

To Be Health S.r.l.s. carries out its own employment as a trading company of nutritional supplement. We are a small firm founded in 2015 with the acquisition of a product line. Afterwards, we have improved the acquired products, using completely natural and high-quality material in the production. They are well-conceived products, and they are manufactured and certified according to GMP (Good Manufacturing Practice) certification procedures which certify quality and safety. Then, the firm goes on to create new products thanks to its own internal intellectual resources. Our product lines differ in osteoarticular, neurological, gynaecological and nutritional ones. To Be Health S.r.l.s. wants to improve the human being's quality of life, by employing, when necessary, innovative, natural, high-quality, efficient and functional nutritional supplement for body and brain. To Be Health S.r.l.s. is nestled between the sky, the sea and the mountains in a suggestive landscape which has been untouched for centuries. A few meters away the beaches of the Adriatic Sea and a few kilometres away the Gran Sasso's magnificence, which prevail in the panorama: the mountain run after the hills up to the sea, the olive trees alternate with the vineyards and the wind brushes the lands, beating the changing seasons. This extraordinary habitat, namely the Adriatic scrub, encloses a protected area which is one of the most beautiful lands in Europe, that can be explored during the entire year, getting strong colours and inebriating perfumes in a landscape that changes in every season.

Different and luxuriant botanical species blow up in the Gran Sasso Park. Walking through this Park you can admire the elegance of the chestnut trees, the power of the oaks, the freshness of the beech trees, the hawthorns, the birches, the centuries-old pines, the aromatic junipers, the perfume of officinal herbs, the saffron, the evocative mandrake, the fig and the ashes. The mountain, in its extraordinary structure, also offers a ski season that, even if it is short, charms the spectator who can enjoy the view of the Adriatic Sea while he or she is skiing.

Thanks to the Gran Sasso's elevation, the entire province of Teramo makes the territory rich in water descending from the mountain a typical feature that enriches the land with unique properties, while the exposure and the elevation cause strong temperature variations. Our products are perfectly matched with this kind of environment, favouring the study and the employment of local raw materials. The attention to our production stems from a great confidence in the use of therapeutic properties of medicinal plants and from a deep attachment to the values of the herbal tradition that have guided our choices for years in technological, innovative company paths at the service of excellence, following highly innovative methods in the name of the Italian herbal and phytopharmacological tradition.

The brand and the products stem from the deep passion for phytotherapy. It develops in this context and in a short time it establishes itself on the market where it is recognized as an important quality reality on its own reference market. All those who interact with our reality can establish a relationship of mutual benefit.

Our products are manufactured by third parties certified ISO 9001, 14001 and GMP, corresponding to the law of the D.M 219/06. under our full control of the industry.

PRODUCTS:

ARTIGEN (in sachet): composed of 20 sachets: Hydrolysed collagen type II, Osteol (Bio active pectite), Glucosamine sulphate, Chondroitin sulphate, Vitamin C, Vitamins B2, B3, B6, B12.

Indicated for Osteoarthritis, Arthritis, Articular Pain, Rheumatic Pain, Post Traumatic Pain, Stiffness and altered articular function. Public price € 25.00

NEUROXAL1000: composed of 30 sachets: Alpha-R-(+)-Lipoic Acid, Acetyl L-carnitine, Vitamins B1, B6, B9, B12.

Indicated for Primary and secondary involucional syndromes and vasculopathies, Disorders of chronological aging, Alzheimer's disease, Parkinson's disease, diabetes type II. Public price € 30.00

NEUROXAL: composed by 30 pills: Alpha-R-(+)-Lipoic Acid, Vitamin C, Vitamin E, Vitamins B1, B2, B3, B6, B9, B12.

Indicated for Lumbosciatica, Cervicobrachialgia, Radiculopathy, Facial paralysis, Diabetic neuropathy, Alcoholic neuropathy, Toxic neuropathy, post-herpetic neuropathy, post-surgical neuropathy, Optic neuropathy, Parkinson's disease, Damage from cerebral ischemia, Carpal/tarsal/ulnar tunnel syndrome. Public price € 23.50

TRIPTOREM: composed by 20 pills: L-Tryptophan, Melatonin, Magnesium, Vitamin B3, N-Ethyl-L-Glutamine.

Indicated for Sleep Disorders, Primary Insomnia, Benzodiazepine Weaning, Headache, Cluster, Migraine, Tinnitus, Mild and Moderate Depression, Eating Disorders, Fibromyalgia. Public price € 22.00

INOTOBE: composed by 30 sachets: Myo - Inositol, Epigallocatechin gallate, Quatrefolic, Vitamin D3, Zinc.

Indicated for PCOS with insulin resistance, diabetes type II, gestational diabetes, Ovarian Microcystosis, Amenorrhea, Oligomenorrhea, Acne and Hirsutism, Sine cause or female factor sterility, Ovulation induction, Controlled ovarian hyperstimulation, Osteoporosis, Immunodeficiency. Public price € 32.00

MASTOGEL: cream composition in 50 ml tube: Arnica Montana, Zanthalene, Bromelain, Oenothera Vitamin E oil, 18b glycyrrhetic acid.

Indicated for Mastodynia, Mastalgia, Mammary engorgement, Mastitis, Nipple rhagades. Public price € 25.00

SENOLAT: composed by 20 retard pills: Milk Thistle, Fenugreek, Vitamin C, Vitamin E, Vitamin D3, Vitamins B2, B3, B5, B6, B12.

Indicated for stimulating the production of prolactin, optimizing breast milk production, improving the mother-child bond, protecting the skeletal system, calcium fixation, antioxidant action, action on the immune system, relaxing action. Public price € 24.00

TRIPTOREM (woman): composed by 40 night and day capsules: Black Cohosh, Soy extract, Vitamin D3, L-Tryptophan, Melatonin, Magnesium, Vitamin PP.

Indicated for Premenopause and Menopause. It acts in the control of bursts of heat, weight gain, vaginal dryness, osteoporosis, mental disorders. In fact, it reduces LH / FSH levels, the frequency of bursts of heat, weight reduction, increased libido, increased bone density, reduced onset of CVD, physiologically rebalances the phases of sleep, reduces anxious- depressive symptoms, provides the endogenous synthesis of serotonin, slows down the risk of atrophy of the pineal gland, improves the effectiveness of the immune system. Public price € 27.80

MYOINOTE': composed by 30 sachets: Inositol, Green Tea, Epigallocatechin gallate, Fermented Red Rice, Lactosemia, Vitamin K, Folic Acid.

Indicated for Metabolic Syndrome, Homocysteine Metabolism, Weight Control. Public price € 30.00

We are also planning two other products, one in the field of otolaryngology and the other in neurology.

SUPPLEMENTS MARKET.

Italian people reduce trips, holidays and other purchases but they do not renounce to health products, especially when it regards nutritional supplements. This is what emerges from the GfK Eurisko survey, realised for FederSalus, "Nutritional supplements: the consumer and the doctor's role", according to which 88% of Italians have used at least one nutritional supplement during the last year (+35% since 2019), while seeking the convenience of price.

The reason why supplements are used concerns partially the "tone and the reinforcement" (38%), while the need for "care" (40%) and "prevention" (39%) prevails, especially among over 65 and women. The latter are confirmed as the main consumers of supplements (58% of the total), even if the number of men who use them is growing (42%). The use due to tone and reinforcement target mainly affects young people (20%) who aim to improve physical and cognitive performance and immune defences.

The doctor and the pharmacist, albeit with different roles, are confirmed as the reference interlocutors for the consumer, who turns to them in 2 out of 3 cases for advice on the use of nutritional supplements. The GfK Eurisko research also observed that 52% of general practitioners and 33% of specialized doctors daily recommend nutritional supplements to meet the several needs of their patients. In particular, general practitioners tend to recommend supplements especially to solve gastrointestinal (intestinal 38%, gastric 49%), cardiovascular (cholesterol and dyslipidemia) (57%) and osteoarticular problems (47%).

However, for specialized doctors, supplements represent a valid choice for problems related to the eyes (45%), the uro-genital system (35%) and female problems (25%). Among the main reasons why the doctor recommends a supplement, there are the acknowledgement of their value and the scientific quality which justify its use in multiple areas and they represent a solid help for the person's wellness.

So, the pharmacist's consultative role is decisive, to which the consumer turns especially for colds (38%), hair problems (32%), sleep (30%), tone and energy (28%), vitamins and salts minerals (25%).

"Increasingly interested to health, Italian people find in nutritional supplements an important aid for prevention and wellness - It is interesting to observe how the doctor, both family doctor and specialist, has approached the world of supplements, recognizing in them a scientific method that justifies its use in many areas: from small disorders (intestinal disorders, sleep disorders, genitourinary problems, physical and mental fatigue) to the promotion of wellness (recovery and reinforcement). Doctors expect a strong and shared expectation of scientific information in this area ". The scientific representative is the main source of information about nutritional supplement for doctors. This happens to 92% of general practitioners and to 85% of specialists. Internet and information divulgation tools, like scientific newsletters, are confirmed as sources of information of interest, used by 35% of specialists and 22% of general practitioners.

"In a context of great evolution of the general practitioner, who initially cured the patient and then start to take care of him, the importance of the role of information to the doctor has grown, who increasingly has to manage the patient with a holistic approach, including a proper nutrition to prevent and to mitigate all related disorders" underlines the data by the Update Society for General Practitioners.

"This implies, by the doctor's point of view, the necessity of refining the knowledge of the role played by a correct use of nutritional supplements in the daily clinical activity, in order to take correct medical decisions for each patient. According to our Scientific Society, it is essential to create the conditions so that the doctor can represent, for his patients, an informed interlocutor on the appropriate use of nutritional supplements, working on the training and information channels turned to general practitioners".

"In general, doctors' attitudes towards nutritional supplement have evolved over time from scepticism to interest and active advice, thanks to the growing scientific endorsement recognized in the substances contained in supplements and in the satisfaction of their clients. This affects positively doctors' willingness and our commitment is to encourage dialogue between

manufacturers, doctors and pharmacists for a complete and qualified information and for an increasingly conscious and correct use of products by consumers".

Now, according to pharmacy, it emerges that the traditional perspective of the channel has been overcome and the growth of the supplement's sphere requires a strong rescue of the role of the pharmacist's advice. "The pharmacy context has changed a lot and it evolves constantly. It is essential for the pharmacist to be able to maintain his credibility and professionalism, updating himself continuously and completely. In the case of supplements, for example, it is essential to know all the indications for their correct use, paying attention to the interaction with medicines, without forgetting the cross-selling opportunities offered by the channel. Only in this way the pharmacist will not lose his important role as mediator in the advice of health products".

According to the data emerged in the New Line research, the pharmaceutical supplements market has developed in the last year (ending January 2019) 2.164,4 million euros for a total of 144.1 million packages sold, a value comparable to that of the medicine without recipe. The growth trend is 7.9% per value and 7% in units that have been sold. The surveys of IRI for Federsalus record a growth in the supplement sector - unlike the general suffering of the other sectors of packaged consumer goods - also in the super and hyper markets (GDO) channel: the value of turnover that has been generated is 146 million euros for a total of 24 million packages that have been sold.

In 2015, a collection of contexts like that described above, To Be Health, with an adequate formation in the use of food, thanks to some acquaintances operating in the aforementioned sector as scientific representatives, pharmacologists and medical specialists, determined to start the nutritional supplements marketing, also in consideration of the possibility of using already known product brands of a company that has ceased its activity for extra-corporate reasons.

A very important note for us is relating to the quality of the customers. In fact, our customers are almost exclusively important and of depth pharmaceutical wholesalers which are established for many years in the sector.

Comifar Distribution: it operates through a logistic system consisting of distribution units organized in a capillary way that is able to make available 95.000 references managed within a few hours available to client pharmacies.

Alliance Healthcare Italia: Leading distributor all over Europe of wholesale pharmaceuticals, surgical, medical and health products.

So.Farma.Morra: it operates in the distribution market with 15 branches, which are dislocated in the national territory.

Farvima Medicinali (Farvima Pharmaceutical): it operates in the distribution market with 18 distributive warehouses, and it serves more than 9.500 pharmacies.

Guacci Distribution: today it is among the most important national companies in the sphere of intermediate medicines distribution, supplying 2.260 pharmacies.

Viprof: Private distributor of natural products and nutritional supplements.

Vim: a firm that has distributed pharmaceutical and over-the-counter items.

Safar Distribution: Reference company for the distribution of medicines in Abruzzo with over 800 customers served.

Sofad: a company that distributes all over the Sicilian territory.

Spemital: it operates in the intermediate distribution of pharmaceutical and over-the-counter products with more than 3.000 pharmacies supplied.

Farmacentro: it operates in the field of intermediate distribution, guaranteeing the supply of medicines and over-the-counter products in 1.400 stores approximately.

Unico: one of the biggest pharmaceutical distributors in our country with more than 7500 pharmacies served.

How we can deduce, they are all prestigious companies, which are reliable and safe in payments. They have collaborated with our company for too many years, allowing the distribution of our products in all Italian pharmacies and over-the-counter pharmacies, including in the islands.

So, To Be Health can be proud of a good position in the national market.

To Be Health sells to wholesalers at an average price excluding VAT of € 14.00 per pc.

To Be Health increases its sales network through 4 consultants who work exclusively with doctors specialized in Gynaecology, Orthopaedics, Physiatrists, Neurology, Otolaryngologists, Psychiatrists, Nutritionists and with general practitioners in the regions of Marche, Abruzzo and Sicily. The other Italian regions are covered by our areas manager who, thanks to his skills, has extended a network of relationships with specialists and general practitioners all over the national territory through conferences and exhibitions. The latter also operates on different social media, with specific

advertisements on diseases and products. The posts are inserted once every 3/4 days, making about 2.700 views and 70/80 likes that generate 7/8 sales.

Moreover, we have a website with an online shop created in economy (www.tobehealth.it) able to receive orders from all over the world.

To Be Health is looking for Business Angel; the company has an Ebit of 120% and an Ebita of 340%.

To Be Health is looking for commercial partners in order to develop international markets of our interest: EU, UK, Turkey, USA, Canada, South America, United Arab Emirates, Dubai. Our interests could focus on individuals or structured organizations that have a good introduction within the medical world and international pharmaceutical wholesalers. We will also evaluate commercial structures with sales networks organized in the territories listed above.

To be Health is also looking for social media marketing agencies with which it could develop advertising campaigns on all available social networks that induce potential customers to buy products on our On-Line shop.