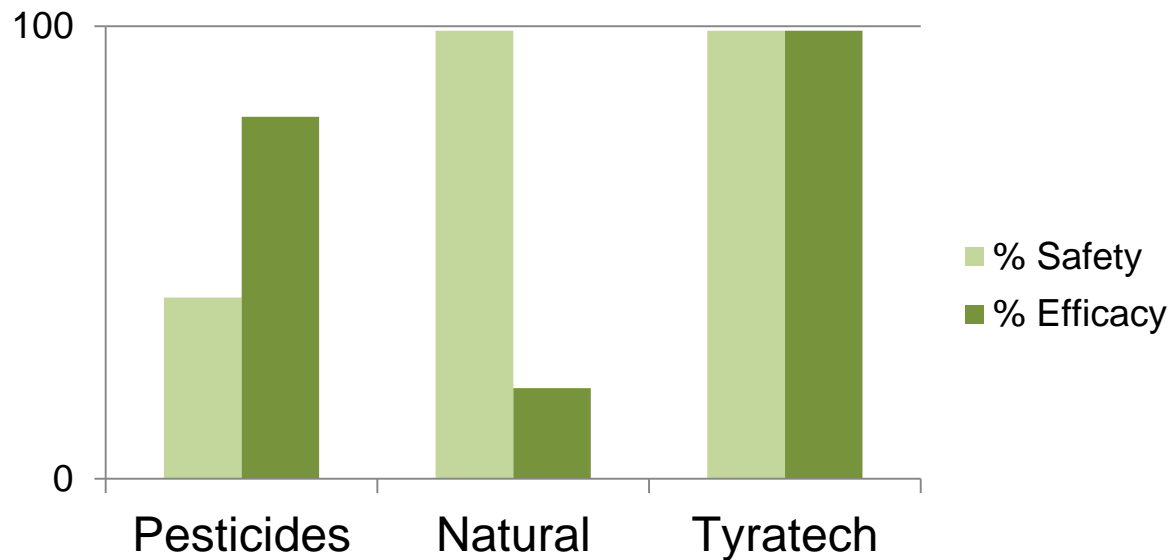




**TyraTech is a life sciences company focusing on bringing to market nature-derived, safe, and efficacious solutions to control insects and parasites**

# TyraTech breakthrough technology

TyraTech's breakthrough technology allows the control of insect and parasites with products that are efficacious and safe (nature-derived)



\* Graph used for illustrative purposes only

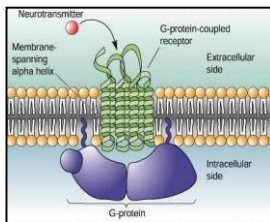
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**Nature's  
Technology**

# TyraTech's breakthrough technology works in 3 steps and 3 levels of patent protection

## Step 1

Selection of ingredients active on insect-specific GPCR receptors



## Step 2

Selection of blends of ingredients with synergistic effect

$$1+1 > 2$$

## Step 3

Proprietary formulation to boost the efficacy of the blends of ingredients

$$1+1+\alpha > 10$$

Patented platform

Patented blends

Patented formulations

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**Short term  
launch of 3 product lines in 2014**

# Launch of innovative products in the market

## Head Lice



### MARKET PROBLEMS

Pesticides do not work (resistance)

Pesticides are toxic

Poor cosmetics (oily)

### TYR SOLUTIONS

Kills 100% lice and eggs (no resistance)

Non toxic  
Pesticide free

Innovative mousse formulation

Market Size\*

\$ 700  
million

## Personal repellent



No effective alternative to DEET (70% of market)

DEET is pesticide and plasticizer

Poor odor and cosmetics

8 hour protection - better than 15% DEET products

Pesticide free  
EPA exempt

Improved cosmetics

\$ 1.5  
billion

## Animal premises



Pesticides work less (resistance)

Pesticides can contaminate food chain, animals, and environment

Kills faster than pesticides (no resistance)

Non toxic, pesticide free  
No risk for food chain, animals, and environment

\$ 900  
million

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# TyraTech products are innovative



- **Treatment (mousse):** kills 100% lice and eggs in 15 min
- **Prevention (shampoo):** prevents lice infestation for the whole family

- **Non-pesticide repellent that is better than DEET**
- **Independent clinical data and peer-reviewed scientific publications**



- **Products that combine:**
  - Superior efficacy against insects that are resistant to pesticides
  - Safety for the food chain, animals, and users (farmers)

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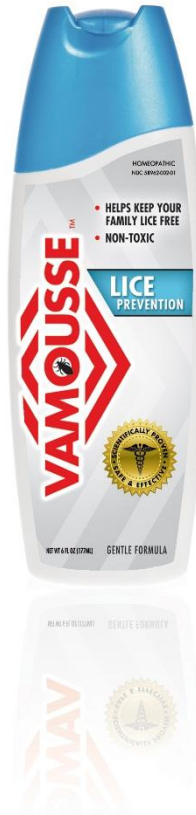
# 2014: Key developments for TyraTech

- TyraTech head lice treatment will be available at Walmart by March 2014 (USA)
- TyraTech head lice preventative is now listed by FDA and will be launched 1Q14 (USA)
- TyraTech will launch its insect repellent (USA)
- Novartis will launch 6 TyraTech animal health products (USA)



# Launch of head lice preventative

Newly FDA listed



## Head lice preventative product

- Prevents infestation in at-risk situations (sleep over, camps, etc.)
- Protects the whole family when infestation occurs



Will open new market opportunities

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# TyraTech: high growth potential

## Breakthrough, patented technology

- Nature-derived blends targeting specific insect receptors
- Active ingredients and products are patented

## Innovative, best-in- class products

- Head lice 100% effective
- Personal repellent better than DEET
- Animal insecticides non toxic for the food chain

## Strong commercialisation partners

- Walmart
- Novartis
- Amazon.com

## Clear, sizable growth opportunities

- More than 15 products in the pipeline
- Opportunities in EU and developing world



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**Nature's  
Technology**

# Appendix

- Board
- Shareholders and Capital Structure
- Disclaimer



## Experienced Board



❖ **Alan Reade (Non-Executive Chairman)** was appointed on May 25, 2007 as Non-executive Director and as Executive Chairman in January 2010

- From 2000 until his retirement in 2005, he served as Executive Chairman of Merial Limited, a leading animal health company and joint venture between Merck & Co. Inc. and Sanofi- Aventis
- Chief Executive Officer of Rhone-Poulenc Agro Inc. and member of the Global Management Board



❖ **Bruno Jactel (CEO and Director)** was appointed on January, 2013

- Chief Marketing Officer of Merial, the \$2.6bn revenue generating animal health division of Sanofi. Prior to this, Dr. Jactel was Vice-President of European operations at Merial
- During this time, Merial built the most successful consumer brand in animal health history with FRONTLINE (Flea and tick product for pets) reaching \$1bn in annual revenue in 2009
- He earned his degree as a Doctor in Veterinary Medicine at Toulouse University (France) and his Masters in Economics at the Sorbonne University in Paris

## Experienced Board

### ❖ **Eric Wintemute (Non-executive Director)**

- CEO and Chairman of American Vanguard Corporation, TyraTech's business enterprise partner and largest shareholder
- AMVAC (\$ 800 m market cap) named by Fortune Magazine as a Top 50 Fastest Growing Company in the world

### ❖ **James Hills (Non-executive Director)**

- Founder of Gulfstream Home & Garden, Inc, which specialised in the branding of insecticide products for domestic and garden use

### ❖ **Barrington Riley (Non-executive Director)**

- Finance Director of Protherics (acquired by BTG)

# Strong and stable capital structure

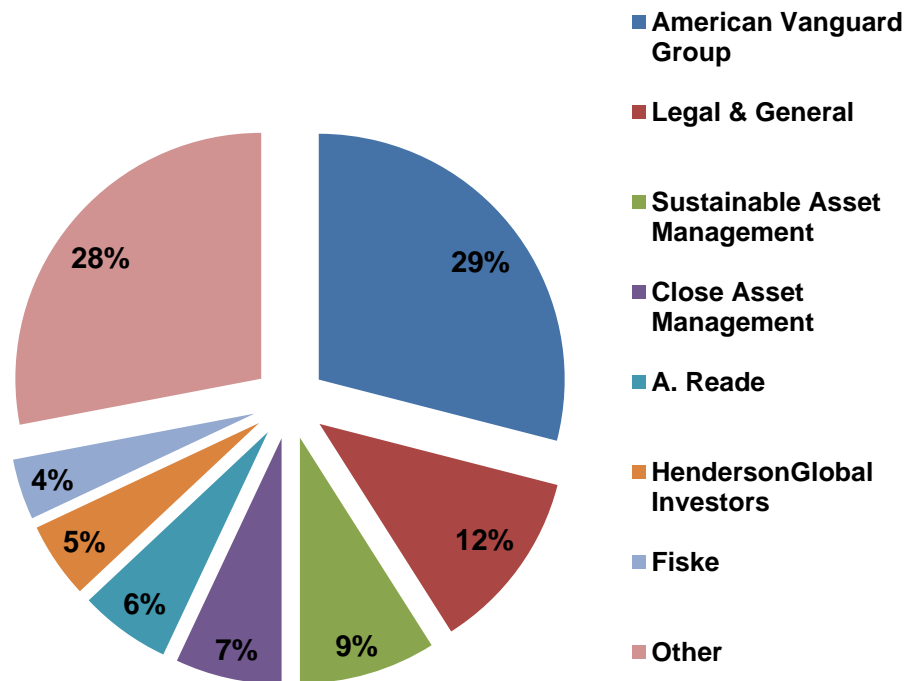
## Capital Structure

Total Shares Outstanding 168.8 m

Top 7 Shareholders c. 70%

Debt nil

## Shareholders % Holding (as of end 2013)



American Vanguard Group is a strong TYR strategic partner

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