



We are



4U pharma
SWISS COMPANY



Who Are We?

4UPharma Identity

Pharmacy 2.0

4UPharma is a pharma company who are focus to find solutions, new approaches and change the ways in prophylaxes and treatment of different health disorders.

We are identifying pain points and problems and we envision new ways of treating existing conditions and improving health via ingredients from the nature.

Through deep insight and understanding of the problems we are creating new solutions and developing new categories.



Purpose

What is the reason for our existence?

We exist to build healthy foundations from the early beginning that will bring joyfull life in the future. We belive that our care for community, knowladge and love for each other can create healthy and joyful enviroment for all of us.

Vision

Our vision is to help people with our love and knowladge to have good and fruitful life.

Our ambition is to educate, to encourage and support collobaration between all the relevant factors who affects children's development and people's lifes – from parents, family and friends to the medical experts.



Mission

Why are we here?

To inspire society to create an environment that create children's development, healthy habits and joyful life.

In our mission we are deeply challenging current medical treatments, guidelines and recommendations, and trying to bring new perspectives, solutions and recommendations.

Belief

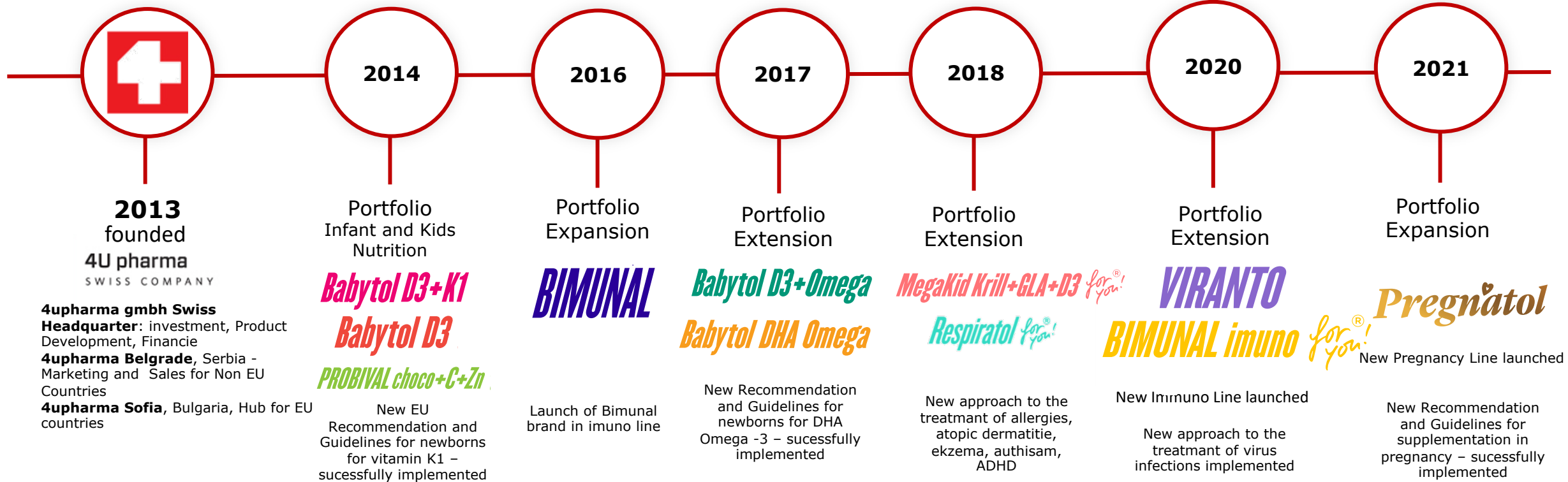
What defines us and is located in the heart of our identity is Nature & Nurture.

We strongly believe that everything we need we can find in the nature, as food or medicine.

With the strong development team we are trying to find solutions in the nature which will support and help society, medical professionals, parents and babies for healthy development in first 1.000 days.

Quick Introduction to 4U Pharma

products



Coming soon..
Babytol Coli
Babytol Premature
Lactoferrin
MegaKid Omega - 3

Science, innovation and relevance

Our scientific team is challenging EU and National protocols, guidelines, standards and therapies.

Based on evidence, data and knowledge we are:

- Suggesting updates on EU and National Protocols
- Helping EU and National Authorities to bring and implement new Protocols, Standards and therapies

Government and pediatric/ neonatology associations supported to bring and implement new protocols and guidelines in the following countries

New EU Recommendation and Guidelines for newborns for prolonged prophylaxes of vitamin K1 – successfully implemented

New Recommendation and Guidelines for newborns for DHA Omega -3 fatty acid – successfully implemented

New approach to the treatment of allergies, atopic dermatitis, eczema, autism, ADHD

New approach to the treatment of virus infections implemented

New Recommendation and Guidelines for supplementation in pregnancy – successfully implemented

Why is 4UPharma unique and different?

- 4UPharma delivers additional value for each and every stakeholder > final consumers, medical professionals, customers, distributors, producers, own organization.
- We envision new ways of treating existing conditions and improving health via ingredients from the nature which we analyze in detail and understand their impact, therefore generating value.

What are the growth ambitions for the company?

- to reach all babies and medical professional whom we can help
- to have sustainable growth, with robust investment in innovation and support to all stake-holders, and to become one of the leading innovator in natural nutrition segment
- to provide nature-based solutions for healthy development and solving problems
- to be recognized as a credible partner of all relevant associations and authorities, and recognized as a leading company in children's nutrition in EU

4UPharma Competitive Advantages vs key global and local players?

Approach and belief.

We are truly human centric company. Identifying pain points, problems, wrong therapies.

Then, we are trying to find solutions for human problems through new approaches, challenge and change the ways in prophylaxes and treatment of different health disorders, supported by evidence through scientific team and strong internal development team.

Through deep insight and understanding of the human problems we are creating new solutions, innovation and developing new categories.

At the end we are educating and telling the story based on strong evidence.

Through our love and knowledge, we are helping society, medical professionals, parents and babies for healthy development in first 1.000 days.

4UPharma Business Strategy

- **Where to Play**

- 1st priority first 1.000 days - Pregnancy, Infants and Toddlers
- 2nd priority – Children & Adults (“spill over” of our Pregnancy, Infant and Babies legacy)

- **How to Win**

- Strong Medical Scientific support from EU Key Opinion Leaders with medical reports, educational materials, clinical evidence and lectures
- Relevance and Credibility based on knowledge and evidence (clinical data, own clinical studies)
- New approach and natural solutions in prevention and treatment
- Product quality creating high level of value for money – cost/benefit

Details on key SKUs, brand positioning
and differentiation vs competition
(should go into appendix)

Ideal partner

Strategic criteria

Capability

Preferably our partners should have :

- Team with medical background
- Knowledge for medical communication with doctors and digital communication with parents
- Experience in education doctors and parents
- experience and knowledge to managing Medical Key Opinion Leaders

Passion

We are looking for a partner that will be same as us passionate for our purpose and products, believing and feeling them, and living for them like we do.

Collaboration

We are looking for honest, trustful and collaborative partners as we are.



4U pharma
SWISS COMPANY

*Every life
deserves joy*