



seiðr

abt
AQUA BIO TECHNOLOGY ASA

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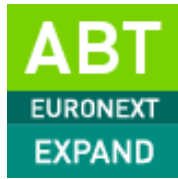
PRODUCTS

SUMMARY





AQUA BIO TECHNOLOGY ASA



- Founded in 2000
- Listed on Oslo Axess (now Euronext Expand) in 2008 (ticker: ABT) following Euronext's acquisition of Oslo Stock Exchange
- Focusing on cosmetic ingredients, in-licensing third-party technology, and development and commercialization of own brands
- ABT has developed into to a well positioned company with strong growth potential
- ABT's number of shareholders has increased from 500 in 2019 to more than 2800 in 2021
- ABT has become a liquid equity instrument - in January 2021 market cap vs. monthly turnover was 43% placing ABT into 76th. place out of 1500 listed companies on Euronext (Amsterdam, Brussels, Dublin, Lisbon, Paris and Oslo)
- ABT's listing on Euronext Expand facilitates the perception of the company as a reliable and trustworthy partner
- ABT's purchase of Moana Skincare improves margins and expands the company's reach from Europe, Middle East and Africa to global presence
- The acquisition of Moana Skincare allows for establishment of sister brands and private labels, optimizing ABT's commercial reach in the various markets and have resulted in the launch of B Natural as a sister brand for Moana Skincare
- ABT's strategic agreement with DCP Dermoscience of Canada from June 2020 secures global exclusivity and profitable margins with the launch of Seidr and Seidr clinique in 2021.

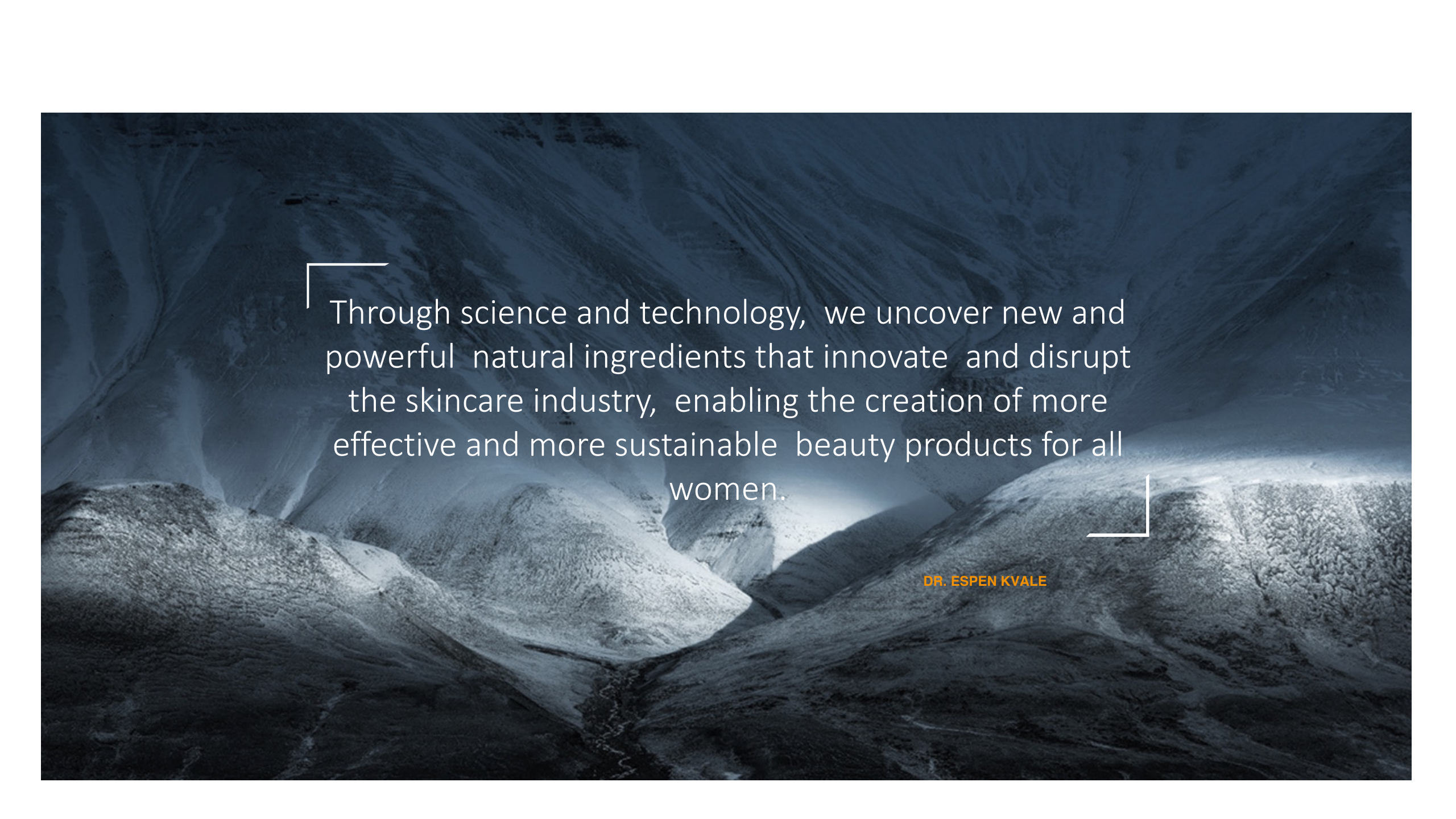


Technology by nature

Aqua Bio Technology (ABT) is a driving force in the skin care industry's green shift.

ABT commercializes new active ingredients and finished products in the cosmetic sector. Our products are meeting an increasing demand from the industry. All our products are based on natural and sustainable substances, found in plants, algae and in the oceans. The ingredients used are sustainable alternatives to petroleum-based ingredients, which often have negative impacts on human health and the environment.

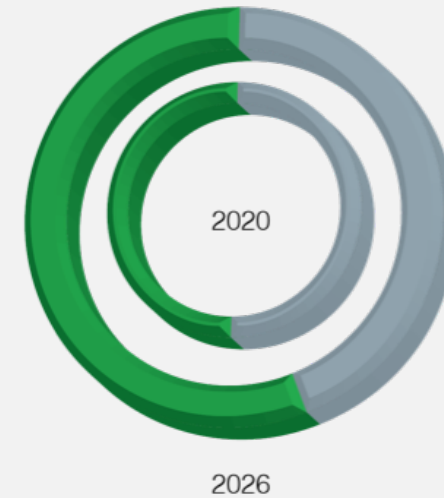
The company's focus is on non-chemical, sustainable products with high content of active ingredients delivering products that challenges mainstream and gives the consumer what the consumer wants.

A dark, atmospheric landscape with a path leading through a valley, illuminated by a light source in the distance. The scene is rendered in shades of blue and grey, with a strong sense of depth and mystery. The path is the central focus, leading the viewer's eye towards the light source. The surrounding terrain is rugged and textured, with various ridges and valleys. The overall mood is one of discovery and exploration.

Through science and technology, we uncover new and powerful natural ingredients that innovate and disrupt the skincare industry, enabling the creation of more effective and more sustainable beauty products for all women.

DR. ESPEN KVALE

- Global skin care is growing - natural skin care is surging
- The Global Cosmetic Skin Care market size is projected to reach \$ 13.46 billion by 2026, up from USD 12.84 billion in 2020, implying a CAGR of 4.5% from 2021-2026
- The Global Natural Skin Care Products Market size is expected to reach \$17.7 billion by 2026, up from USD 12.84 billion in 2020, implying CAGR of 8.8% from 2021-2026
- The top 10 nations who have the highest spending on skin care by revenue in USD per capita, are:
 - South Korea (134.8 USD), Japan (132.9 USD), Iceland (77.1 USD), Norway (69.2 USD), Hong Kong (65.8 USD), Luxembourg (65.2 USD), France (63.9 USD), Finland (58.4 USD), United Kingdom (58.2 USD), Denmark (58 USD).
 - Europe composes 24% of global revenue share in the industry



	2020	2026
Natural skincare	12.84	17.17
Skincare	12.84	13.46



Source: capitalmind.com

Expected growth is being supported by long-term trends

- Rising demand for chemical-free products because of greater awareness of harmful effects of chemical products
- As for organic food, people are increasingly looking at organic beauty products
- Stronger customers focus on value-for-money products that combine natural origin and high efficacy
- Rising disposable incomes in established markets (especially among millennials) as well as in emerging markets (the rising middle-class)
- Accelerating innovations are creating more compelling products
- Organic beauty is in the 'sweet-spot' – benefitting from strong long-term growth trends as well as high valuation multiples in the M&A market

Sustainable skincare – a trend for the now

- “Natural”, “Organic” and “Eco-friendly” products are in focus growth among more conscious consumers and has driven evolution in the beauty and skincare marketplace
- The increased popularity of sustainable skin and beauty products has caused brands to adopt more natural ingredients, such as avocado, almond, coconut, honey and other natural goods
- The marketing words like “clean,” “green,” and “natural” should used in the context of the umbrella term sustainable; i.e., used on products that protect the planet’s resources
- Sustainable skincare aims for the women who would like to make a concerted effort to reduce their impact on the earth.
- Everything ABT does involves reuse and sustainability has always been in our DNA



seiðr



The practice of seiðr is believed to be a form of magic relating to both the telling and shaping of the future in Norse mythology.

Freyja the goddess of love and beauty was practicing seiðr.

Norse Mythology



- - Epic and magical, where gods ruled the world and humans were subject to the force of nature.
- A well-established dramaturgy that has a global audience - today.

The Scandinavian countries were the last place in Europe to be Christianised. Their mythology might be as old as the Greek mythology, but since it took longer for people to give up their traditional beliefs, there are still more records of them than say Celtic or Slavic mythology. It is closer in time and therefore also closer to our contemporary culture than many other mythologies.

In our contemporary context our future is threatened by many growing risk factors. The Nordic mythology

mirror this in a world where even their gods are not eternal. The apocalyptic concept of Ragnarok is reflected in a the more pessimistic view most societies have on the future today.

Their sagas also featured strong female characters - something many male writers are still struggling with today. Their female gods were powerful characters, like the most important goddess Freya was not only the god of love and fertility, but also the god of war and death.

A woman in a white, flowing dress lies on her back in a field of tall, dark grass. The scene is captured from an overhead perspective, creating a sense of being in nature. The lighting is soft, highlighting the texture of the grass and the fabric of the dress.

Nordic beauty redefined

●
“ Nordic beauty is not a naive female character but a vigorous woman that find peace and pleasure in the powerful nature that surrounds her. Nordic beauty is natural, clean, and crisp.

Vigorous in the sense of; strong, robust, potent, powerful, energetic and passionate (Referring to Norse Mythology)

Natural in the sense of; Clean, raw and organic (Referring to the pristine nature of the northern countries and a clean crisp design tradition)



Sustainability is in our DNA

● All consumption has a cost for the climate on our planet. The source of our products is pristine nature and our products are always reflecting a sustainable way of conducting our business.

We always pay attention to how our business and operation impact on the environment can be minimized while we harvest, produce, test, package, and distribute our products.

Pristine nature allows us to harvest the powerful ingredients that the soul of our products.

Core values

Progressive

We embrace change.

Only through tearing down old concepts and ideas can we truly create something new and powerful.

Inclusive and diverse

Every woman is unique. That is why you will find the same diversity within our organization.

We value the voice of our professional staff and customers, and we draw on the differences in who we are and how we think.

Together we create better products for all women.

Courage

We have the courage to be different, to go against the stream, and to stand up for what we believe in.

We speak up where others are silent, and we tell the truth - even when it hurts.

Sustainable

To be sustainable is to be responsible.

We work closely with all our suppliers to reduce our environmental impact and to increase our competitive edge as a green company.

Our stories

Our stories

● The powerful ● feminine

Inspiring stories about brave, funny, smart, and resourceful women with a burning passion in their life. How do they stay on top of their game, and how do they protect their beauty?

Our stories

● Environment



Pristine nature is the powerful ingredient in all our skincare products, so it goes without saying that we are obsessive about the environment. We are constantly working to reduce our own environmental footprint, and we cheer for all the strong women who are actively fighting for the health of this planet.

Our stories

● Heritage



We are a progressive skincare brand with a strong Nordic heritage. Once we were Vikings, who farmed the land and lived in close harmony with nature and the Norse Gods. Today we are still farming the land, exploring the wild and pristine Nordic nature for unique and potent ingredients that will disrupt the skincare industry.

Our stories

● Innovation



We are constantly focusing on research and innovation, exploring the latest in science and technology. In our labs we develop new ingredients and run tests to document their effect.

Brand movie



Video password: Seidr2021

<https://vimeo.com/468851049>

seidr





A new world order

Fearless women are leading the charge for a brighter and more beautiful future. Forged from the same passionate desire for change, Seidr Clinique is a skincare brand with a strong Nordic heritage.

Our approach to skincare is strictly scientific while our transformative ingredients are sourced from the most pristine and unique Nordic nature. While many brands in the market use chemical ingredients that harm your skin over time, our products are pure, natural and extremely effective.

The positive results of ingredients from nature are as old as time, but do you know exactly how much of those ingredients are used in skincare products claiming to be natural?

The industry normally adds minimal active ingredients regardless of whether they are natural or chemical. Seidr's collection contains up to ten times more active ingredients than industry standard, entirely natural.

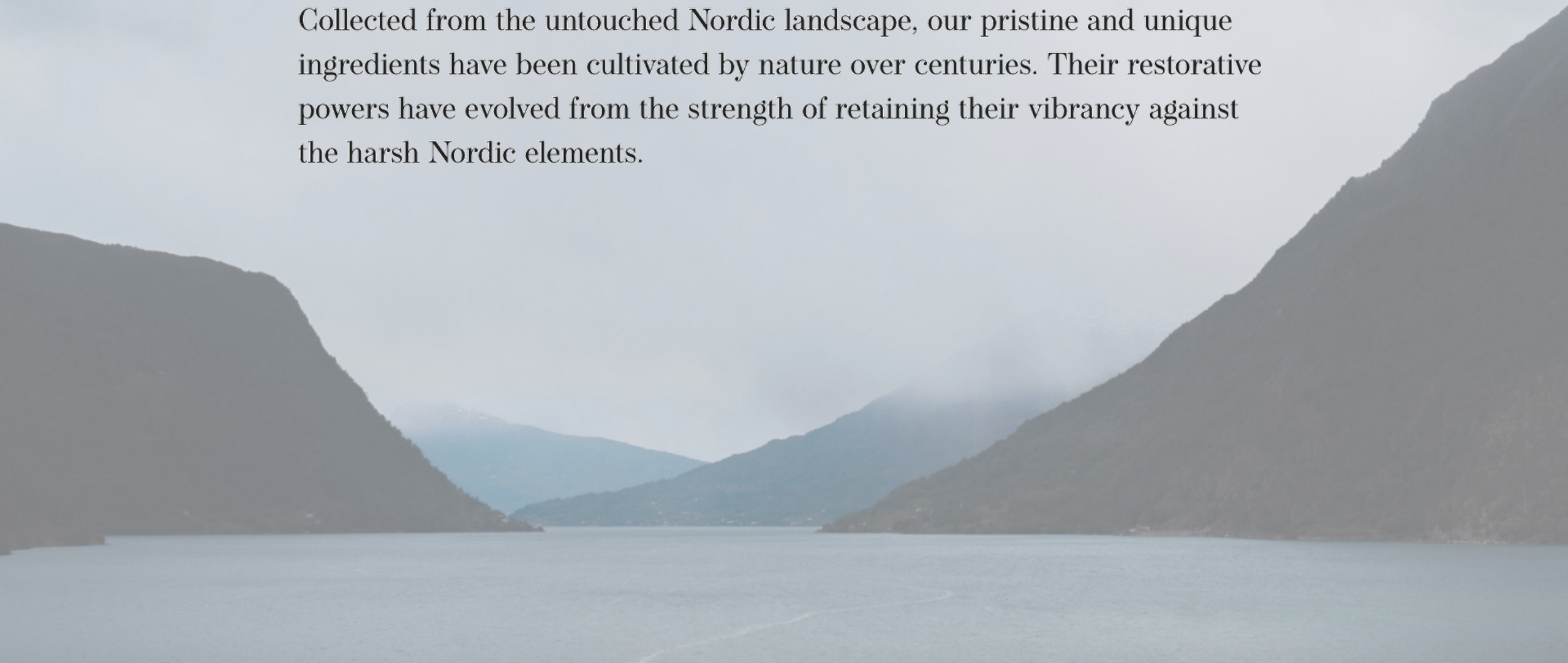
Every woman is unique. That is why our essential collection is designed for all skin types, bringing the glowing vitality of Nordic nature to your skin, making you a force of nature.

A large, bold, teal-colored number '10' is centered on the right side of the page. The '1' is a simple vertical bar with a small top-left serif, and the '0' is a thick, rounded circle with a white center.

Times more active
ingredients

True Nordic Nature

Collected from the untouched Nordic landscape, our pristine and unique ingredients have been cultivated by nature over centuries. Their restorative powers have evolved from the strength of retaining their vibrancy against the harsh Nordic elements.



To be responsible

When we were Vikings, we lived in perfect harmony with nature and held a deep respect for the delicate balance of the eco-system that allowed us to survive and prosper.

Today, we still feel the power of our heritage as we explore the wild and pristine nature to harvest unique and powerful ingredients for your skin. It is from this legacy on which we were founded, underpinning our unwavering quest to be the driving force in the skin care industries green shift.

We firmly reject the brutal industrial harvesting methods that tear up the earth in favour of a gentler collection process – we only take what we need and only what can grow back, allowing the environment to flourish.

All our ingredients are sourced from natural and sustainable substances – found in plants and algae in the worlds most untouched landscapes and oceans – which are green alternatives to petroleum based ingredients, which often have negative impacts on human health, skin and the environment.

All our packaging has been chosen with the environment up front and center and we work closely with all our suppliers to reduce our environmental impact.

Mother nature has given us so much and we are determined to redress the balance of her generosity by constantly working to reduce our environmental footprint with more effective production processes, and continuing to remove conservatives from our collection.

seiðr

Seiðr skincare, the focus of this presentation, is one of two product lines in the Seiðr family of cosmetic products. Seiðr focuses on natural, clean, pure and mainly Nordic ingredients of the highest quality to ensure unique and efficacious products. Seiðr is positioned well to be sold in perfumeries, pharmacies, and professional retail stores. Experience the unique selection of actives in Seiðr skincare including our own peptide mixes that promote several anti-aging benefits.

Seiðr clinique is the sister brand of Seiðr skincare. Seiðr clinique also focuses on natural, clean and pure ingredients with ingredients from the Northern hemisphere. It is differentiated from Seiðr by focusing more on well-being and fit well into salons/clinics/spas, however, it is also possible to be positioned in retail stores. Experience the unique active ingredients including our own peptide mix that reduces the appearance of wrinkles as well as our unique formulations containing glycolic acid, salicylic acid and retinol.

All products in the Seiðr family has been designed and manufactured packed with active ingredients and contain about 10x active ingredients compared to traditional cosmetics.

A selection of our botanicals

A selection of our natural actives can be found on the next slides.

Our actives focuses on giving you a plethora of effects important for anti-aging including strong anti-oxidants, soothing and calming, contributing to the improvement of microcirculation and taking advantage of the unique benefits of betaglucans, all resulting in an improvement of the appearance of fine lines, wrinkles, elasticity, skin tone, skin texture, discoloration, and pore size.

Find more information about our natural actives at:

<https://seidr-clinique.com/ingredients/>



Rubus chamaemorus
Cloudberry Extract

A rich source of antioxidants important in order to fight the negative effects of free radicals



Brassica Napus
Brassica Finlandia Oil

Contains high levels of Omega 3 important in cell membranes and vitamin E, an antioxidant, important for fighting the negative effects of free radicals.



Betula Alba
Birch Leaf Extract

Will provide great effects on skin firmness, improves microcirculation and help promote skin rejuvenation. Rich in antioxidants and sugars.



Lavandula Angustifolia
Lavender Flower Water

An antioxidant that has shown to fight the negative effects of free radicals, has a positive effect on the appearance of pores and has an ability to positively affect sebum.



Betaglucan

Provides support to the skin's own antioxidant and rejuvenation system, its positive effects on skin barrier function has shown to be important in retaining moisture and its modulating properties provides a soothing effect on the skin.



Symphytum
Allantoin

Protects and maintains the skin and helps in stimulating rejuvenation.



Alaria esculenta

Alaria esculenta extract

Has shown to boost skin firmness and elasticity effects. An anti-aging ingredient with detoxifying effects. Comes from the Arctic winged kelp *Alaria esculenta*.

Seidr

Purifying Gel Cleanser

All skin types

130 ml

Product description

Exfoliating gel cleanser. Providing a deep cleanse to renew and revitalize skin, cleanses excess oil, and clear congested pores.

Skin condition/treatment

Fine Lines and Wrinkles



Aqua, Sodium C14-16 Olefin Sulfonate, Cetyl Betaine, Disodium Cocoamphodiacetate, Glycerin, Sodium Chloride, Glycolic Acid, Phenoxyethanol, Tetrasodium Iminodisuccinate, Citric Acid

Seidr Firming Serum

All skin types

30 ml



Product description

Anti-ageing serum to provide plumper, firmer and youthful skin.

Skin condition/treatment

Fine Lines and Wrinkles



Alaria esculenta extract



Birch Leaf Extract



Brassica Finlandia Oil

Aqua, Aloe Barbadensis (Aloe Vera) Leaf Juice, Betula Alba Juice, Betula Alba Leaf Extract, Chlorphenesin, Propanediol, Caffeine, Tetradecyl Aminobutyroylvalylaminobutyric Urea Trifluoroacetate, Palmitoyl Tripeptide-5, Palmitoyl Dipeptide-5 Diaminobutyroyl Hydroxythreonine, Glycerin, Polyglyceryl-3 Cocoate, Polyglyceryl-4 Caprate, Polyglyceryl-6 Caprylate, Polyglyceryl-6 Ricinoleate, Sodium Hyaluronate, Hydroxyethylcellulose, Brassica Napus Seed Oil, Caprylic/Capric Triglyceride, Alaria Esculenta Extract, Sodium Carboxymethyl Beta-Glucan, Hydrolyzed Sodium Hyaluronate, Xanthan Gum, Lecithin, Sclerotium Gum, Pullulan, Phenoxyethanol, Tetrasodium Iminodisuccinate, Sodium Hydroxide

Seidr

Intensive Serum

All skin types

15 ml



Product description

Anti-ageing intensive serum providing protection from oxidative stress, improving micro circulation and skin renewal, calming redness, sensitive and irritated skin.

Skin condition/treatment

Fine Lines and Wrinkles



Birch Leaf Extract



Cloudberry Extract



Alaria esculenta extract

Aqua, Propylene Glycol, Betula Alba Juice, Betula Alba Leaf Extract, Chlorphenesin, Glycerin, Caprylic/Capric Triglyceride, Alaria Esculenta Extract, Rubus Chamaemorus Fruit extract, Sodium Hyaluronate, Sodium Carboxymethyl Beta-Glucan, Hydrolyzed Sodium Hyaluronate, Polyglyceryl-3 Cocoate, Polyglyceryl-4 Caprate, Polyglyceryl-6 Caprylate, Polyglyceryl-6 Ricinoleate, Xanthan Gum, Lecithin, Sclerotium Gum, Pullulan, Phenoxyethanol, Tetrasodium Iminodisuccinate, Citric Acid



Seidr

Protective Day Cream – Light Formula

Normal to Oily Skin

50 ml

Product description

Protective day cream providing UV protection and anti-inflammatory effects for better sun protection.

Skin condition/treatment

Fine Lines and Wrinkles



Bisabolol



Birch Leaf Extract



Brassica Finlandia Oil

Aqua, Glyceryl Stearate SE, Ethylhexyl Methoxycinnamate, Octocrylene, Stearic Acid, Butyl Methoxydibenzoylmethane, Cetyl Alcohol, Glycerin, Propanediol, Betula Alba Juice, Betula Alba Leaf Extract, Chlorphenesin, Ginkgo Biloba Powder, Bisabolol, Brassica Napus Seed Oil, Sodium Carboxymethyl Beta-Glucan, Xanthan Gum, Lecithin, Sclerotium Gum, Pullulan, Phenoxyethanol, Tetrasodium Iminodisuccinate, Citric Acid



Seidr

Regenerative Night Cream – Light Formula

Normal to Oily Skin

50 ml

Product description

Regenerative night cream providing anti-ageing moisture, visible recovery from environmental stresses while diminishing the looks of fine lines and wrinkles.

Skin condition/treatment

Fine Lines and Wrinkles



Alaria esculenta extract



Betaglucan



Brassica Finlandia Oil

Aqua, Glyceryl Stearate SE, Glycerin, Propanediol, Stearic Acid, Cetyl Alcohol, Caprylic/Capric Triglyceride, Alaria Esculenta Extract, Brassica Napus Seed Oil, Squalane, Sodium Carboxymethyl Beta-Glucan, Xanthan Gum, Lecithin, Sclerotium Gum, Pullulan, Phenoxyethanol, Tetrasodium Iminodisuccinate, Citric Acid



Seidr

Day Cream – Rich Formula

Normal to Dry skin

50 ml

Product description

Protective day cream providing UV protection and anti-inflammatory effects

Skin condition/treatment

Fine Lines and Wrinkles



Shea Butter



Birch Leaf Extract



Brassica Finlandia Oil

Aqua, Butyrospermum Parkii (Shea Butter), Glyceryl Stearate SE, Ethylhexyl Methoxycinnamate, Octocrylene, Stearic Acid, Butyl Methoxydibenzoylmethane, Cetyl Alcohol, Glycerin, Propanediol, Betula Alba Juice, Betula Alba Leaf Extract, Chlorphenesin, Ginkgo Biloba Powder, Bisabolol, Brassica Napus Seed Oil, Sodium Carboxymethyl Beta-Glucan, Xanthan Gum, Lecithin, Sclerotium Gum, Pullulan, Phenoxyethanol, Tetrasodium Iminodisuccinate, Citric Acid



Seidr

Night Cream – Rich Formula

Normal to Dry skin

50 ml

Product description

Regenerative night cream providing anti-ageing moisture, visible recovery from environmental stresses while diminishing the looks of fine lines and wrinkles.

Skin condition/treatment

Fine Lines and Wrinkles



Alaria esculenta extract



Brassica Finlandia Oil



Shea Butter

Aqua, Butyrospermum Parkii (Shea Butter), Glyceryl Stearate SE, Coco-Caprylate/Caprates, Glycerin, Propanediol, Stearic Acid, Cetyl Alcohol, Caprylic/Capric Triglyceride, Alaria Esculenta Extract, Brassica Napus Seed Oil, Squalane, Sodium Carboxymethyl Beta-Glucan, Xanthan Gum, Lecithin, Sclerotium Gum, Pullulan, Phenoxyethanol, Tetrasodium Iminodisuccinate, Citric Acid

Seidr

Anti-Age Eye Cream

All skin types

15 ml



Product description

Anti-Age Eye Cream providing the eye contour with anti- wrinkle, anti-puffiness and anti-dark circle results.

Skin condition/treatment

Fine Lines and Wrinkles



Cloudberry Extract



Alaria esculenta extract



Brassica Finlandia Oil

Aqua, Aloe Barbadensis (Aloe Vera) Leaf Juice, Acetyl Hexapeptide-8, Acetyl Tetrapeptide-5, Pentapeptide-18, Glyceryl Stearate SE, Glycerin, Stearic Acid, Caffeine, Coco-Caprylate/Caprates, Cetyl Alcohol, Caprylic/Capric Triglyceride, Alaria Esculenta Extract, Betula Alba Juice, Rubus Chamaemorus Fruit extract, Brassica Napus Seed Oil, Sodium Hyaluronate, Aesculus Hippocastanum (Horse Chestnut) Extract, Hydrolyzed Sodium Hyaluronate, Xanthan Gum, Lecithin, Sclerotium Gum, Pullulan, Phenoxyethanol, Tetrasodium Iminodisuccinate, Sodium Hydroxide



Seidr

Refreshing Mist

All skin types

100 ml

Product description

This refreshing Mist brings balance and energy to your skin. Nourished with marine minerals, it helps the skin fight the effects of modern life like pollution and stress more effectively. The complexion appears fresh and radiant. With a wonderful scent of sea water and lavender.

Skin condition/treatment

Dry Skin



Birch Leaf Extract



Sea Water



Cloudberry Extract

Aqua, Aloe Barbadensis (Aloe Vera) Leaf Juice, Lavandula Angustifolia (Lavender) Flower Water, Glycerin, Betula Alba Juice, Betula Alba Leaf Extract, Chlorphenesin, Betula Alba Juice, Rubus Chamaemorus Fruit extract, Sea Water, Caffeine, Zinc PCA, Phenoxyethanol, Tetrasodium Iminodisuccinate, Sodium Hydroxide



Seidr Sugar Scrub

All skin types
200 ml

Product description

Exfoliating and hydrating body scrub providing soft and supple skin. Leaves a wonderful nourishing film on the skin.

Skin condition/treatment

Dry Skin



Shea Butter



**Sucrose with Flaxseed &
Bilberry Particles**



Brassica Finlandia Oil

Caprylic/Capric Triglyceride, Sucrose, Butyrospermum Parkii (Shea Butter),
Linum Usitatissimum (Linseed) Seed Flour, Stearic Acid, Vaccinium
Myrtillus Seedcake Powder, Brassica Napus Seed Oil



Seidr

Hydrating Body Lotion

All skin types

200 ml

Product description

Hydrating body lotion providing after sun care, body hydration and a youthful body glow.

Skin condition/treatment

Dry Skin



Aloe Vera

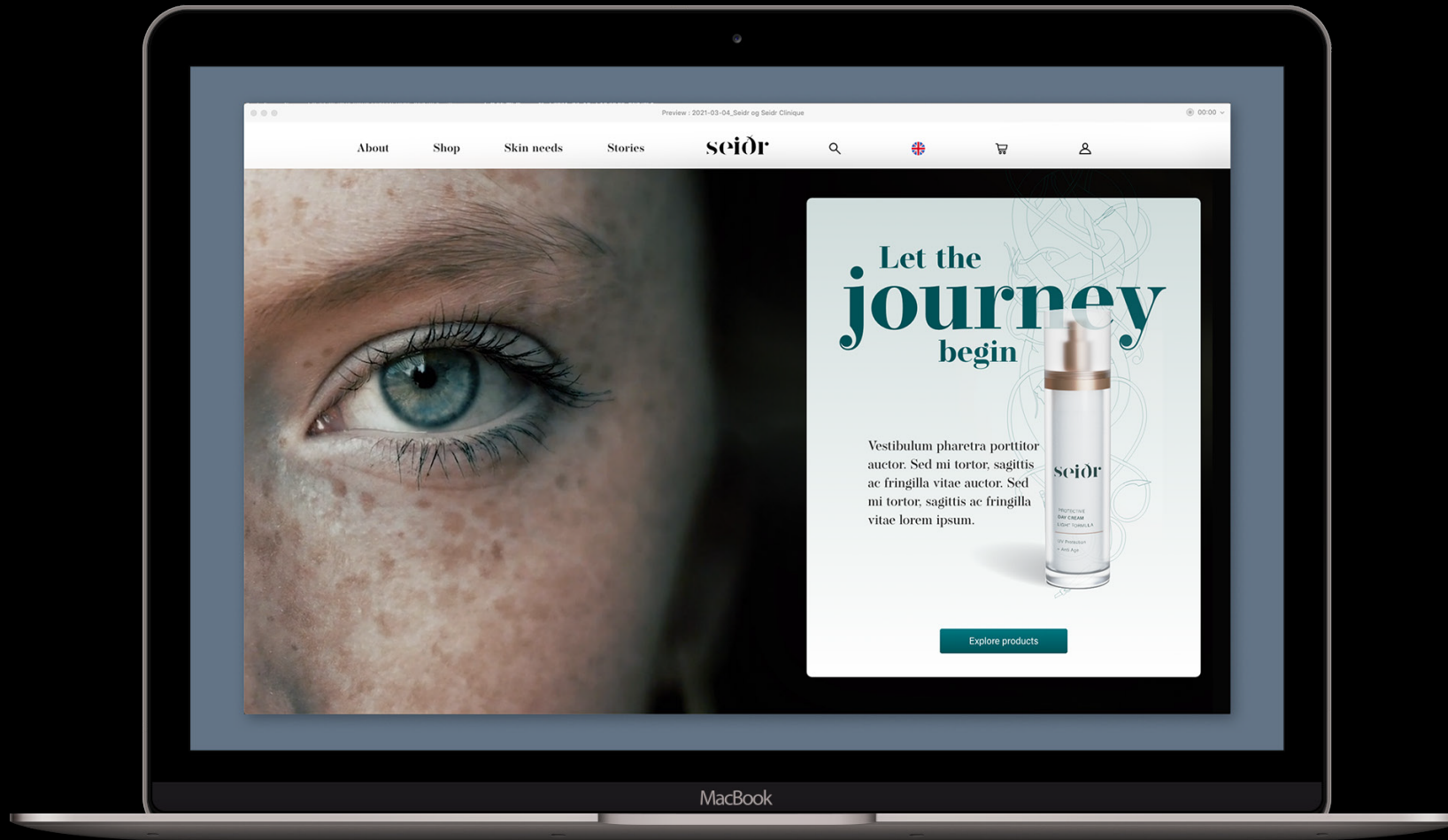


**Peppermint Essential
Oils**



Geranium Oil

Aqua, Aloe Barbadensis (Aloe Vera) Leaf Juice, Glyceryl Stearate SE, Propanediol, Glycerin, Hydroxyethylcellulose, Allantoin, Mentha Piperita (Peppermint) Leaf Oil, Pelargonium Graveolens (Geranium) Oil, Xanthan Gum, Lecithin, Sclerotium Gum, Pullulan, Phenoxyethanol, Tetrasodium Iminodisuccinate, Sodium Hydroxide



<http://www.seidr-skincare.com/>

seiðr

SUMMARY

- Sustainable and all natural cosmetic products
- From 10x amount of natural active ingredients compared to competition
- 11 products at launch, more products in the pipeline
- Hitting all the consumer trends
- A plethora of ingredients focusing on the fight against free radicals, nourishing the skin as well as keeping the skin young and healthy
- The Seiðr product line gives your skin what it needs while keeping a low impact on the environment



Heri- tage

A microscopic view of several blue, crystalline structures, possibly biological or mineral in nature, arranged in a cross-like pattern. The crystals are small and angular, with a textured, porous appearance. The background is dark and out of focus.

abt

AQUA BIO TECHNOLOGY ASA