



STELLA POLARIS

SEAFOOD FROM THE ARCTIC

NORWAY

How to take next step in the
medico sector?

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STELLA POLARIS

How do we make money
on the hole prawn?

2007:

13 000 000 kg raw prawns

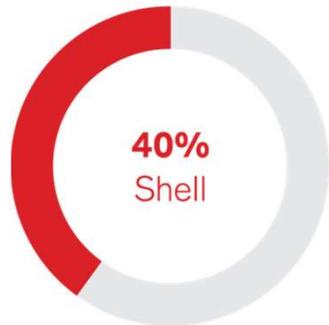
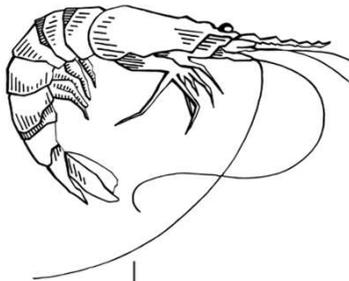
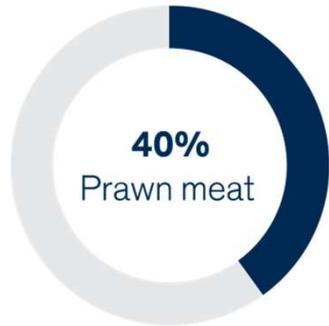
Production →

40 % cleaned prawns

40 % prawn shell/head fragments

20 % proteins in process water





20% disappear
as process water

Creating value of the hole prawn

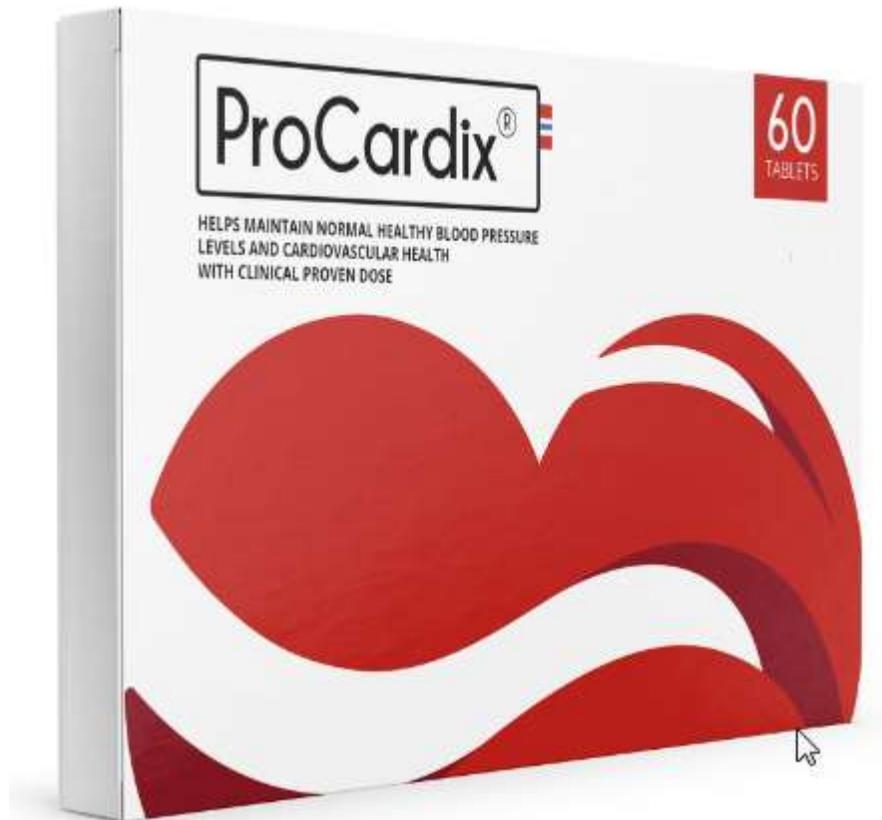
Breaking news

- Marelis – developing new high-value products based on by-products from the prawn production
- Patented ACE inhibiting cost supplement to reduce blood pressure based on prawn shell and head fragments
- Clinically tested and documented effect
- To be sold with a governmental approved functional claim

Checking blood pressure



2016 : We go to the market!

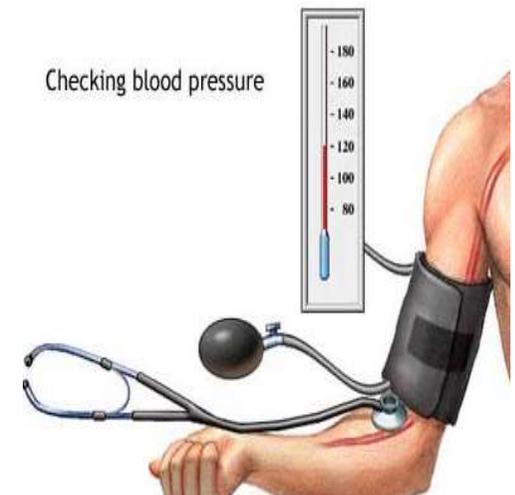
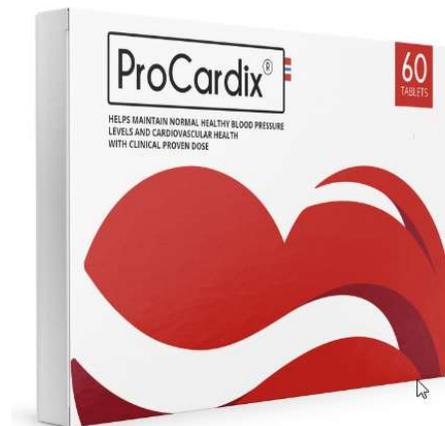


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Status:

- **Start sales in Canada in Jan/Feb 2018 with governmental approved functional health claim**
- **Waiting for sales approval in USA and EU**



How to take next step in the medico sector?

1. What's in the prawn shell and head
2. What is already done
3. Challenges
4. Why invest in biotech
5. What's next



What's in the prawn shell and head?



Proteins



Citin/Chitosan



Astaxanthin



Omega 3 oil

What is already done ?

Prawn shell flour



What is already done ?

- Alkaline Phosphatase (enzym used in molecular biology)

Process water



What is already done ?

- Hair and body care
- Dental Care
- Wound treatment
- Water cleaning
- Improve soil
- Wine filtering
- Dieting

Chitin/Chitosan



What is already done ?

- Animal feed additive to impart coloration
- Dietary supplement for humans (antioxidant)

Astaxanthin



What is already done ?

Omega 3 oil

- Dietary supplement

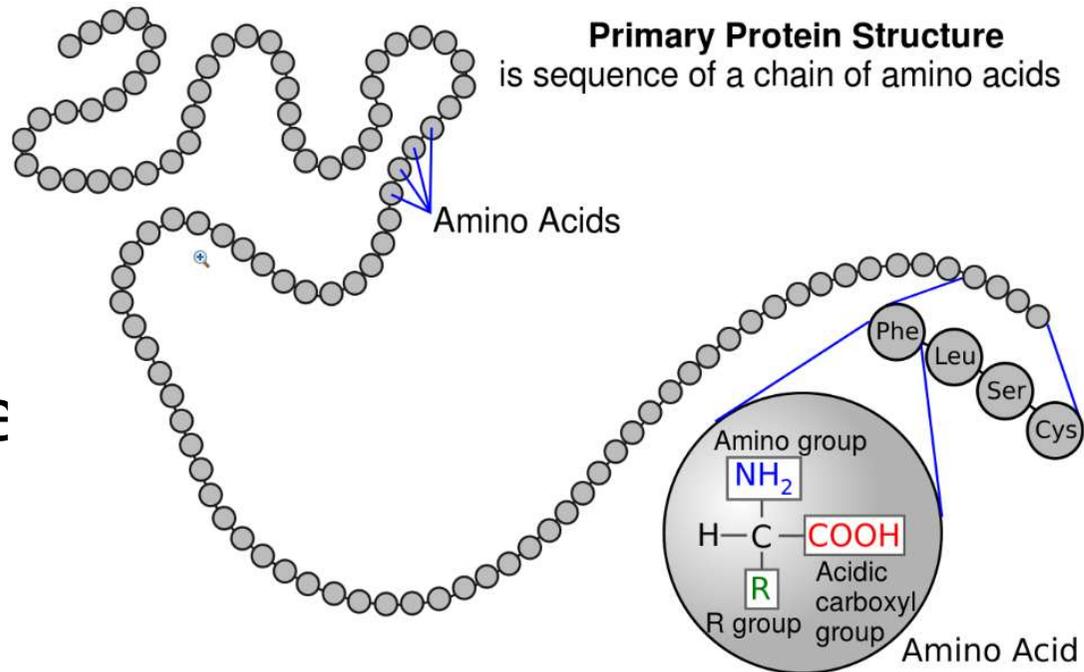


What is already done ?

Proteins

The new big thing!

- Food
- Cost suppleme (Procardix...)



Challenges

- Takes new knowledge to develop
- Time
- Money
- Risk
- New way to the market B2C
- Communication with the end user

Example communication challenges

“treatment with XXXXXX had a substantial impact on lowering blood pressure values compared to placebo in mild to moderate subjects with hypertension.”

Don't
become
a.....



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