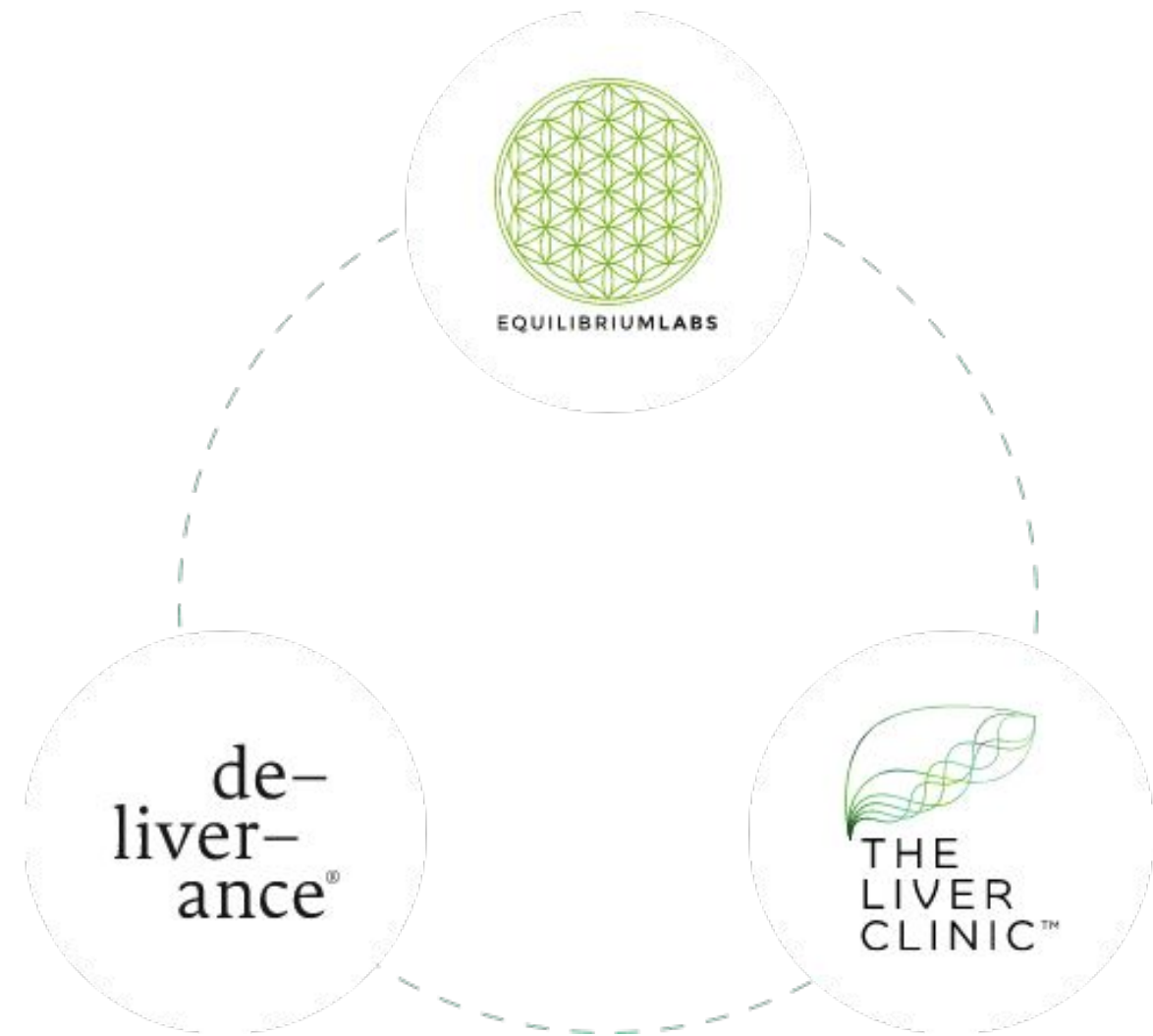


Advancing the future of liver health with tech enabled healthcare.



Equilibrium Labs has developed a blend of hyper personalised liver health diagnostics, liver health pathways, and data led product efficacy.

Our unique global approach is first to market, scalable, and highly defensible.

The Liver's metabolic function is central to a healthy body



The Liver is responsible for over 500 vital metabolic functions.

The liver maintains proper **blood chemistry**, breaking down **fat**, and creating critical **nutrients** for the body to use.

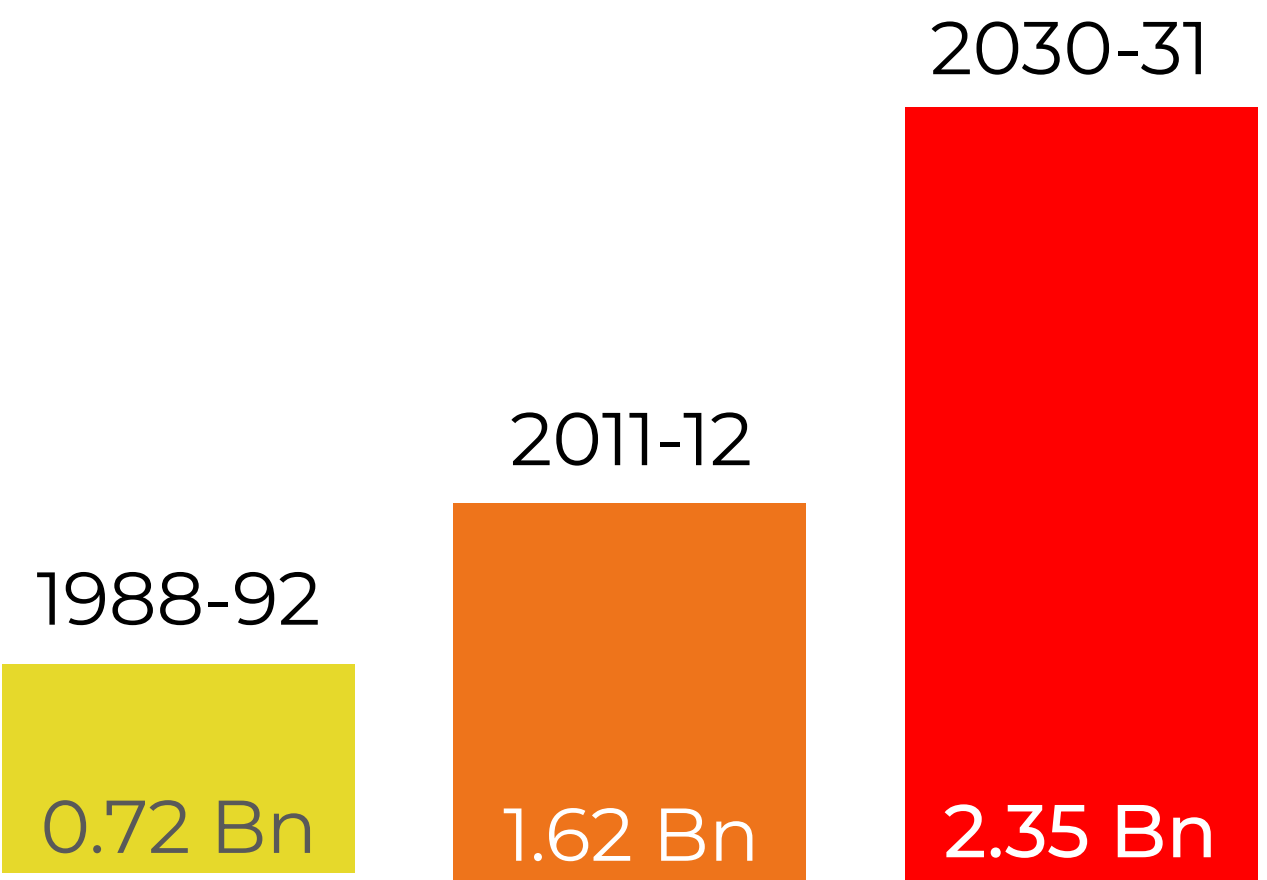
Every organ's health is dependent on the liver.

It controls our **cholesterol** production, filters **toxins**, boosts our **immune system**, stores and maintains our **hormones** and **glucose**.

From 1990-2030 liver disease **is predicted to triple**.¹

¹ www.the-nash-education-program.com/what-is-nash/how-prevalent-is-nash/

Explosive global liver disease linked to heart disease, diabetes, and obesity.



Liver disease will increase by 350,000,000 in 7 years.

9 out of 10 severely obese people have liver disease.

55% of Type 2 diabetes have liver disease.

In North America and EU 226 million people have high cholesterol linked to liver disease.

1 www.the-nash-education-program.com/what-is-nash/how-prevalent-is-nash/

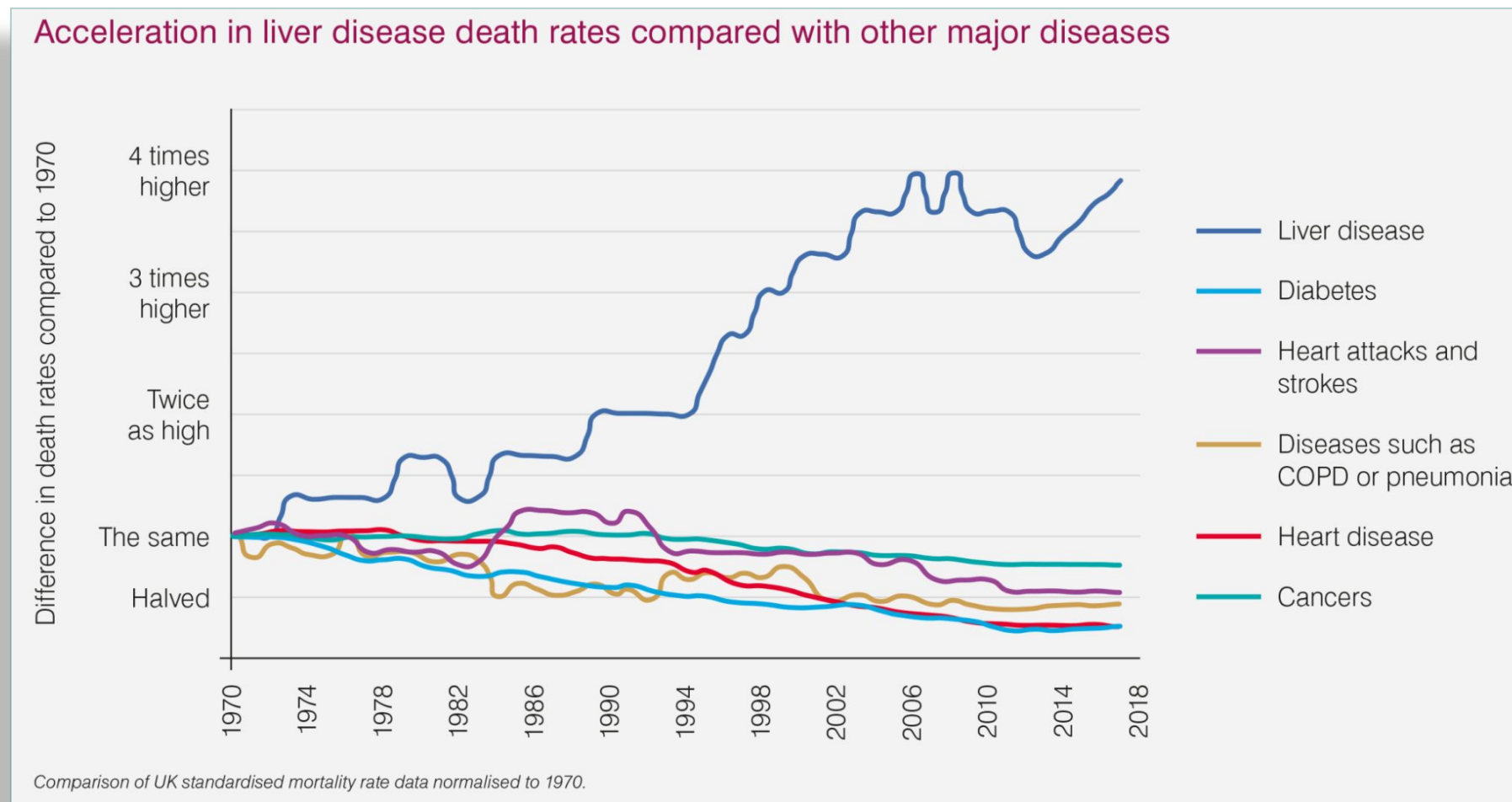
2 NICE (Younossi et al., 2018)

3. (Ipsen et al., 2018)

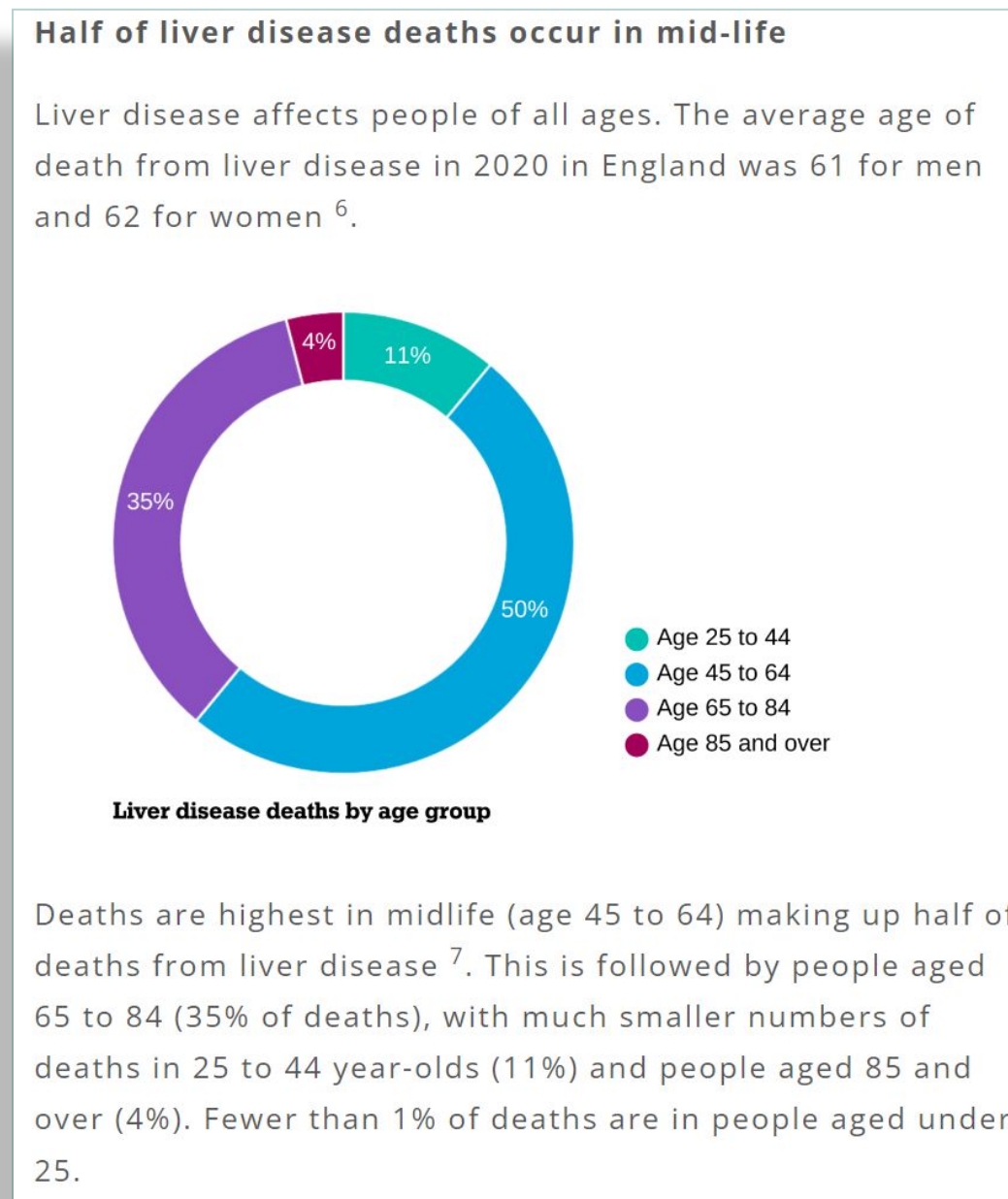
4 & 5 Journal of Hepatology (Younossi et al., 2019)

Liver disease is the only major growing cause of death

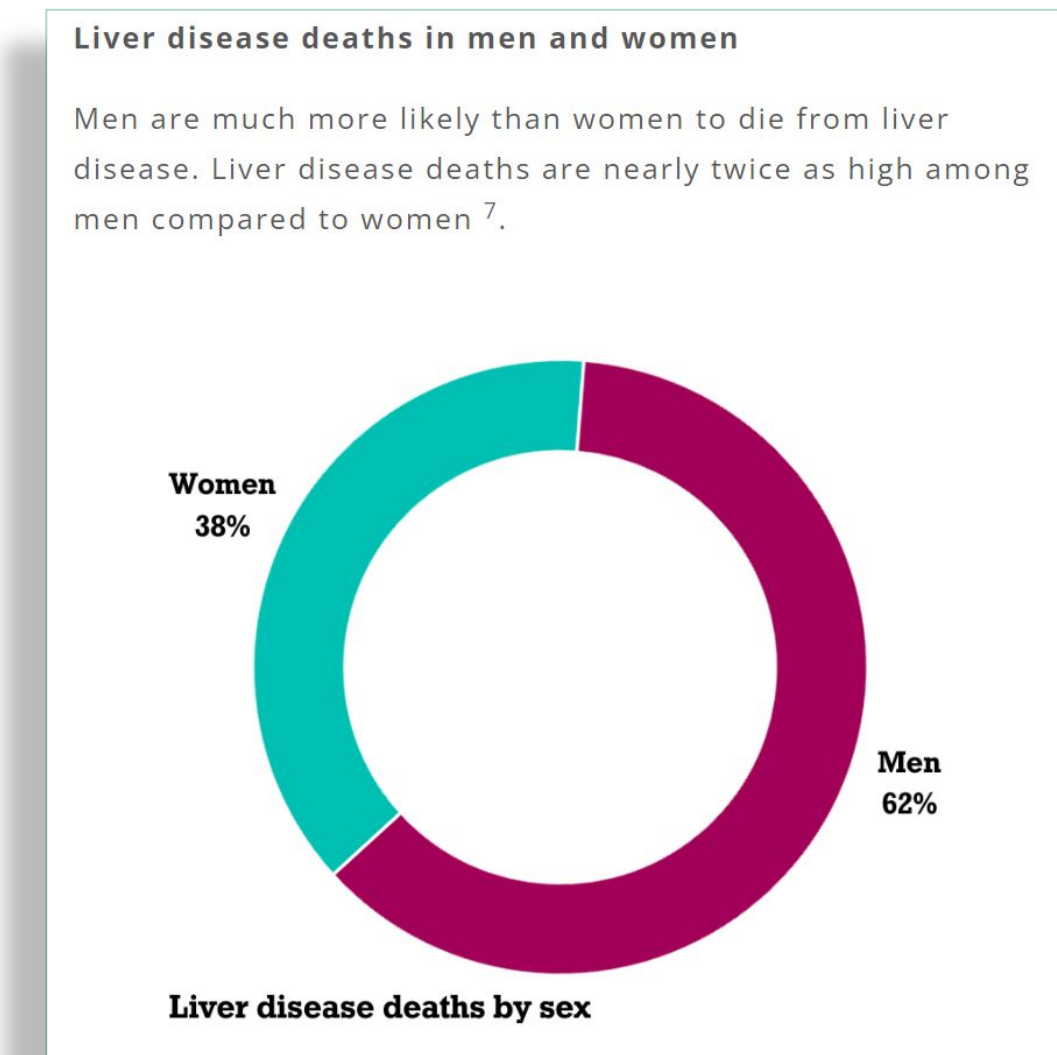
Liver disease death rates are 4 times higher compared to 1970



Age 45 and above make up 89% of liver disease deaths



Men make up 62% of liver disease deaths



If liver disease was identified earlier and corrective measures taken, liver disease, liver disease deaths, and related diseases could be significantly reduced.

The liver is overwhelmed on multiple fronts

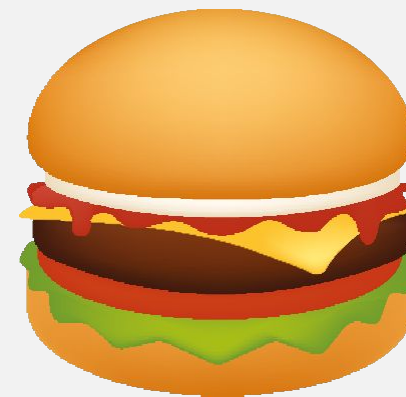
PHARMACEUTICALS



We are medicating ourselves into ill health.

High percentage of pharmaceuticals taken are bad for the liver.

FOOD & LIFESTYLE



Increased toxins in the air, processed food and beverages.

Sedentary lifestyles, stress, and western standard diet.

ALCOHOL



Alcohol still has a significant impact on our liver health.

Wines and beers have increased in strength.

Problems with the liver healthcare

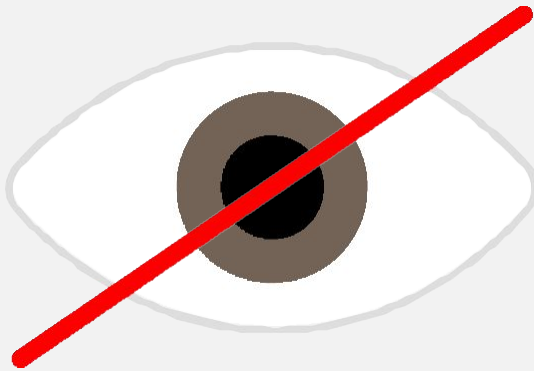
BROKEN SYSTEM



Low access to liver health diagnostics, diagnosis, liver health pathways.

Liver disease is addressed too late.

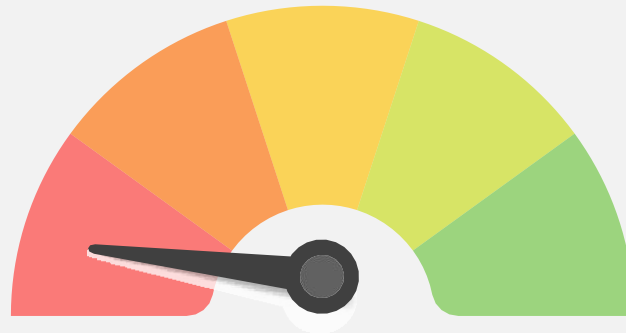
LACK OF VISIBILITY



System focuses on related symptoms, not liver health.

People do not know their 'liver scores' so they don't manage them.

LACK OF SPEED



Liver crisis is outpacing correction.

The market desperately needs a game changing solution.

Equilibrium's executive team to solve the liver crisis



Siggi Clavien
Founder

2 previous \$multi-million exits
Over 20 years in detoxification &
new product development.



Prof Dr Rajiv Jalan
Science Chair

UCL Liver Failure Group
Author of more than 430 papers
on liver failure.



Dr Federica Amati
Chief Science and Nutrition Officer

PhD MPH Anutr. Imperial College
London. ZOE Science Communications
Strategist & Nesta.



Dr Yadhu Rajalingam
Scientific Advisor

Senior Consultant in Critical Care
Medicine, Royal Free, UCL, Save
Minds, and Smart Life.



Cassandra Odqvist
Head of Liver Clinic Sales

Co-Founder, Sales Director Sterling
Data Rooms, BMC Group, Fenner
Drives.



Elena Cheker
Head of Liver Clinic Operations &
Customer Pathway

Team manager at Insignia, Living by
Carolos, and JetPartner, specialist
linguist.



Chris Keeble
Chief Financial Officer

Chartered Accountant - Technology,
FinTech, FCA, BioTech: EBANX,
Railsbank, PayrNet, GFM Holdings,
CSF Group plc



Clive Mitchell
Chief of Staff

Fintech entrepreneur, Railsbank,
PayrNet, Digital Change Partners,
Bourne Leisure, PWC, Morse, Royal
Navy.



William Pym
Head of B2B Partnerships &
Investor Relations

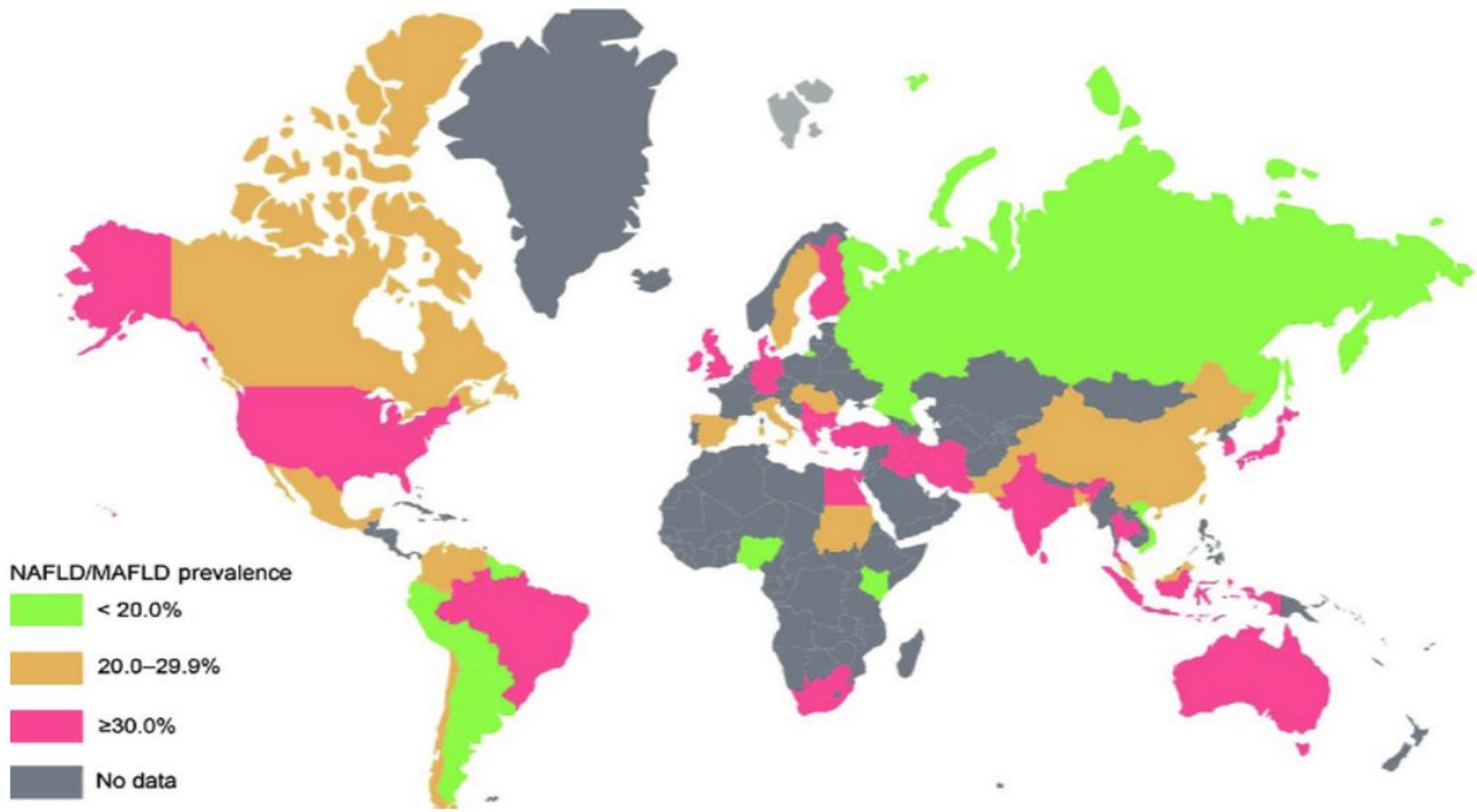
Managing Partner; The Private Office
SA, Credit Suisse, Citibank Private
Bank.



Emma Hobbs
Head of Operations & Marketing

Head of Marketing Piping Rock, The
Works Stores, Holland & Barrett, and
Dunelm.

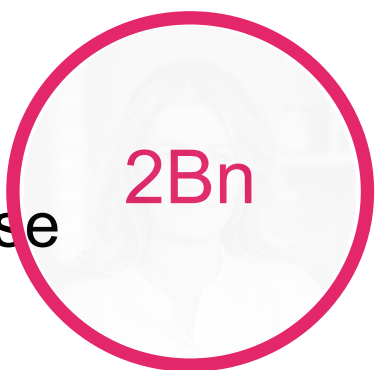
Global 2Bn population to be addressed by EQ Labs



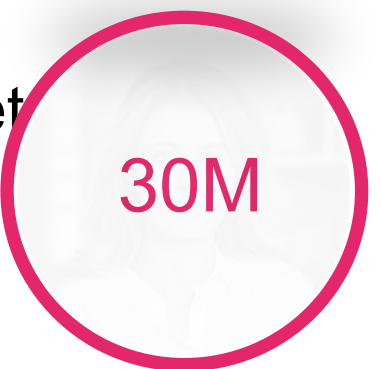
Global prevalence of MAFLD/NAFLD. MAFLD, metabolic (dysfunction)-associated fatty liver disease; NAFLD, nonalcoholic fatty liver disease.

* Subscription revenues are based on a £150 monthly subscription fee EQ Labs Liver Clinic licence fees and customer Liver Health Plans

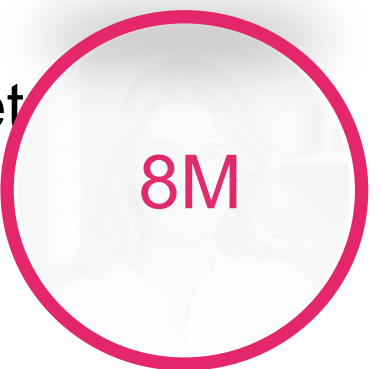
Global available market
25% of population have liver disease



Global premium serviceable market
1.5% of global liver disease pop.
Est. £53Bn subscription rev.*



US & UK premium available market
8% of US & UK liver disease pop.
Est. £14.4Bn subscription rev.*



US & UK obtainable market
15% of premium liver disease pop.
Est. £2.16Bn subscription rev.*



4 Pillars to corner the global liver market

1

Data led personalised discovery

Large scale deployment of liver clinics built on existing medical and diagnostics infrastructure.

Democratisation of liver diagnostics.

2

Personalised Liver health pathways

Subscriber has a personalised liver plan to improve drivers of liver health.

Use of Apps and AI to enhance subscriber journeys.

3

Scientific efficacy of products & pathways

Scientific proof that our subscribers enjoy the best liver improvements.

Pre and clinical studies to reinforce our proprietary supplements.

4

Big data: New product development

Strategic hyper personalised and contextual aggregation of liver health data and wider health and lifestyle data points.

Disruptive demand creation & customer acquisition

EQUILIBRIUM LABS ECOSYSTEM



The Liver Clinics

Fibro scans, blood biomarkers and DNA testing. Diagnosis will use AI and automation.

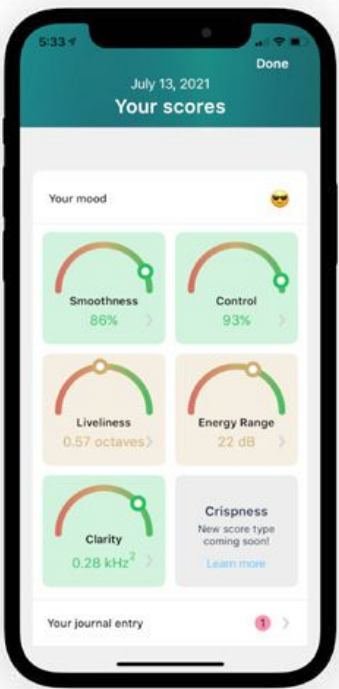
Targeted diagnostics & diagnosis



Liver health Pathways

Supplements 100% natural phytomedicines and liver health plan management.

Customer Subscription



Hyper personalised dashboards

Health app will communicate results and demonstrate efficacy and health benefits.

Liver and bio-age outcomes

Combination of the 4 pillars drives highly defensible market value proposition and scale.

Pillar 1. The Liver Clinic

Data led product demand.
Liver scans
Bloods
DNA testing
InBody scanner

Pillar 4. Big data health analytics

Medical grade research evidence.
Product efficacy, new IP, new product adoption and bio age improvement.
AI predictive and prescriptive analytics (future)

Pillar 3. Personalised health app

EQ Health App and integration with 3rd party health monitoring and wearables e.g., Apple, Fitbit, Oura Ring, Zoe, Whoop, Garmin, Noon.

Pillar 2. Personalised lifestyle & supplement plan

Data led subscriptions to ensure exact dosage, and required lifestyle adjustments to drive results

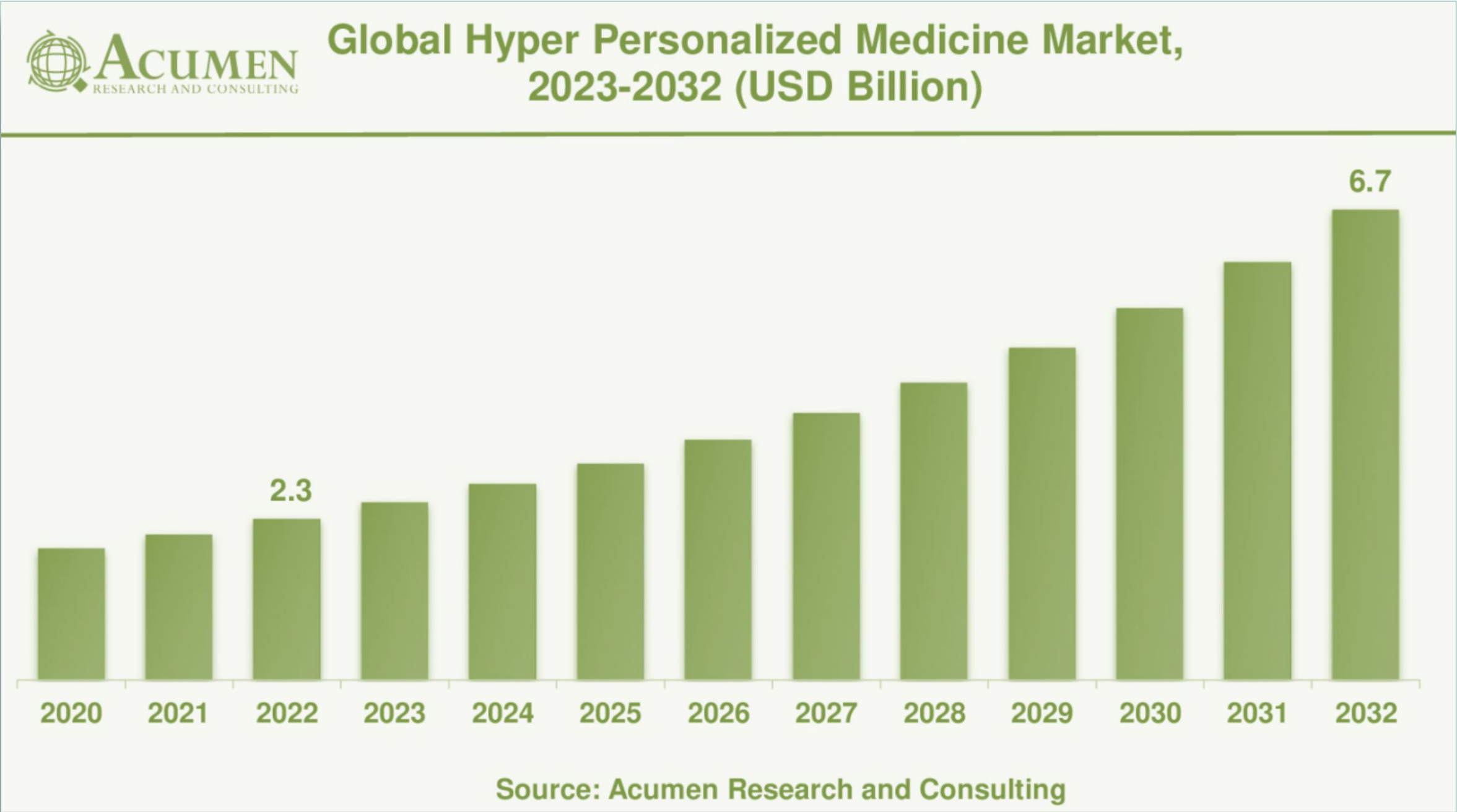


Pillar 1. Data led hyper personalised health.

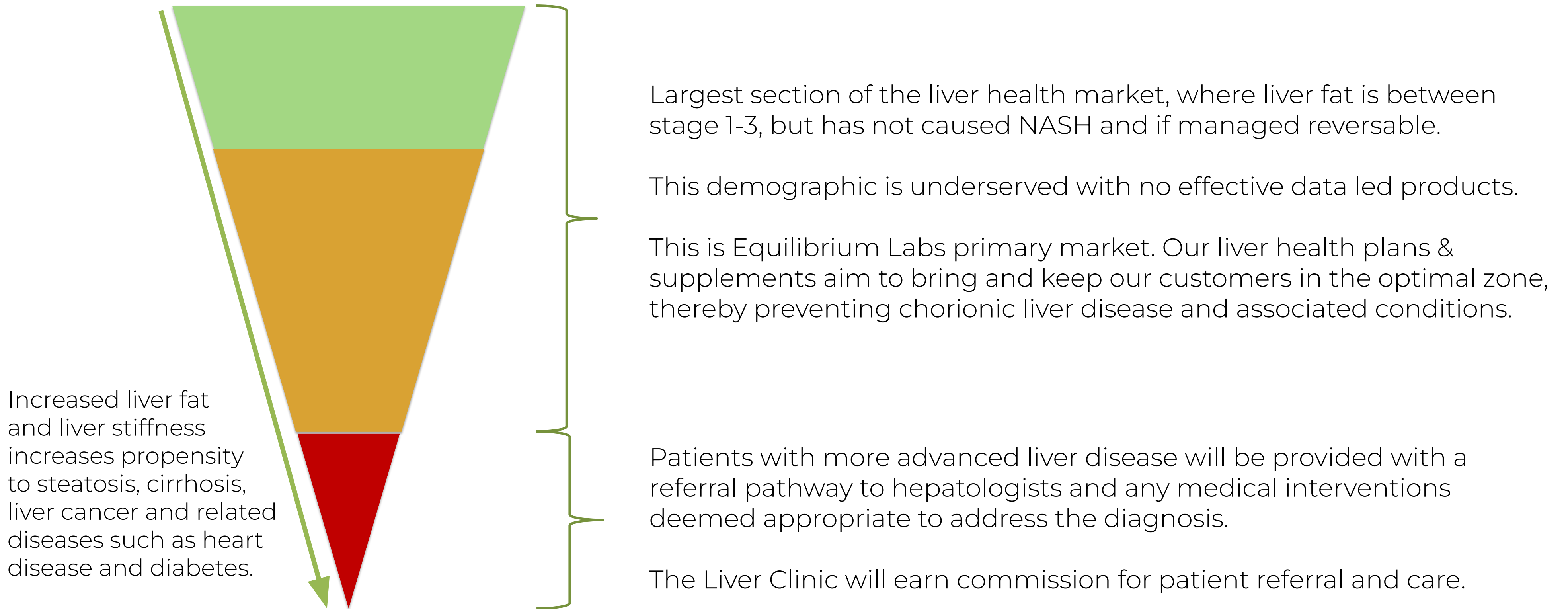
The first stage of hyper personalised health is to collect meaningful and actionable data points.

Liver health is the one organ that impacts over 500 biomarkers making it a cornerstone of hyper personalised healthcare.

To deliver this pillar, Equilibrium Labs created The Liver Clinic.



The Liver Clinic serves the entire liver market



The Liver Clinic – Data led customer acquisition

The Liver Clinic: Fully owned subsidiary of Equilibrium Labs

Purpose: Control the liver market with hyper personalised healthcare as first port of call, and to turn a historic cost centre into a profit centre.

Provide existing medical infrastructure with a 'clinic in a box' via our licence model delivering:

- End to end patient pathway
- Gold standard of liver diagnostics
 - FibroScan
 - Bloods
 - DNA
 - InBody scanner
 - Patient lifestyle
 - Patient medical profiles
- AI Diagnosis (future)
- Liver health pathways
- Low barriers to market entry
- Employee welfare, Insurance, NHS support



UNIQUE MARKET POSITION

TLC turns liver subscriber CAC into a profit centre

Hyper personalised data liver health increases LTV

Data aggregation reinforces liver health efficacy

Big data aggregation accelerates data analytics and

NPD

The Liver Clinic – Data led customer acquisition

Liver Clinic licence fees

£10,000 activation

£3,600 pm subscription licence fee

3-year licence term

Currently over 20% of all scans, and over 50% of elevated liver fat or stiffness scans result in a purchase of EQL products / subscriptions.

Acute liver disease pathways and additional commissions.

To scan the UK and USA people with liver disease (est. 132M people*), it would take 12,000 scanners, doing Av 5 scans per day, operating 220 days pa just to keep up with recommended annual checkups.

Example of 1,000 TLC Licences:

£43M recurring licence fee pa @ 30% margin

60,000 new liver health subscribers pa

£129M new subscriber revenues pa

* Please see slide 8.



The Liver Clinic Scalable License Training



About us

Liver Scanning

Blog

Contact us

Book now



Our Standard 10 Phase approach for a new Scanning Partner to Go Live

This content is password protected. To view it please enter your password below:

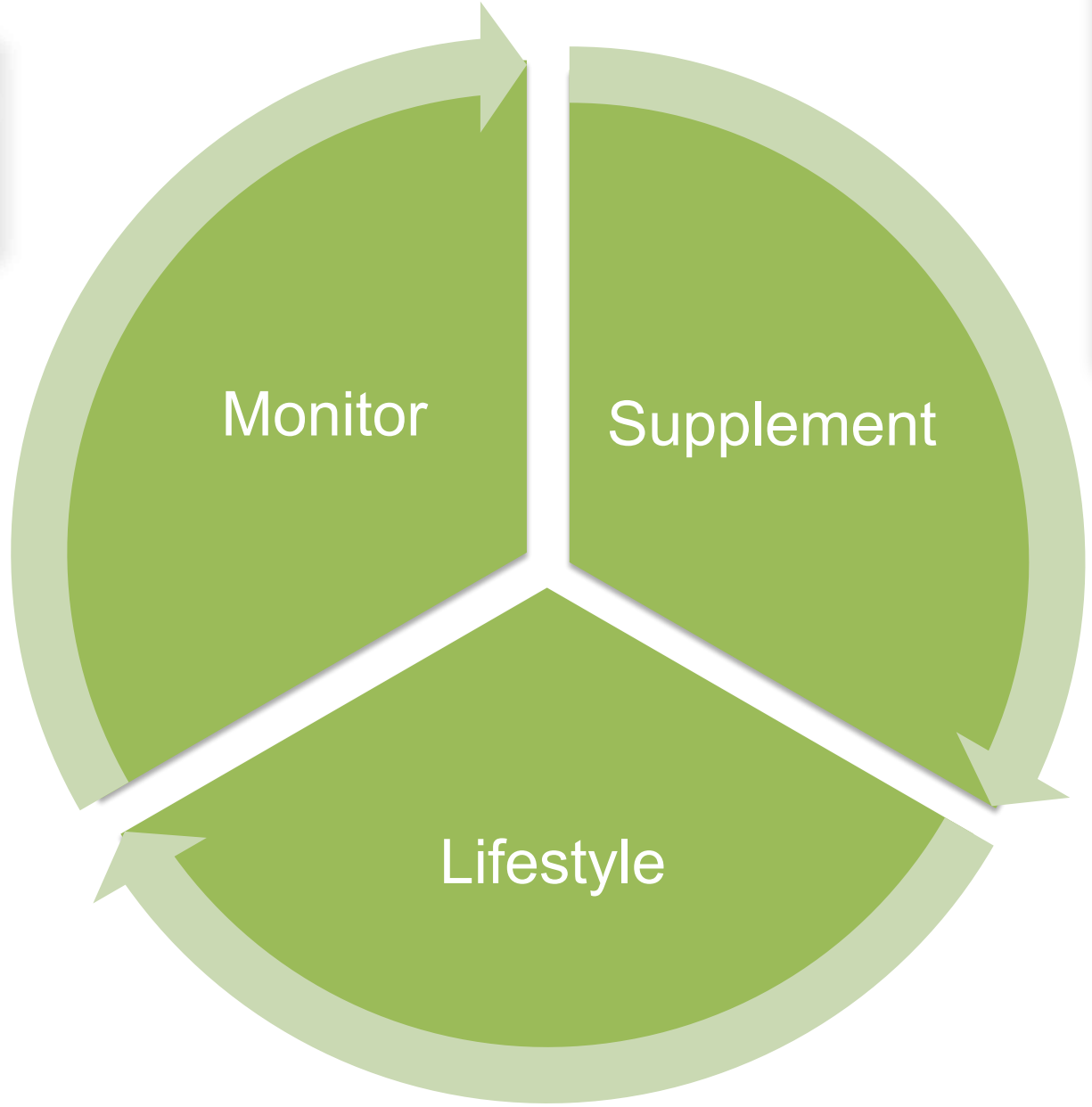
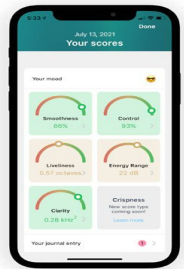
Password:

<https://theliverclinic.com/10-phase-training-and-go-live/>

Password TheLiverClinic.com2023

Pillar 2. Liver Health Plan

Equilibrium Labs is first to market to provide an end-to-end service for its customers.



Continuous monitoring

- FibroScan® – Liver Fat and Stiffness
- Blood testing - 150 biomarker package
- DNA – Detoxification & methylation
- Medical conditions / operations
- Lifestyle
- Diet
- BMI
- Bio age (glycan score, telomeres, DNA)
- Progression and health condition propensity

Monitoring costs built into the ongoing health plan.

Subscriptions vary from £89 pm - £300 pm depending on required supplement volume and customer's biomarker tests.

On average subscriptions cost £150 per month.

Health consultation & personalised plan activation

- Results and diagnosis
- Potential health talked through by a medic
- Supplementation volume agreed i.e. 12 / 30 / 45 / 60 bottles of de-liver-ance per month
- Dietary advice
- Lifestyle advice
- Optimal BMI target to aim for
- Supplement consumption nurture
- Lifestyle nurture
- Bloods and scans taken across the year
- Evidence based progress
- Positive health consequence of progress tracked

de-liver-ance customer profiles

Acute detox users



Frequent drinker

Takes 1-2 per day to stay fresh and reduce liver impact.

Despite lifestyle liver has remained in the normal range.



Social drinker

Before and after drinking to be in control and clear headed next day.

50% + reduced BAC.

Migrated to subscription



Health conscious

1 a day to reduce stress and increase mental clarity and immune system.

Reduced stress, energized and happy.

Chronic liver condition Subscribers



High cholesterol

Takes 1 a day as an alternative to statins and to keep his liver healthy.

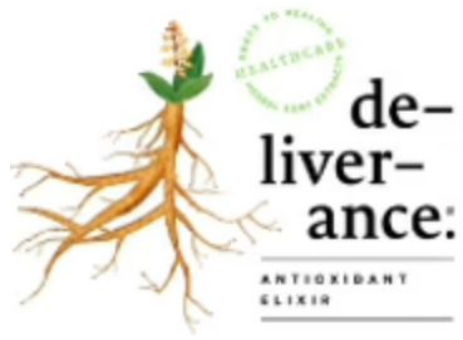
58% reduction in LDL and 88% drop in triglycerides.



70% fatty liver

Took 2 a day for 6 months. Now 1 a day to maintain liver health.

88% reduction on liver fat, and 89% reduction in ALT.



loveyourliver.com

Reviews 85 • Excellent



✓ VERIFIED COMPANY

World class supplement reviews

Sara
4 reviews 📍 GB



Plant based miracle elixir 🌿🌟

I am very happy to come across this amazing elixir.



Some of my thoughts are:

1. Beautifully packaged product
2. Interesting and earthy-like flavour
3. Convenient to use and carry around (small bottles)
4. Great support on days when your liver is under more stress and pressure than usual
5. All natural ingredients that have healing effect on the body

Thank you for inventing this plant based miracle. 🙏🌿🌟

PM Pippa Mitchell
2 reviews 📍 GB



Deliverance is a fantastic product - Look no further if you want to improve your liver health

Deliverance is a fantastic product! Not only does the product prevent hangovers i'm 32 and I now thanks to the product have the liver age of 12yrs!! I also found taking the product encourages really healthy behaviours, like drinking more water, which was a great benefit.

MW Mrk Wtts
1 review 📍 GB



Amazing product, amazing team - thank you!

Quite simply, this is an incredible product that worked wonders for me.

At 46, my cholesterol and liver markers were all in the unhealthy range but now after several weeks on a daily dose (no other significant change to my lifestyle) they are all down to healthy levels and I generally feel wonderful.

GJ Geraldine Jordan
3 reviews 📍 GB



I have been taking De-liverance daily...

I have been taking De-liverance daily for the past three months and have really felt the benefits. Apart from the improvement in my liver function and cholesterol levels, I am now sleeping better and feel that I have greater mental clarity. The customer service has been fantastic, any questions are answered immediately and the product delivery is delivered very quickly too.

SM S Mck
2 reviews 📍 GB



Measurable Improvements

I was quite cynical about this product but did try it for 6 months and my cynicism was repaid with empirical data (Blood and liver tests) which showed measurable improvements and I felt better, from an overall health and well being perspective.

LA Lauren Austin
1 review 📍 US



My go-to energy booster!

Whether I need a surge of energy in the morning before a big day or a wake-up drink during a mid-day slump this is my go-to! I know all too well the benefits of detoxing the liver and how crucial that is to support your body's energy! Excited to continue using this product to help while detoxing my body of sugar, caffeine, and alcohol!

EQ Labs Proprietary Supplement Rizasalutem™

Created a 100% natural formula, owning the IP of Rizasalutem™, traded as de-liver-ance™

The antioxidant elixir success rests in natural detoxification, stimulating the liver's natural processes, reducing liver issues.

The elixir is united with our health monitoring and lifestyle support services to improve your health and ultimately your health span.



Explained by Dr Yadhu Rajalingham, EQ Labs CSO,
& Professor Dr Rajiv Jalan, Professor of Hepatology, UCL.

Click play to watch the video



Pillar 3. Data and science-based approach

Equilibrium Labs is the only liver healthcare provider tracking the efficacy of their supplement and subscription service.

Scientific approach broken down into the following areas:

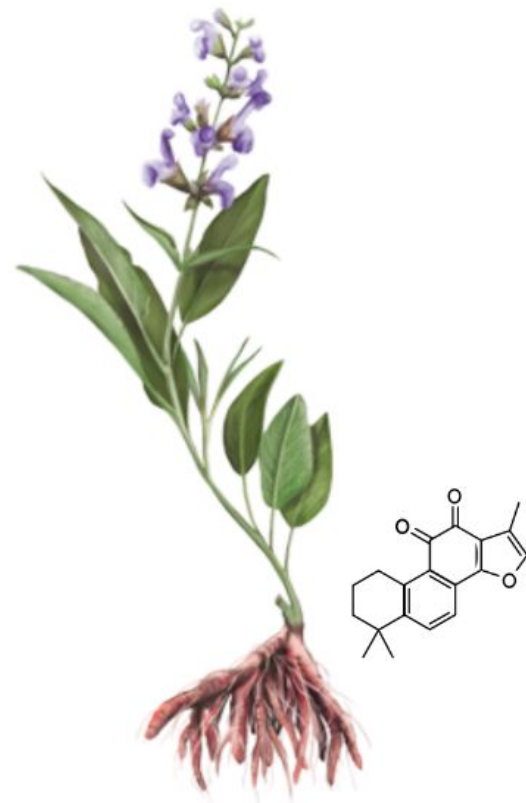
1. Validation of active ingredients of Rizasalutem™
2. Antioxidant score using ABEL-RAC Score
3. Formal pre-clinical UCL studies
4. Clinical observational studies of customers
5. Scientific observational studies
6. Publications in major scientific journals
7. To prove we are the leader of liver health management

Rizasalutem™ ingredients (slide 1 of 3)

Chinese Salvia

Salvia miltiorrhiza / Dan Shen

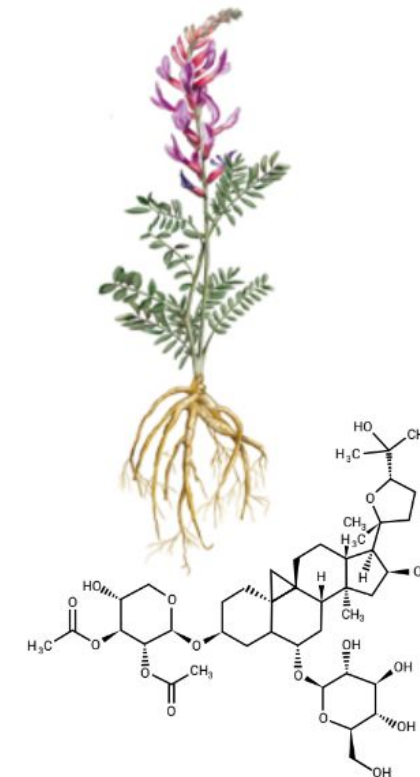
Chinese Salvia has been used for centuries to help treat a wide range of medical issues from high cholesterol to type 2 diabetes. It is commonly used for circulatory and heart problems.



Astragalus

Astragalus membranaceus - Huang Qi

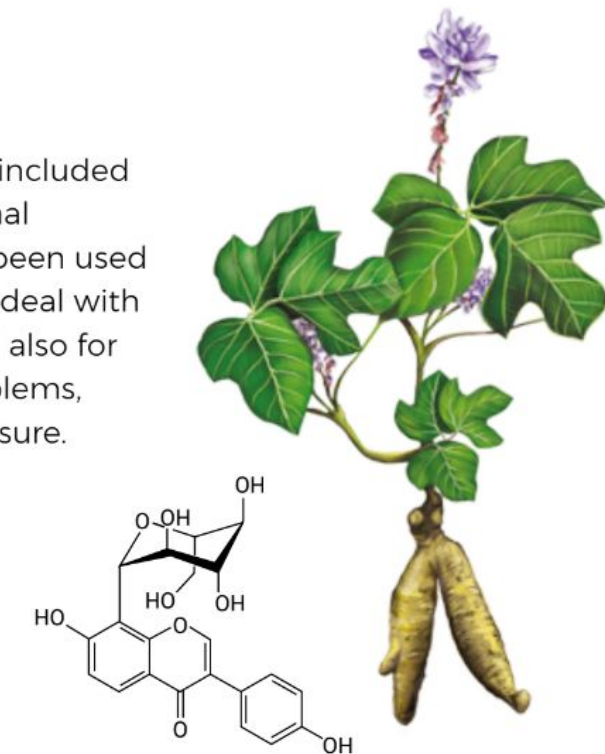
Used since ancient times in traditional medicines, Astragalus has been shown to improve the flow of energy of the body and help defend the body against diseases.



Kudzu

Pueraria lobata / Ge Gen

Kudzu is a vine. It is often included in dishes for both medicinal purposes and flavour. It's been used in traditional medicine to deal with the effects of alcohol, and also for heart and circulatory problems, including high blood pressure.



Turmeric

Curcuma longa

Turmeric is a spice from the turmeric plant that has been used in medicine for thousands of years. The root of turmeric is widely used for conditions such as inflammation, high cholesterol, liver disease, stress, and many more.



Ginseng

Panax ginseng / Ren Shen

Ginseng has played a part in traditional herbal medicine for centuries. It is commonly used for its antioxidant and anti-inflammatory effects. It's also believed to help regulate blood sugar levels, strengthen the immune system, enhance brain function, and fight fatigue.



Choline

Inadequate Choline may result in fat and cholesterol build up in your liver. Choline helps remove fat from your liver, as well as improving muscle movement, healthy brain development, your nervous system and metabolism.

Rizasalutem™ has exclusive use of Seanol®

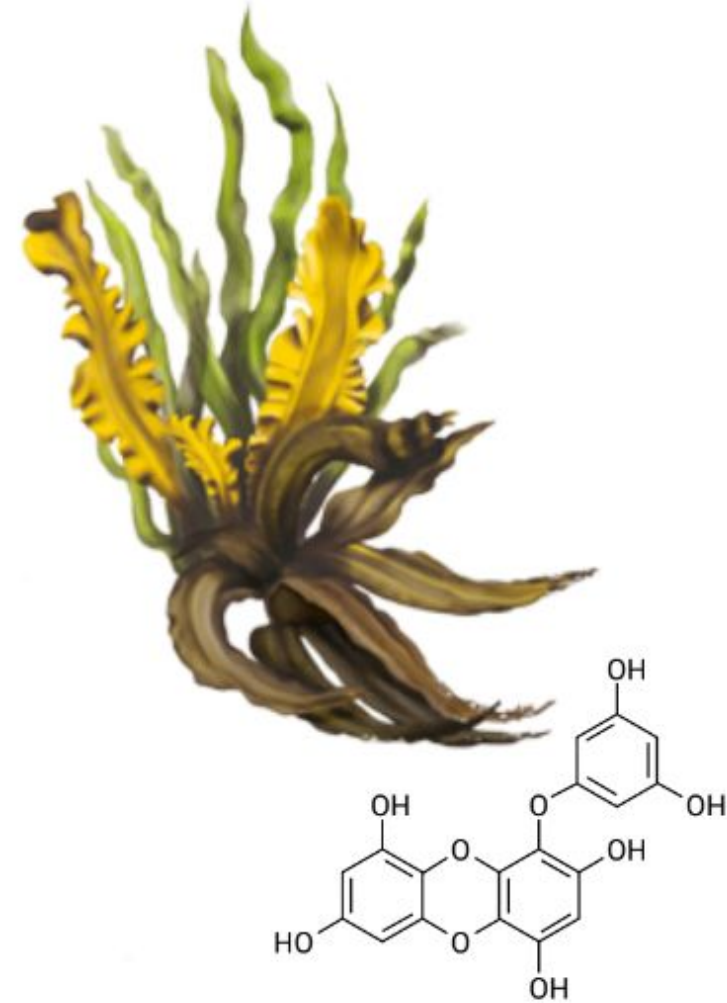


Seanol®

Ecklonia cava

Seanol is an extract of natural plant compounds originating from a seaweed that flourishes in the deep waters of the sea of Japan.

Seanol's powerful antioxidant, anti-inflammatory and anti-cancer properties have been shown to ease joint pain, inflammation, fatigue, benefit the nervous system and help maintain blood sugar levels.

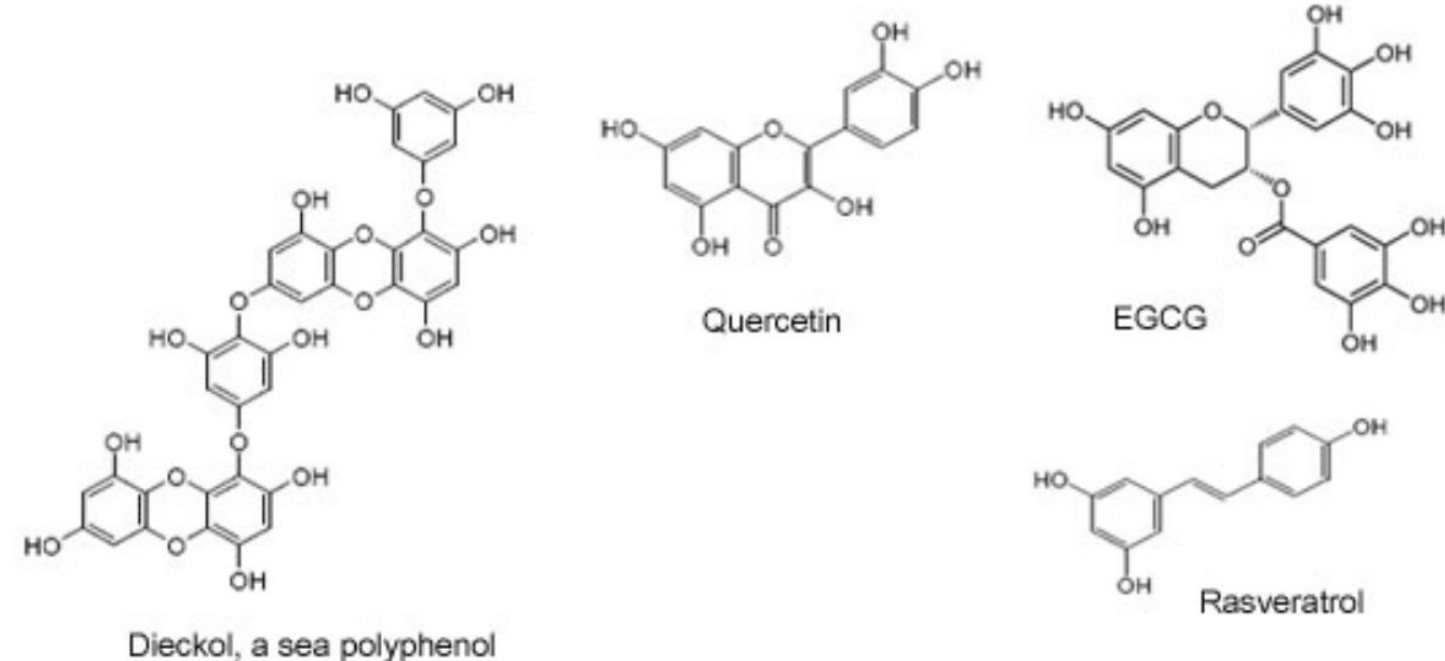


Equilibrium Labs has exclusivity to Seanol® / Seapolynol® / G'Nectar® that prohibits it to be incorporated into competitive application across Europe and North America until 2028.

In 2008, US FDA authorized SEANOL® as a new dietary ingredient (NDI). In 2018, European Food Safety Authority (EFSA) reconfirmed its safety and EU authorized it as Novel Food Ingredient (NFI).

“Multi-ring structure makes a sea polyphenol molecule a highly potent electron trapping machine against any kind of free radical: Resveratrol (2 rings); flavonoids (3 rings), catechins (4 rings) Sea Polyphenols are chemically unique in that they do not have any other type of carbon than pure aromatic ones.”

Seanol Science Centre



Rizasalutem™ ABEL-RAC (antioxidant Score)



KNIGHT SCIENTIFIC ABEL-RAC Score conclusion:

The results are expressed as ABEL-RAC units per μL of the product De-liver-ance. As a recommended dose is 22mL, and using the results of the test performed in water, it can be said that one dose of de-liver-ance batch 190924E delivers 441 million ABEL-RAC singlet oxygen antioxidant units (ie $20,000 \times 1000 \times 22 = 441 \times 10^6$) and 94.5 million ABEL-RAC peroxy nitrite units per dose.

These scores are 115 times higher than the strongest natural land-based ingredients.

Rizasalutem™ was tested by Knight Scientific is a world leader in oxidative stress and free radical research with unique tests based on the light-emitting protein Pholasin.

Please request further science on ABEL-TAC and ABEL-CELL Studies

Rizasalutem / de-liver-ance	94500000
Rosemary extract	819100
Grapeseed extract	390000
Gallic Acid	122160
Gingko extract	100632
Curcumin	43000
Urtica	30075
Red sage root	20400
Dandelion	19100
Picrorhiza	18181
Mint	16000
Bee pollen	9520
Bilberry	7100
Broccoli extract	6600
Berberis	6300
Gingko leaves	4900
Ginger	4000
Hawthorn	2600
Cayenne	850

The scores are ABEL_RAC peroxy nitrite scores across a variety of anti-oxidant food types.

Rizasalutem™ safety



Rizasalutem™ individual ingredients are widely recognised as natural ingredients safe for public consumption.

Preclinical tests to see if the laboratory mice were adversely affected when taking large quantities of Rizasalutem™ showed no deaths or adverse side effects to the mice.

Dr Gautam Mehta UCL, 2022 preclinical studies observation.
Principal Clinical Researcher/Honorary Inst for Liver and Digestive health.

Liver fat reduction

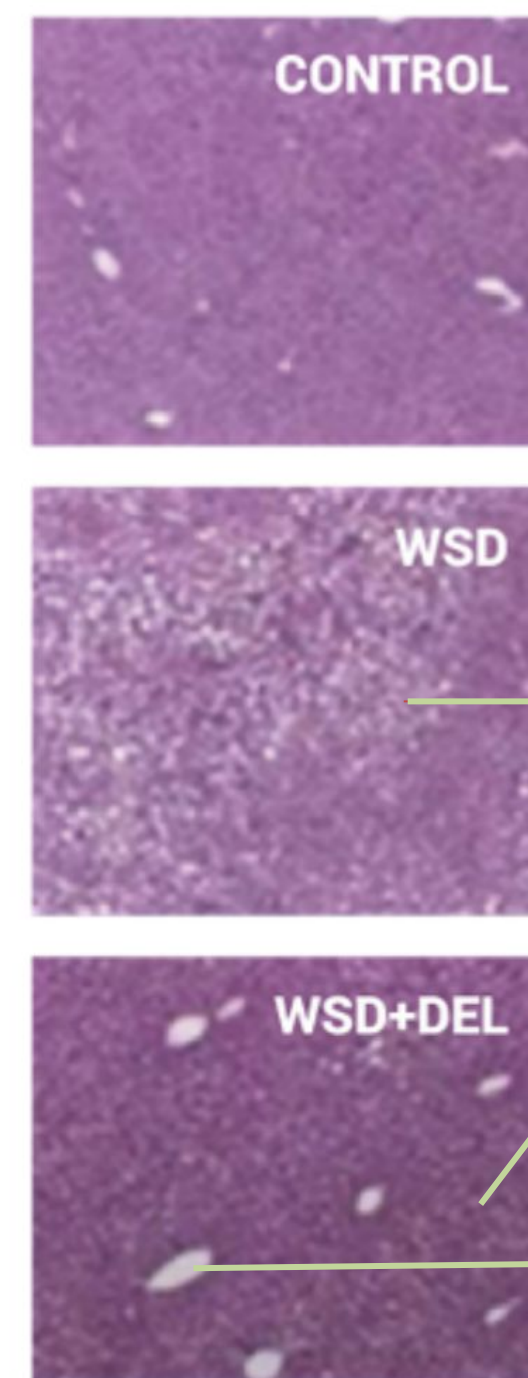
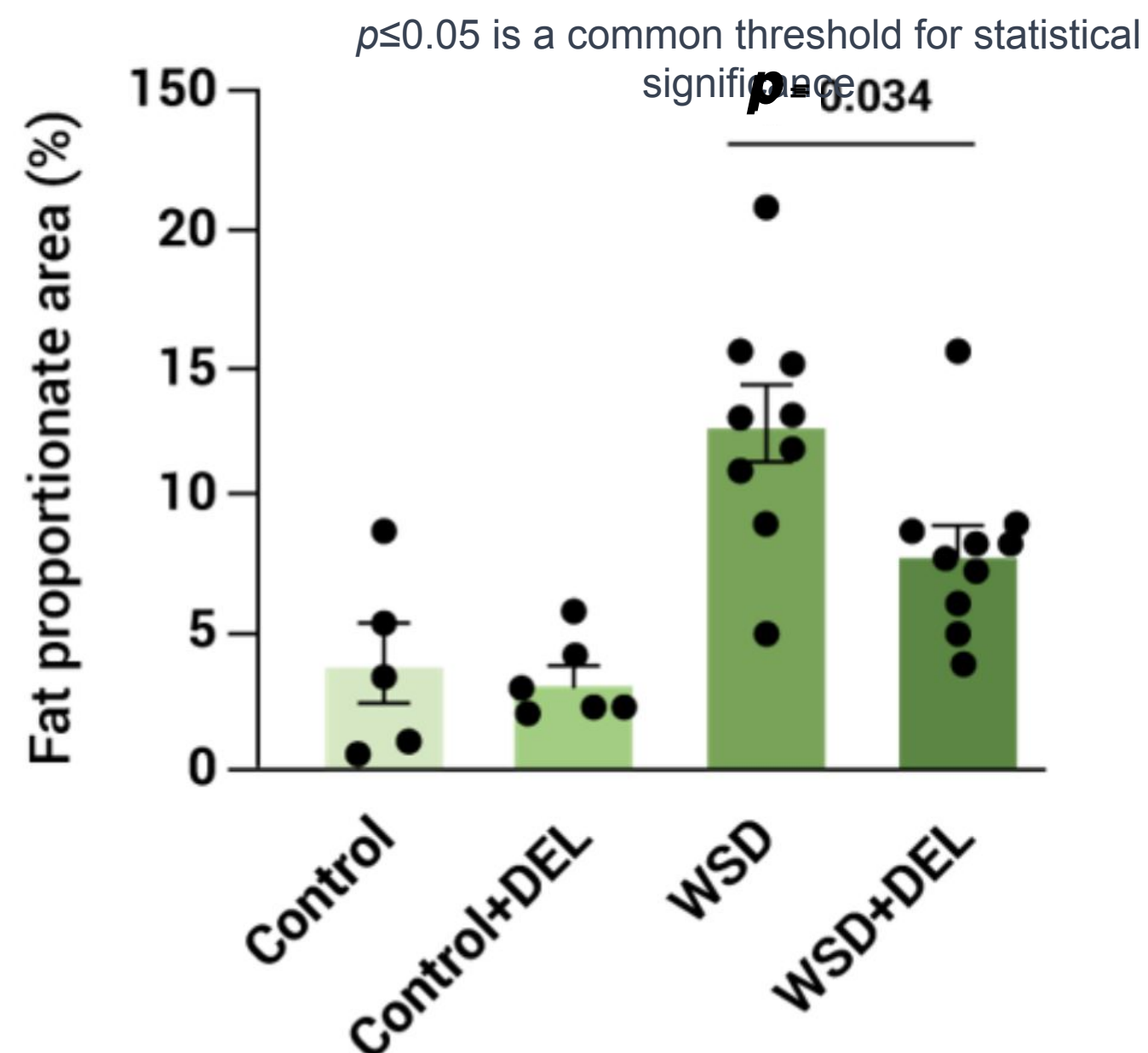
“Clear indication of liver fat reduction.”

Dr Gautam Mehta UCL, 2022 preclinical studies observation.
Principal Clinical Researcher/Honorary Inst for Liver and Digestive health

In this study liver fat reduction is noted from both the Control group and mice fed the WSD (Western Standard Diet) which elevated liver fat.

Please note the tight clustering of the dots and statistical significance of $p=0.034$.

- Dots represent mice tested
- Control Control group mice
- WSD Western standard diet mice
- DEL De-liver-ance fed mice



Liver sample slides. Please note the white fat nodes on WSD fed mice in comparison to the darker lower fat content to of WSD + DEL fed mice.

The larger white nodes are blood vessels.

Significant HDL improvement

“Clear indication of HDL increase (good cholesterol).”

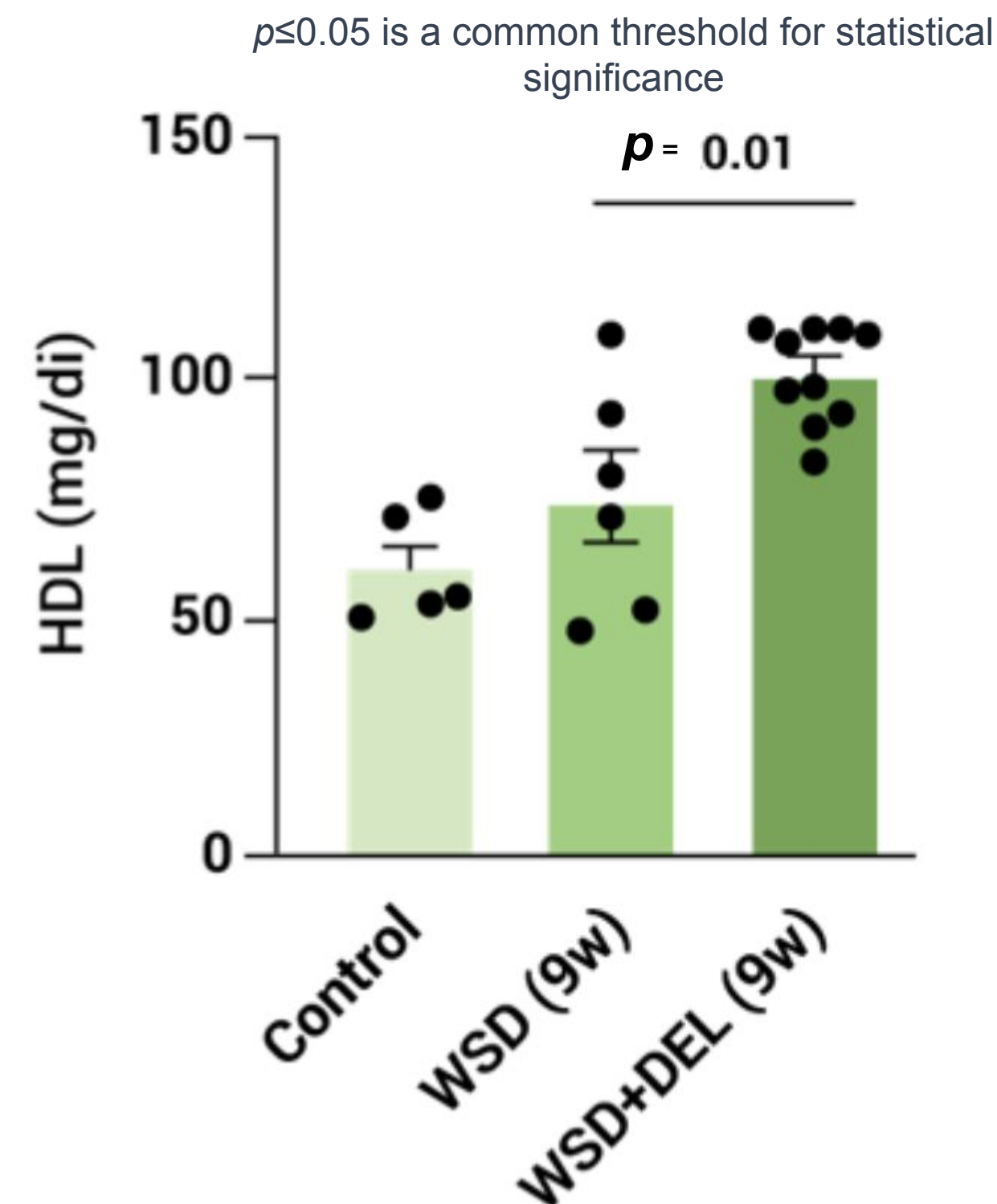
Dr Gautam Mehta UCL, 2022 preclinical studies observation.
Principal Clinical Researcher/Honorary Inst for Liver and Digestive health

HDL (good cholesterol plays a protective role for the liver by assisting in the transport of cholesterol, reducing inflammation, and offering antioxidant properties.

In this study HDL increased significantly from both the Control and WSD fed group fat reduction is noted from both the Control group and WSD fed mice.

Please note the tight clustering of the dots and statistical significance of $p=0.01$.

- Dots represent mice tested
- Control Control group mice
- WSD Western standard diet fed mice
- DEL De-liver-ance fed mice



UCL pre-clinical studies



“Results of studies in models of non-alcoholic fatty liver disease show that de-liver-ance could offer a potential solution to preventing the progression of non-alcoholic fatty liver disease.

The theory is that polyphenols contained in de-liver-ance act through mechanisms related to modulation of oxidative stress and related pathways, which are known to be crucial to the pathogenesis of non-alcoholic fatty liver disease”

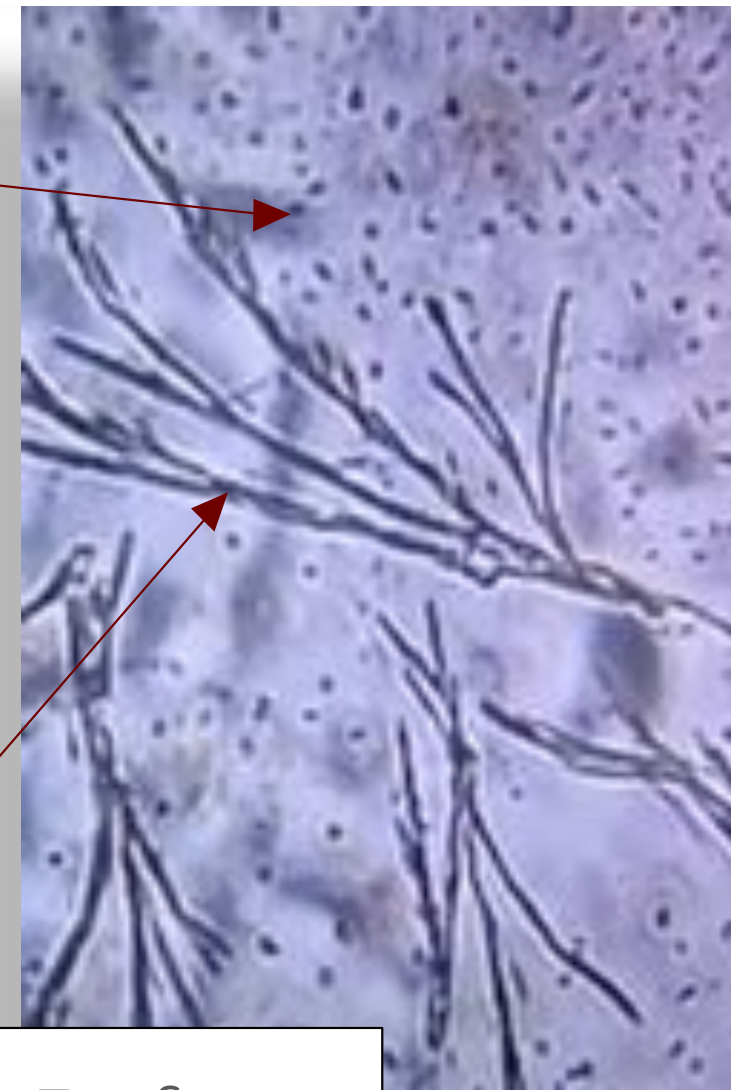
Professor Dr Rajiv Jalan, observations from UCL preclinical studies, 2022.

Accelerating liver repair and regeneration

Reduced LDL (bad cholesterol) and liver damage.

Black dots indicate bad cholesterol in the blood.

Black lines indicate crystals of the damaged liver.



Before



Click to watch the video

Rizasalutem™



After

Reduced dots indicate dissolved bad cholesterol.

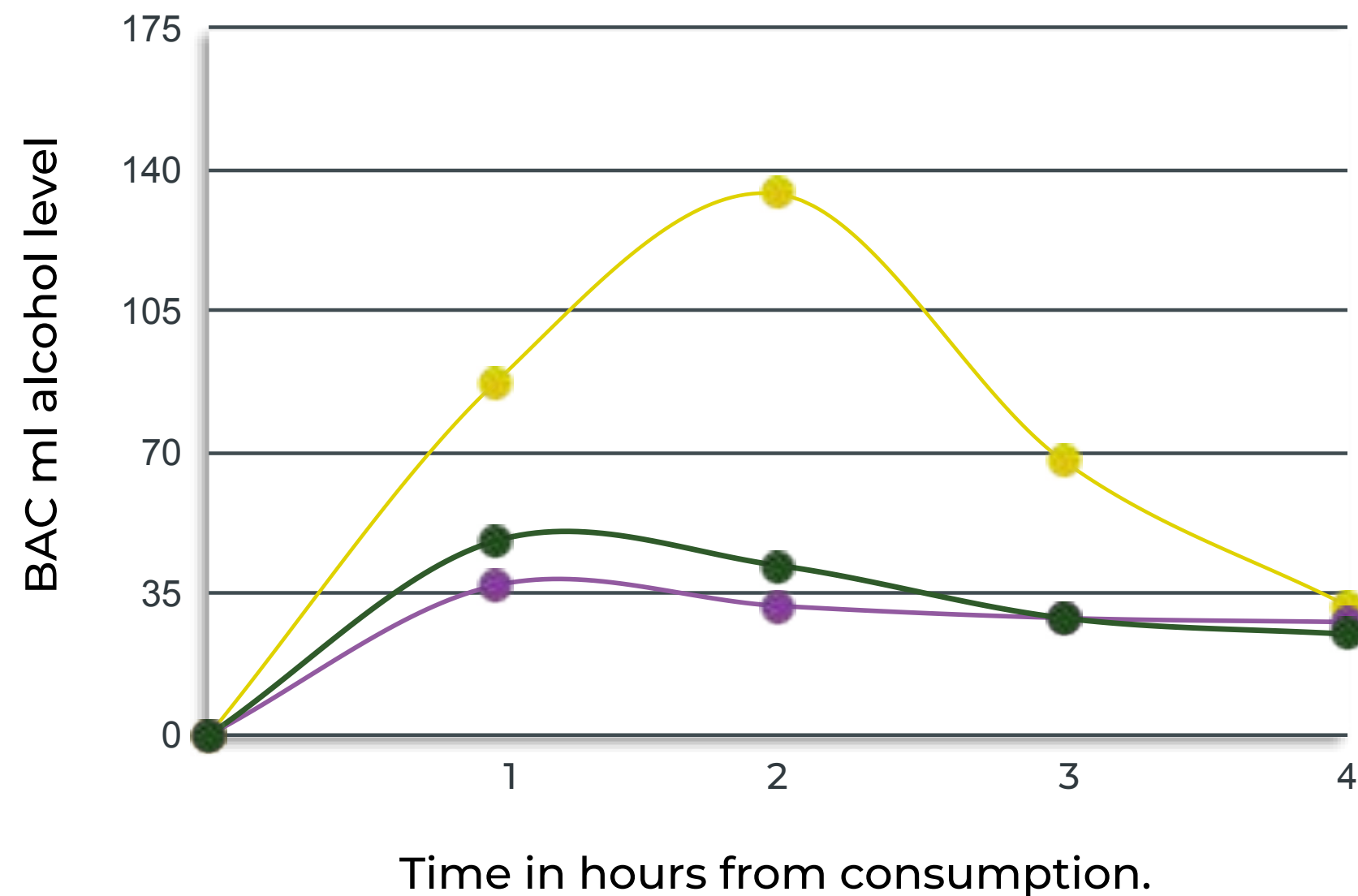
Faded lines indicate dissolved crystals of the damaged liver.

Slightly darker shaded areas where Rizasalutem™ is still dispersing through blood.

Source: Equilibrium Labs

Acceleration of Blood Alcohol Metabolism (BAM)

Blood Alcohol Content (BAC) levels at peak of bell curve are more than 3 times lower when de-liver-ance is consumed before alcohol consumption.



Increased BAM = reduced BAC.

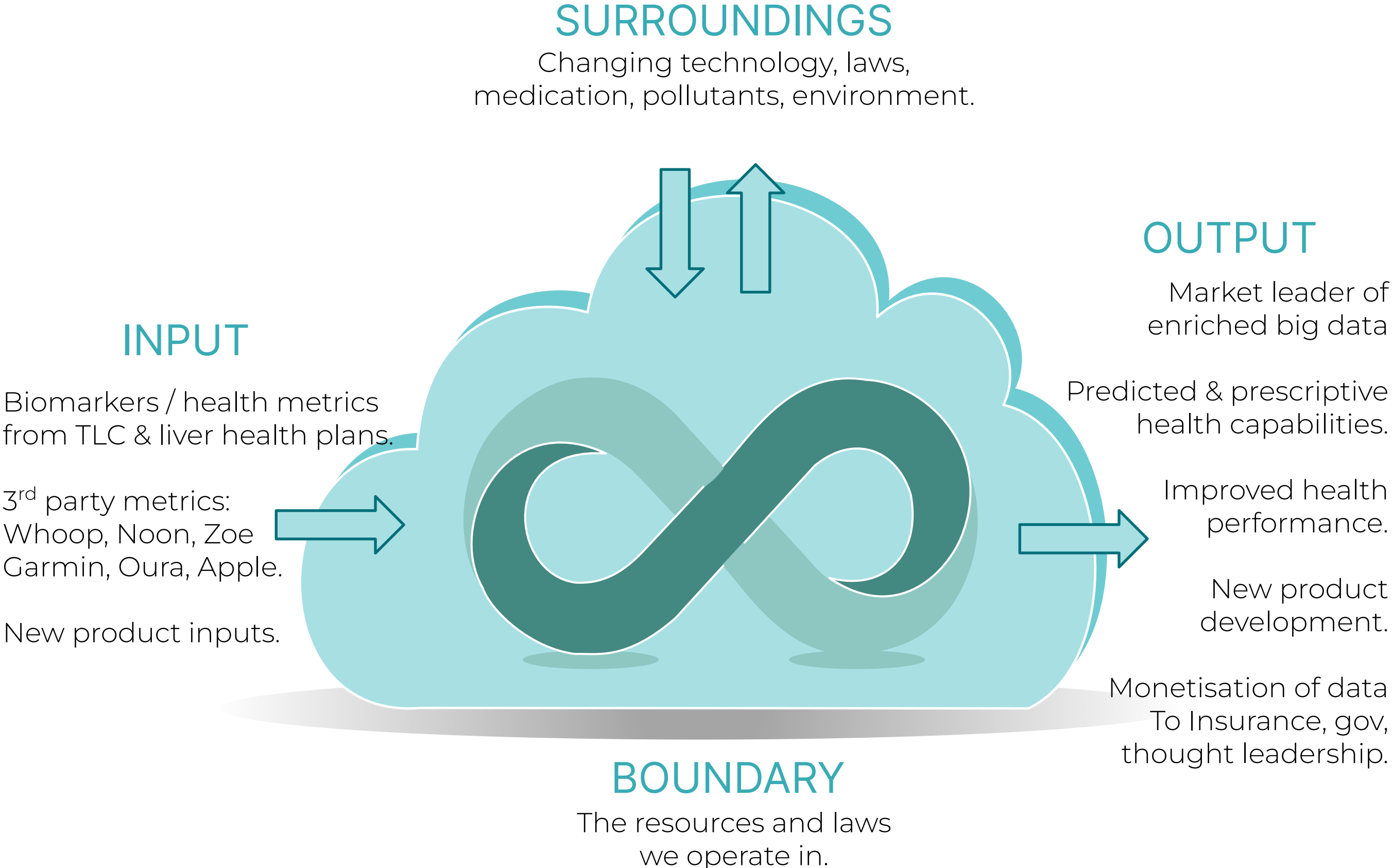
- BAC levels when no de-liver-ance[®] is consumed.
- BAC levels when de-liver-ance[®] is consumed immediately after drinking alcohol.
- BAC levels when de-liver-ance[®] is consumed immediately before drinking alcohol.

Pillar 4. Big data strategy for New Product Development (NPD) & data monetisation.

System built to create IP and evolve products and services based on The Liver Clinic data aggregation.

The evolution is focused on perpetual NPD to improve health span in a changing world.

The system is designed to include and collaborate with third parties to accelerate progress.



Three Phased Growth Plan



1 - De risked

- ✓ Product efficacy
- ✓ Product market fit
- ✓ UK and US focus
- ✓ The Liver Clinic (TLC)
- ✓ Approved to sell in UK, USA, France, Belgium, and UAE (ta SUP)



2 - Establish routes to market

- ▶ £5mm investment
- ▶ 100 TLC licenses across UK in 2024
- ▶ 5,000 liver health subscribers
- ▶ UCL publish results in major journal
- ▶ 1st to market for liver fat reduction
- ▶ 1st to market for HDL improvement
- ▶ 1st to market for BAM acceleration
- ▶ 1st to market with scalable TLC Model



3 - Targeted scaled growth

- ▶ Scalable & sustained LTV:CAC
- ▶ Assertive market monopoly of over 1,000 TLC licenses
- ▶ Discovery & data analytics
- ▶ Deployment of NPD
- ▶ EBITDA positive

Existing sales success across 3 channels

Revenues balanced across a spectrum of partnerships already in motion.



Operations and governance maturity.

Equilibrium Labs is maturing from the initial creation and pilot phase to develop the operational systems, processes and governance required to sustain our business ambition.

To robustly accelerate this process new vested talent has been acquired and strategic partnerships formed.

Significant investment has been made in the following areas, this is a perpetual process of maturity and ERM:

- Supply chain system architecture.

- Production & global inventory flow.

- Process flows & compliance by function.

- Cash and stock lead times.

- Governance & company policies.

- Compliance.

Margin and lifetime value strategy

Clear efficiencies to be gained in current sourcing, product and logistics.

Economies of scale in raw material pricing and production.

Multiple 'in geography' production.

Release of new products.

Up and cross sell to existing base to improve LTV:CAC.

Derive pure profit from third parties (bloodwork or other bio age partners).

Use of strategic international platforms and shared resources.

Price increase as product claims, proven impact, and brand trust increases.

*

£5MM fund raise.

Use of funds

100 UK Liver Clinic licenses 2024.

5,000 liver subscriptions.

Expanded scientific trials for major journal.

Leadership team to scale.

Manufacturing efficiencies.

Structured big data management.

Shareholder value creation

Liver health market share.

Strong LTV:CAC.

IP ownership & data creation.

Recurring subscription revenues.

Rapid cash generation.

Evidence Based Product Market Fit.

Funding

Equilibrium Labs (UK) Ltd.
Registration number: 09058596.

Raise

£500K at £15M Founders round plus.

£5M at £30M Pre-series A.

EIS benefits for UK taxpayers.

Available upon request

1. Investor data room access.
2. Cap table.
3. Articles of Association.
4. Share subscription agreements.
5. Year end accounts & monthly MI.
6. Detailed financial forecasts.

Please email the Investors Relations team for further information.