



## **INVESTOR FACT SHEET “MATRYX CENTER NETWORK”**

### ***Development of a global clinic network for innovative cancer therapies (Exposé)***

In 2012, approximately 15 million new cancer cases were registered according to the WHO. The number of new cancer cases has been rising for decades. The WHO predict for 2025, some 20 million new cases of cancer each year. Cancer is currently one of the biggest medical challenges.

Conventional Oncology exclusively directs its attention to the destruction of the tumors providing classical methods, such as: surgery, radiation, and chemo-therapy. Apart from the unsatisfactory results, there are significant side effects that greatly affect the quality of life of the patient, while also damaging the self-healing abilities of the body in the long term. This worsens the prognosis.

The BioMaxx Holdings has set itself the goal to put through the development and dissemination of a new treatment model with a clear accent in the field of tumor therapy. It is a combination of five bio-physical processes in which hyperthermia and the PH-TRANSFORMATION THERAPY-pH therapy constitute the core of the new approach, supported by HIFU as well as a particularly effective form of photodynamic therapy.

The therapeutic concept will be available exclusively in up to 20 company-owned Matryx Reference Center in selected countries; thereby making this service very sensitive to success. The necessary resources are provided by means of different funding sources.

A busy Matryx clinic is in a position to implement the therapy concept for up to 100 patients per month. Another important function of the Matryx Reference Center is to coordinate central tasks in terms of a national guidance device. In the Matryx Reference Center, interested doctors and clinic operators are presented the therapy concept; they experience practically the treatment success, the simple organizational and technical handling of the therapy processes, but especially the comparatively low organizational effort. The cooperation designed for them to be either referring physicians for treatments in their local Matryx Center or as a customer for the purchase of the license and device systems and medications.

A Matryx Reference Center also acts as a medical training and communication center and organizes events such as workshops, seminars and professional conferences. In addition, it is established, together with the other Matryx Centers, as a regional cancer research center. The project disposes of all the conditions of a license model. It is, in effect, a "complete solution" to market penetration.

#### **Therapy Concept:**

The focus of the therapy concept is hyperthermia as well as a new, remarkably effective (in the highest measurement) therapy: pH-Transformation Therapy (pHTT), which is complemented by four other physical and biochemical methods. There are, in particular, those therapies that are both individually and jointly developed especially with the two key therapies to have a high synergistic anti-cancer effect.

The pH-Transformation Therapy is based on the biochemical property that all forms of cancer produce an "acidic environment" - a specificity that makes it possible to selectively target cancer tissue by pH - sensitive active substances. Research group of the University of Freiburg (Germany) has found substances that are toxic only in an acidic environment and thus destroy targeted cancer tissue and are free of side effects. The other methods of the concept support this chemical process.

Hyperthermia, overheating of the tumor tissue, has been practiced for several decades in cancer treatments. This "heating-up" causes an increase in cellular metabolism, which is shown in repeated studies to derive energy from fermentation (versus oxygen-derived pathways), which leads to even greater changes in pH. Thus, the cancer tissue located under the pH standard value is amplified in its



permanent acidosis and thus a real synergy effect between pH-Transformation Therapy and hyperthermia is made; that is, the pH-Transformation Therapy significantly improves the overall effect. Laser therapy creates a further synergy effect. The photosensitive property and anti-carcinogenic effect of various substances is well known in photodynamic therapy, but relatively new is the realization that antineoplastic drugs can be improved in their effect, if enabled in the target area with electromagnetic energy of the corresponding absorbance wavelength. This is the case for the components of the pH-Transformation and other biological therapies, using the effective properties of various components to achieve the highest possible results. The comprehensiveness of the concept arises not only from the elimination of tumor tissue. While some therapies (pH-Transformation Therapy, HIFU, hyperthermia and laser) are geared more towards direct tumor destruction, other therapies make important contributions to the balance of the "total system" in humans. In parallel, physiological functions such as cell metabolism and natural detoxification processes are raised and optimized while all destructive reactions like inflammations, pain, endogenous and external toxins, and psycho-social stress reduction are reduced to bring the ENTIRE biological and psychological processes back into balance.

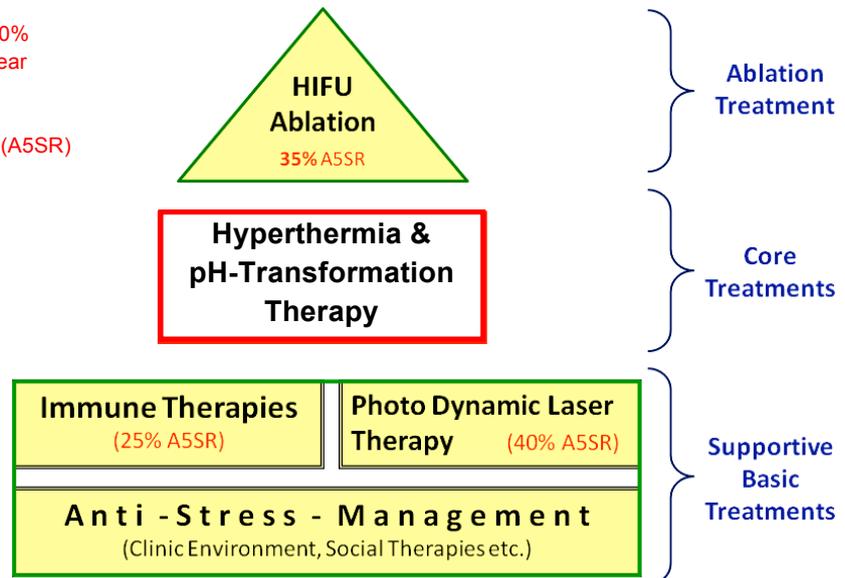
Many cancers produce a devastating effect on tissue and organ systems, completely apart from the disastrous side effects of radiation and chemotherapies. Open, poor-healing wounds represent such and, given the explosion of antibiotic -resistant bacteria (MRSA), is an increasing challenge to wound management. We have found a solution of value in this area. *Panthelen*, a proprietary preparation from Europe, is now the treatment concept for managing such wounds.

The overall effect is thus created from the synergy of mutually complementary and reinforcing individual effects. These are reflected in the details of each individual treatment program, which consists of both precious natural (biologically - oriented) therapies as well as physical depths applications. The concept can be combined as needed with the conventional methods used in western medicine.

The following is the therapy model with the expected average survival rates:

Average Overall 5-year survival rate: 90%  
(on the basis of the average single 5-year survival rates)

AVERAGE 5-YEAR SURVIVAL RATE (A5SR)



With a rounded down average survival rate of around 90%, this concept is a viable solution in the field of cancer therapies. This is a sensational statement and also poses a business risks in it; see the paragraph "Features of the project".

## Special Features of the Project

The therapeutic concept is being introduced only in fragments as a treatment option for cancers, but is not offered as a standard therapy in the medical market. By comparison to the conventional methods



(chemotherapy, surgery, radiation), it is low cost, as well as spectacularly effective and can pose a risk to the pharmaceutical industry and the establishments' therapy model. For this reason, the BioMaxx wants to develop a distinctive market segment and that is the self-owned clinic, where only this concept is applied and thus, takes it out of the sphere of the pharmaceutical lobby market. Through Matryx clinics (Reference and later Matryx License Center), the therapy concept should be done steadily and become sustained by a large and ever increasing audience of demanding patients in need of effective and safe cancer therapies.

In order to provide a clear, ultimately stable and sustainable focus on this market, the anti-cancer therapies need to be utilized as quickly as possible and many such Matryx centers need to arise. It is important to keep the minimum required marketing efforts to below the radar limit of visibility of the pharmaceutical industry. For the existing market size and the specificity of the target group, such a presence can be achieved, which helps establish the Matryx therapy concept as the most effective cancer - standard therapy.

## **Financial Requirements**

The strategic concept provides for the establishment of at least 15 Matryx Reference Centers. The cost of such a center, depending on the local conditions; are to be US\$ 15 to 18 million, in exceptional cases, up to US\$ 30 million. As a basis for calculation, an average value of US\$ 16 million per clinic was set. For the improvement of the two technologies hyperthermia and HIFU, an amount of around US\$ 2.5 million only is needed as significant development work has already been completed.