

ImmunoPharma 

# ImmunoPharma Newsletter

November  
2022



**The past year has been characterized by considerable uncertainty in the markets, with an ongoing war in Europe, rising inflation and interest rates, and a sharp fall on the world's stock exchanges (MSCI World) with a substantial decline, after being down as much as 25% earlier this year.**

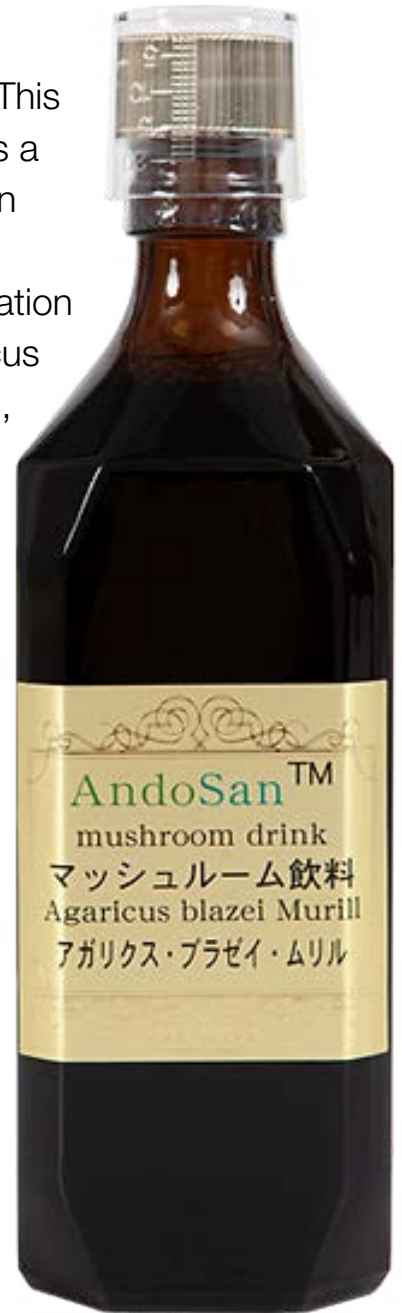
**This notwithstanding, ImmunoPharma as a group has a low correlation to the overall market turmoil and has not been affected by the economic downturn so far. There is a high level of activity in the group, and the company today appears very exciting for several reasons.**

## Mycotech Pharma and change in top management

We founded Mycotech Pharma earlier this year to ensure full focus on developing the potential of AndoSan and to make Mycotech Pharma the leading medical mushroom product company in the world.

Mycotech has been working closely and intensely with its German scientific partners throughout the summer, yielding significant insights. The development and the scientific results obtained have exceeded expectations and the speed of development is even accelerating. This confirms the clinical results obtained the last 15 years and gives us a scientific understanding of why such results should be expected. In addition, several new exciting and unexpected insights have been obtained, leading to a filed patent application in a new target indication representing a potential in a rapidly emerging market. The high focus on the scientific understanding of AndoSan will continue into 2023, being the basis for product development, defining the market for AndoSan, and demonstrating the Mechanism of Action for the different applications. This is expected to lead to a significant demand in the market, which will turn the company's main focus toward marketing and sales. The company is also focused on how to secure enough supply of AndoSan and are working on plans to scale up AndoSan production and optimize production that has already started.

To be able to capture this opportunity's full potential, the board of ImmunoPharma asked Ralf Schmidt, the present CEO of ImmunoPharma, to lead Mycotech Pharma on a full-time basis and to build and further develop this company. Ralf happily accepted this challenge, saying “I feel privileged to work in a company and on a topic I'm truly passionate about and I'm eager to scale AndoSan production and see the profound impact this product will have on people's health.”



The Board of Directors in ImmunoPharma expresses a big thanks to Ralf, saying “We thank Ralf for the hard work in professionalizing many aspects of ImmunoPharma during the past year and we are excited to work with him further in a new setting with his focus on the further development of Mycotech Pharma.”

With Ralf stepping down from his role as CEO of ImmunoPharma, Kjetil Ramsøy will serve as a working Executive Chairman for a transitional period and have day-to-day administrative responsibility for ImmunoPharma and its activities. The process of finding a permanent person for the role of CEO starts immediately and we will share information as this process unfolds.

## **Funding of Mycotech Pharma**

**In the first share capital increase completed in conjunction with the launch of the company earlier this summer, we raised NOK ~10 million from investors who have already invested in ImmunoPharma**

Creating a good starting point for the activities planned in the initial phase. Due to the quicker-than-expected progress in the development process, the need for cash to carry out the development has been covered from the first round. We have, therefore, decided to postpone the second round of capitalization until H1 2023. This is to account for the potential impact on valuation from the positive results we have seen so far, as well as better align the size of the capitalization with the revised capital requirements forecasted based on a refined strategy plan that takes these accelerated results into account.

## **Cancer Cachexia one of the potential applications of AndoSan**

On average, 50% of all cancer patients are affected by a life-threatening sequela called cancer cachexia. This type of cachexia is characterized by an unwanted and rapid loss of muscle/fat. Eventually, patients have the risk of experiencing nutrition uptake deficiencies and a significant proportion of patients die from the disorder. There are currently no effective treatments for cancer cachexia.

Based on previous and more recent indications, the company is now working on developing a study protocol for a larger clinical trial to measure the effects of AndoSan at different stages of cancer cachexia. The study is planned to be carried out at one of the most recognized hospitals in Germany.

The company has recently conducted a review of relevant support schemes in the EU and found that significant funding might be available for the planned studies and product development phase. This kind of funding reflects the most prestigious European funding schemes but is hard to get. Receiving such funding would be a significant milestone and recognition for the company and we are looking forward to reporting more on this effort in our next newsletter.

## Eqology

Eqology, continues its strong growth in 2022. So far this year, the company reached all-time high sales in six consecutive months from May to October. A record month in turnover was achieved in October with 42,1 MNOK (4,1 Mill Euro), which was a growth of + 37,7 % vs. last year. The company is now present in 28 European countries.



Europe is opening again for physical meeting places, and several corporate and local health events are being held this year. In June, the company held its first corporate health event for the year in Oslo, with more than 300 Business Partners attending in person in addition to several hundred Business Partners through digital streams. At the event, the company launched its innovation, Marine Collagen Premium +, a high-end, premium quality, hydrolyzed marine collagen product with a unique formula from traceable and sustainable Arctic wild fish with a fresh lemon flavor. The new product is MSC-certified, manufactured in Norway, and 100% natural.

The second corporate event in 2022 took place in Munich in October with around 600 persons attending, kicking off the year-end campaigns around the countries where we are operating. The convention was a huge success in all aspects and provides obvious reasons for believing in further growth of the company going forward.

## ImmunoPharma invests in the US

Almost a year ago now, we announced the plan to start a new Direct-to-Consumer (D2C) campaign in the US market, taking advantage of the experience built through TGM over the years.

We are, therefore, proud to announce that we launched a new product in the US consumer market on September 15th. Joint Food with Tamasteen ([www.jointfood.com](http://www.jointfood.com)) is a specially designed joint health product consisting of 10 natural components that, together, provides the most complete and efficacious product on the market in terms of both relieving joint discomfort and improving joint flexibility.

The global bone and joint health market is estimated to be valued at USD 12 billion in 2022. The market is primarily driven by an aging population and is expected to grow significantly over the next 5-10 years. North America is dominating this development, which justifies our entry here as the pilot market for this product.



Together with the launch of the hero product, Joint Food, we have also launched two additional products for cross-selling purposes, one bone health-related product – Bone Food – and a Joint Pain Relief Cream for use directly on the skin for immediate pain relief.

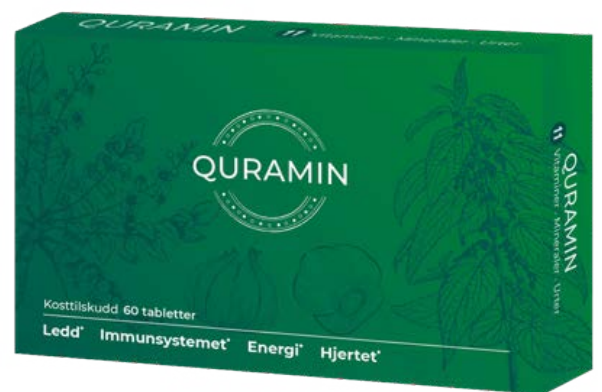
We have partnered with a marketing company in the US, Body Science Marketing Group, that is supporting the production of marketing assets as well as managing call center operations and digital marketing efforts. We initially launched the products on television using an infomercial format well known to the American consumer market. We are now adding digital campaigns via Facebook and Google and are in the process of setting up Amazon as a supportive channel.

The post-launch performance of these campaigns is in line with expectations, and we've received positive feedback from our partners regarding the development and scale-up projected for the coming 6 to 12 months.

As we are still only ten weeks into the project, it's too early for us to provide many details on sales etc. We will provide more information on this launch when campaigns have been running for a longer period and we've gathered more market response data on these products.

## TGM

As previously communicated, the company has been working this year on further developing its product portfolio. It's a pleasure to announce that the company's new product, Quramin has been launched according to plan. A little more time is needed to be able to evaluate how the market is responding to the new product, but we will share more information as soon as we've gathered more data.



Quramin is a unique and well-balanced composition consisting of 11 essential vitamins, minerals, and herbs with documented effects. To learn more about the product, please visit: [www.quramin.no](http://www.quramin.no).



ImmunoPharma



**An innovative integrated health solutions provider**



Lilleakerveien 2B, 0283 Oslo, Norway



[info@immunopharma.net](mailto:info@immunopharma.net)