue model, with five primary streams:

<table>
<thead>
<tr>
<th></th>
<th>CELLPLAN</th>
<th>WIDECELLS RESEARCH</th>
<th>WIDECELLS STORAGE</th>
<th>WIDECELLS INDUS</th>
<th>WIDEACADEMY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>STATUS</strong></td>
<td>REVENUE GENERATIVE: COMMENCED JUNE 2017 &amp; ROLL OUT UNDERWAY</td>
<td>REVENUE GENERATIVE</td>
<td>REVENUES EXPECTED TO COMMENCE Q4 2017</td>
<td>REVENUES EXPECTED TO COMMENCE Q4 2017</td>
<td>REVENUES EXPECTED TO COMMENCE Q1 2018</td>
</tr>
<tr>
<td><strong>MODEL</strong></td>
<td>RECURRING</td>
<td>STAGED</td>
<td>PRE-PAID AND RECURRING BASED ON ANNUAL STORAGE PAYMENTS</td>
<td>RECURRING - RETAIL UK FUTURE: DISTRIBUTORS</td>
<td>RECURRING REVENUE SaaS PLATFORM + ACCREDITATION + SPONSORSHIP</td>
</tr>
<tr>
<td><strong>VALUE</strong></td>
<td>-£50 NET TO WDC FOR EVERY PLAN SOLD</td>
<td>VARIED BY PROJECT - £100,000 DUE FROM QIGENIX</td>
<td>£2,000 EXPECTED AVERAGE PRICE WITH 60-70% MARGIN</td>
<td>RETAIL-£420 PER BOX WITH 200%-300% PROFIT MARGIN</td>
<td>ACCREDITATION = 200£ PER COURSE MODULE SPONSORSHIP IS £120 PER DOCTOR PER YEAR</td>
</tr>
<tr>
<td><strong>TARGET</strong></td>
<td>10,000 CLIENTS BY Q3 2018, 60,000 CLIENTS TARGETED BY Q3 2020</td>
<td>2-3 PROJECTS PER YEAR</td>
<td>5,000 CLIENTS TO BE TARGETED IN 3 YEARS OF LAUNCH</td>
<td>10,000 BOXES TARGETED IN 3 YEARS OF LAUNCH</td>
<td>2,000 MODULES BY THE END OF 2018 1,000 SPONSORSHIPS TARGETED BY THE END OF 2018</td>
</tr>
</tbody>
</table>

Sales to be fuelled by partnership with White Apex, with revenue commencing by year end 2017.
## Management

### THE BOARD

**DR GRAHAM HINE**  
Non-executive Chairman  
Technology entrepreneur with a background in leading, growing and successfully exiting technology companies

**JOÃO ANDRADE**  
Chief Executive Officer  
Strong background in marketing and international business development with over eight years senior experience in the stem cell market — served in key roles at two European cord blood banks and service providers, with operations in several countries

**LOPES GIL**  
Chief Operating Officer  
Extensive business experience in international marketing, strategic planning and studies in the pharmaceutical industry

**DR PETER HOLLANDS**  
Chief Scientific Officer  
A leading figure in stem cell treatment and IVF — was Senior Embryologist at the first IVF clinic in the world, has conducted and advised on extensive research in stem cell technology globally

**DAVID BRIDGLAND**  
Chief Finance Officer  
A Chartered Accountant with over 20 years of business experience in a range of companies, from privately owned and venture capital backed companies to major listed companies, including Smiths Group, Autoliv and Honeywell

**DR MARILYN ORCHARTON**  
Non-Executive Director  
A serial entrepreneur and qualified dentist — co-founder of Denplan, the UK’s dental payment plan specialist

**ALAN GREENBERG**  
Non-Executive Director  
A wealth of experience within the education technology and healthcare start-up space that includes leading the strategic direction for Apple Education across Europe and Asia.
# Management

## REGIONAL TEAM

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Experience/Background</th>
</tr>
</thead>
<tbody>
<tr>
<td>DR AHMED ALAWI</td>
<td>Managing Director</td>
<td>An experienced stem cell scientist with considerable cross functional experience in international Fortune 500 &amp; FTSE companies and notable connections in the MENA and Asia-Pacific territories.</td>
</tr>
<tr>
<td>AHMAD JEMAIN</td>
<td>Group Chief Operating Officer</td>
<td>Has considerable experience in corporate and enterprise in the South East Asian region, particularly within the insurance industry.</td>
</tr>
<tr>
<td>ZAKARIA AZIZ</td>
<td>Business Development &amp; Marketing</td>
<td>A successful entrepreneur who co-founded RAY Oman Group, which is part of the leading RAY International Group. He has over 28 years of business experience in both South-East Asia and the Middle East.</td>
</tr>
</tbody>
</table>
Investment Case: An Inflection Point

INNOVATIVE
Delivering the world's first end-to-end services solution focused on making stem cell treatment accessible and affordable globally

AWARD WINNING
Ranked as the 21st most disruptive company globally by DISRUPT 100 and nominated for Life Sciences IPO of the Year 2016 by Biotech & Money

MULTIPLE REVENUE STREAMS
Five primary revenue streams:
- CellPlan – building revenues
- WideCells Research – revenue generative
- WideCells Storage – revenue generation expected later this year
- WideCells INDUS – revenue structure being developed
- WideAcademy – revenue structure being developed

PROVEN DEMAND
More than 4 million people worldwide have paid c. £2,000 to store stem cells

GROWING MARKET
The stem cell market is projected to be worth US$170 billion by 2020

DEFINED DEVELOPMENT
- Poised for rapid growth with imminent launch of CellPlan to BioVault and stem cell storage consumers
- WideCells' Institute of Stem Cell Technology set for commercial launch in the coming months
- Strengthened WideAcademy team finalising service offering
- Agreement with White Apex to rapidly drive sales across all three divisions

EXPERIENCED
World class team committed to achieving growth with over 30 years’ senior level experience in the stem cell market and success in building and growing revenue generative businesses, including Denplan and Apple Education
Thank You