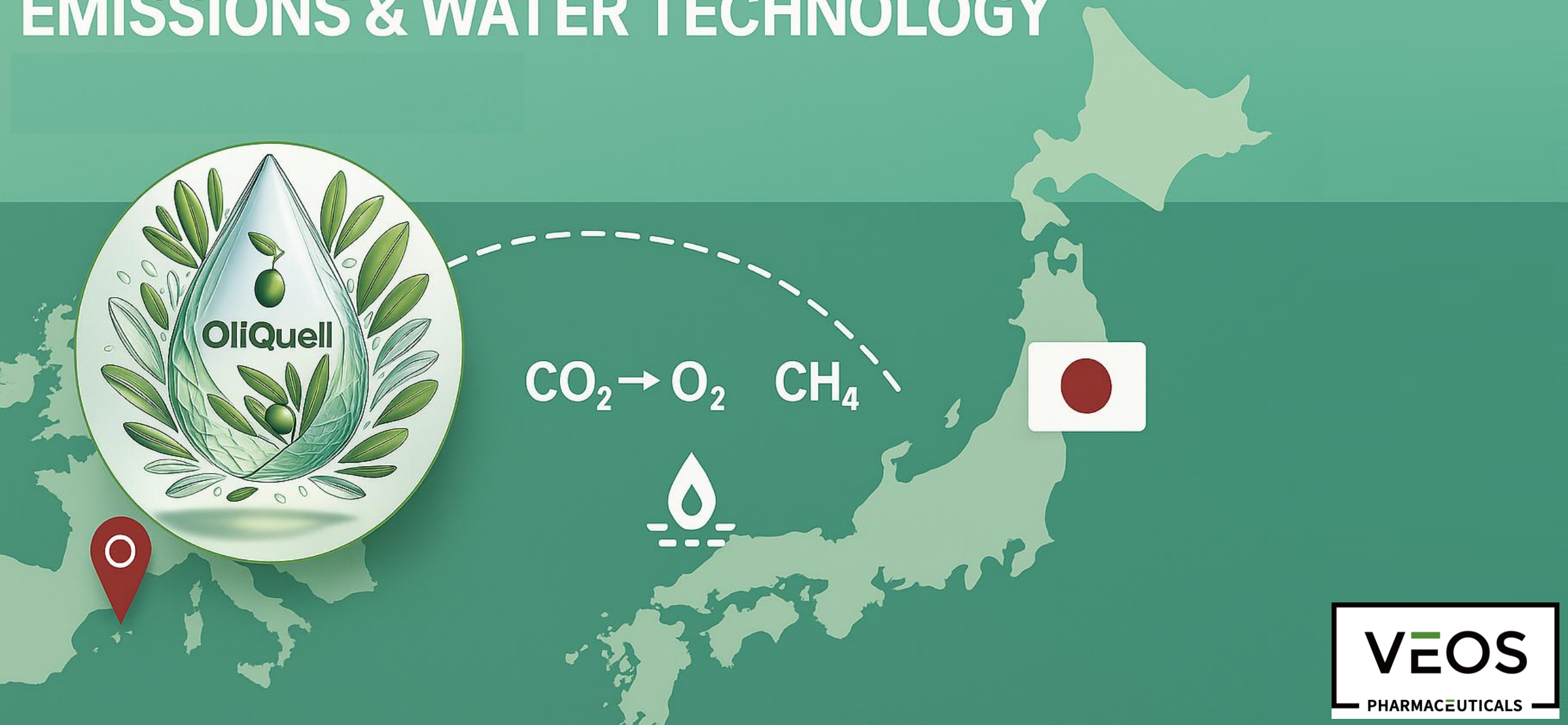
OLIQUELL™ – TOMORROW'S CIRCULAR EMISSIONS & WATER TECHNOLOGY



VEOS PHARMACEUTICALS

A GLOBAL LEADER IN MUSCLE HEALTH & MYOSTATIN REGULATION

Our
Mission

OliQuell™, is a circular emission-control and water purification technology derived from olive waste, proven to reduce CH_4, H_2S, and CO_2 while boosting O_2 and nitrogen fixation. We also commercialize ThymoTropin™, a natural muscle-health bioactive for aging and GLP-1 users, and three novel ingredients addressing sustainability and wellness through patented, plant-based science.

Why OliQuell™ **Gains Momentum**

Surging Need for Sustainable Emissions Reduction– Japan's biogas, HVAC, and manufacturing sectors face mounting pressure to cut GHGs cost-effectively while preserving clean water and air.

Proven, Circular Bio-Catalytic Action– OliQuell™ catalyzes $CO_2 \rightarrow O_2$ conversion, suppresses toxic gases, captures heavy metals, and improves effluent quality—across sectors.

Strong Industry Interest & Global Pilots– Pilots underway with Volvo, Zeekr, IMDEA, and agri-bio projects. Finalist at Bayer, UAE FoodTech, Repsol, and MobilityXLab.

Veos Pharma is **Ready to Lead** with the right

TEAM | PARTNERS | PRODUCTS | LOCATION | TIME IN HISTORY

PRODUCT PIPELINE

Agri & Water Sustainability

OliQuell

- Water-purifying, emission-cutting soil additive

BioPropello

- Enhances plant protein & stress resilience
- Circular solutions aligned with EU Green Deal
- Supports low-emission, regenerative agriculture

Consumer Health & OTC

ThymoTropin® MUSCLE HEALTH

- Muscle preservation for aging and GLP-1 users

Ocufresh®

- Eye drops, immune boosters licensed for EU
- Non-Rx products with scientific validation
- Sold via Amazon, Globique, and wellness partners

PRODUCT PIPELINE

REGION	PRODUCT NAME	INDICATION	REG. STATUS	TTM
CANADA	**URILESS (ORAL)**	Overactive Bladder and Incontinence	Approved Natural Health Product	Marketed
	REUMATOXINE (ORAL)	Arthritis Pain Relief	Approved Natural Health Product	Marketed
	ARTHRIVIO (TOPICAL)	Arthritis Pain Relief	Approved Natural Health Product	Marketed
	DOLORYXIN (ORAL)	General Pain Relief	Approved Natural Health Product	Marketed
	TESTOTITAN (ORAL)	Increase Testosterone Levels	Approved Natural Health Product	Marketed
	GREEN COFFEE (ORAL)	Weight Loss	Approved Natural Health Product	Marketed
	ESLOR (TOPICAL)	Collagen Face Cream	Cosmetic	Marketed
	PROSTGENTLE (ORAL)	Benign Prostatic Hyperplasia (BPH)	Approved Natural Health Product	Marketed
	SENAXOL (TOPICAL)	Increase Penile Sensitivity	Cosmetic	Marketed
	STROVIA/THYMOTROPIN (ORAL)	indication for increasing lean muscle mass in people on GLP-1 medications	Approved Natural Health Product	Marketed
	YREKTAL (ORAL)	Vasodilatory and Increased Sexual Function	Filed Natural Health Product	May 2025
	COGNISURGE (ORAL)	Enhance Memory and Cognitive Function	Approved Natural Health Product	Marketed
	Colostrum	Enhance Immunity	Approved Natural Health Product	Marketed

PRODUCT PIPELINE

REGION	PRODUCT NAME	INDICATION	REG. STATUS	TTM
EU	VEOS EYE DROPS	Moisturizing Eye Drops with Sodium Hyaluronate 0.2% for Dry Eyes	Medical Device	Marketed
	OCAL EUPHRASIA PLUS	Protective, Lubricating, and Refreshing Eye Drops for Irritated Eyes (20 Single Doses of 0.5 ml)	Medical Device	Marketed
	OCUFRESH GEL	Lubricating Eye Gel with Carbomer 0.2%	Medical Device	Marketed
	OCUFRESH (HYPROMELLOSE 0.3%)	Lubricating Eye Drops, HYPROMELLOSE 0.3%, Preservative-Free	Medical Device	Marketed
	OCUFRESH (HYPROMELLOSE 0.3%)	Lubricating Eye Drops, HYPROMELLOSE 0.3%, Soothes Irritated and Dry Eyes	Medical Device	Marketed
	OCUFRESH EVERYDAY	Lubricating Eye Drops with Sodium Hyaluronate 0.2%, Preservative-Free	Medical Device	Marketed
	ESLOR	Collagen Face Cream	Cosmetic	Marketed
	OCUFRESH Eyelid Wipes	Natural Makeup Remover and Relief for Blepharitis, Tired Eyes	Medical Device	Marketed

REGION	PRODUCT NAME	INDICATION	REG. STATUS	TTM
USA	TestoTitan	Boost testosterone and vitality	Dietary Supplement	Marketed
	SENAXOL (TOPICAL)	Increase Penile Sensitivity	Cosmetic	Marketed

THE PROBLEM - Our Solution: Addressing Environmental Emissions & Water Reuse in Japan

THE PROBLEM

Japan faces urgent environmental and industrial challenges across emissions, air quality, and wastewater reuse

- ❑ Biogas plants: Over 1,800 sites emit >1.5 million tons/year of methane (CH_4) and H_2S, corroding infrastructure and accelerating climate impact.
- ❑ Industrial wastewater: Japan generates >14 billion liters/year of wastewater from textile, automotive, and agri-industrial sectors — yet <20% is effectively reused due to contaminants like heavy metals, sulfates, and VOCs.
- ❑ HVAC & EV systems: With over 3 million new HVAC units and 1.2 million EVs annually, indoor CO_2 buildup and filter corrosion are rising threats to occupant health and system efficiency.
- ❑ Environmental burden: CH_4 has 84x the global warming potential of CO_2 over 20 years, and hydrogen sulfide (H_2S) leads to toxic exposure, odor complaints, and facility shutdowns.

Current treatments rely on chemicals, high-cost filtration, and unsustainable materials — incompatible with Japan's 2030 GX decarbonization goals.

THE SOLUTION: OliQuell™

A patented, plant-based innovation derived from olive waste that delivers high-performance emission control and water purification — without chemicals or infrastructure upgrades.

- ✓ Reduces methane (CH_4) by 84% and hydrogen sulfide (H_2S) by 81% in biogas and organic waste systems — minimizing GHG emissions and equipment corrosion
- ✓ Cuts CO_2 by ~50% and boosts oxygen (O_2) by 18.5% in EV and HVAC environments — improving air quality and reducing indoor exposure
- ✓ Removes up to 74% turbidity, heavy metals, and agrochemicals in wastewater — enabling cost-effective industrial water reuse
- ✓ Increases nitrogen fixation by 81.7% and enhances soil oxygenation — supporting regenerative agriculture and composting
- ✓ Plug-and-play integration into biogas digesters, HVAC filters, and membrane systems — no new hardware required
- ✓ Fully natural, GRAS-listed, REACH-exempt — safe for food, agriculture, and industrial applications

OliQuell™ is Japan-ready: circular, affordable, scalable — and aligned with Aichi's GX strategy and net-zero goals.

THE GROWING MARKET FOR CIRCULAR EMISSION & WATER SOLUTIONS IN JAPAN

KEY MARKET INSIGHTS:

- **Industrial GHG Emissions Market:** Japan emits over 1.2M tons of methane annually, largely from biogas, compost, and wastewater plants
- **Japan's Wastewater Market:** Over 14 billion liters/year of wastewater generated, with <20% reused due to contaminants (heavy metals, VOCs, turbidity)
- **Japan's HVAC/EV Sector:** Over 3 million HVAC systems and 1.2 million EVs sold annually — major contributors to indoor CO_2 accumulation and odor filtration demand

ADDRESSABLE SECTORS IN JAPAN:	SERVICEABLE ADDRESSABLE MARKET (SAM):	SERVICEABLE OBTAINABLE MARKET (SOM):	COMPARABLE MARKET SIZE
• Biogas, wastewater reuse, HVAC/EV air • Systems needing low-cost, circular tech	• 5,000+ target installations; est. ¥200B ($1.4B) opportunity • OliQuell™ unit cost: ¥900–¥1,200 ($6–$8 USD)	• Year 1: ¥1.6B ($10M) from 25 HVAC/EV & 20 biogas pilots • Year 3: ¥8.5B ($55M) from scale-up to 400+ public/industrial users	• Japan's HVAC filter market: ¥80B+ by 2027 (7% CAGR) • Industrial wastewater treatment market: ¥260B ($1.8B) by 2030

CULTURAL FIT AND ALIGNMENT WITH JAPANESE VALUES

NATURAL INNOVATION:	CLEAN ENERGY & WATER:	ZERO-WASTE MANUFACTURING:
Japan embraces plant-based, non-chemical tech (e.g., Kampo in pharma, circular inputs in agriculture)	OliQuell™ boosts oxygenation and reduces GHGs, aligning with Japan's clean energy, net-zero, and hydrogen transition goals	OliQuell™ is made from upcycled olive waste, is GRAS-listed, and compliant with EU/JP standards for green innovation

OLIQUELL™: A UNIQUE SOLUTION FOR EMISSIONS REDUCTION & WATER REUSE

KEY DIFFERENTIATORS:

MECHANISM OF ACTION:	PILOTS VALIDATED RESULTS:
• Neutralizes CH_4 and H_2S emissions in biogas, waste, and compost systems • Enhances oxygenation and nitrogen fixation in soils and water treatment • Captures heavy metals and agrochemical residues in industrial wastewater • Releases O_2 and stabilizes pH, reducing corrosion and improving air/water quality	• –84% methane, –81% H_2S, –50% CO_2, +18.5% O_2 (sealed air spaces) • +81.7% nitrogen fixation, –74% turbidity, heavy metal capture: Cr 4.02 mg/g, Cu 3.99 mg/g • Successfully piloted in EVs, HVACs, biodigesters, wastewater, and agriculture

COMPARISON WITH COMPETITORS:

PRODUCT	CORE INGREDIENTS	SECTOR	DISADVANTAGES	OLIQUELL™ ADVANTAGES
Activated Carbon	Charcoal, synthetic binders	HVAC/Water	Single-function, disposable, limited CO_2 effect	CO_2-to-O_2 conversion, odor & emission suppression, multi-use
Chemical Flocculants	Alum, Ferric chloride	Water Treatment	Harsh pH, non-circular, residue toxicity	Natural, pH-neutral, safe for agri reuse
Zeolite/Perlite	Natural silicates	Biogas/Soil	Low bioactivity, no microbial support	Boosts microbial balance & nitrogen fixation
Photocatalyst Filters	TiO_2-based	HVAC/EV	Requires light source, limited passive effect	Works passively in dark/sealed spaces, boosts O_2, traps VOCs
OliQuell™	**Olive leaf extract, polysaccharides, minerals**	**Multi-sector**	—	**Circular, GRAS, no infrastructure change, validated impact**

OLIQUELL™: A NOVEL TECHNOLOGY FOR ENABLING ENVIRONMENTAL EFFICIENCY IN JAPAN

OliQuell™ is a sustainable innovation derived from olive press waste, validated for its ability to regenerate soil, reduce methane and hydrogen sulfide emissions, and purify industrial and agricultural wastewater.

Extensive validation from global research leaders, including IMDEA Water Institute (Spain) and field pilots with Troil Vegas Altas and biogas/HVAC facilities in the EU and Africa.

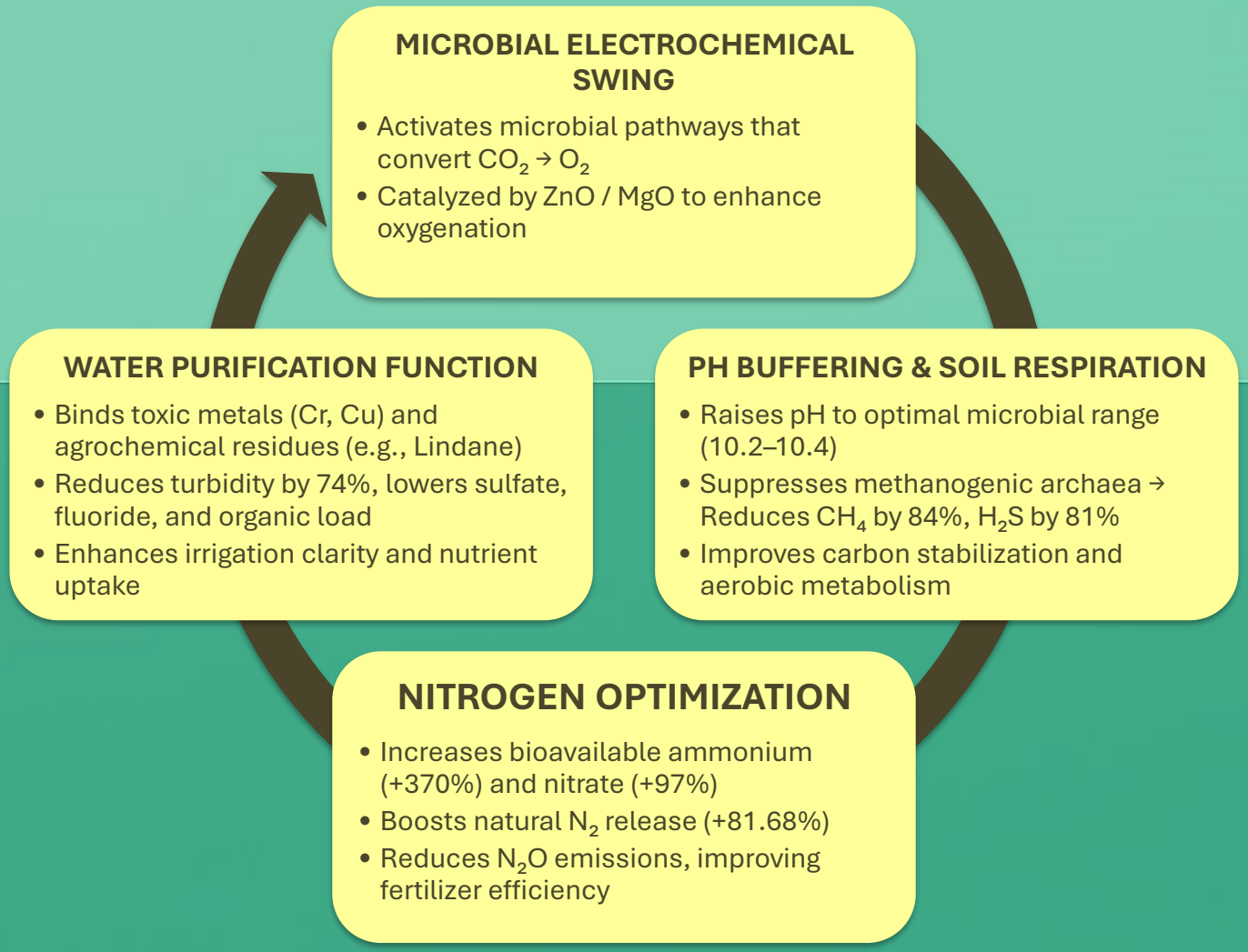
Patent applications are filed across the EU, U.S., and Canada, covering formulation, deployment format, and cross-sector applications.

Its mechanism of action is based on microbial modulation, pH buffering, and polyphenol adsorption, leading to reduced gas emissions (CH_4, H_2S), VOC neutralization, heavy metal capture, and oxygen enrichment.

Meets regulatory standards for industrial and agricultural use in Japan, the EU, and North America—without requiring new additive or food-related classification.

Stable up to 100°C and water-compatible, OliQuell™ is well suited for application in sponge media, powdered pre-treatment, or compostable filter formats

MECHANISM OF ACTION (MOA)



OliQuell™ creates a stable, oxygen-rich microenvironment that improves both emissions control and root-zone nutrient cycling—ideal for Japanese agriculture, wastewater reuse, and biogas systems.

COMPETITIVE ADVANTAGE

DUAL FUNCTIONALITY

OliQuell™ uniquely combines soil carbon removal and water purification in a single product, simplifying integration across agri, water, and industrial systems.

MULTI-POLLUTANT PERFORMANCE

Effectively addresses a broad range of contaminants, including:

Methane (CH_4) and **hydrogen sulfide (H_2S)** gases

Turbidity, **fluoride**, **sulfates**, and organic solids

Heavy metals (e.g., Cr, Cu) and agrochemical residues (e.g., Lindane)

COMMERCIAL VIABILITY

low-cost, high-margin solution

EU Biostimulant Regulation (2019/1009)

SAFE, NATURAL COMPOSITION

GRAS-compliant ingredients

no synthetic residues or classified chemical agents

DEPLOYMENT-READY FORMAT

Water-dispersible and **thermally stable**

Suitable for use in **sponge filters**, **soil mixes**, and **liquid dispersions**

APPLICATION AREAS OF OLIQUELL™

Multi Sector Applications for Enviromental and Industrial Impact

AUTOMOTIVE

CO_2/VOC reduction in EV & truck filters (Volvo, Zeekr pilots)

INDUSTRIAL WATER

COD, turbidity, and heavy metal removal before membrane filtration (IMDEA, Troil)

BIOGAS SYSTEMS

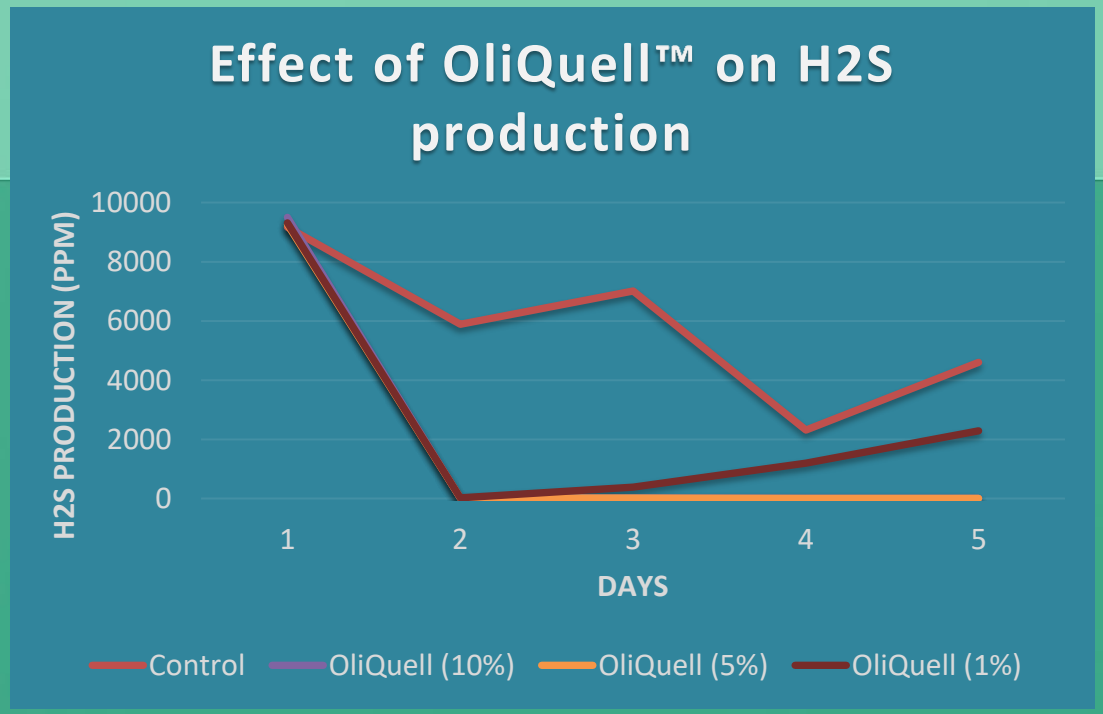
CH_4 and H_2S suppression to reduce corrosion, odors, and emissions

AGRICULTURE

Soil regeneration, nitrogen fixation (+81,7%), and carbon cycling

OLIQUELL™ SUPPRESSES HYDROGEN SULFIDE (H_2S), ENHANCING EMISSIONS CONTROL & SYSTEM LONGEVITY

A Nature-Based Solution for Reducing Toxic Gas Formation in Organic Waste Systems



Key Results from 5-Day Trials:

✔ Reduces H_2S by up to 81%, mitigating corrosion, toxicity, and gas accumulation

✔ Inhibits sulfate-reducing bacteria, preventing acidification in manure, compost, and digester systems

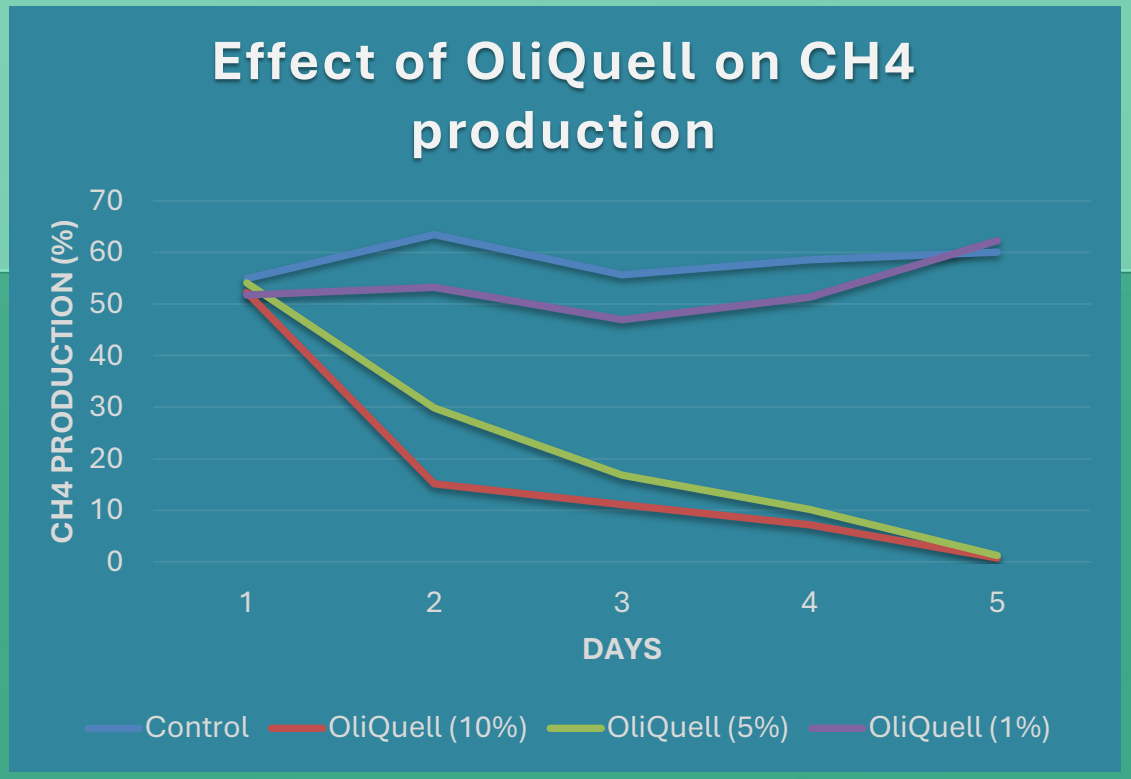
✔ Promotes sulfide precipitation through pH elevation (10.2–10.4), neutralizing H_2S at the source

✔ Improves oxygen availability and microbial balance, enhancing sulfur cycling efficiency

OliQuell™ Suppresses H_2S Emissions While Boosting Oxygen Levels in Organic Waste Systems

OLIQUELL™ REDUCES METHANE EMISSIONS IN ORGANIC WASTE SYSTEMS

A Nature-Based Additive for CH_4 Suppression and Soil Gas Stabilization



OliQuell™ Reduces Methane Emissions in Organic Waste Systems

Key Outcomes from 5-Day CH_4 Trials:

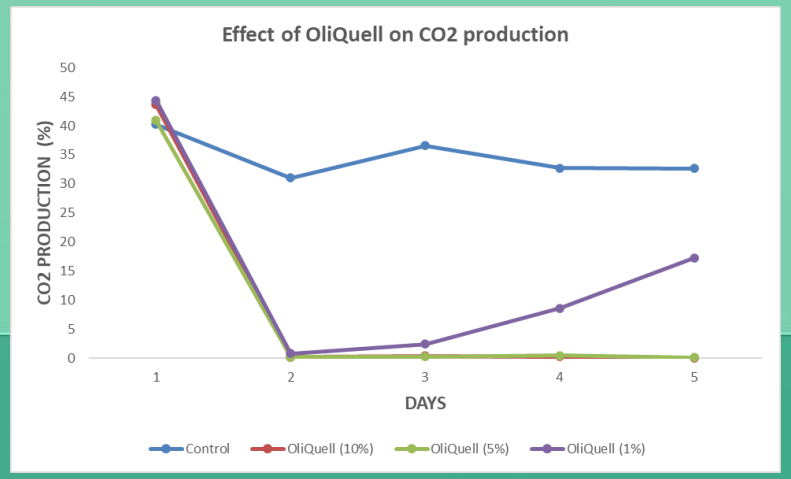
✔ Reduces methane emissions by up to 84%, especially at 10% dose levels

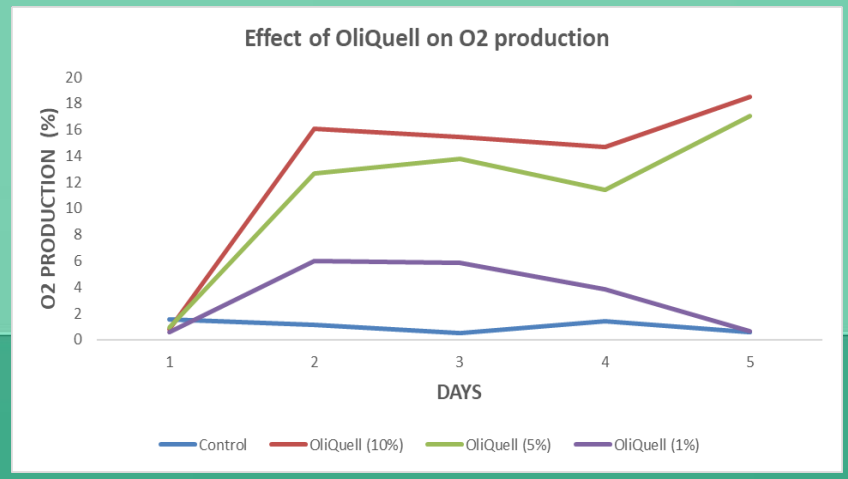
✔ Mitigation is linked to microbial modulation and alkaline pH stabilization

✔ Suppresses methanogenic archaea activity—key CH_4 producers in anaerobic and waste systems

✔ Demonstrates dose-dependent effect, with higher doses showing near-total suppression

CATALYZES CO_2-TO-O_2 CONVERSION IN ORGANIC-RICH ENVIRONMENTS





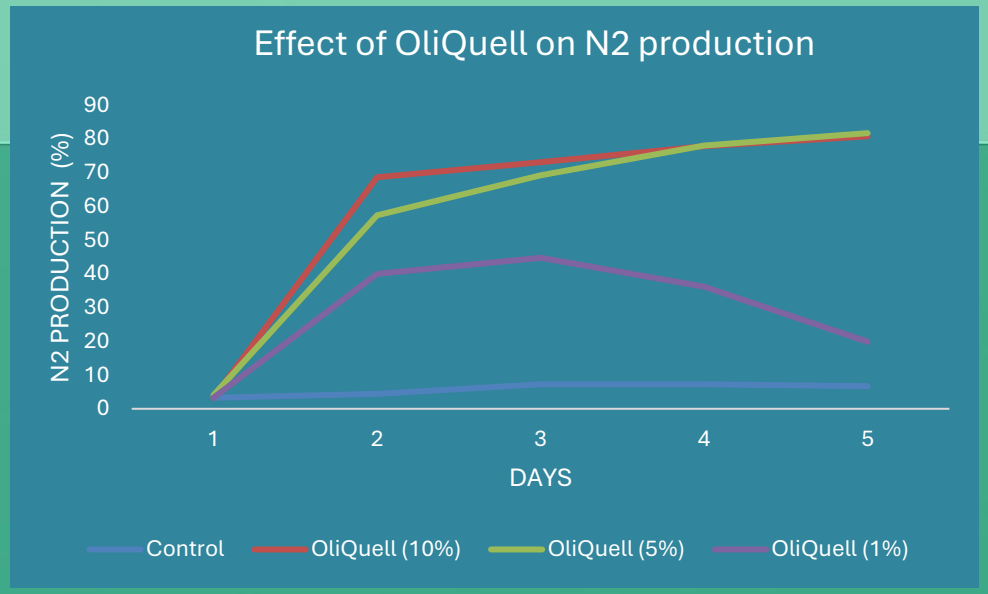
Key Outcomes (from Controlled Trials):

- ✓ CO_2 concentrations dropped ~50% in 5–10% OliQuell™ treatments by Day 5
- ✓ O_2 levels increased by up to 18.5%, boosting oxygenation in low-aeration systems
- ✓ Demonstrated dose-dependent efficacy in CO_2 breakdown and O_2 generation

OliQuell™ actively enhances CO_2 reduction and O_2 generation, improving soil oxygenation, supporting plant respiration, and promoting a more balanced carbon cycle in agricultural ecosystems.

OLIQUELL™ IMPROVES NITROGEN FIXATION & SOIL HEALTH

OLIQUELL™ HAS DEMONSTRATED SIGNIFICANT DOSE-DEPENDENT EFFICACY IN ENHANCING N_2 AVAILABILITY & OPTIMIZING SOIL NUTRIENT CYCLES



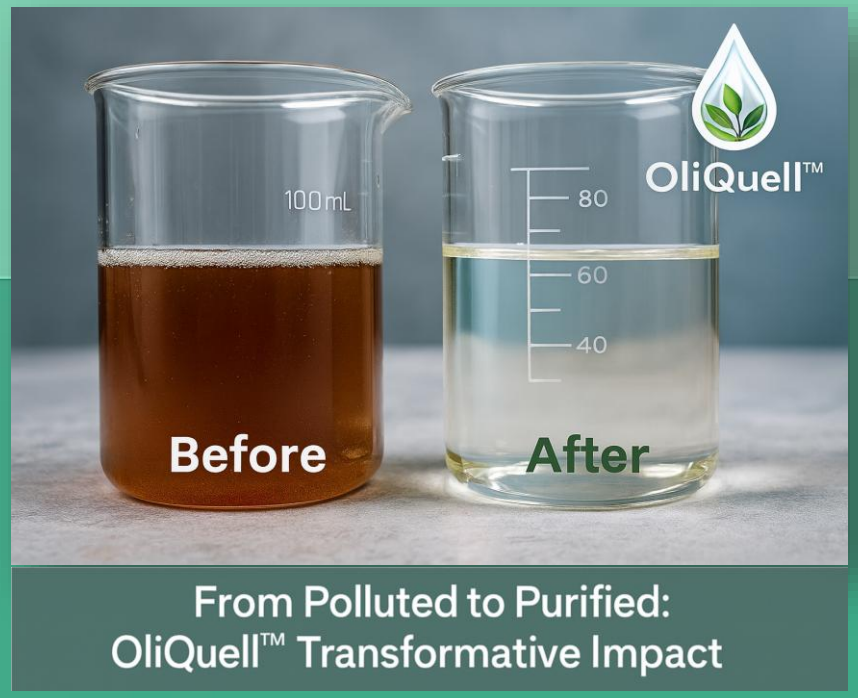
Key Findings – Nitrogen Fixation & Soil Health

- ✔ Increases nitrogen (N_2) levels in soil by up to 81.68%, enhancing natural fertility
- ✔ Improves microbial balance, supporting beneficial nitrogen-fixing bacteria
- ✔ Stabilizes soil pH, optimizing conditions for nutrient uptake

OliQuell™ Increases N_2 Fixation & Supports Sustainable Nitrogen Cycling

OLIQUELL™ ENHANCES WATER QUALITY & CONTAMINANT REDUCTION

A Sustainable Solution for Heavy Metal Adsorption, Agrochemical Runoff Control, and Wastewater Clarification



Key Findings from 24-Hour Incubation Studies:

✔ Visibly improves water clarity within 24 hours, demonstrating removal of suspended solids and organic matter

✔ 5% OliQuell™ treatment outperforms control, showing significantly reduced turbidity and particulate content

✔ Reduces heavy metals, agrochemical residues, and nutrient overload, enhancing water quality for reuse and discharge

OliQuell™ Supports Clean Waste Cycles by Neutralizing H_2S and Enhancing Aeration

OLIQUELL™ ENHANCES WASTEWATER QUALITY FOR INDUSTRIAL RINSE WATER REUSE

A Passive, Nature-Based Media for Clarification, Heavy Metal Reduction, and pH Stabilization in Industrial Greywater

PARAMETER	% REDUCTION	% INCREASE	RELEVANCE TO WATER REUSE
TURBIDITY (UNF)	↓ 74%	–	Clarifies rinse water, enables safe discharge or reuse
SUSPENDED SOLIDS	↓ 42%	–	Reduces clogging risk, improves filter & pump performance
COPPER (CU)	↓ ~54%	–	Reduces heavy metal contamination in rinse and discharge water
ZINC (ZN)	↓ 25%	–	Mitigates buildup in pipes and water systems
LEAD (PB)	↓ 20%	–	Improves safety of treated wastewater
FLUORIDES	↓ 52%	–	Lowers inorganic pollutants in rinse wastewater
SULFATES	↓ 59%	–	Improves rinse water stability, reduces corrosion
NITRITES	↓ 36%	–	Supports better water reuse profiles
AMMONIUM	–	↑ 370%	Promotes nitrogen cycling and microbial activity
NITRATES	–	↑ 97%	Enhances bioavailability for downstream use
DISSOLVED ORGANICS (DQO)	–	↑ 38%	Boosts carbon cycling potential in bio-filtration setups
PH BUFFERING	–	Stabilized	Maintains optimal range (6.8–8.2), reducing corrosion risk
OXYGEN LEVELS (O_2)	–	↑ 18.5%	Improves aerobic microbial health
TOXICITY (EQUITOX)	Increased	+26%	(Optional to omit if not relevant to cosmetic reuse)

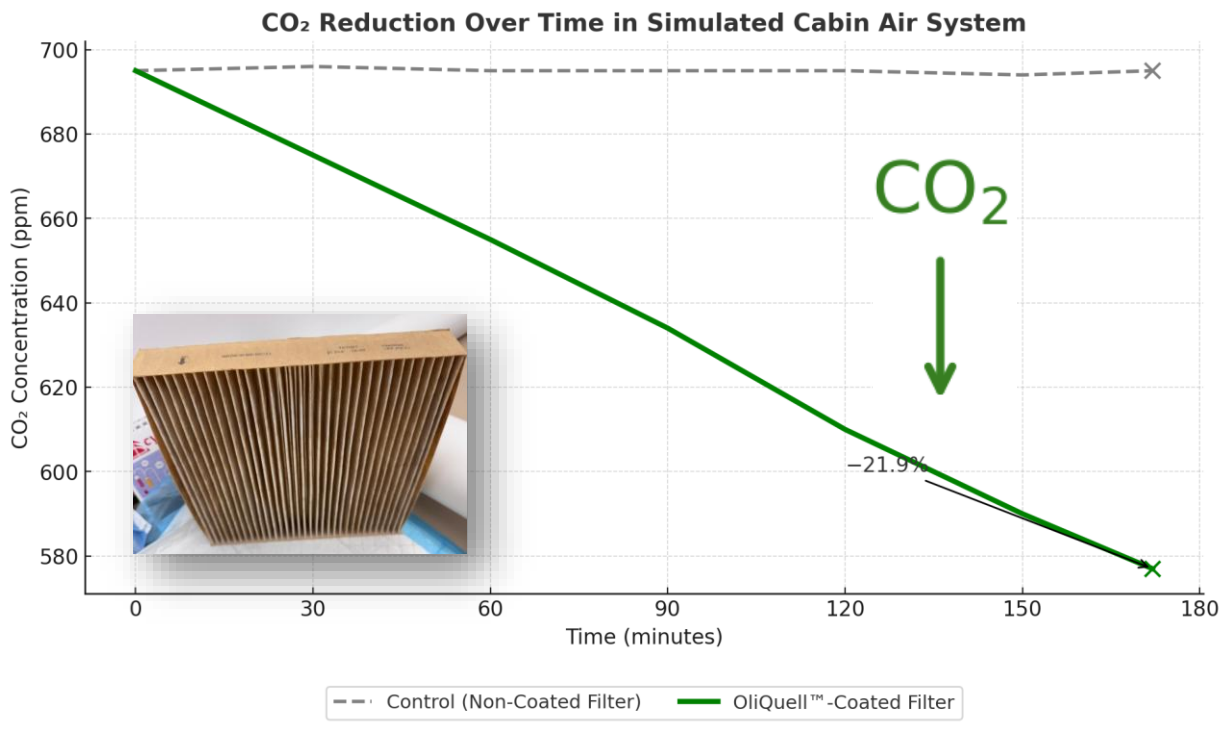
Key Findings from 24–48h Treatment

1. **74% reduction in turbidity and 41% reduction in suspended solids, visibly clarifying wastewater for reuse**
2. **Reduces heavy metals including Cu (-54%), Zn (-25%), and Pb (-20%), mitigating equipment corrosion and ensuring safer discharge**
3. **Buffers pH between 6.8–8.2, reducing acid/base shocks and improving treatment system longevity**
4. **Increases O_2 by 18.5%, supporting microbial oxygenation for improved biodegradation**
5. **Reduces sulfates (-59%) and fluorides (-52%), limiting inorganic load in downstream systems**
6. **Supports rinse water recycling in operations without chemical flocculants**

OliQuell™ improves greywater quality for sustainable reuse in industrial manufacturing, reducing toxicity, enhancing clarity, and cutting emissions — with no infrastructure changes required.

OLIQUELL™-COATED CABIN FILTERS REDUCE CO_2 IN EV/TRUCK SYSTEMS

Validated by Volvo cabin filter platform (2025)



Filter Type	CO_2 Inhibition	Timepoint
Control (Non-coated)	~0%	2h52m
OliQuell™-Coated Filter	13.7%	1h46m
	21.9%	**2h52m**

Key Findings from 24-Hour Incubation Studies:

✔ OliQuell™-coated filters reduced CO_2 levels by 21.9% in under 3 hours, demonstrating strong passive adsorption performance in real conditions

✔ Non-coated control filters showed no significant reduction, maintaining CO_2 levels near baseline (695 ppm) throughout the test.

✔ The results were validated using Volvo's cabin air loop testbed, simulating 60 L/s airflow in a closed-loop chamber, representative of automotive HVAC systems

✔This confirms OliQuell™'s efficacy as a passive, natural CO_2 and VOC suppressor suitable for integration into EV and truck interior air filters.

OliQuell™-coated air filters show consistent and significant reduction of cabin CO_2 levels, outperforming untreated filters and aligning with EV interior air quality targets

PATENTS & INTELLECTUAL PROPERTY

AN INNOVATIVE COMPOSITION AND METHOD UTILIZING SYNERGISTIC NATURAL COMPOUNDS DERIVED FROM RENEWABLE SOURCES FOR IMPROVING SOIL HEALTH, REDUCING AGROCHEMICAL RELIANCE, AND ENHANCING NITROGEN CYCLING. THE COMPOSITION INTEGRATES:

✓ MICROBIAL OPTIMIZATION TECHNOLOGIES TO PROMOTE NITROGEN FIXATION AND REDUCE SYNTHETIC FERTILIZER DEPENDENCY.
✓ CATALYTIC TRANSFORMATION PROCESSES THAT CONVERT CO_2 TO O_2, SUPPORTING CARBON SEQUESTRATION AND IMPROVED OXYGENATION IN SOIL.
✓ GREENHOUSE GAS SUPPRESSION PROPERTIES, REDUCING CH_4 (METHANE) EMISSIONS BY UP TO 84% AND H_2S TOXICITY, IMPROVING SOIL AND PLANT HEALTH.
✓ ECO-FRIENDLY AND BIODEGRADABLE FORMULATION, ADAPTABLE ACROSS VARIOUS SOIL CONDITIONS AND PH RANGES, ENSURING LONG-TERM AGRICULTURAL SUSTAINABILITY.

Worldwide Patents Filed

OliQuell™ Global Regulatory Status Summary

REGION / COUNTRY	APPLICABLE USE CASE	REGULATORY CATEGORY	STATUS / NOTES
EU (EFSA / ECHA)	Wastewater, compost, agriculture	Biostimulant / processing aid	Meets EU 2019/1009 for biostimulants. No REACH classification required for agricultural or non-food industrial use.
USA (EPA / FDA)	Water treatment, soil health, air filtration	GRAS-equivalent for non-food / EPA-exempt processing aid	Recognized ingredients. No EPA registration required for physical-mode-of-action biostimulants. Not subject to FDA oversight since not ingestible.
Canada (Health Canada / PMRA)	Soil, compost, water pre-treatment	Fertilizer supplement / water conditioner	May be used as a soil/compost additive. Not regulated under PMRA unless pesticidal claims are made. Compliant with CFIA for natural soil enhancers.
China (CFSA / MARA)	Agricultural water reuse, emissions control	Functional water treatment agent / agri adjuvant	Permitted for use under “non-edible processing aid” or “natural effluent clarification.” No registration required for export if no medicinal or food claims.
Middle East / GCC	Biogas, HVAC, smart farming systems	Organic odor control / soil input	Permitted for import as agricultural amendment or VOC-reduction media. Compliant with Gulf Standardization Organization for non-ingestible use.
Africa	Soil regeneration, waste treatment	Organic agri-input / soil bioremediation agent	No registration required. Pilot projects active in Kenya. Aligns with national soil health frameworks (e.g., KEBS, NAFIS in Kenya).

Detailed Regulatory Status for OliQuell™ in Japan

APPLICATION	RELEVANT REGULATION / AGENCY	REGULATORY PATHWAY & NOTES
Water Treatment (Wastewater / Industrial)	**Water Pollution Control Act** *(Ministry of the Environment)*	OliQuell™ qualifies as a **processing aid** or **natural flocculant**. No registration required if not used in potable water. Safe for use in pre-treatment and reuse streams.
	Ministry of Health, Labour and Welfare (MHLW)	If used in applications with **human contact (e.g., food factories)**, notification may be required based on end-use standards.
Soil & Agriculture	**Fertilizer Control Act** *(MAFF – Ministry of Agriculture)*	OliQuell™ can be classified as a **non-chemical soil conditioner** or **organic amendment**. No registration is needed if not claiming pesticidal effects. It fits under **biostimulants or regenerative amendments**, similar to seaweed extract or humic acid categories.
Air Filtration (EVs, HVAC)	**METI (Ministry of Economy, Trade and Industry)**	Considered a **non-hazardous filtration medium** or passive deodorizer. No registration required unless medical or sensor-interactive claims are made.
	Air Quality Standards / Consumer Product Safety	Acceptable as an odor neutralizer and CO_2/O_2 balancing material. Not regulated under PMDA (no pharmaceutical claims).
Food Contact (Not applicable)	**Consumer Affairs Agency / Food Sanitation Act**	OliQuell™ is not a food, supplement, or additive. FFC or food additive registration is **not applicable nor recommended**.

OLIQUELL™ REGULATORY PATHWAY TO MARKET

PATHWAY: NATURAL INDUSTRIAL MATERIAL / PROCESSING AID

- Positioned as a plant-based emission control and water purification agent
- Not subject to PMDA, FFC, or Food Sanitation Act regulation
- Compliant with Japan's Water Pollution Control Act, Fertilizer Control Act, and METI filtration guidelines
- Fast-track industrial adoption via pilot deployments and local partner integration

KEY REGULATORY STEPS & TIMELINES

1. **Regulatory Fit Confirmation (Months 0–1)**
   - Conduct a classification review with Japanese legal consultants (under METI & MOE)
   - Confirm non-food, non-medical status as a **natural industrial material**
   - Prepare Japanese Safety Data Sheet (SDS) and technical dossier for environmental deployment
2. **Pilot Notification & Documentation (Months 1–3)**
   - Coordinate with **Aichi municipal bodies** or partner OEMs (e.g. HVAC, wastewater)
   - Submit **OliQuell™ pilot scope + environmental safety rationale** if required
   - Not a regulated additive; no FFC, PMDA, or MHLW review needed
3. **Demonstration Deployment (Months 3–6)**
   - Launch small-scale validation trials with Aichi partners:
     - e.g., **biogas odor control**, **HVAC VOC reduction**, or **wastewater turbidity drop**
   - Collect localized environmental and system performance data
4. **Import & Logistics Compliance (Months 4–7)**
   - Establish import readiness: compliant with Japanese customs and non-chemical declarations
   - Ensure conformity with **METI non-toxic imports** and proper industrial packaging
   - Use GRAS-equivalent documentation and EU/USA COAs for customs clearance
5. **Commercial Integration & OEM Expansion (Months 6–12)**
   - Scale within regional industrial networks (e.g., Zeekr, Volvo, filtration firms, recycling plants)
   - Initiate long-term contracts for HVAC filters, agri use, and industrial wastewater clients
   - Local distributor or OEM files internal use documentation where needed
6. **Localization & Manufacturing Setup (Months 9–18)**
   - Identify a **local OEM or contract manufacturing partner in Aichi** for sponge media or powder formulation
   - Begin technology transfer and **Japan-based component assembly or finishing** (e.g., sponge infusion, filter coating)
   - Explore partnerships with **automotive suppliers, water technology firms**, or **public infrastructure contractors** for regional scale-up
   - Align with Japan's **GX strategy** and **carbon neutrality incentives** for sustainable materials

REGULATORY DIFFERENTIATION VS. COMPETITORS

- ✓ No food/supplement pathway — faster regulatory clearance
- ✓ Multi-sector usability: HVAC, water, soil — unlike single-function additives
- ✓ Complies with Japanese environmental law without new additive registration
- ✓ Sustainable sourcing aligns with Japan's GX & carbon neutrality goals

STAKEHOLDER FEEDBACK AND VALIDATION

GLOBAL INDUSTRY LEADERS

- Volvo, Zeekr, and IMDEA have piloted OliQuell™ in EV cabin filters, HVAC systems, and membrane wastewater reuse, validating performance in real-world environments.
- PepsiCo and Bayer selected Veos as a finalist for its climate-aligned biobased platform.
- Results confirm up to 84% CH_4 and 81% H_2S reduction, with VOC and heavy metal capture — demonstrating cross-sectoral value

KEY OPINION LEADERS (KOLS)

IMDEA Water (Madrid)

One of Europe's top applied research institutes in water sustainability.

"OliQuell™ offers a novel, passive approach to water and air purification that aligns with EU circular economy principles." – IMDEA Water Lead Researcher

Troil Vegas Altas (Spain)

A real-world pilot site in the Extremadura region

We observed strong pollutant mitigation using olive-based media

"OliQuell™ shows promise for full-scale agricultural reuse." – Troil Vegas Altas Technical Team

VEOS PHARMA: LEADERSHIP IN NATURE-BASED INNOVATION WITH EXPERIENCE IN JAPAN

Dr. Bassam Damaj
President & CO-Founder

- 7 Companies Founded, 3 IPOs, $1B+ in Partnerships
- Raised $500M+ Across US, EU, & MENA
- Former Leadership: Pfizer, Genentech, MITSUBISHI TANABE

Samira Wifak, MA, CB
CFO & CO-Founder

- CEO of R&D Healthcare ($80M+ Revenue)
- Oversees Financial Strategy & Expansion

Max Sasanchyn, Eng.
Engineering & Prototyping Lead

Specializing In Automotive Filter Retrofitting And Foam Tech & Field Prototyping

Vicente Oller, Eng.
Design/Materials

Specializing In Design And Material Optimization For Emissions Control

Ysabell Fernando, RAC
Head of Regulatory Affairs

- 60+ Product Approvals Worldwide
- Regulatory Expert: GRAS, EFSA, Health Canada

EXPERIENCE IN JAPAN

At Veos Pharmaceuticals, we hold a deep appreciation for Japan's culture of precision, trust, and long-term partnership. Our team is honored to build on past experiences and current engagements to contribute meaningfully to the Japanese market.

Our foundation for collaboration in Japan includes:

- Direct leadership experience in Japan through **Mitsubishi Tanabe Pharma (Osaka), where our CEO led** anti-inflammation and cachexia R&D initiatives for two years.
- Collaborative history & multi-million dollar deals with respected companies such as **Takeda, Novartis Japan, and ANGFA**, providing insight into the unique regulatory and clinical landscape
- Long-standing relationships built on reliability, mutual respect, and scientific integrity

In recent months, we have been fortunate to receive recognition from esteemed Japanese innovation programs:

1. Selected as a **finalist in the Johnson & Johnson QuickFire Japan Anti-Anging Challenge 2025**, with a ¥30M grant and local residency to support ThymoTropin™'s entry into the Japanese market
2. Honored as the **winner of the Agorize Global Entrepreneurship Japan Challenge 2025**, with ongoing discussions initiated with domestic partners for our ThymoTropin™ product.
3. Selected to be part of the **EU Mission to Japan for the Smart Energy Week Autumn 2025**
4. Selected for the Vulcanus in Japan Market Research initiative 2025–2026 for Oliquell ™ (EU-Japan Centre for Industrial Cooperation)
5. Finalist for the Sakura Deepteck Stage and the EU-Japan Centre for Industrial Cooperation SALON WATER CALL 2025
6. Currently engaged in dialogue with Japanese experts and organizations regarding **regulatory alignment, clinical bridging studies**, and **local manufacturing partnerships**

Get in Touch

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