

biomiq



Biomiq: From strategic hedge to value engine

- Servatus is Australia's leading microbiome research and drug-development biotechnology company.
- Servatus has a history of success in developing new, effective microbiome modulating treatments for disease based on in-house expertise in product discovery and development.
- In the early 2020s, the Company commenced investment in a dual-business strategy, combining clinical drug development with a scalable consumer health business (Biomiq), to reduce binary outcome risk associate with drug development.
- In light of recent funding restrictions, Biomiq has now transitioned from optionality to the primary near-term value driver, while preserving the potential to return to drug development.
- Eligible shareholders will be provided with a direct opportunity, via a rights issue investment in Servatus, to participate in that upside.

Microbiome skincare: the next major global category

- Twenty years ago, probiotics were a niche concept. Today, they reshaped how consumers think about health and wellness.
- The skin microbiome category is now at the same inflection point and Biomiq is positioned as a global leader.
- Biomiq is building the next major category in global skincare: **microbiome skincare**.

Not a formulation advantage: A defensible moat

- Proprietary formulation, microbiome IP and manufacturing expertise position Biomiq in a highly defensible position with low risk of direct replication.

In 2000-2005 the global market for probiotics was approximately USD1-3bn annually. It has now grown to USD65bn and is projected to grow to over USD100bn in the next 10 years.

Probiotics succeeded because they introduced a new framework for gut health.

We believe Biomiq can do the same for skin.

Reviews from our customers

★★★★★
358 Reviews

★★★★★

Amazing Difference I Thought Was Not Going To Happen!

Wow! It has changed the quality of my skin and I have far less breakouts than usual. Getting better the longer I use it. It has been a month and now I've bought extra for my

[Read More](#)

LS Lucia S.
Verified Buyer

Was this helpful?

★★★★★

Clear Skin

My 17yr old daughter has been struggling with acne most of her teens. She is yet to finish her first bottle and has seen her skin clearing!!! Winning product

KH Krystle H.
Verified Buyer

Was this helpful?

★★★★★

Clearing My Skin Perfectly

Unbelievable products 100% satisfaction

FR Farah R.
Verified Buyer

Was this helpful?

We are first movers in a new skincare category

Skincare has been based on chemicals for 50 years.
The next 50 years will move from chemicals to biology.

Chemicals treat symptoms
Microbiome skincare restores the system

We are creating a category that didn't exist 10 years ago.
We already have proof our technology works and sells with
attractive commercial metrics.

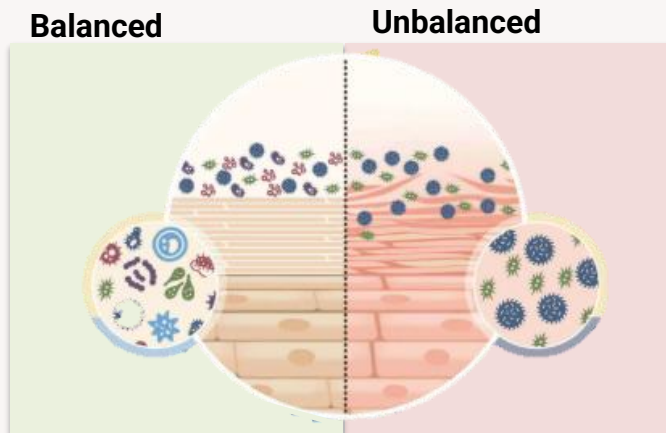
Our products are built on our microbiome expertise

- The skin microbiome is a community of microorganisms essential for healthy skin.
- Scientists have long known of the importance of this ecosystem.
- Biomiq developed stable products delivering the potential in this area.



Scientific and Manufacturing Expertise

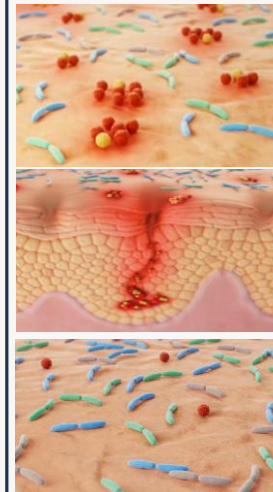
Our products use enzymes and proteins from select, high functioning bacteria, produced and isolated in-house. These drive the dual effects of biomiq.



A balanced skin microbiome, preserves the skin barrier and protects healthy skin

An unbalanced skin microbiome leaves skin vulnerable and can impact skin appearance.

Biomiq targets "bad" bacteria



Microbiome disruption allows acne causing bacteria to grow in excess

Resulting in infection in the skin's pores

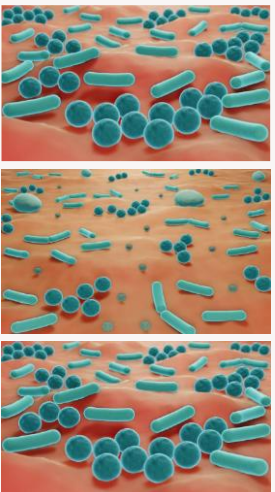
Biomiq targets only the "bad" bacteria, leaving the "good" to protect the skin.

Biomiq restores a healthy skin microbiome

A healthy skin microbiome has a dense and diverse bacterial population.

Age reduces density, hormones reduce diversity, impacting moisture retention, elasticity and appearance.

Biomiq promotes density and restores diversity, improving skin health and vitality.



Effective solutions throughout the skin lifecycle



Childhood

0-11 years

Stable
microbiome,
balanced sebum



Teenage

12-19 years

Major hormonal
disruption:
excess sebum,
microbiome
imbalance; acne
begins



Adult

20-45 years

Greater stability,
lifestyle disruption:
dry skin, redness,
flaking, adult acne



Midlife

41-65 years

Hormonal shifts
in menopause:
red, dry, listless
skin, irritation,
blemishes,
reduced elasticity



Senior

65+ years

Loss of microbiome
diversity: thinning
of skin due to
aging, less moisture
retention, spots and
discolouration

We restore skin function across all life stages and conditions.
Potential for major growth in lifetime customer value.

biomiq

From proven success in acne...

- Acne is a condition driven by the microbiome and is a proof point for our technology
- Biomiq gives visible results for acne in just a few days and is key a selling point
- Urgency drives product adoption
- Buyers are mostly mothers and young adults: an ideal lifetime customer entry point for the brand
- Lower regulatory hurdles when compared to other skin conditions means market entry is fast

"After only a few days, it [Biomiq] **dramatically reduced the visible appearance of acne and scarring**"

Jessica, Biomiq UltraClear Customer

"After only 2 weeks we saw **a significant improvement in inflammation**"

Dr Michael Freeman, Supervising Dermatologist

"Unbelievable products, **100% satisfaction**"

Farah, Google Review, Verified User



Facial *acne vulgaris* before and after 2 weeks of using Biomiq UltraClear

... we've built a platform for lifelong skin health

- Acne is just a starting point
- Biomiq products have been developed for many skin conditions and the aesthetic (beauty) market
- Multiple target demographics with a particular focus on pre/post menopausal women.
- Huge potential to increase basket value online
- Customers with higher purchase frequency and lifetime usage
- Lower customer turnover and a more durable market
- Potential to expand further into cosmetics, scalp and personal care.

Market Applications

Glow: Daily moisturising, anti-aging, foundational microbiome support for all skin types.

Soothe: Eczema and psoriasis, post-sun, dry or irritated skin, shaving, support for sensitive skin.

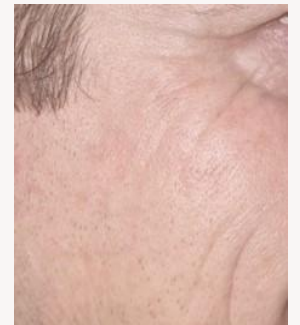


"I can confirm my skin has never looked so good"
Marielle

Before



After 2 weeks



"I'm amazed... my sunspots faded in 2 weeks and my overall skin tone improved with less redness."

Scott

biomiq

Our product range is growing and our pipeline is strong

Teen,
Young Adult

Clear Range

Acne and skin blemish prevention, microbiome support, sensitive skin



UltraClear Range

Treats acne & severe breakouts,



Soothe Range

Red, dry, irritated skin, listless skin, post sun, post shaving, dehydrated



Glow Range

Moisturizing, anti-aging, aesthetic skin, plumping, microbiome support



Adult, Mid-
Life, Elderly

Microbiome skincare is a mass market opportunity

Annual Global Spend
US\$11.5bn

Biomiq's addressable segments

- Cosmetic Solutions – US\$5.5bn
- Treatment Market – US\$6.5bn

Global Skincare and Beauty
US\$150+bn

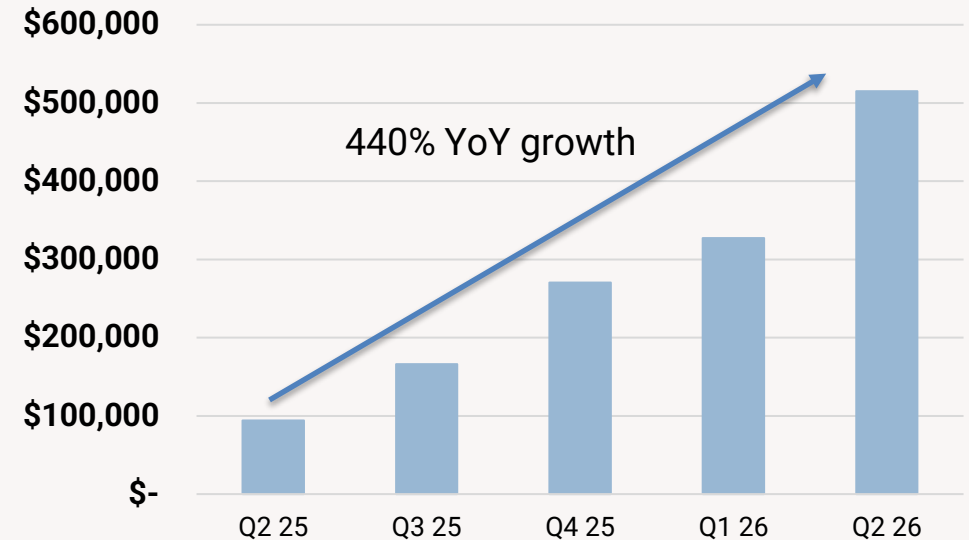
Biomiq's addressable segments

- Sensitive Skincare Market – US\$45bn
- Antiaging Skincare Market – US\$52bn

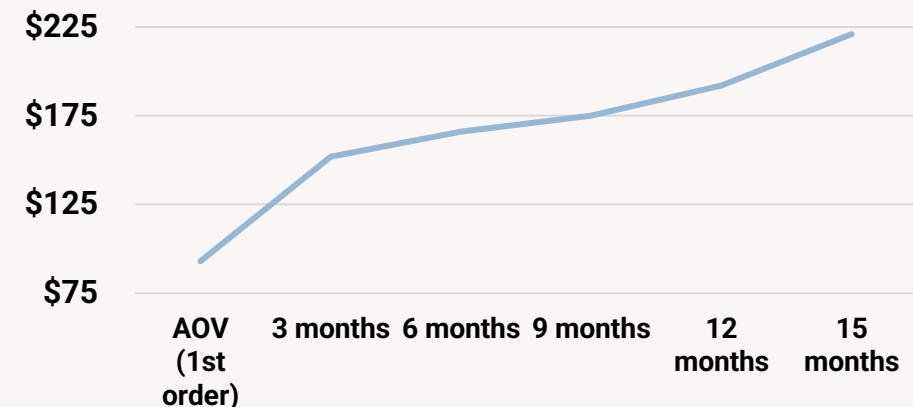
Rapid sales growth & strong repeat purchase rates

- Our proprietary technology is driving our very strong Year on Year sales growth of ~440% (Q4-2025 vs Q4-2025)
- Growth driven by high levels of product demand and high rates of repeat purchase by customers
- Each new customer represents ~\$225 in sales over 15 months due to repeat purchases (on average)
- Strong contribution margins are recognised driven by low manufacturing costs and ecommerce sales efficiency

Quarterly Revenue Growth – Calendar 2025



Customer Lifetime Value (LTV)



High returning customer rate and attractive margins

Return Customers as % of
Sales (3-months)

35%

and improving by >+10% Quarterly!

Scale-up Contribution
Margin (12-months)

20%

- Strong customer retention and repurchase rates and on-site manufacturing deliver a very attractive scale up contribution margin of 20% based on 12-month average customer acquisition costs.
- Margins will improve further over time through scale driven by a fast-growing customer base (9,000 new customers YTD and growing at ~40 per day).
- Fixed cost base deliberately kept low; low head-count, reduced corporate overhead
- Evolving our Pack Price Architecture and further investment in existing customer marketing will continuously improve our contribution margins and Customer Lifetime Value.

Growth model: eCommerce, retail expansion & USA - China entry

Organic Growth Pathway

- Biomiq currently operates a best-in-class data-driven ecommerce platform, providing full control over customer acquisition, pricing, and customer relationships, as our initial sales channel
- Growth is driven primarily through performance marketing (running advertisements online through Google and Social Media) with advertising investment proven to be scalable based on our excellent unit economics
- We are budgeting for the business to grow in line with historic marketing system efficiency, and do not rely on any increase in marketing efficiency

Meaningful Upside Potential

- eCommerce in Australia will be complemented by new distribution channels – China Cross Border Ecommerce (CBEC), retail distribution in Australian pharmacy and a products listing on Amazon.com USA - all planned for 2026. Individually and combined these represent genuine growth opportunities.
- There is a high likelihood that we will see gains in marketing efficiency, conversion and in customer retention as we improve our direct customer engagement, loyalty programs customer database management systems.

Clear path to breakeven and value growth

Target Breakeven

Mid-2027

~\$10-12m AUD annualised revenue

Clear Path to Profitability

*Leveraging strong customer retention and proprietary manufacturing to **achieve sustainable profitability within 18-months***

- Projected revenue growth and cost structure requires us to capture a very small percentage of the addressable functional skincare market. Requires us to capture only a small percentage of the addressable skincare market.
- Our key growth driver is to maximise new customer acquisition, building the low cost-to-service returning customer pool.
- A fast-growing, breakeven business with a defensible moat in the functional skincare market could be reasonably benchmarked to a valuation of 4.5-7x annualized revenue
- Fast growing companies with international distribution networks established will perform at the upper end of the benchmarking range.

Peer comparisons demonstrate valuation upside

Skincare attracts high multiples

- Listed and private consumer health / skincare comparables exist, both offshore and in Australia.
- These provide credible valuation reference points and indicate the valuation potential through revenue growth and customer loyalty.

CeraVe – L'oreal (2017)

Price: US\$1.3bn Revenue Multiple: 7.7x EBITDA: Breakeven

Go-To – BWX (2021)

Price: A\$174m Revenue Multiple: 5.0x EBITDA: 14.9x

Bondi Sands – Kao Corp (2023)

Price: A\$450m Revenue Multiple: 4.25x EBITDA: >50x

Listed Comparable: Biome (ASX:BIO) (Probiotic Products)

FY25: A\$18.4m revenue, A\$0.2m profit. Market cap: A\$85-95m.
Revenue multiple: ~4.75x

Liquidity Pathways

The company is exploring multiple pathways to shareholder liquidity in the next 12-18 months:

- Trade sale to a multi-national skincare company at a generous multiple.
- Achieve breakeven and list on the ASX (new listing) [*Consumer Staples IPO*]
- Aggregate with other brands (incorporating BioQx) and list on roll-up strategy
- Access a partial funding source for the biotechnology program to be re-initiated and execute an IPO to complete the funding for the program [*Biotech IPO*]



Mr Peter Brannighan



A result oriented professional Director with extensive senior management and Public and Private Company Board experience in both Australia and the UK. Peter has a proven track record of delivering significant results in key strategic and governance positions for a range of international and national organisations having been a director or Chair of 21 different companies across various industries. Demonstrated sound business judgement in managing and leading organisations through the change process with particular emphasis on corporate activity including turnarounds, mergers, acquisitions and divestments consistently resulting in increased profitability. Peter has vast experience in adapting to a quickly changing business environment with sound technical understanding, vision and excellent communication skills.

Industry experience

- FMCG
- PROPERTY
- WINE
- BUSINESS SERVICES
- TECHNOLOGY
- CUSTOMER EXPERIENCE
- LOGISTICS AND TRANSPORT