

OF JOSEPH PB&T, OUTTHINKER AND ASSOCIATES
PRESENT:



A BRAZILIAN PROGRAM THAT ENABLES INNOVATION IN LIFE SCIENCES

**CAUTIONARY STATEMENT REGARDING THE INFORMATION
CONTAINED IN THIS PRESENTATION**



THIS PRESENTATION CONTAINS FORWARD-LOOKING STATEMENTS THAT
ARE BASED ON FACTS, AGREEMENTS, CONTRACTS, GOVERNMENT PROJECTIONS,
AND FORECASTS MADE BY THE **PEIXE ROSA** PROGRAM TEAM.

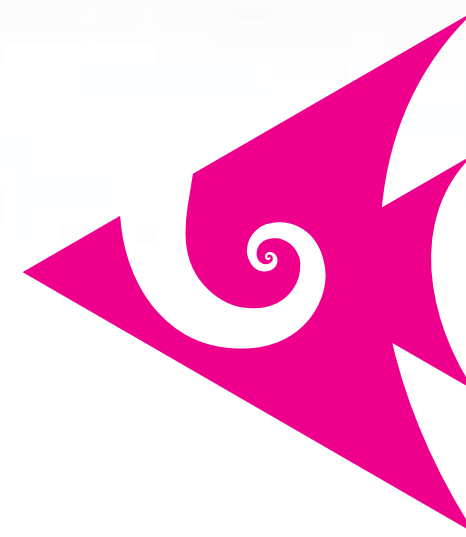
KNOWN AND/OR UNKNOWN RISKS, UNCERTAINTIES, OR OTHER VARIABLES MAY RESULT IN OUT-
COMES DIFFERENT FROM THE RESULTS PROJECTED HERE, AS WELL AS THE FINANCIAL SITUATION, DE-
VELOPMENT, OR PERFORMANCE OF THE COMPANY AND THE ESTIMATES PRESENTED HERE.

THEREFORE, THE **PEIXE ROSA** PROGRAM TEAM CANNOT ASSUME ANY RESPONSIBILITY
FOR UPDATING THESE FORWARD-LOOKING STATEMENTS
OR FOR THEIR CONFORMITY WITH FUTURE EVENTS OR DEVELOPMENTS.



ENABLING INNOVATION IN HEALTH





DEVELOPED BY **OF JOSEPH PB&T** IN PARTNERSHIP WITH **OUTTHINKER**,
THE PEIXE ROSA PROGRAM IS INTENDED FOR ALL THOSE WHO SEEK TO UNDERTAKE
AND INVEST IN HEALTH AND LIFE SCIENCES IN BRAZIL.

OUR STRATEGY OFFERS AN MORE ECONOMICAL, SUSTAINABLE, AND SAFE PATH, AIMING TO COLLABORATE
WITH THE LARGEST UNIVERSAL HEALTH SYSTEM IN THE WORLD, IMPACTING THE MARKET FOR SOLUTIONS
TO DISEASES IN DEVELOPING AND DEVELOPED COUNTRIES THROUGH TRANSLATIONAL MEDICINE RESEARCH.

PEIXE ROSA IS TARGETED AT COMPANIES RECOGNIZED FOR THEIR FINANCIAL STABILITY AND THAT
HAVE SIGNIFICANT RESOURCES FOR LARGE-SCALE INVESTMENTS.
BUT THAT'S NOT ALL. **PEIXE ROSA** SEEKS PIONEERS AND TRAILBLAZERS COMMITTED
TO THE FUTURE OF HUMANITY AND THE PLANET.



ENABLING INNOVATION IN HEALTH



THE STARTING POINT



Since 2009, OF JOSEPH PB&T has been operating in Brazil, establishing a series of partnerships with Brazilian institutions in various fields such as music, cinema, technology, health, and life sciences. In the latter two, particularly, OF JOSEPH PB&T has achieved considerable success, progressing in innovative research and acquiring the necessary knowledge and know-how to coordinate various agents in different production chains in the sector, as well as research and development agents in Brazil.

However, it was during the covid-19 pandemic that the full potential of Brazil to attract and secure research investments became even more evident to OF JOSEPH PB&T and OUTTHINKER. A researcher associated with other of Joseph PB&T projects brought the innovative idea that would become the seed of the AMPARO® drug platform. In just over a year, through partnerships with public universities and Brazilian research centers, it was possible to develop the research in the most successful, economical, and safe way possible.

AMPARO® is moving towards clinical trials, and its market value is estimated at around Billion US Dollars. All this was only possible thanks to three main factors: the quality of the researchers available at Brazilian universities, the already established infrastructure, and the vision and management OF JOSEPH PB&T. The AMPARO® experience made it very clear: there was a well-structured path not only for OF JOSEPH PB&T but for all those interested in investing in health and life sciences in Brazil, with reduced risks and increased profit margins, while also collaborating with the largest universal health system in the world.



SCENARIO

Brazil has a Universal Healthcare System (SUS), being a reference in the field of public health for the World Health Organization (WHO), the **SUS** is a model system for programs such as aids (acquired immunodeficiency syndrome), malaria, diabetes, tuberculosis, and hypertension.

The **SUS** is part of every Brazilian's daily life, even for those who use private health plans: it is responsible for monitoring the quality of treated and piped water in Brazil; Brazilian personal hygiene products are analyzed and certified by an agency linked to the **SUS**; the sanitary surveillance of food consumed by Brazilians also goes through the **SUS**; in case of an accident, it is a sus ambulance that provides free transportation of the injured to a hospital.



CONTEXT

The **SUS** also includes a network of public university hospitals of medium and high complexity, both at the federal and state levels. these university hospitals are part of the best Brazilian universities and are national reference hospitals in numerous specialties, presenting an opportunity for the development of health innovation in a globally competitive scenario.

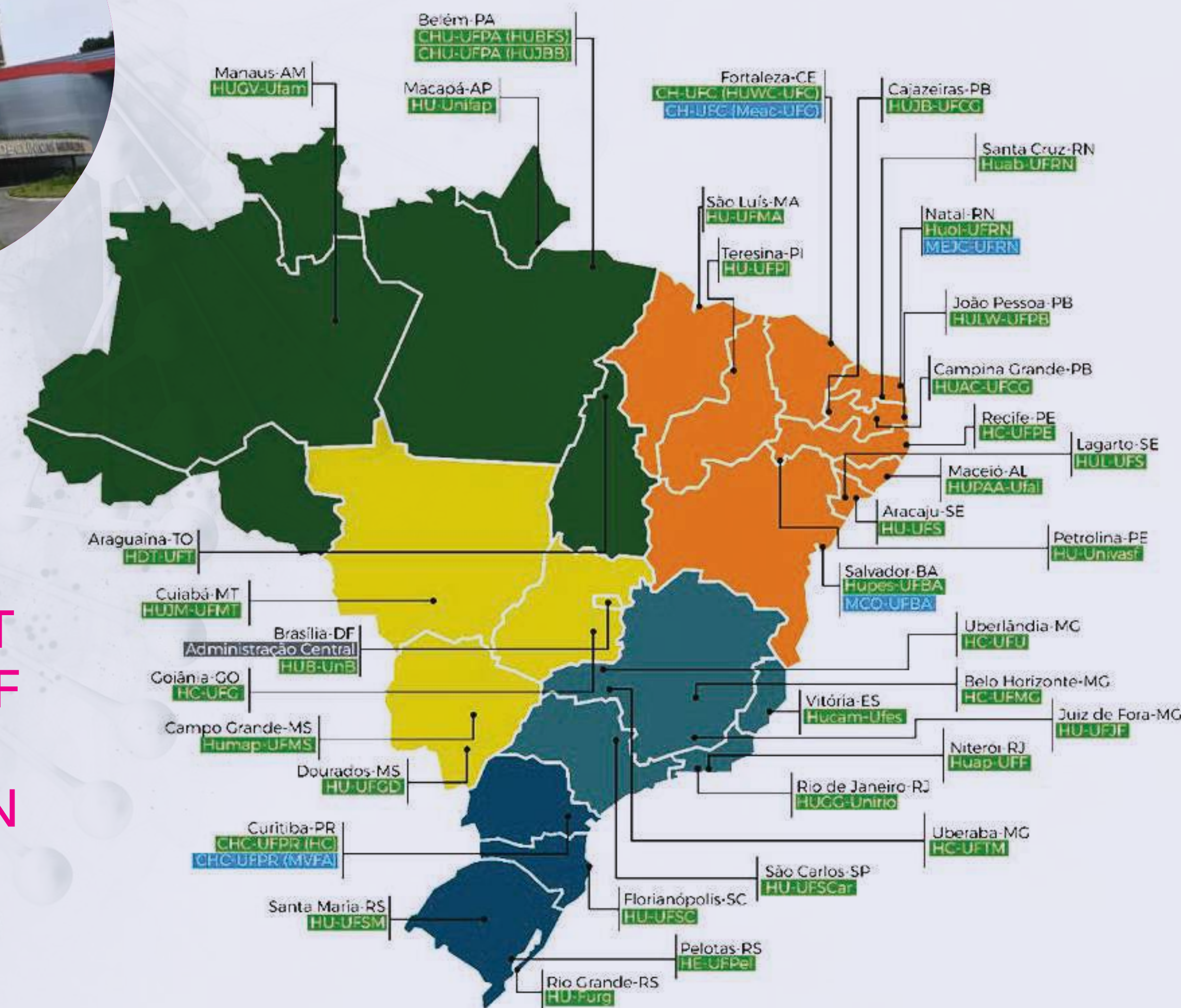


The experience with AMPARO® in collaboration with Brazilian public universities demonstrated the great capacity for conducting research through institutional agreements, which included research grants, purchase of supplies, and improvement of the infrastructure of the involved laboratories, in addition to leveraging the expertise of renowned scientists in their respective research areas.



THE LARGEST NETWORK OF UNIVERSITY HOSPITALS IN THE WORLD.

(51 UNITS).





A ROBUST AND GLOBAL ECOSYSTEM AIMED AT THE GROWTH OF THE HEALTH,
ECONOMIC AND INDUSTRIAL COMPLEX

PEIXE ROSA PROGRAM

PIONEERING COMPANIES INTERESTED IN CREATING A NEW REALITY OF COOPERATION BETWEEN THE PUBLIC AND PRIVATE SECTORS, GENERATING KNOWLEDGE, STIMULATING SCIENTIFIC EXCHANGE, AND PROMOTING HEALTH SOLUTIONS IN A DEVELOPING COUNTRY CAN JOIN **PEIXE ROSA**.

THE MANAGEMENT CORE OF THE **PEIXE ROSA** PROGRAM IS RESPONSIBLE FOR ANALYZING THE PROJECTS OF INTERESTED COMPANIES, AND AFTER ANALYSIS, ACTIVATES THE VARIOUS MEMBERS OF THE PROGRAM'S ECOSYSTEM WITH THE APPROPRIATE PROFILE TO DEVELOP IT.



PEIXE ROSA (LABS)



MISSION

TO OFFER ATTRACTIVE CONDITIONS FOR PRIVATE COMPANIES AND FOREIGN CAPITAL TO INVEST IN RESEARCH AND DEVELOPMENT OF NEW SOLUTIONS IN THE FIELD OF HEALTH AND LIFE SCIENCES, SOLVING PART OF THE **SUS** PROBLEMS.

VISION

TO BE THE LARGEST SUSTAINABLE ECOSYSTEM OF INNOVATION AND HEALTH PROMOTION IN THE WORLD, BECOMING ONE OF THE PILLARS OF BRAZIL'S ECONOMIC DEVELOPMENT, AND A MODEL FOR THE WORLD.

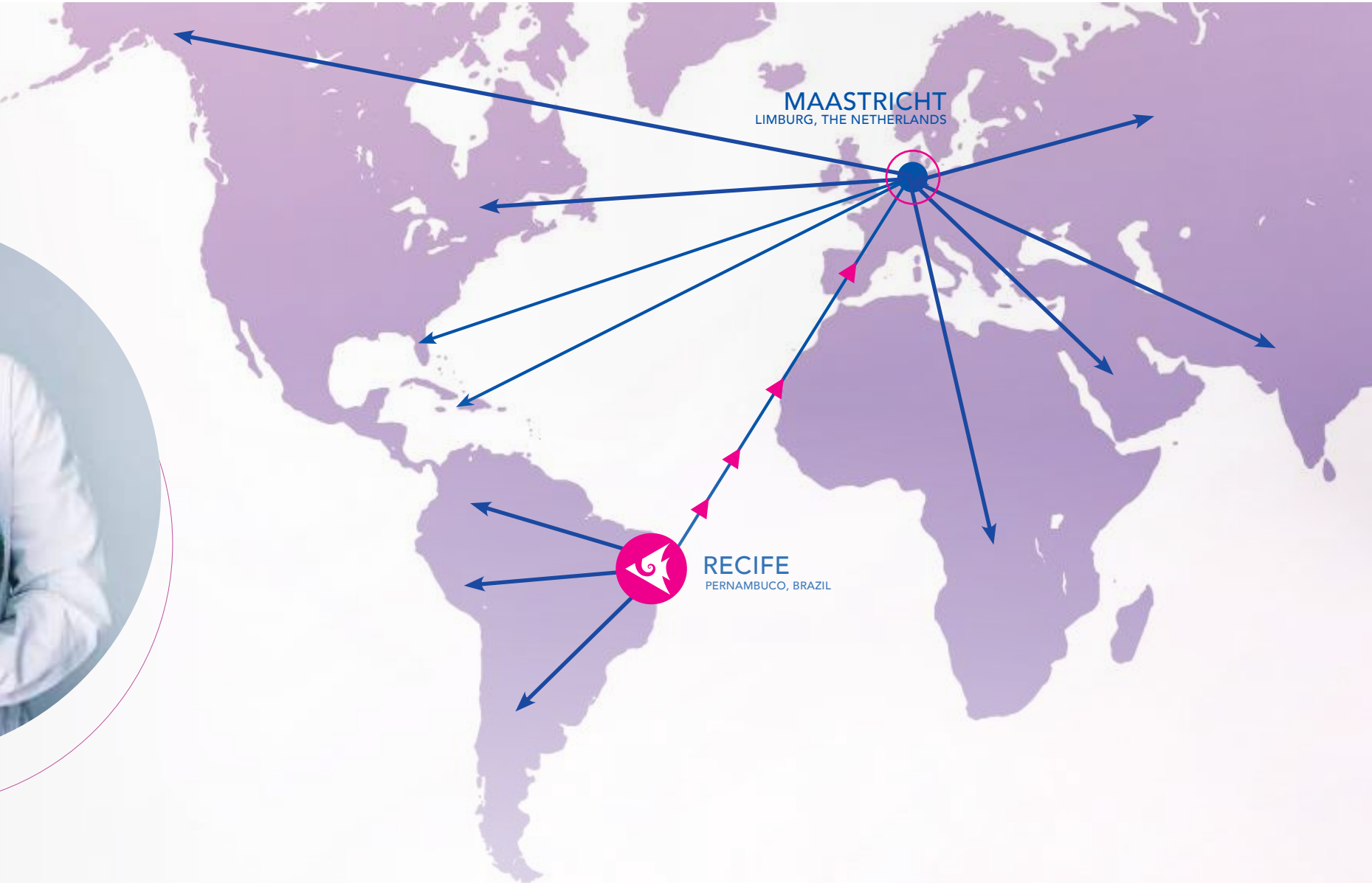


ENABLING INNOVATION IN HEALTH

OUTTHINKER
NETWORK

OF JOSEPH P&T
PRIVATE

HOW THE **PEIXE ROSA** PROGRAM WORKS



THROUGH INSTITUTIONAL AGREEMENTS, COOPERATION IS ESTABLISHED. HIGHLY QUALIFIED AND SPECIALIZED HUMAN RESOURCES DEVELOP THE PROJECT. IN RETURN, THE PRIVATE SECTOR INITIATIVES WORK ON GENERATING KNOWLEDGE AND CREATING A FAVORABLE SCENARIO FOR PUBLIC AND PRIVATE INVESTMENTS IN INFRASTRUCTURE.

THE TECHNOLOGY DEVELOPED IS SENT THROUGH THE **PEIXE ROSA** PROGRAM TO MAASTRICHT, IN THE NETHERLANDS, TO BE VALIDATED AND REGULATED BY THE **EUROPEAN MEDICINES AGENCY (EMA)** TO FACILITATE ITS ENTRY INTO THE EUROPEAN MARKET AND MAKE IT AVAILABLE TO THE REST OF THE WORLD.



VALIDATED AND REGULATED BY THE EUROPEAN MEDICINES AGENCY (EMA).



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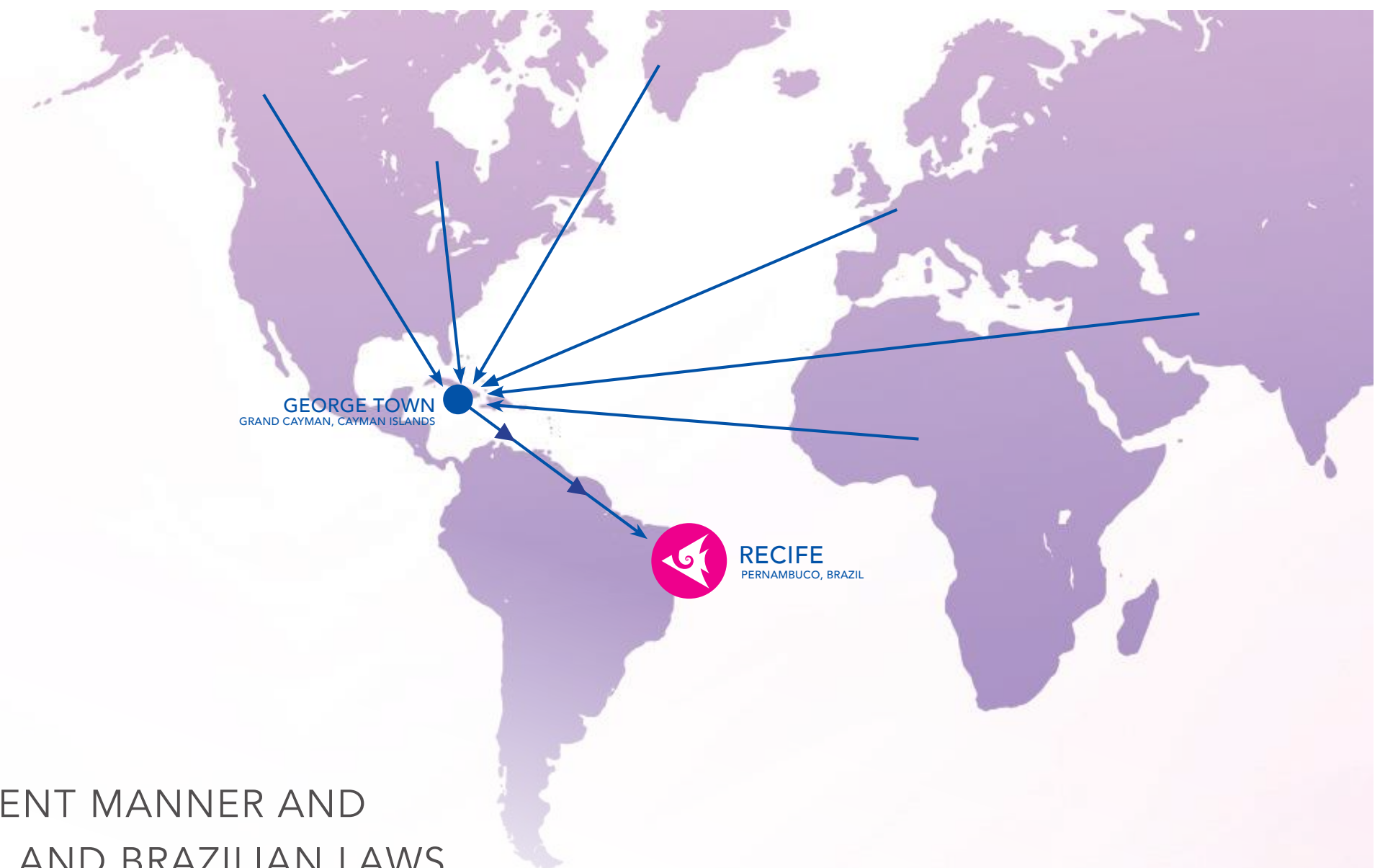
HOW THE PEIXE ROSA PROGRAM WORKS



CAYMAN ENTERPRISE CITY
Special Economic Zones

THROUGH **PEIXE ROSA**, IN A TRANSPARENT MANNER AND IN ACCORDANCE WITH INTERNATIONAL AND BRAZILIAN LAWS, THE INTELLECTUAL PROPERTY OF THE DEVELOPED TECHNOLOGY CAN BE REGISTERED IN THE CAYMAN ISLANDS, WHERE **OF JOSEPH PB&T** HAS OPERATIONS SEE (CAYMANENTERPRISECITY.COM). THIS WAY, MULTINATIONAL COMPANIES WILL HAVE GREATER EXCHANGE FREEDOM, THUS REDUCING COSTS. THOSE INTERESTED IN OPENING OFFSHORES WILL ALSO HAVE ACCESS TO SPECIALIZED CONSULTING SUPPORTED BY THE **PEIXE ROSA** PROGRAM.

THE DEVELOPED TECHNOLOGIES WILL BE BACKED BY THE LARGEST UNIVERSAL HEALTH SYSTEM IN THE WORLD AND MAY BE ACQUIRED BY IT FOR LARGE-SCALE USE. FROM BRAZIL, IT ALSO BECOMES EASIER TO PENETRATE THE MERCOSUR MARKET.

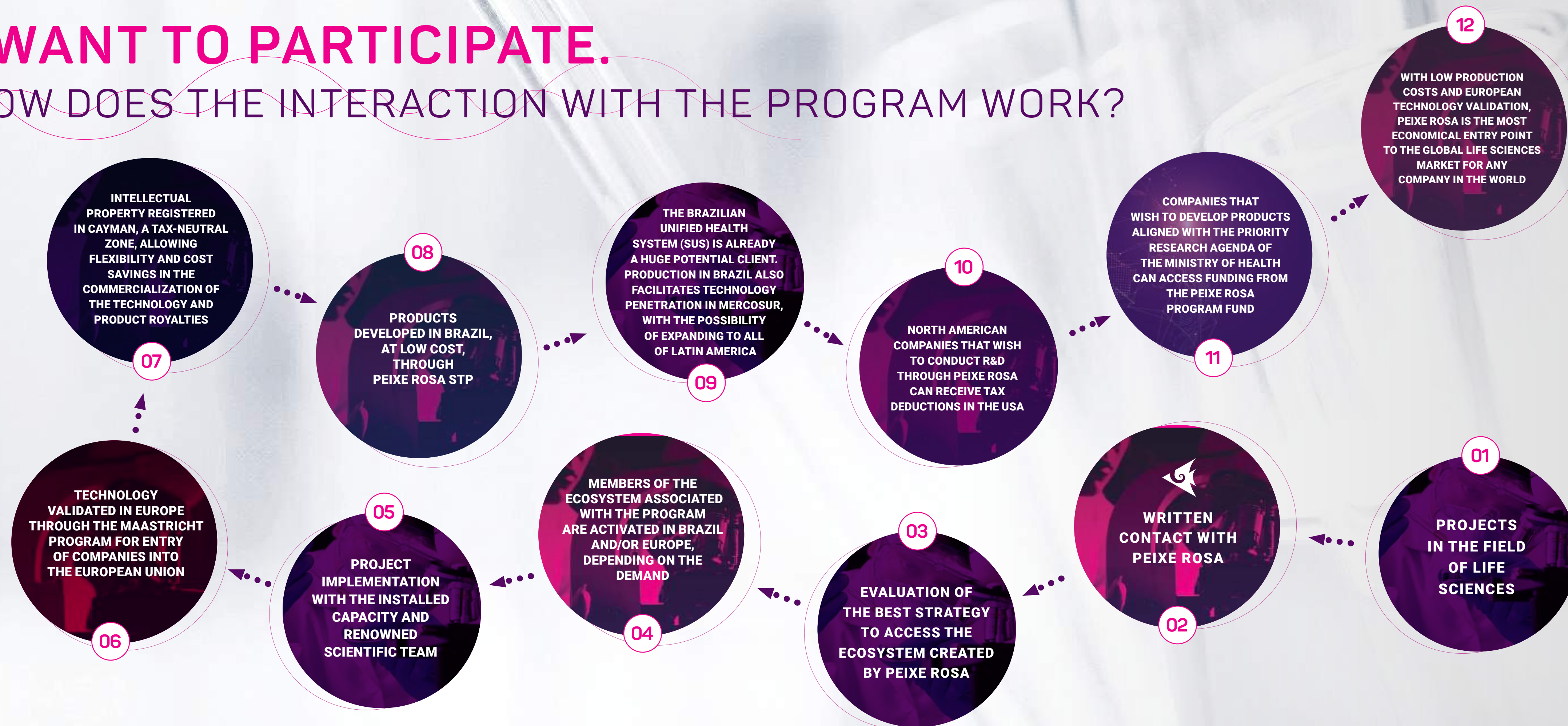


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I WANT TO PARTICIPATE.

HOW DOES THE INTERACTION WITH THE PROGRAM WORK?



THE FLOWCHART ABOVE SHOWS A POSSIBLE PATH WITHIN THE PEIXE ROSA PROGRAM, BUT IT IS POSSIBLE TO CUSTOMIZE YOUR OWN TRAJECTORY



ENABLING INNOVATION IN HEALTH



HOW DO THE COMPONENTS OF THE PROGRAM INTERACT WITH EACH OTHER?



PEIXE ROSA LABS
LABORATORY SUPPORT CENTER



PEIXE ROSA STP
SCIENCE AND
TECHNOLOGY PARK



MANAGEMENT CORE
HEADQUARTERS OF THE
PEIXE ROSA ECOSYSTEM



PEIXE ROSA CRO
CLINICAL RESEARCH
ORGANIZATION
REPRESENTATIVE



PROGRAM HEADQUARTER PEIXE ROSA
SUDENE BUILDING



PEIXE ROSA CLINICS
HOSPITALS/CLINICS
HOSPITAL OF THE FUTURE



PEIXE ROSA OTI FUNDS
OUTTHINKER FUND FOR **PEIXE ROSA**



ENABLING INNOVATION IN HEALTH



ECOSYSTEM

A DYNAMIC ECOSYSTEM OF RESEARCH, DEVELOPMENT, AND BUSINESS, WITH A MODEL OF SUSTAINABLE PRINCIPLES, IN A CULTURALLY VIBRANT PLACE WITH AN EYE TOWARDS THE FUTURE.

BASED IN RECIFE, THE CAPITAL OF PERNAMBUCO, THE **PEIXE ROSA** PROGRAM IS LOCATED IN A CITY THAT STANDS OUT NATIONALLY FOR ITS MULTIPLE CULTURAL EXPRESSIONS OF TRADITION AND ITS GREAT AND INTENSE ARTISTIC PRODUCTION.

RECIFE IS ALSO THE SECOND LARGEST MEDICAL HUB IN BRAZIL, SECOND ONLY TO SÃO PAULO, GENERATING ABOUT 8 BILLION REAIS PER YEAR.



BOA VIAGEM BEACH,
with 7 km of coastline, among
the top ten urban beaches
in the country;



PORTO DIGITAL

TECHNOLOGICAL PARK BASED
on the triple helix
model of Henry Etzkowitz
and Loet Leydesdorff,
with revenues of nearly
5 Billion Reais in 2022;



**POLO
HOSPITALAR**

**LARGEST HOSPITAL
HUB IN THE NORTHEAST**
More than 500 hospitals
and clinics, serving about
20,000 people per day;



OLINDA

Neighboring city of Recife,
declared by UNESCO
as a world heritage site;



GOIANA

GOIANA INDUSTRIAL PARK
64 km from Recife, it is a pharmaceutical hub,
home to the hemobrás industrial plant for blood
derivatives, as well as an automotive hub with
the fiat chrysler automobiles group
(FCA GROUP AND STELLANTIS).



SUAPE

INDUSTRIAL AND PORT COMPLEX
South atlantic shipyard (largest shipyard in the
southern hemisphere), in the metropolitan
region of Recife (RMR);



UFPE

UNIVERSITY CENTER
UFPE and UPE university center,
some of the most renowned
public universities in Brazil;



HEMOBRÁS



ENABLING INNOVATION IN HEALTH



ECOSYSTEM

A KEY COMPONENT OF THE **PEIXE ROSA** PROGRAM ECOSYSTEM IS THE SUDENE BUILDING, THE FORMER HEADQUARTERS OF THE SUPERINTENDENCY FOR THE DEVELOPMENT OF THE NORTHEAST. THROUGH AN INSTITUTIONAL COOPERATION AGREEMENT, THE SOUTH TOWER OF THE BUILDING WILL HOUSE THE **PEIXE ROSA** PROGRAM. THE BUILDING FEATURES ARCHITECTURAL CHARACTERISTICS THAT CONTRIBUTE TO ITS ENERGY EFFICIENCY, BEING PREPARED TO HOST INITIATIVES COMMITTED TO INNOVATION AND PLANET CARE.

THE **SUDENE BUILDING** IS LOCATED IN FRONT OF THE UFPE CAMPUS, WHERE THE **HOSPITAL DAS CLÍNICAS** (UFPE PUBLIC UNIVERSITY HOSPITAL) IS LOCATED. IN ITS SURROUNDINGS, THERE IS ALSO LAND FOR THE INSTALLATION OF ANOTHER PROGRAM HOSPITAL, AS WELL AS THE BUILDING THAT WILL HOUSE THE **PEIXE ROSA** FACILITIES.

TO COMPLETE THE ARRANGEMENT, A TECHNOLOGICAL PARK WILL ALSO BE PART OF THE ECOSYSTEM, AND NEGOTIATIONS ARE UNDERWAY TO INCLUDE THE INDUSTRIAL PLANT OF THE BRAZILIAN COMPANY OF BLOOD DERIVATIVES AND BIOTECHNOLOGY (**HEMOBRÁS**), WHICH IS BEING BUILT IN GOIANA, A MUNICIPALITY LOCATED IN THE NORTHERN FOREST ZONE OF PERNAMBUCO.

THE GENERATION OF KNOWLEDGE, AN UNQUESTIONABLE MISSION OF A TECHNOLOGICAL PARK, WILL BE ANCHORED BY THE PRESENCE OF UNIVERSITIES, RESEARCH CENTERS, AND **OUTTHINKER**, CONTRIBUTING TO A PROSPEROUS ENVIRONMENT THAT MULTIPLIES NEW INITIATIVES. THROUGH AGREEMENTS WITH THE BRAZILIAN GOVERNMENT, THE **PEIXE ROSA** PROGRAM CAN CONTRIBUTE TO THE EXPANSION AND ATTRACTION OF INVESTMENTS FOR THE PARK, OFFERING STRATEGIC PATHWAYS FOR INVESTORS TO REDUCE PRODUCTION, LOGISTICS, AND OPERATIONAL COSTS.



PEIXE ROSA LABS



SUDENE BUILDING



HOSPITAL DAS CLÍNICAS
UFPE PUBLIC UNIVERSITY HOSPITAL



CAMPUS UFPE



HEMOBRÁS
(INDUSTRIAL PLANT- GOIANA/PE)



ENABLING INNOVATION IN HEALTH



ECOSYSTEM MAP

PERNAMBUCO

THE **PEIXE ROSA** PROGRAM ALSO HAS THE SUPPORT OF THE STATE GOVERNMENT OF PERNAMBUCO, THROUGH ITS SECRETARIAT OF SCIENCE, TECHNOLOGY, AND INNOVATION AND ITS NETWORK OF ECOSYSTEMS OF PERNAMBUCO (**REPE**).

ACCORDING TO THE GOVERNMENT OF PERNAMBUCO, **REPE** CAN BE DEFINED AS AN ENVIRONMENT OF INTEGRATION, RECIPROCAL, SYSTEMIC, INTERSECTORAL, AND INTERDISCIPLINARY COOPERATION, FORMED BY INSTITUTIONS OF SCIENCE, TECHNOLOGY, AND INNOVATION AND REPRESENTATIVE ENTITIES OF THE PUBLIC SECTOR, ACADEMIC SECTOR, PRIVATE SECTOR, THIRD SECTOR, AND OTHER SEGMENTS OF SOCIETY FROM THE SERTÃO TO THE DOCKS THAT ACT DIRECTLY OR INDIRECTLY IN THE FIELD OF RESEARCH, DEVELOPMENT, INNOVATION - R&D&I AND INNOVATIVE ENTREPRENEURSHIP WITH A VIEW TO SUSTAINABLE SOCIOECONOMIC DEVELOPMENT, ALIGNING THEIR ACTIVITIES, INITIATIVES, AND PROJECTS.



THIS MULTI AND INTERSECTORAL VISION CONTRIBUTES TO THE MAINTENANCE OF A FERTILE ECOSYSTEM THAT FAVORS THE CREATION OF STRONGER AND MORE INNOVATIVE ENTERPRISES.



ENABLING INNOVATION IN HEALTH



OPPORTUNITY IN SIGHT

A GIGANTIC BRAZILIAN MARKET IS WAITING FOR THOSE WHO DARE TO EXPLORE.

95% OF THE ACTIVE PHARMACEUTICAL INGREDIENTS USE FOR MEDICINE PRODUCTION IN BRAZIL ARE IMPORTED.

THE **PEIXE ROSA** PROGRAM AIMS TO DEEPLY IMPACT THIS REALITY, WHICH BECAME A MAJOR PROBLEM FOR BRAZIL DURING THE PANDEMIC: ITS DEPENDENCE ON IMPORTED ACTIVE PHARMACEUTICAL INGREDIENTS.

THE **PEIXE ROSA** PROGRAM WILL WORK WITH ITS ECOSYSTEM TO DEVELOP AN INDUSTRY IN BRAZILIAN TERRITORY THAT CAN OFFER SAFE PRODUCTS WITH DIFFERENTIATED QUALITY WITHOUT DEPENDING ON IMPORTATION PROCESSES.



ENABLING INNOVATION IN HEALTH

OUTTHINKER
NETWORKS

OF JOSEPH PB&T
PRIVATE

INVESTMENTS COMMITTED TO THE FUTURE OF HUMANITY AND THE PLANET.



ENABLING INNOVATION IN HEALTH

OUTTHINKER



INVESTMENT FUNDS

.22 -0.21 EEF 2.76 -0.96 ELT 3.65 -0.24 EMN 7



A PRIVATE INVESTMENT FUND OF AT LEAST 1 BILLION US\$ DOLLARS WILL BE FINANCED BY GLOBAL BANKS THAT HAVE ALREADY EXPRESSED INTEREST AND ARE STUDYING THEIR FORMS OF PARTICIPATION. THE **PEIXE ROSA** MONETARY FUNDS ARE OPEN TO OTHER PRIVATE INTERESTS THAT CAN COLLABORATE WITH THIS PIONEERING INITIATIVE.

OTHER FUNDS FOR DIFFERENT SIZES AND INTERESTS WILL ALSO BE DISCUSSED AND DESIGNED WITH THE BRAZILIAN GOVERNMENT. THERE ARE ALSO POSSIBILITIES FOR PUBLIC OR PUBLIC-PRIVATE FUNDS, BOTH FOR THOSE WHO WISH TO INVEST AND FOR THOSE SEEKING INVESTMENT. THE STATE GOVERNMENT OF PERNAMBUCO HAS ALSO EXPRESSED INTEREST IN CREATING A FUND FOR OTHER LOCAL INITIATIVES.

THE FUND MANAGEMENT EXPERTISE OF THE PARTNER COMPANIES OF THE **PEIXE ROSA** PROGRAM ENSURES SECURITY AND TRANSPARENCY THROUGHOUT THE PROCESS, MAKING IT POSSIBLE TO CONTROL AND MONITOR ALL STAGES.



ENABLING INNOVATION IN HEALTH



INVESTMENT FACILITIES



- For American companies, it is possible to invest in research and development projects in Brazil using funds that will be allocated to income tax payments.
for more information: <https://www.irs.gov>
- A through the articulation of the **PEIXE ROSA** program, it is possible to discuss with the Brazilian government the creation of public policies aimed at attracting and securing investments in health and life sciences. there are other Brazilian initiatives that indicate a good strategy for promoting a promising business ecosystem;
- Consulting for building the best business strategy for pioneering companies; Infraestrutura já estabelecida e capital humano qualificado;
- Established infrastructure and qualified human capital;
- Neutral tax for intellectual property registration and greater exchange freedom for multinational companies;
- Validation of technologies in Maastricht, paving the way for commercialization in Europe and worldwide.



THE PATH TO AN OUTTHINKER WAY OF ENABLING LIFE SCIENCES PROJECTS

PEIXE ROSA IS THE RESULT OF OVER A DECADE OF EXPERIENCE BY **OF JOSEPH PB&T** IN BRAZIL. BY BUILDING A SUCCESSFUL BUSINESS MODEL OF INSTITUTIONAL COOPERATION BETWEEN THE PUBLIC AND PRIVATE SECTORS, IN PARTNERSHIP WITH **OUTTHINKER** AND BRAZILIAN AND INTERNATIONAL ASSOCIATES, THEY CREATED THE **PEIXE ROSA** PROGRAM, INITIALLY WITH THE PROPOSAL TO GUIDE COMPANIES TO FOLLOW THE SAME INNOVATION PATH THAT **OF JOSEPH PB&T** FOUND IN BRAZIL.

THESE ARE THE OUTTHINKER CASES OF OF JOSEPH PB&T IN BRAZIL

VACSYN

A therapeutic and prophylactic scheme in light of personalized medicine aimed at combating HIV/AIDS, based on viral competition between caev (caprine arthritis encephalitis virus) and hiv and stimulating the immune system.



AMPARO

A broad-spectrum drug platform for respiratory diseases. conceived in 2020 to tackle the covid-19 pandemic, AMPARO as a technology exceeded expectations and has now caught the attention of major international investment banks.

NANOSENSING

Nanotechnology applied to the quantification of cardiovascular injury markers. agility, precision, ease of handling and transport, nanosensing is a point of care (POC) developed to improve care for cardiovascular clinic patients. this technology has already attracted commercial interest from hospitals and medical device manufacturers.



MIMESIS HACKATHON

A hackathon where participants have the opportunity to learn about biotechnology through lectures and workshops and put their ideas into practice through innovative projects developed collectively with participants from various parts of the world.

THE CASES OF **OF JOSEPH PB&T** IN TRANSLATIONAL MEDICINE PROJECTS IN BRAZIL INSPIRED THE CREATION OF THE **PEIXE ROSA** PROGRAM. IF YOU HAVE AN **OUTTHINKER** IDEA IN LIFE SCIENCES, THE MISSION OF THE **PEIXE ROSA** PROGRAM IS TO MAKE IT REAL.



ENABLING INNOVATION IN HEALTH





ENABLING INNOVATION IN HEALTH

JOIN US

PEIXE ROSA IS OPEN TO DISCUSSING OTHER POSSIBILITIES
AND BUSINESS DESIGNS. **CONTACT US.** OUR PROGRAM HAS
SPECIALIZED CONSULTING TO JOINTLY DESIGN THE BEST STRATEGIES.



CONTATO

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