

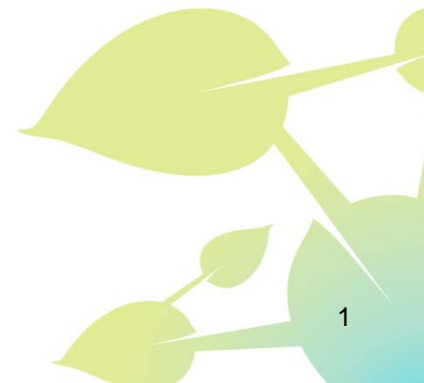


A natural products company based on the traditional knowledge of the Cook Islands

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**Chairman**

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# Cook Islands



# A natural products company

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- **Based on traditional medicines from the Cook Islands.**
- **Specifically those treating soft tissue/skin and bone fracture injuries that have been used for up 1500 years.**
- **CIMTECH opportunity was conceived by Dr Graham Matheson – a Cook Island native, UNSW-trained surgeon, orthopaedic engineer and scientist.**
- **CIMTECH given the exclusive rights to commercialise the traditional knowledge held by the Koutu Nui – the Chiefs of the Cooks Islands.**
- **A shareholding in CIMTECH via Not-for-profit Trust owned by the Koutu Nui, will support cultural and sustainable development in the Cook Islands.**
- **The Company was capitalised 1 year ago.**
- **It has three programs:**
  - (i) Bone healing; (ii) dermatology/cosmeceuticals & (iii) cosmetics

# Experienced Team & Product Pipeline



## Executives

**Tim Hirst – Chairman**

**Matt Harris – Managing Director**

**Tony Romagnino – COO**

**Graham Matheson – CSO**

**Corinna Steeb – Head of Cosmetics**

## Advisors

**Prof Bill Walsh – Director of Surgical & Orthopaedic Research, UNSW**

**Dr Robert Poggie – Regulatory (US)**

**Donna Federici – Cosmetics branding (US)**

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## Patents:

**4 patent applications**

## Programs:

### 1. Bone Healing (1 plant extract)

- non-healing bone defect models
- bone graft models (spinal fusion)

### 2. Dermatology/Wound Healing (3 plant extracts)

- skin repair

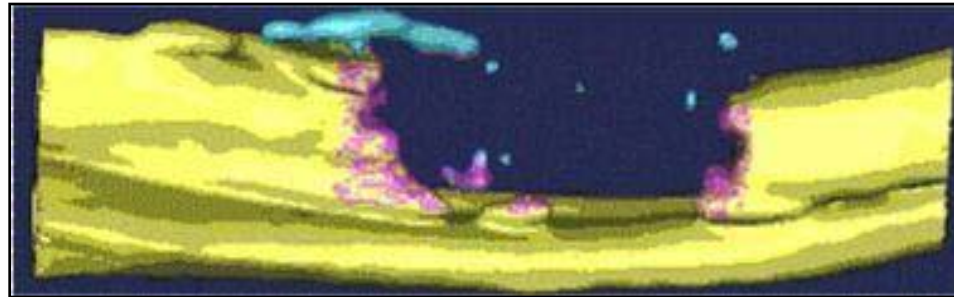
### 3. Cosmetics (2 of 3 plant extracts)

- near revenue opportunity

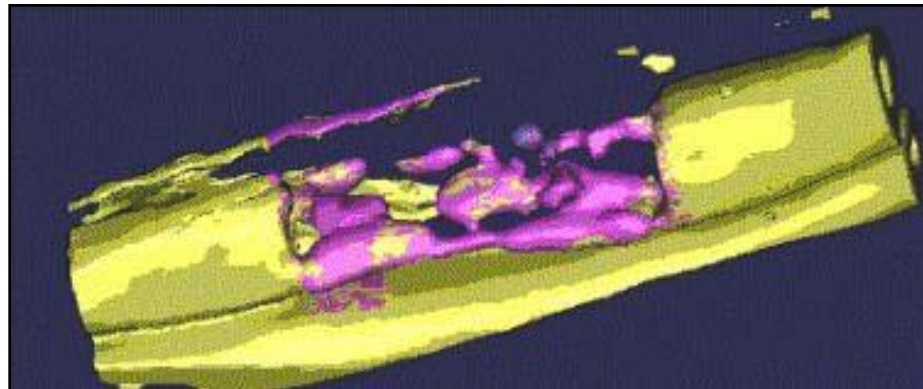
# Bone Regeneration (Ulna Defect)

## Non-Healing Defect Results – 1 week

- Control



- Treated





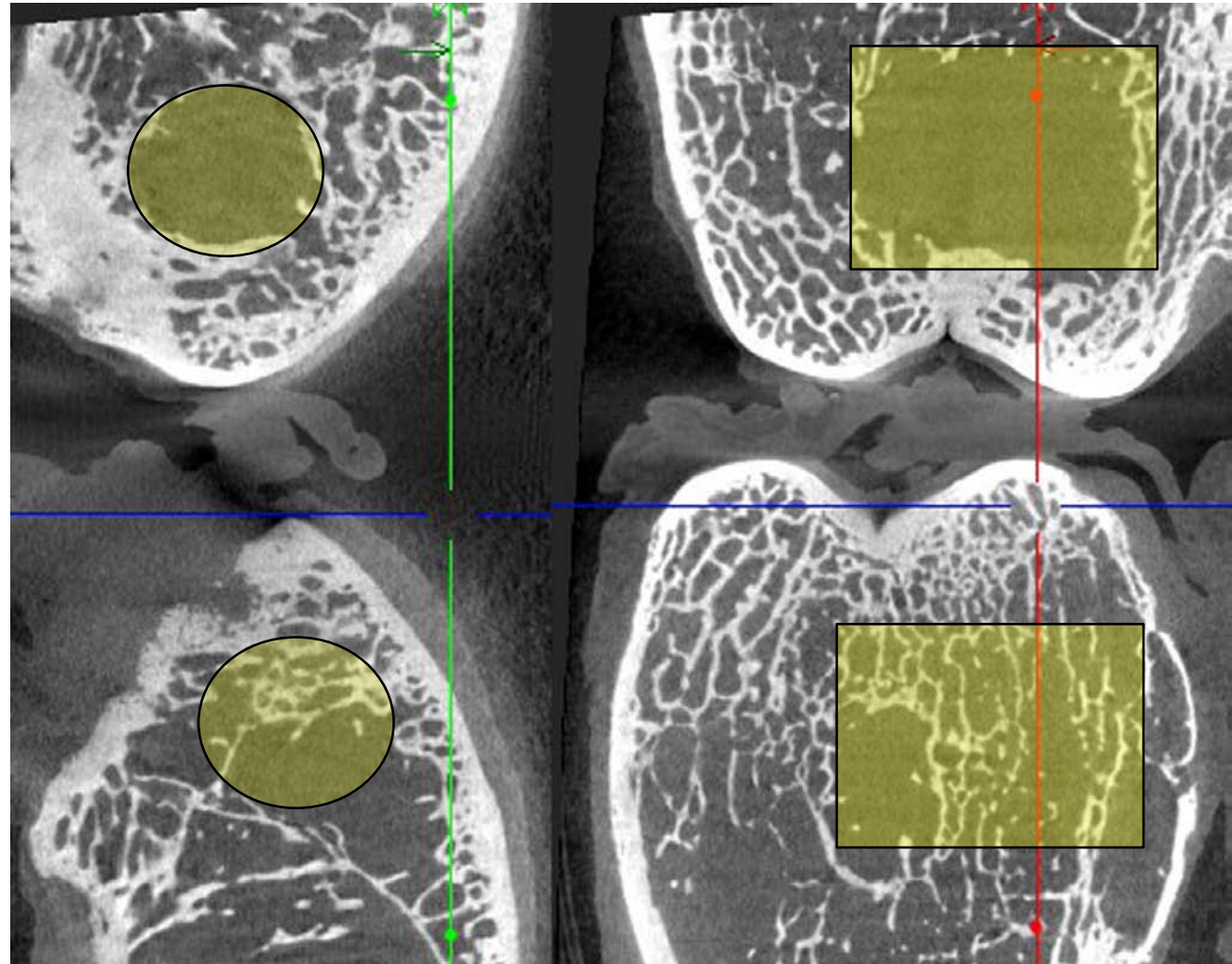
# Bone Defect & Graft Model (Control Animals after 12 weeks)



**Bone defect model**  
using adult rabbits:  
critical defect (top),  
bone graft (bottom).

**Treatment (12 weeks)**  
Topical daily for 7 days  
& bi-weekly thereafter.

**Applications**  
Trauma,  
non-union fractures,  
bone defects,  
bone grafting.



Sagittal view

Coronal view

# Bone Defect & Graft Model (Treated Animals after 12 weeks)



## Critical defect

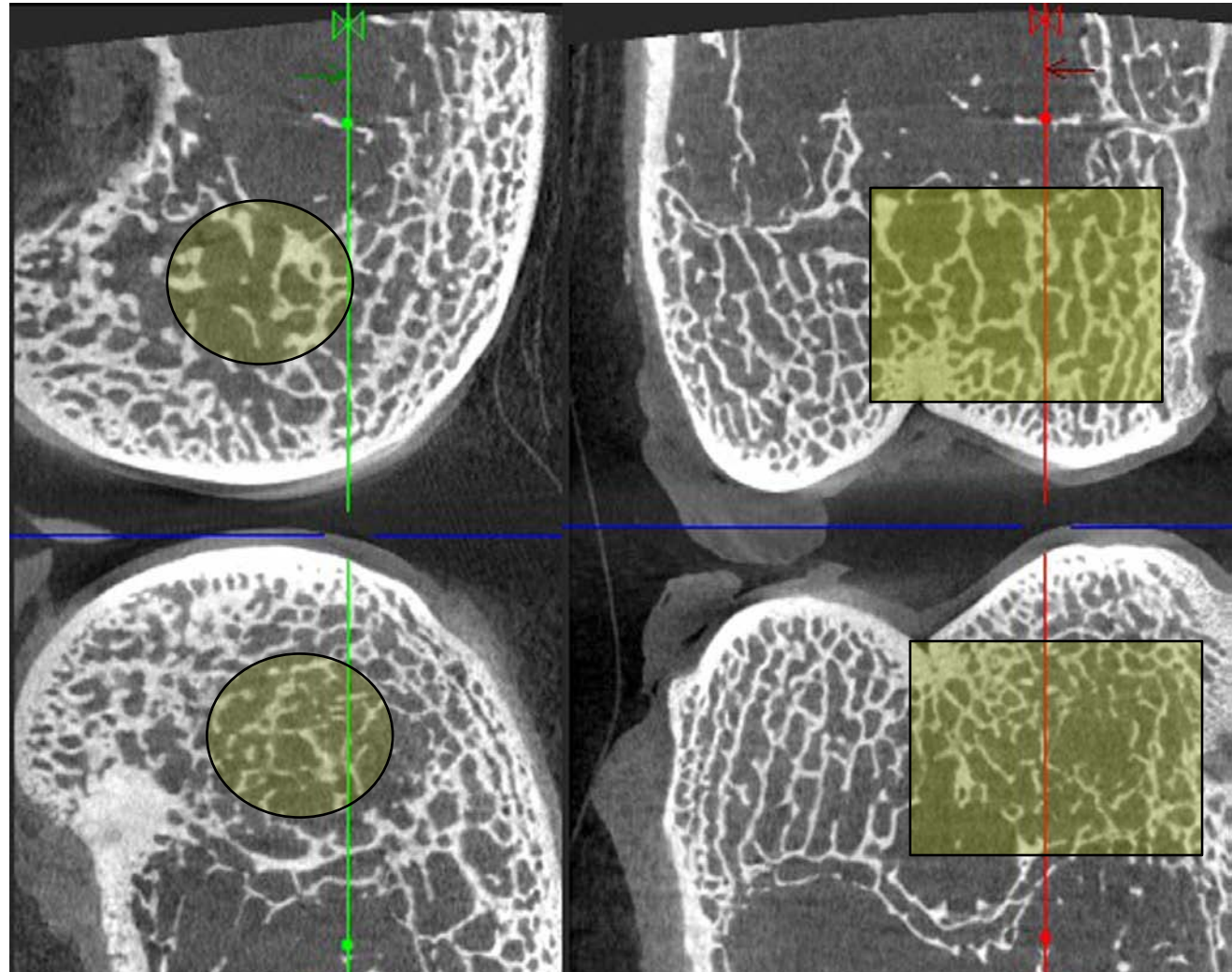
Healed

New woven bone formed

## Bone graft

Healing complete

Hard to see where surgery had been performed



Sagittal view

Coronal view



# Spinal Fusion

## Controls after 6 weeks

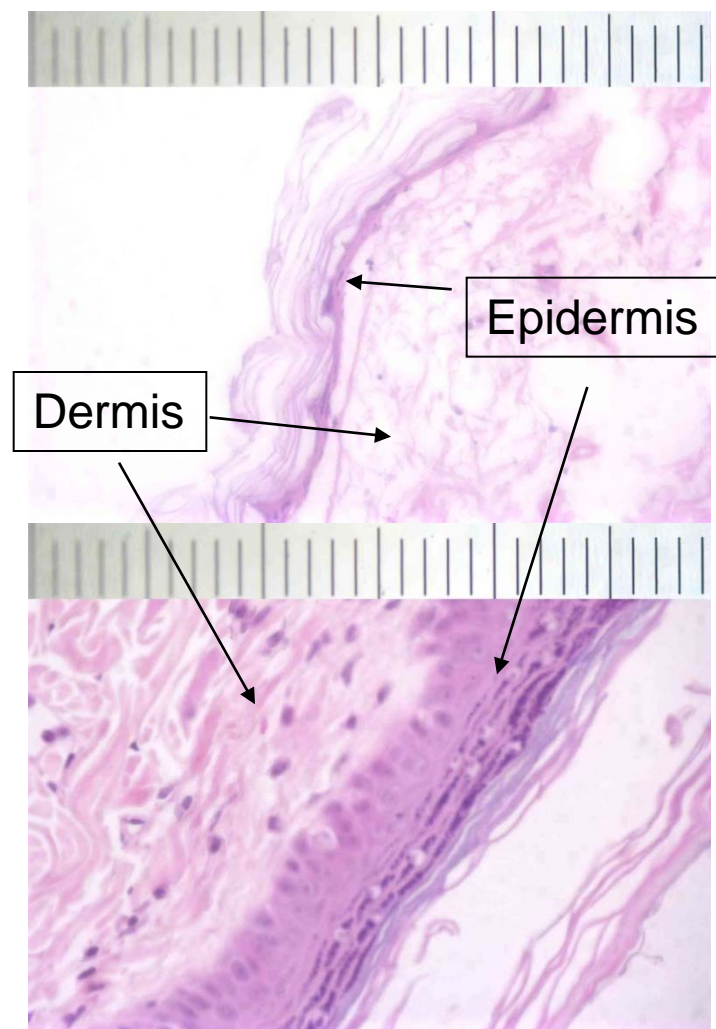


## Treated after 6 weeks



**Three plant extracts  
that improve wound healing/strength  
&  
induce skin rejuvenation without inflammation**

# Skin Regenerative Extracts



## Response of Skin to Extracts

- Both slides are of 18 month old oestrogen deficient rats, untreated (above) and treated (below)
- Treatment reverses the epidermal and dermal changes seen in aged and oestrogen deficient animals
- Treatment causes a marked change in density and cellularity of both the dermis and the epidermis an increase in the overall thickness of the skin - characteristic of young healthy skin.

# Cosmetic Opportunity – a work in progress



**A luxury, high-end cosmetic range  
containing state-of-the-art  
ingredients and  
Cook Island botanicals**

NO Synthetic colorants  
NO Synthetic perfumes  
NO Mineral oils/petrochemicals  
NO Formaldehyde releasing ingredients  
NO SLES, SDS and or ALS (no sulphates)  
NO Formaldehydes, parabens and phthalates  
NO Ethoxylates, potentially no silicones  
NO Fragrances  
Not tested on animals  
Biodiversity awareness  
Natural – large proportion organic  
Ecologically sustainable

## **Product position**

Completed end of October  
Name, Colours, design, position  
statements, marketing briefs

## **Formulation**

Base product lines established  
Ingredient policy, fragrance, testing,  
product range

## **Packaging**

1°, 2° and 3° packaging in progress,  
completed March 2011

## **Distribution**

Initiated in Cook Island, Australia  
Scandinavia, US. Soft launch of products  
expected in the CI – May 2012

# Cosmetic Opportunity



- Skin care is the fastest growing personal care sector
- The overall anti-aging component of the skin care market has an estimated value at US \$20 billion (2011).
- Asian Pacific region accounting for 41% of the global market.
- CIMTECH's initial focus will be on the Asian Pacific region with its base firmly set in Australia

- **Australian markets**
  - Pharmacy Chains
  - Duty Free
  - National distribution - Department stores (David Jones and Myers)
  - Signature stores
  - Cook Islands SPA and resorts
  - P&O SPA distribution
- **International Markets**
  - Distribution through Departments and Specialty stores
  - Duty Free – Hong Kong, Singapore, Dubai, US, Brazil



# Investment



## To Date

- G Matheson (founder) investment: \$300,000
- COMET Grant in 2009: \$64,000
- First major capital investment 26-Oct-2010
- Total capital investment to date: \$1.36M
- CA Grant Aug 2011 for EE: \$200,000

## Current Investors

- HNWs
- 8 members of BioAngels
- 4 investors hold 60% of the equity in 19.5% owned by CIMRAD Australia Trust

# Investment



## To Date

- COMET Grant in 2009: \$64,000
- First capital investment 26-Oct-2010
- Total capital investment to date: \$1.36M
- CA Grant Aug 2011 for EE

## New Capital sought in 2012: \$4.0M

- \$2.5M for the cosmetic program (incl global launch)
- \$0.5M for the wound program (co-development)
- \$1.0M for the bone program

## Revenues: Cash flow generative: Q1-2013

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- 8 members of BioAngels
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**Thank you**

**Contact Details**

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