

A man with a beard and dark hair, wearing a black shirt and black pants, is holding a young child with curly red hair. They are standing next to a large, round hay bale in a field of dry grass. The background shows rolling hills under a bright sky. The man is looking at the child, who is looking at him.

**EPM Holdings Ltd.**

# **Developing the Medicine of Tomorrow**

**Initial Public Offering**

**March 2022**







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EPM is developing **a new generation of drugs** which can provide a **safe and effective substitute for steroids** in treating a wide range of medical indications, with expectation of minimal side effects.



# EPM Holdings Ltd.



## Groundbreaking Technology

Intended for translating the plant into an FDA approved prescription drug



## Leading in Science and Commerce

A professional team with proven experience in the global pharmaceutical industry



## A Portfolio of 14 Molecules with Extensive Patent Applications

8 applications for composition of matter and 43 applications for use patents and medical uses



## A Market with Potential for Profit

A market size for the selected drugs of tens of billions of dollars



## Collaborations with Top Researchers

R&D conducted with global leading universities and top professional service providers

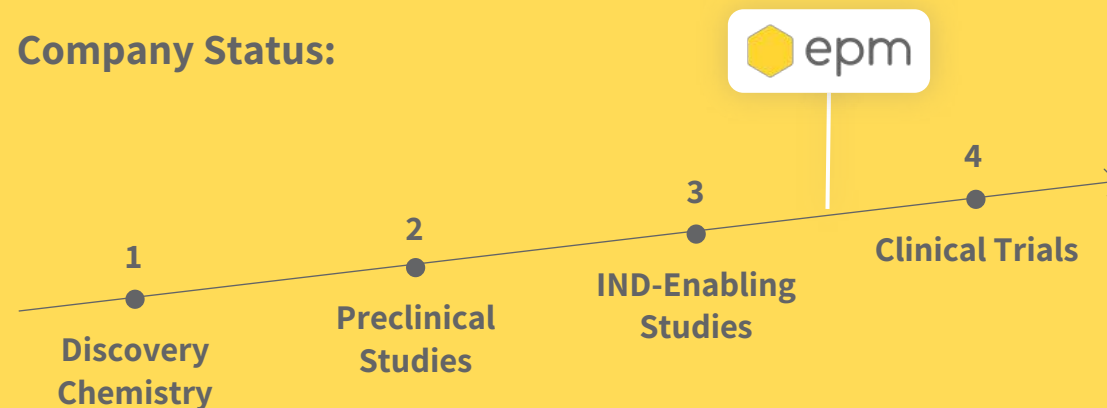


# Introduction

The pharmaceutical company EPM has successfully **bridged the gap between the pharmaceutical industry and the cannabis plant**, which has enormous economic and medical potential for the treatment of various common diseases.

The company is promoting the development of **FDA-approved prescription drugs** that are based on unique molecules **that do not contain cannabis at all**.

## Company Status:



## Raising of Capital

More than 40M NIS

## Patent Applications

Over 50 local and global applications

## Pipeline

14 unique molecules

## Molecules Source

Synthetic, lab-made

## Molecules Designation

Prescription drugs under FDA guidelines

## Drugs intended for Clinical Development

2

## Estimated Start of Clinical Trials

First half of 2023

# Leaders in Science and Commerce

The company's management **owes its success to its experience in both business and research.**

## Commerce



### Julian Gangolli

Chairman of the Board  
Former President of the North American division of leading pharmaceutical companies Allergan and GW Pharmaceuticals



### Prof. Zeev Rotstein

President and Head of the Scientific Advisory Board  
Former General Manager of Hadassah and Tel Hashomer Hospitals



### Reshef Swisa

Founder and CEO  
Former CEO & Founder of NPG Company



### Yaron Hermech

Chief Financial Officer  
Over 30 years of experience managing funds in public companies, including Almeda Venture Capital and Big Tech 50



### Dr. Yafit Stark

Scientific Advisory Board  
Over 35 years of participation in global clinical development processes at companies such as Teva, where she led the clinical development of the drug Copaxone.

## Science



### Dr. Peter Welburn

Chief Scientific Officer  
Former CEO of the renowned pharmaceutical company Leo Pharma Australia and New Zealand, he led the development of an FDA approved skin cancer drug (Picato).



### Prof. Thomas Knittel

Chief Medical Officer  
Many years of experience in clinical leadership positions, including at InDex Pharmaceutical.



### Prof. Raphael Mechoulam

Medical Advisory Committee  
A world-renowned researcher on cannabinoid research and winner of the Israel Prize for Chemistry for the year 2000



### Prof. Dan Peer

Scientific Advisory Board  
Vice President of Research and Development and Head of the Center for Translational Medicine at Tel Aviv University



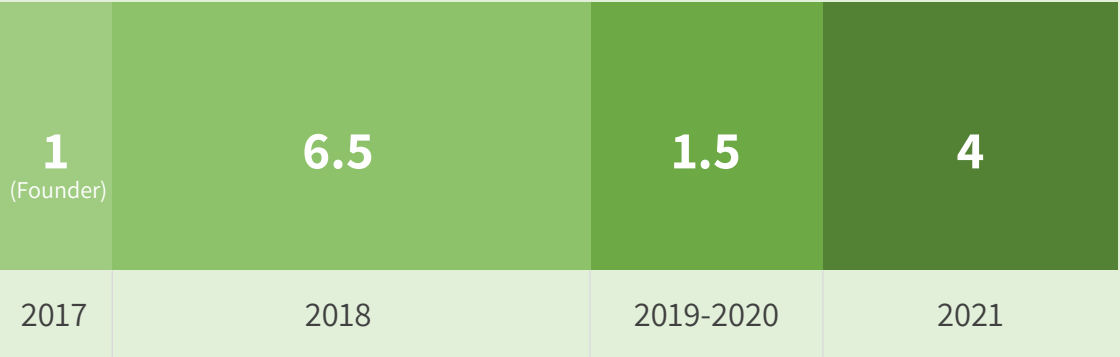
### Prof. Yossi Tam

Scientific Advisory Board  
Director of the Interdisciplinary Center for Cannabinoid Research and Director of the Laboratory for Obesity and Metabolism at the Hebrew University of Jerusalem

# Milestones

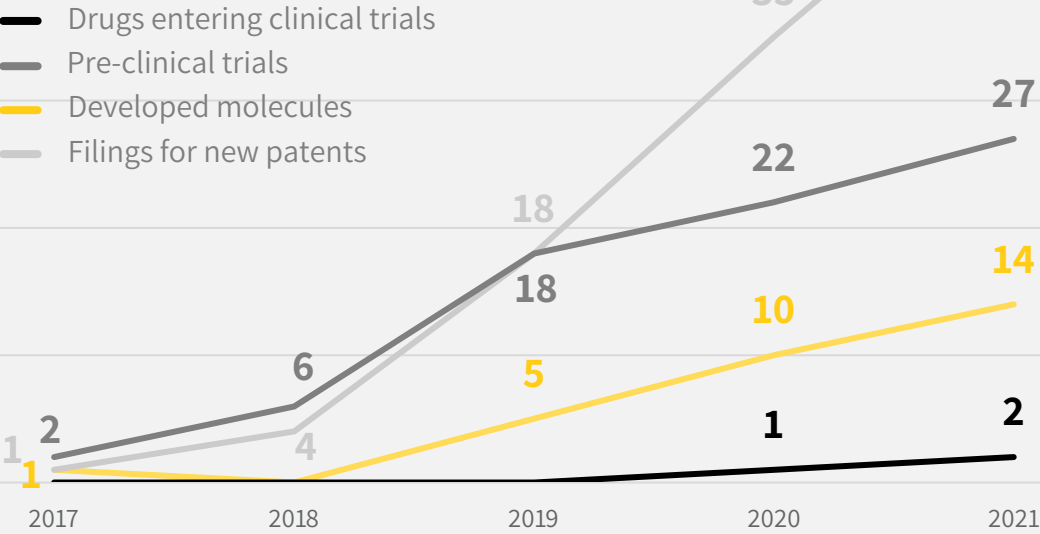
## Capital Raising

\*Million \$

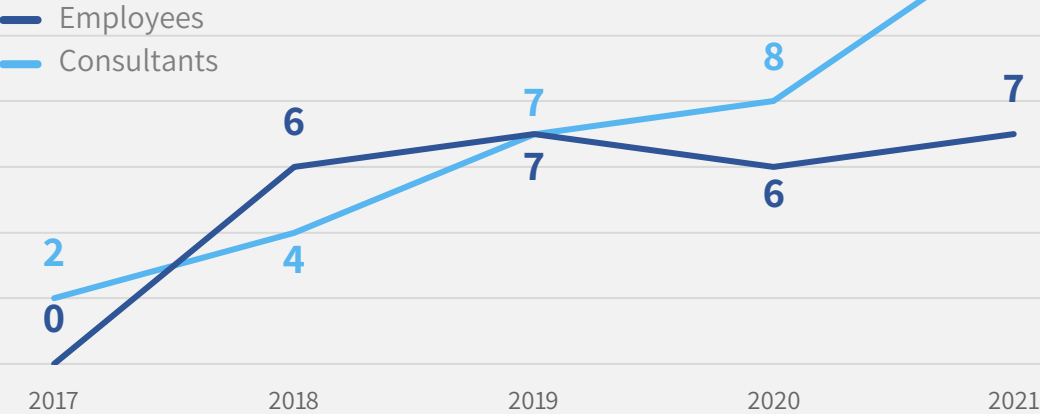


\*According to the conversion rate of 3.109, as of Jan 6, 2022

## R&D



## Manpower



# EPM's uniqueness in the development of cannabis-inspired drugs

There are 4 essential elements in the drug development industry, and EPM meets all four parameters on the path to FDA-approved drugs.



## Efficiency

Preclinical studies of EPM have shown efficacy similar to steroid therapy - **with no serious side effects**



## Safety

The cannabis plant has been used by humans as **an alternative medical treatment for over 3,000 years**



## Reproducible Manufacturing Capacity

The molecules are synthetic - so they can also be **reproduced in commercial quantities**

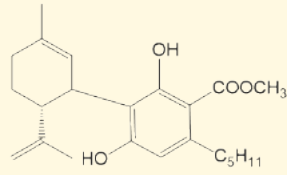


## Patents

Patent applications of the portfolio of molecules – which will offer **comprehensive IP protection**



# Technology and Development



## Synthetic Production

Reproducibility

IP Protection

Therapeutic Efficacy



Established regulatory  
drug approval route

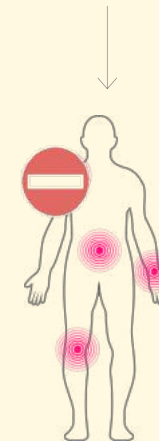


## Plant Extract

No Reproducibility

No IP Protection

Limited Efficacy



Limitations on regulatory  
drug approval route

**Breakthrough technologies** based on the understanding of the unique potential found in the cannabis plant - enabling the creation of a **portfolio of 14 synthetic molecules** for the development of a variety of drugs

# Global Patent Portfolio

1. Commercial patent applications for drug development for various diseases

**8** Submissions of patents for chemical entities new to science

Composition of matter

The highest level of protection in the pharmaceutical industry.

**43** Submissions of patents for molecules known to science for both medical and non-medical uses

Use patents

**A vast portfolio of patent submissions that will hinder competition and justify significant investments in development.**

2. Leading patent offices in Israel and the United States

**FENWICK**



**WEBB+CO**  
PATENT ATTORNEYS



# World-Leading Researchers and Service Providers

## Research Associates



ISRAEL



האוניברסיטה העברית בירושלים  
THE HEBREW UNIVERSITY OF JERUSALEM

ISRAEL



Bar-Ilan University  
אוניברסיטת בר-אילן

ISRAEL



CANADA



CANADA



UK



## Leading Service Providers



Organic chemistry and  
analysis of API's

SWEDEN+ISRAEL



Molecule manufacturing

DENMARK



Preclinical toxicity and  
PK studies

UK+USA



Oral formulations  
development

USA



Topical formulations  
development

UK





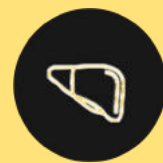
# Drugs in Development

## Development Strategy and Market Penetration

In the upcoming years, EPM intends to focus on **2 rare diseases** associated with metabolic and skin disorders.

The goals:

- **Reducing the costs of clinical trials**
- **Shorten the time to market**
- **Demonstrate rapid capability** of therapeutic potential
- Further develop treatments for **high prevalence diseases** such as obesity
- Collaborate **with large pharma companies** to **penetrate large market share**



### Metabolic Disorders **Prader-Willi Syndrome**



**Drug Administration  
Route**  
Oral Solution



**Expected Clinical  
Trials**  
Beginning of 2023



### Inflammatory Skin Disorders **Psoriasis and Atopic Dermatitis**



**Drug Administration  
Route**  
Topical Cream



**Expected Clinical  
Trials**  
During 2023

# Market Size for Selected Indications

## Metabolic Disorders Prader-Willi Syndrome

Metabolic Syndrome<sup>(1)</sup>

**\$24  
Billion**  
2020



**\$35  
Billion**

Market Forecast in 2027

(1)NCBI



Global Market Size

## Inflammatory Skin Disorders Psoriasis and Atopic Dermatitis

Psoriasis<sup>(2)</sup>

**\$6  
Billion**  
2018



**\$40  
Billion**

Market Forecast in 2027

(2)PSORIASIS.ORG

Atopic Dermatitis<sup>(3)</sup>

**\$20  
Billion**  
2019



**\$13.6  
Billion**

Market Forecast in 2026

(3)AJMC

In the pharmaceutical industry, as a company progresses through clinical trials, the chances of success increase, and along with them the value of the company.



Company growth potential

First half of 2023



Start of clinical trials  
**Prader-Willi Syndrome**

Second half of 2023



Start of clinical trials  
**Skin Disorders**

2024



Phase 1 completion  
**Skin Disorders**

2025



Phase 2 completion  
**Skin Disorders**

2026

2027



Phase 1 completion  
**Prader-Willi Syndrome**



Phase 2 completion  
**Prader-Willi Syndrome**



**Expected market penetration of the drugs:**  
About 3-5 years from the start of clinical trials

# Commercial Collaborations: China

EPM has signed a strategic cooperation agreement with Key Capital in China



## Capitalize Cooperation

Commercial license for a molecule in China, fully funded by Key Capital



## Capitalize medical and field

Development of drugs to treat the side effects of cancer treatments, caused by chemotherapy treatments such as nausea and vomiting.



Volume of the global drug market that helps treating the side effects of cancer

**23.9**  
**Billion dollars**

Forecast for 2026

MARKETWATCH

**1**  
**Billion dollars**

Invested at a company value of \$107 million under this agreement

September – December 2021			
March 2021	August 2021	2021	2022
Signature of an R&D license agreement	Establishment of a subsidiary in the Shanghai Free Trade Zone	Development of the activity infrastructure	Further development of the professional staff and university collaborations.
Completion of the financial investment	License to operate in the R&D and commercialization of medical products and services		Further development and implementation of the R&D plan



# Commercial Collaborations:

ESTÉE LAUDER



## Capitalize cooperation

Entered into an agreement with Estee Lauder to test EPM's molecules to ascertain their suitability and feasibility for product development. Income has not yet been received in respect of this agreement



## Selected area of development

Dermatological products and cosmetic products for commercial purposes



Volume of the cosmetic industry market

**287.9**  
**Billion dollars**  
2021

GLOBENEWSWIRE

**415.2**  
**Billion dollars**  
Forecast for 2028

GLOBENEWSWIRE

**10.2%**  
Estee Lauder's market share in 2021

STATISTA





June 2021	July – December 2021	January 2022	February – June 2022
Signature of an agreement	Sending material, planning and conducting research on several models	Analysis of the results of the research conducted	Establishing a business model and signing a commercial agreement

# Success of Competing Companies

The success of competing public companies such as GW Pharmaceuticals and Arena Pharmaceuticals indicate the Company's potential for success



Value of the sales transaction	<b>\$7.2 Billion</b>	<b>\$6.7 Billion</b> (in cash)	
Purchasing company	 Jazz Pharmaceuticals	 Pfizer	
Transaction date	<b>February 2021</b>	<b>December 2021</b>	
Company key personnel	<b>Julian Gangolli, Former President</b>	Amit Munshi, President and CEO	<b>Julian Gangolli, Chairman</b>
Drug origin	Botanical drug (plant-derived)	Synthetic drug	Synthetic drug
Number of molecules	2	5	<b>14</b>
Has the company approved a prescription drug?	<b>Yes</b> Epidiolex (treats an orphan disease)	<b>Not yet</b> In clinical research stages	<b>Not yet</b> Moving towards clinical trial stages
Treatment areas	Rare pediatric epilepsy , neurological diseases	Intestinal diseases, skin diseases, heart diseases	Metabolic syndromes, obesity, skin diseases



## Cooperation with **Julian Gangolli**

- Over 40 years of experience **in the pharmaceutical industry holding senior key positions**
- **Led the efforts of GW Pharmaceuticals' first cannabis-based drug to be approved by the FDA**
- Julian joined EPM in 2020, first as a member of the Advisory Committee and then as Chairman of the Board.
- Julian has stated that EPM has a unique opportunity in the pharmaceutical industry and possesses much of what GW Pharmaceuticals has failed to achieve - a portfolio of unique, **plant-independent** synthetic molecules with the potential to treat a wide range of inflammatory diseases. **This is the foundation for tremendous success and improved quality of life for hundreds of millions of patients** worldwide



# An IPO by Means of a Click

The Company offers its shares to the public with the belief that its vision should be shared and accessible to all - everyone is invited to join the journey.

The Company’s shares may be purchased in three ways only:




Credit Card



Bank Transfer



Stock Exchange Member

The purchase is carried out by clicking on website at:  fundit



[epmipo.com](https://epmipo.com)

## IPO Plan and Timeline



Target Listing Exchange

**Tel Aviv Stock Exchange**



IPO Funds Raised

**\*\$14M**



IPO Listing

**April 2022**

## The Offer

Composition of the Unit	Price	Exercise price	Last Exercise Date
<b>2 ordinary shares</b> (at a minimum price of NIS 20.61 per share)	<b>*\$13.5</b>		
<b>1 Warrant</b> (Series 1)	For no consideration	<b>*\$8.5</b> (linked to the dollar)	<b>April 10, 2023</b>
<b>1 Warrant</b> (Series 2)	For no consideration	<b>*\$10</b> (linked to the dollar)	<b>April 10, 2024</b>
<b>Total minimum price per unit</b>	<b>*\$13.5</b>		

**Pre-money valuation of the company: \*\$122.5M**

\*According to the conversion rate of 3.109, as of Jan 6, 2022

# Media Coverage



## Cannabis research pioneer hopes latest discovery is not overlooked – again

Decades after Raphael Mechoulam linked CBD with treating epilepsy, his latest finding may help develop new drugs for psoriasis, arthritis and anxiety.

By Noah Smith

Raphael Mechoulam, an Israeli organic chemist and professor of Hebrew University of Jerusalem, has made groundbreaking discoveries in the field of cannabis compounds CBD and THC in 1963 and 1964, followed by clinical tests with CBD published in 2015.

[Read More](#)




## The 'Father of Cannabis Research' on the Untapped Potential of Marijuana as Medicine

Raphael Mechoulam discovered THC over 50 years ago. Decades later, his CBD research could help millions.

By Noah Smith

Raphael Mechoulam, an Israeli organic chemist and professor of Hebrew University of Jerusalem, has made groundbreaking discoveries in the field of cannabis compounds CBD and THC in 1963 and 1964, followed by clinical tests with CBD published in 2015.

[Read More](#)



## "עולם הפארמה חייב לחפש חומרים חדשים, כי קצב פיתוח התרופות החדשות אטי מדי"

בלייב, בסדרה 'האבא' של הספיקים, מביא ד"ר רפאל מכוולם, מייסד EPM, את המהפכה של החיתוך התרופות לחומרים חדשים, הן לא ימרו דרכו חכת קנאביס • בראי למכשיר הוא ממבר מזה הדרך של חברת הקנאביס להעשית הפורמה כל כך אחרת

20.03.2023 **גלובוס**

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## חתן פרס ישראל בן 90 חבר ליזם צעיר משדרות כדי להקים חברת קנאביס. עכשיו הם בדרך להנפקה

מה חובר בין ד"ר רפאל מכוולם, יזם צעיר משדרות עם תרבות לעדול עמותה, לזוכי פרס ישראל, חתן פרס ישראל לחקר הכימיה? קנאביס • ואלה פה: "אני לא באתי מתחום שוק רפואה לעשות סקס, ודפי נאס באנשים שהשתמשו בשם שלי" • סטת חבנד והמפתח בדרך להנפקה חברת התרופות שלהם, EPM

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## חברת תרופות הקנאביס הישראלית EPM חתמה על הסכם עם קבוצת חברות סיניות בתחום הסטרן

החברות יפעלו למחזור חיות רחוקות למטות על בסיס חומרים טבעיים הקנאביס ויבדקו את Key • תחום את הפיתוח ביון חלל, שולח EPM חתמה את חוזה, בעקבות הדרוש לפזר בחברתה את החומרים הטבעיים שבתחום הקנאביס

20.03.2023 **גלובוס**

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## More Potent Than CBD, THC: Dr. Raphael Mechoulam Explains His Latest Discovery

By Javier Hascos

Dr. Raphael Mechoulam, an Israeli organic chemist and professor of Hebrew University of Jerusalem, has made groundbreaking discoveries in the field of cannabis compounds CBD and THC in 1963 and 1964, followed by clinical tests with CBD published in 2015.

[Read More](#)




## Father of cannabis research plans a new revolution nearly 60 years later

"The more we checked, the more we saw that we have a new potential alternative to probably two of the most horrible diseases you can find today."

By IDAN ZONSHINE MARCH 30, 2021 14:36

[Read More](#)



## חברת תרופות הקנאביס הישראלית EPM חתמה על הסכם עם קבוצת חברות סיניות בתחום הסטרן

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20.03.2023 **גלובוס**

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Developing a new generation of **safe drugs**

The potential to help **hundreds of millions of patients** worldwide

Led by top **scientists and experts** in the global pharmaceutical industry

Using **ground-breaking technologies**

**Effective patent applications**

Strong ability to **growth potential**



EPM presents

**An accessible IPO to the public**



# Thank you

