

MEDISTAR

THE TILLER GROUP

2015



FIRST 1000 DAYS





FIRST 1000 DAYS

The 1,000 days between a woman's pregnancy and her child's 2nd birthday offer a unique window of opportunity to shape healthier and more prosperous futures.

The right nutrition during this 1,000 day window can have a profound impact on a child's ability to grow, learn, and rise out of poverty. It can also shape a society's long-term health, stability and prosperity.

Today, undernutrition is still a leading cause of death of young children throughout the world.



For infants and children under the age of two, the consequences of undernutrition are particularly severe, often irreversible, and reach far into the future.



FIRST 1000 DAYS

By focusing on improving nutrition for mothers and children in the 1,000 day window, we can help ensure a child can live a healthy and productive life.

Investing in better nutrition in the 1,000 day window can also help families, communities and countries break the cycle of poverty.

The right nutrition during the 1,000 day window can

- ☐ Reduce the risk for developing various non-communicable diseases such as diabetes, and other chronic conditions later in life
- ☐ Save more than one million lives each year
- ☐ Significantly reduce the human and economic burden of diseases such as tuberculosis, malaria and HIV/AIDS
- ☐ Improve an individual's educational achievement and earning potential
- ☐ Increase a country's GDP by at least 2-3 percent annually

Improving nutrition during the critical 1,000 day window is one of the best investments we can make to achieve lasting progress in global health and development



MEDISTAR Is...

The ***only*** cost-efficient comprehensive, nutritionally complete, patented meal program designed to be administered as part of a comprehensive healthcare program

Proven, measurable health benefits

- Extensive studies allow Medistar to make affirmative medical claims: lowers blood pressure 6%, cholesterol 8%, and blood sugar 20%, all in less than 12 weeks

Backed by science

- Largest and most comprehensive pharmaceutical-grade clinical trials of its kind
- Validated by ISCTR

Meets recommendations and guidelines from all major advocacy groups

- *First and only* meal plan that meets 100% of the National Academy of Sciences' daily recommended intakes for 20 essential vitamins/minerals.
- Also meets American Heart Association, American diabetes Association, American Cancer Society, Adult Treatment Panel III, Academy of Nutrition & Dietetics, Dietary Guidelines 2010

Intelligent Quisine
Clinical Trials & Published Research

\$150M spent on program development: 7 patents; 4 years of trials and 3 clinical studies with over 1,200 participants at 10 major institutions

Great tasting food that people love to eat!



PROGRAM HIGHLIGHTS

Foundation for personalized healthcare system across multiple demographics

- ☐ Halal

Personalized medicine and treatment of chronic conditions tailored to the individual

Expandable to additional segments

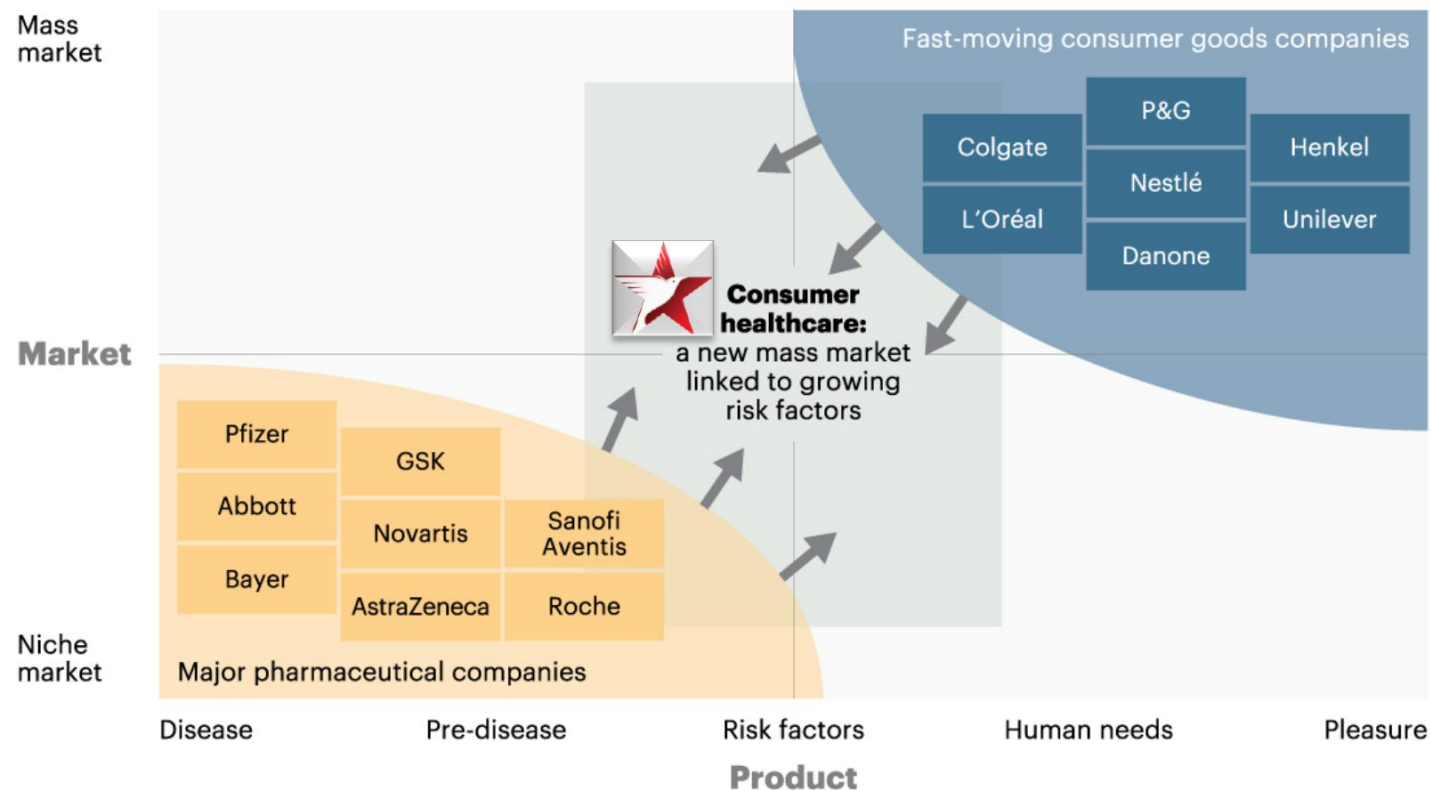
- ☐ Ethnic Foods Preferences
- ☐ Additional Disease Categories

Experienced management team across food and health care industries



POSITIONED FOR GROWTH

The existing and growing mass market for consumer healthcare products is underserved and IQ is designed to fill that gap



Source: A.T. Kearney analysis



ACCELERATING CHALLENGE

Figure 1

Changing demographics create risk factors that accelerate the growth of chronic diseases

Demographic shifts

Wealth

Lifestyle

Urbanization

Risk factors

Obesity

Smoking

Longevity

Chronic diseases

Osteoporosis

Diabetes

Cancer

Vascular disease

Dementia

Sources: NHS, Age UK: *Research into Ageing*, Dementia Report 2010, WHO Diabetes and Obesity Atlas, IDF, Cancer Research, National Osteoporosis Society; A.T. Kearney analysis



METABOLIC SYNDROME: GLOBAL EPIDEMIC



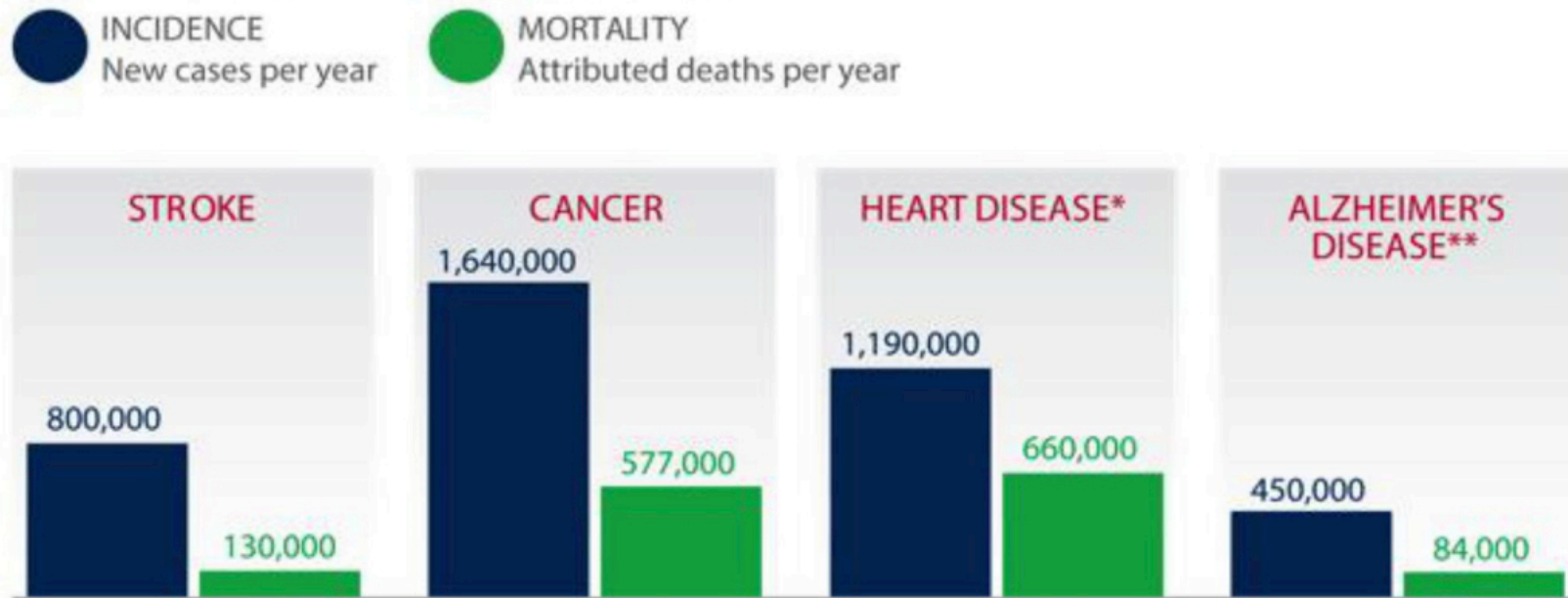
Source: Grundy SM, Brewer HB, et al. Definition Syndrome. Circulation, 2004

***Metabolic Syndrome Leads to the
Most Pervasive and Expensive Medical Conditions***



METABOLIC SYNDROME EPIDEMIC

Incidence and mortality of the diseases associated with obesity and type 2 diabetes in the United States



Source: Statistical Abstract of the United States, 2009. U.S. Census Bureau; Heart Disease Facts. Center for Disease Control; 2013 Alzheimer's disease Facts and Figures, Alzheimer's Association; Heart Disease and Stroke Statistics 2013. American Heart Association

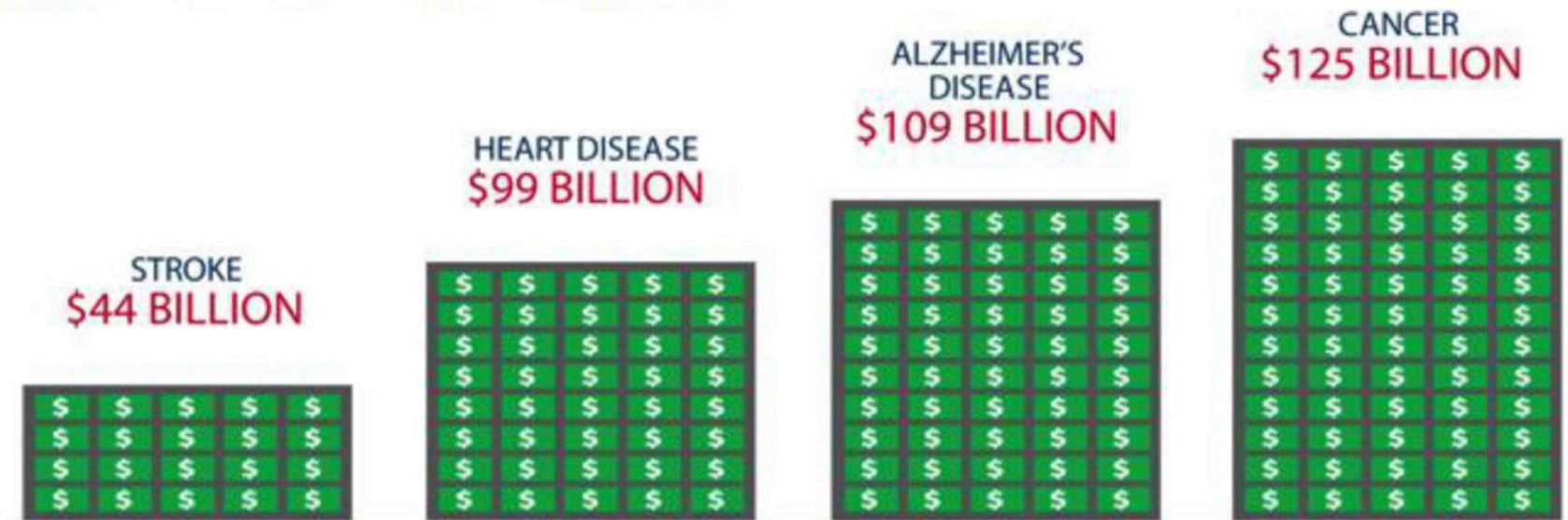
***Four million newly-diagnosed cases per year in the U.S.
80% of this disease burden is preventable***



METABOLIC DISEASE EPIDEMIC



Direct annual medical costs of the diseases associated with obesity and type 2 diabetes in the United States



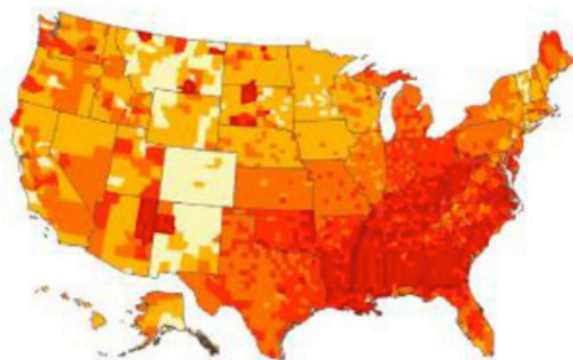
Source: DiCarlo A. Human and economic burden of stroke. Age and Ageing, 2009, Heart Disease and Stroke Statistics 2013. American Heart Association; 2013 Alzheimer's Disease Facts and Figures. Alzheimer's Association; Mariotto A8, Yabroff KR, et al. Projections of the Cost of Cancer Care in the United States 2010-2020. Journal of the National Cancer Institute, 2011

The direct medical costs associated with diabetes and obesity total over \$400 billion annually.



FOCUS: DIABETES

Figure 3. Percentage of U.S. Adults Aged ≥ 20 Years with Diagnosed Diabetes, by County, 2008



Age-adjusted percentage

0%–6.3%	6.4%–7.5%	7.6%–8.8%
8.9%–10.5%	$\geq 10.6\%$	

Prevalence of Diagnosed Diabetes, 2007–2009

U.S. Adults, by Age^a

20–44 years	2.6%
45–64 years	11.7%
≥ 65 years	18.9%

U.S. Adults Aged ≥ 20 Years, by Race and Ethnicity^{b,c}

American Indian and Alaska Native	16.1%
Asian American	8.4%
Hispanic	11.8%
Non-Hispanic black	12.6%
Non-Hispanic white	7.1%

^a National Health Interview Survey.

^b National Diabetes Fact Sheet, 2011.

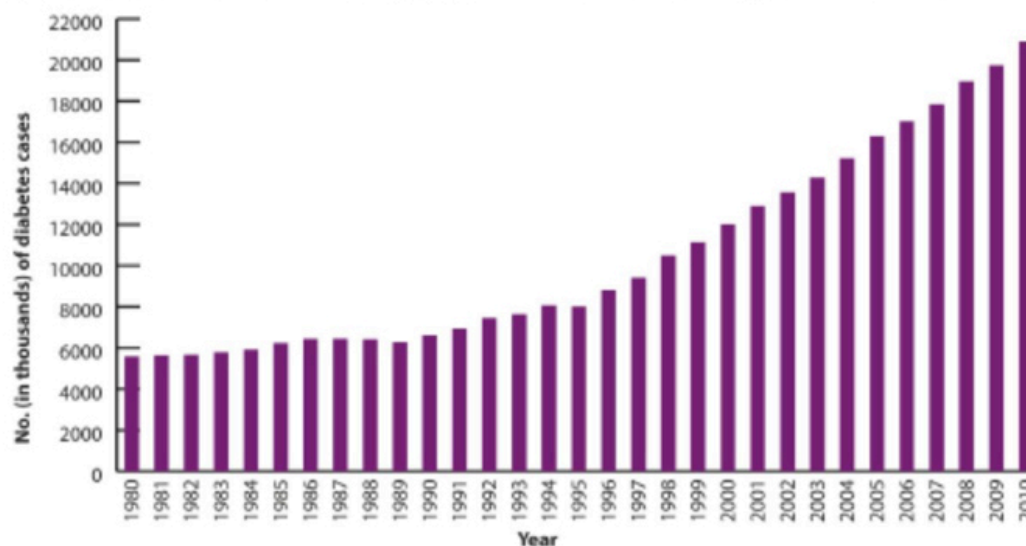
^c Data were age adjusted. See Technical Notes for more details.

According to the Center for Disease Control

- ☐ **33% of the US** Adult Population
- ☐ Over 22 million Adults Diagnoses Every Year
- ☐ Losing just 5-7% of body mass delays onset
- ☐ Annual Cost to the US Economy \$245 Billion
 - ☐ \$176 Billion in Direct Medical Costs
 - ☐ \$69 Billion in Lost Productivity

Food and Nutrition is a Leading Preventative Measure

Figure 2. Annual Number of U.S. Adults Aged 18–79 Years with Diagnosed Diabetes, 1980–2010



Source: National Diabetes Surveillance System; National Health Interview Survey data

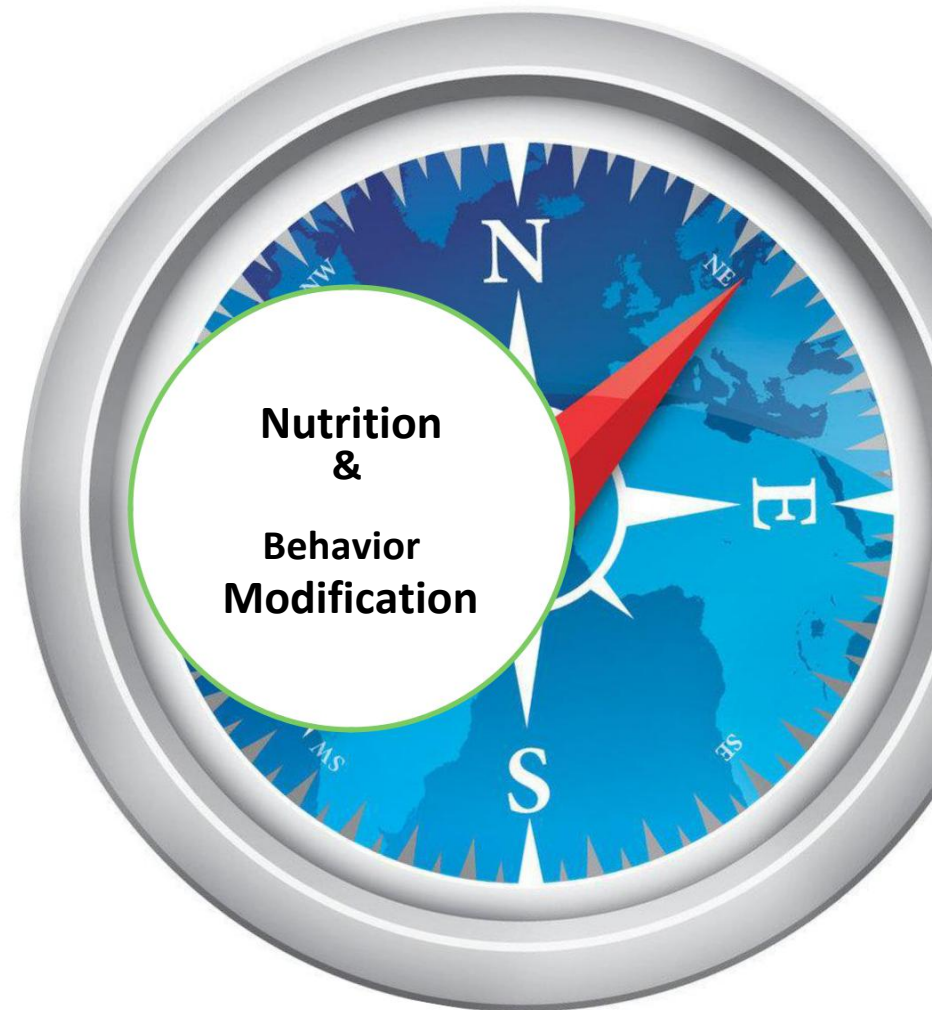


DRIVERS FOR THE NEW HEALTH CARE PARADIGM: NUTRITION & BEHAVIOR MODIFICATION

Aging Population

Metabolic Syndrome

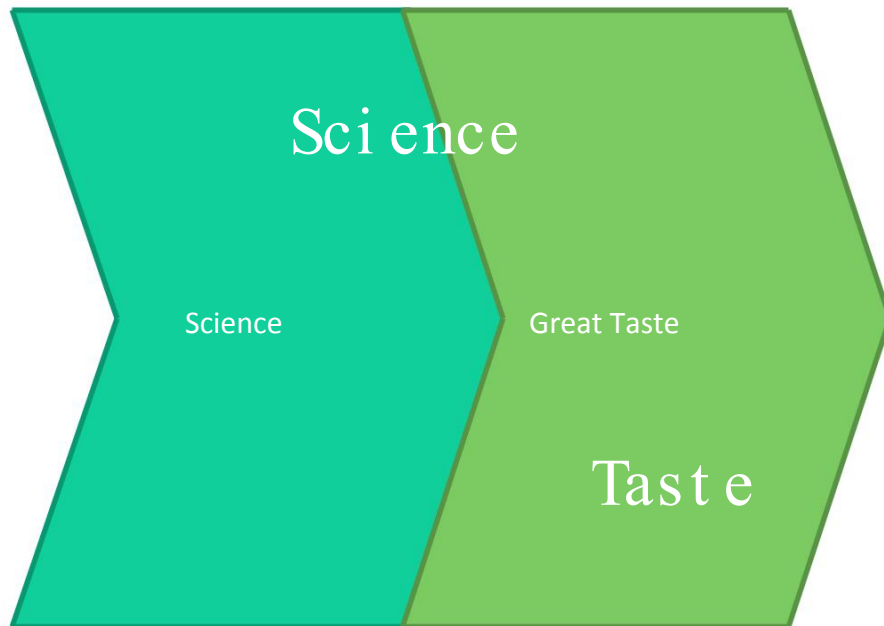
Health Care System
Changes



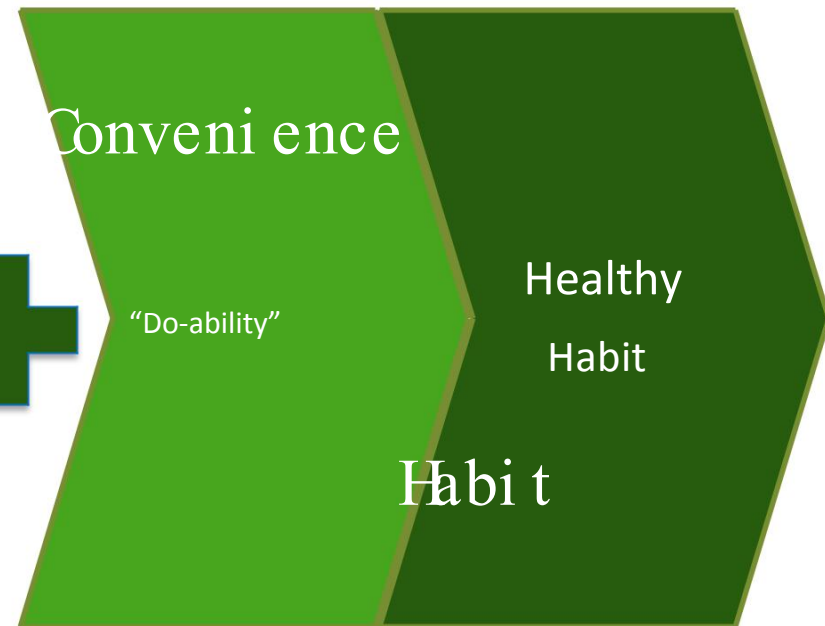


MEDISTAR: HEALTHCARE VALUE PROPOSITION

Nutrition



Behavior Modification



MEDISTAR: The only integrated solution for nutrition and behavior modification



NO OTHER FOOD PROGRAM OR DRUG CAN MATCH MEDISTAR'S EFFICACY

"... there is no single pharmaceutical intervention capable of inducing similar, simultaneous improvements in these cardiovascular risk factors"

McCarron et al, *Archives of Internal Medicine*

In Just 12 Weeks...

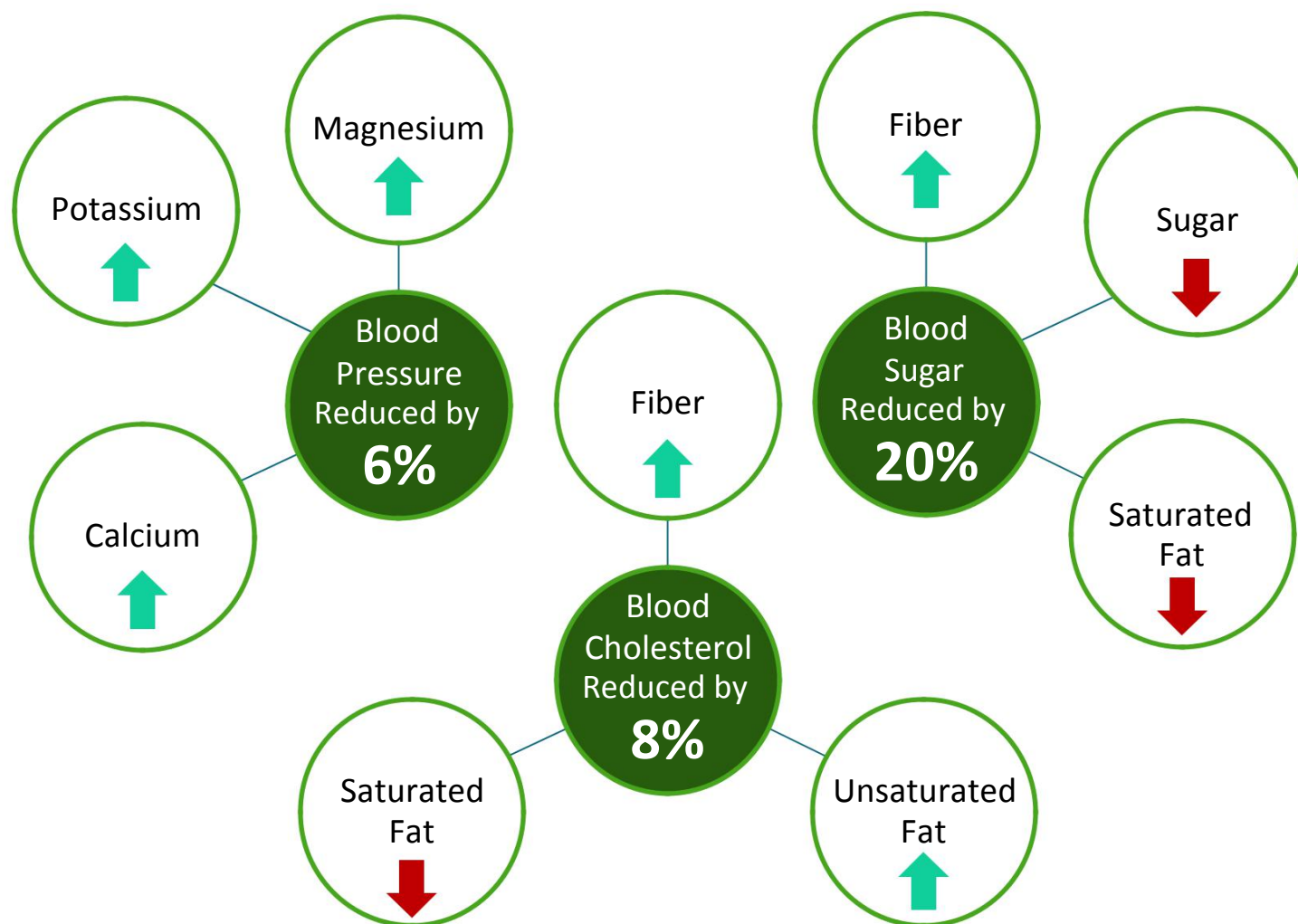
- ☐ **73%** of participants reduced blood cholesterol
- ☐ **75%** of participants reduced blood pressure
- ☐ **62%** of participants reduced blood sugar
- ☐ **80%** of participants reduced excessive body weight





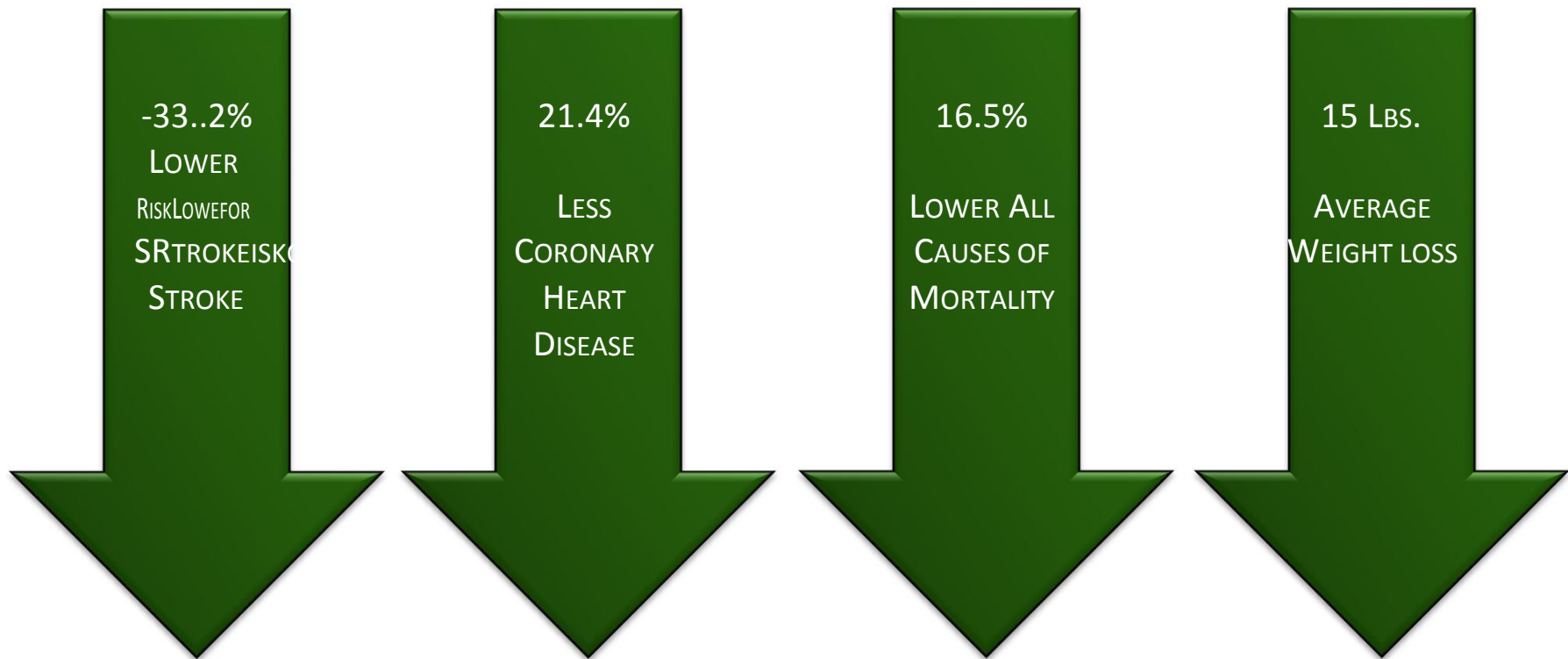
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MEDISTAR YIELDS PROVEN UNPARALLELED BENEFITS





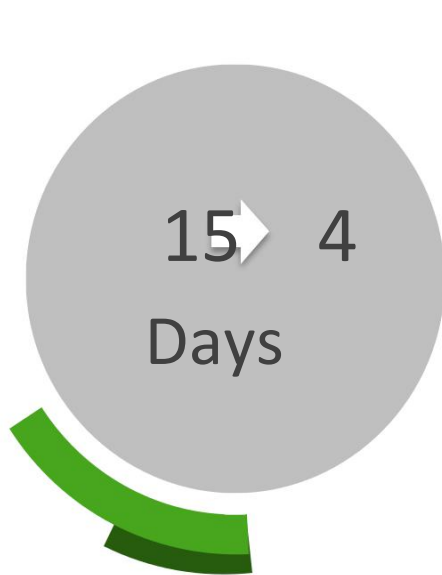
MEDISTAR'S CLINICAL EFFECT



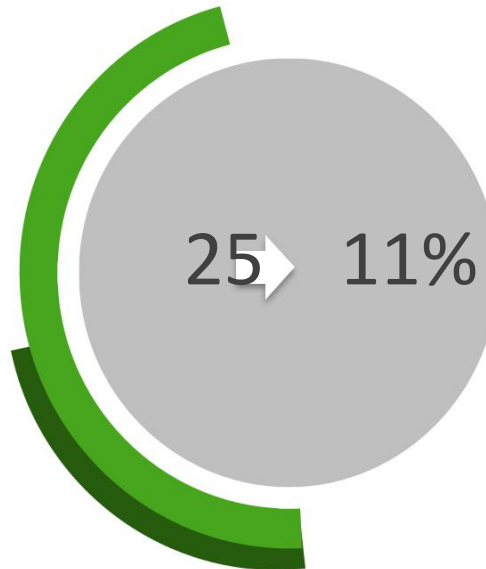
***The blood pressure improvements seen after 12 weeks lead to reductions in risk of stroke, clogged arteries, and mortality
These effects are maintained for at least a year***



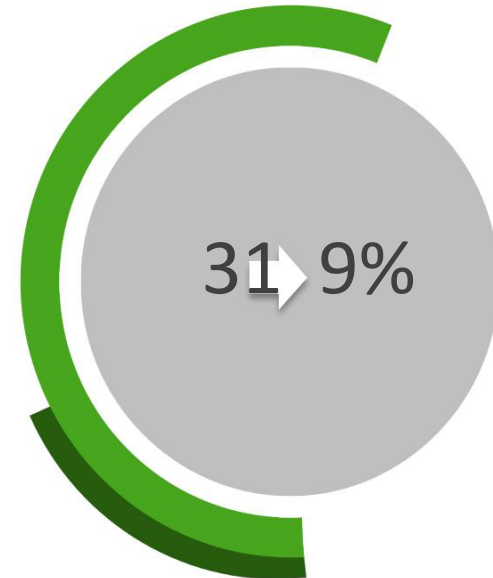
MEDISTAR REVERSES THE CONSEQUENCES OF MALNUTRITION



SHORTER HOSPITAL STAYS



**FEWER HOSPITAL
READMISSIONS**



**FEWER COMPLICATIONS
FROM SURGERY**

***Medistar corrects malnutrition leading to less time and money spent
in the hospital and more time spent at home.***



MEDISTAR Is

BOTH CLINICALLY PROVEN **AND** NUTRITIONALLY COMPLETE

MED





A COMPLETE NUTRITIONAL PROGRAM THAT MEETS RECOMMENDATIONS OF ALL 6 LEADING HEALTH ORGANIZATIONS

Advanced fortification technology enables Medistar to meet the nutritional recommendations of all 6 leading health organizations

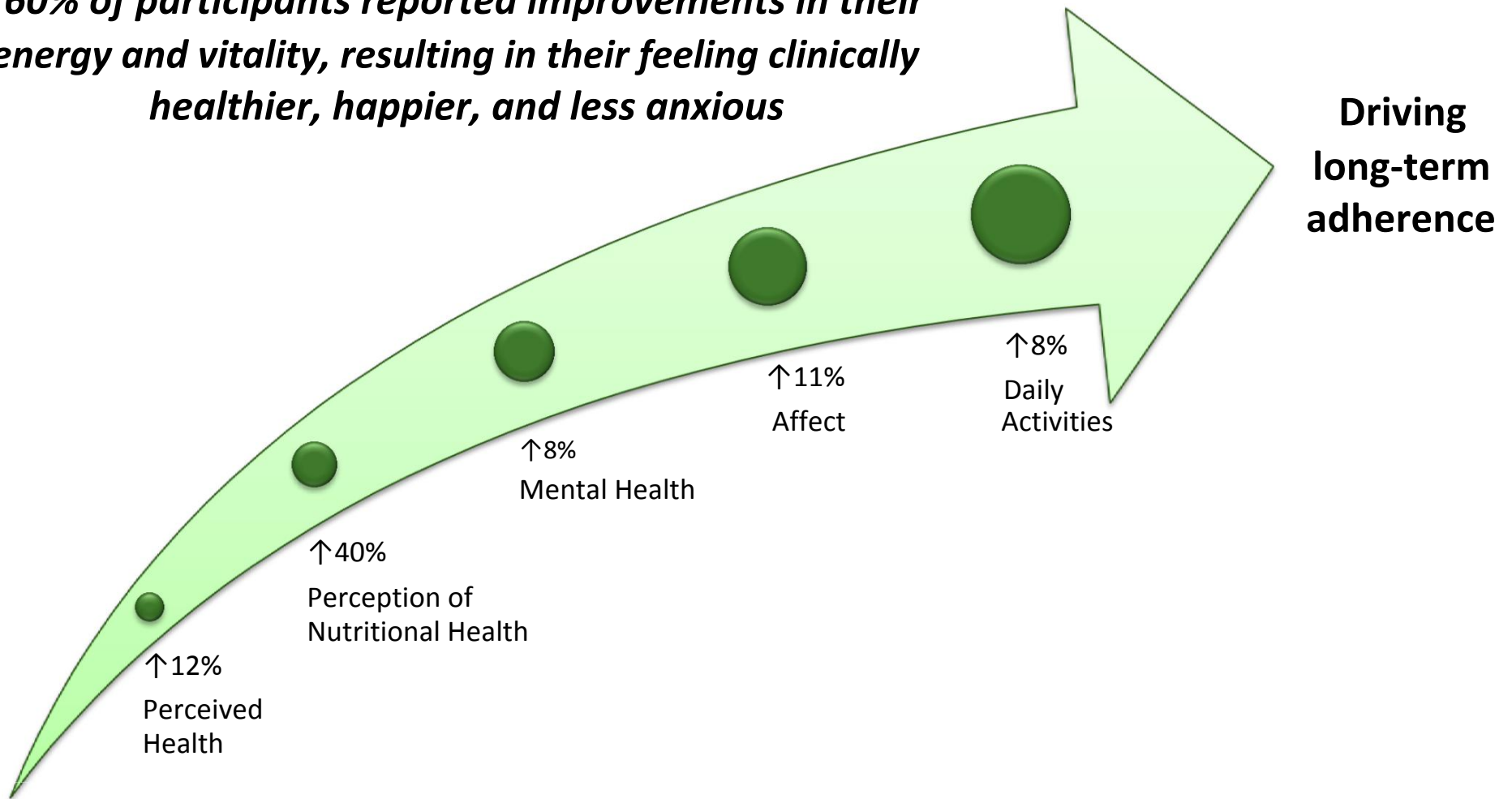
	American Heart Association	American Cancer Society	American Diabetes Association	Adult Treatment Panel III Guidelines	Dietary Guidelines 2010	Academy Of Nutrition & Dietetics
Carbohydrates	*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
Fiber	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Protein	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total fat	<input type="checkbox"/>	<input checked="" type="checkbox"/>	*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saturated fat	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sodium	NEW REQUIREMENT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cholesterol	<input type="checkbox"/>	*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	*	*

* NO SPECIFIC REQUIREMENT



BEYOND FOOD AND EFFICACY: BEHAVIOR CHANGE

60% of participants reported improvements in their energy and vitality, resulting in their feeling clinically healthier, happier, and less anxious





MEDISTAR PROVIDES DELICIOUS AND FAMILIAR MEALS THAT ANYONE CAN ENJOY...



Great tasting food that people want to eat



Variety of foods – over 1000 items and growing



Completely reformulated organic recipes

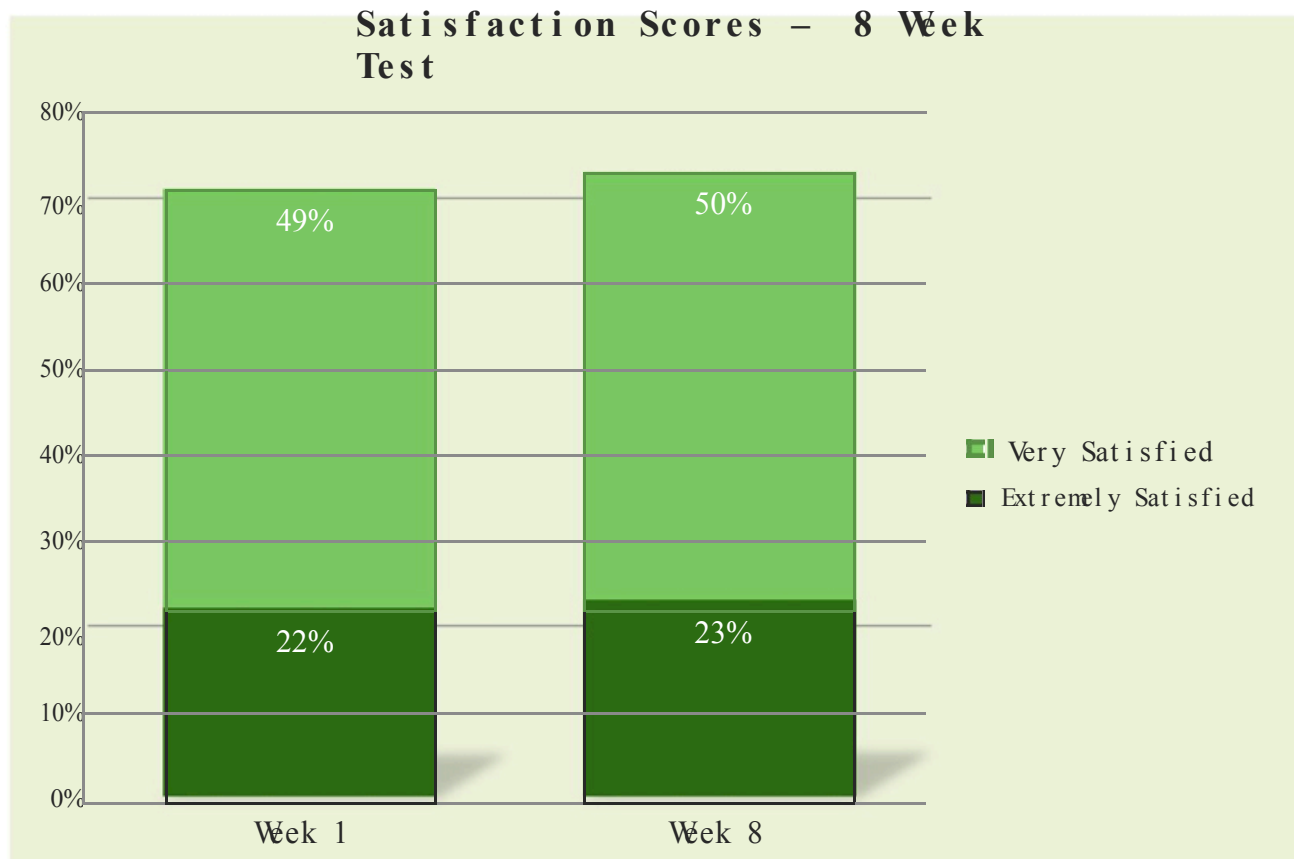


Satiating – Larger portion size than typical frozen meals (15 oz vs. 10 -12 oz)

1. Product Satisfaction Survey, August 2009



AND THE FOOD TASTES GREAT!



Consumer Studies Campbell's Ohio Test

Over 70% of consumers were very or extremely satisfied with the meals



Tiller GROUP BRANDING EXPERTISE





GROUP BRANDS

and concepts



Regional produced products:

- Cereals
- Oils
- fresh vegetables
- high quality convenience food





GROUP BRANDS

and concepts



Organic food:

More than 200 products of
an entire organic product
portfolio





GROUP BRANDS

and concepts



Frozen Food:

- vegetables
- convenience
- manufactured products





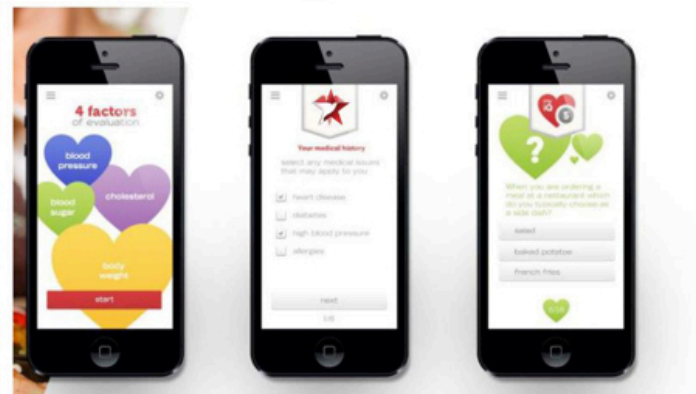
GROUP BRANDS





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MEDISTAR BRAND DEVELOPMENT





MEDISTAR BRAND DEVELOPMENT

or what if...

you could package your meals a **day** at a time.



sharing milestones
motivates and rewards.



My cholesterol is down to 160!

Hey, I've been on the Intelligent Quisine program for 9 weeks now and my cholesterol is now down from 225 to 160!!! So awesome!

Like · Comment · 99 23 · 0 minutes ago via IQ



Jenn that's fantastic! I'm so proud of you for taking charge and getting healthy! You rock!

60 minutes ago · Like · 18



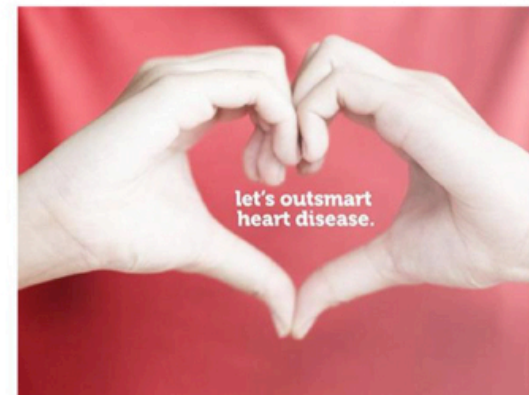
Write a comment...

lowers the
4 MAJOR
CONTRIBUTING
FACTORS TO



in as little as

10
weeks





6

THE FUTURE OF NUTRITION BIG DATA AND THE INTERSECTION OF SCIENCES

Food

Analytics

Biology



MEDISTAR

EXPERIENCED MANAGEMENT TEAM

Management Team

- ☐ Chairman – Anthony N. Georgiou
- ☐ President – Dr. Nabil Dib
- ☐ Chief Executive Officer – William Brock
- ☐ Chief Operating Officer – Steven Traube
- ☐ Chief Financial Officer – Bernar Bekirov
- ☐ Chief Communications Officer – Curt W. Cronin
- ☐ Director of Nutrition - Dr. Michael Roussell
- ☐ Director of Strategy – John Joseph
- ☐ Director of Healthcare Liaison – Richard Sass
- ☐ VP of Consumer – Sheryl Wu
- ☐ VP of Innovation – Kathy Gibson
- ☐ Chief IP Counsel – Dr. Michele Wales, Esq.



MEDISTAR

EXPERIENCED ADVISORY TEAM

Advisors

- ☐ Dr. Chor San Khoo –Former VP of Global Nutrition & Health, Campbell’s Soup Company
- ☐ Joe Palo – Former Head of Pharma Strategy at PWC, Board Member American Heart Association
- ☐ Peter Rogers – Former President of Nabisco North America
- ☐ Ed Chadwick – CFO Henry Ford Health System
- ☐ Howard Steinberg – Founder of DLife and former Kraft Marketing Executive

Medical Advisory Board

- ☐ Dr. Nabil Dib – President, ISCTR
- ☐ Dr. Tony Dimaria – Vice President, ISCTR
- ☐ Professor Sir Magdi Yacoub – International Liason, ISCTR
- ☐ Dr. Jennifer Hall – Scientific Advisory Board, ISCTR
- ☐ Dr. Penny Kris Etherton - Professor of Nutrition, Penn State University
- ☐ Dr. Gary Foster - Professor of Medicine and Public Health, Temple University
- ☐ Dr. Judith Stern - Professor of Nutrition, UC Davis
- ☐ Dr. Richard Kahn - Chief Scientific Officer, American Diabetes Association

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Thank You!