



**Enabling Individuals and Families to Live Their Lives Safely in a
Germ-Filled World with Anti-Microbial Innovation**

Investment Opportunity Overview
July 2020



Prefense is a global health and wellness brand. Through its hand sanitizers, surface cleaners, and other products, Prefense protects human health by preventing exposure to pathogens while sustaining natural resources - water, air, soil, and biodiversity.

With its trade-secret production process and best-in-class marketing, Prefense has seen rapid growth in the current pandemic environment.

Prefense is seeking up to \$3.5M to scale existing operations and support development and regulatory approvals for innovative new products.





Mainstream sanitization products are unfit for a post-COVID world.

Safe recovery demands a new approach.



The most well-known sanitization brands:

Only kill germs on contact

Offer no long-term protection

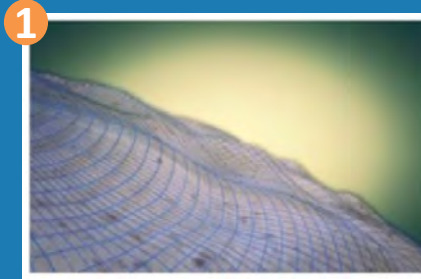
**Come with many negative side effects:
flammability, cracked hands, toxicity, and harsh
chemicals released into the environment**

Prefense “Organosilane QAC” Is a Safe, Effective Solution for a New World

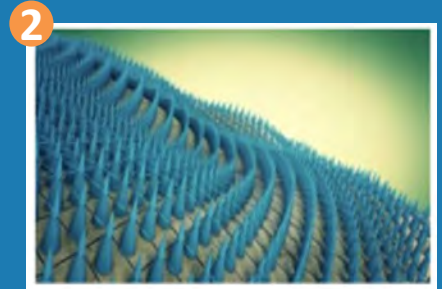


Si-QAC: Silane Quaternary Ammonium Chloride

Technology long noted for its antimicrobial effectiveness



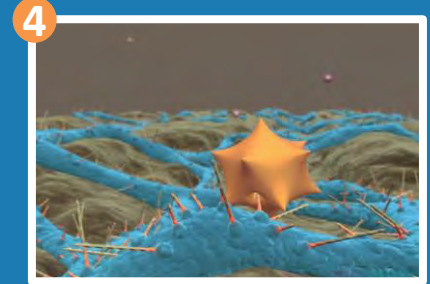
1 Silane enables safe application to any surface, preventing leaching into environment



2 Creates flexible semi-permanent bond



3 Viruses, bacteria, mold attracted to physical-molecular spears



4 Pathogen physically destroyed

Products

Prefense offers two Si-QAC-based product categories

Highly-effective, alcohol-free hand sanitizer

- In marketplace since 2009
- Consumer(portable), professional (dispensers)

Advanced surface protection formula

- Currently under development (exp. Q3 2020)
- Works on almost any surface: solid (counter-top, face-shield) or fibrous (gown, towel, facemask)

Markets: US, China, Global



United States – Alcohol Free



China – Protects 24hrs



Si-QAC Technologies Safest and Highly Effective

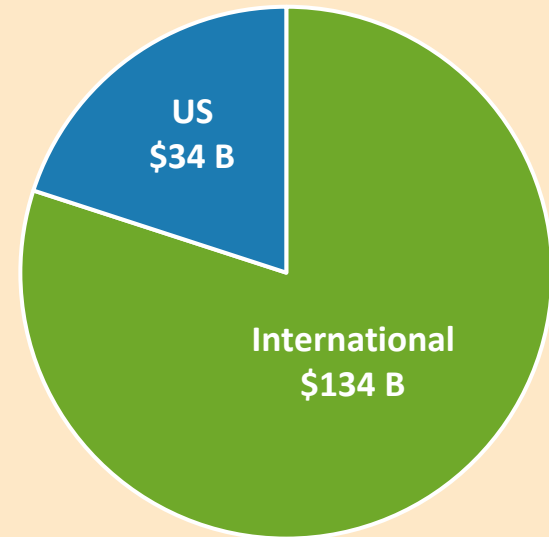
Type	Si-QACs	Conventional QACs	Alcohols	Alcohol-free Hand-safe	Chlorines	Oxidizers	Idophor	Phenolics
Common Brands	Prefense, Durisan	Clorox Broad Spectrum, Microban 24, 3M, Purell	Purell, Germ-X, Lysol	safeHands, CleanWell, Babyganics	Clorox Bleach	Qxivir, Clorox Healthcare, Hydrogen Peroxide Cleaner	Wescodine	Wex-cide, ProSpray, Birex, Pine-Sol, Lysol
Attributes	More stable and safe QACs, bonds to surface preventing leaching to environment Freezing hurts effectiveness	Mostly dominated by independent brands Adverse skin effects May cause bacterial/viral mutation	Most recognizable Toxic, flammable Cracked hands increase exposure	Lower toxicity, less effective than alcohol-based Occasionally "greener"	Corrosive over time Not useable on skin	Hydrogen Peroxide breaks down to Oxygen and Water Toxic, can be a fire and explosion hazard	Mostly antiseptic Should be used only for critical surfaces	Reactive Toxic Long contact times needed

Large Global Market

- \$168 billion combined market presents current opportunity and long-term growth potential
- Estimated 2-3% global CAGR over next 5 years
- Split approximately 20% B2C, 50% B2B, 30% B2G
- Prefense has access to 25% of the global market

Forecast 2020 Global Hand Sanitizer & Surface Disinfectant Sales¹

\$168 Billion Total



Business Model Generates High Margins

Capex-light model outsources most production/operations – technical knowledge and marketing key value-drivers



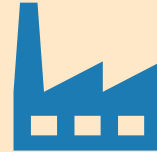
Marketing

Core management strength
Feeds product innovation,
sales strategies
Trusted brand with loyal
customer base



Product Innovation

Leadership has strong CPG
innovation background
Original inventor/patent holder
under long-term consulting
contract



Supply Chain/Operations

Most production, logistics
outsourced to trusted partners
Prefense maintains key
ingredient supply



Sales

Broad network of
distributors/retailers
Online: webstore, Amazon
Industrial: Grainger, Amazon
Retail: ~50 stores in US

~70% Gross Margin

Recent News

- In April 2020, Prefense received FDA warning letter regarding COVID-19 effectiveness claims
 - Competitors, such as GOJO (Purell), received similar warnings
- Notice was prompted by claims made by certain distributors, not Prefense
- Prefense immediately addressed concerns, including terminating some distributor relationships, and in May 2020 received response stating full-compliance




Date: May 18, 2020
To: Cassie.Edgar@pmvs.com
RE: Unapproved Drug Products Related to Coronavirus Disease 2019 (COVID-19) and Other Diseases

Dear Ms. Edgar,

Thank you for your April 24, 2020 and May 12, 2020 letters, submitted on behalf of Prefense LLC (Prefense), responding to the warning letter issued by the Food and Drug Administration on April 23, 2020 regarding the Prefense Hand Sanitizer product line. We appreciate the steps Prefense has taken to bring its products into compliance.

Based on a review performed on May 15, 2020 of the Prefense website www.prefense.com and social media sites, it appears that your previous claims that the Prefense Hand Sanitizer product line is effective in preventing infection or disease from specific pathogens such as the novel coronavirus that causes COVID-19, as well as your previous time-specific extended efficacy claims, have been removed. Please be aware that we will continue to monitor the Prefense website and social media sites.

Lastly, you have requested that your response letter dated April 24, 2020 be posted on FDA's website. FDA has reserved the right not to post certain warning letter responses to its website. See Regulatory Procedures Manual, Chapter 4, Advisory Actions, Section 4-1-8 (<http://www.fda.gov/ICECI/ComplianceManuals/RegulatoryProceduresManual/default.htm>). At this time, we are not posting COVID-19 warning letter responses to FDA's website. Therefore, your response will not be posted. We will, however, update FDA's website to indicate that Prefense has taken appropriate corrective action.

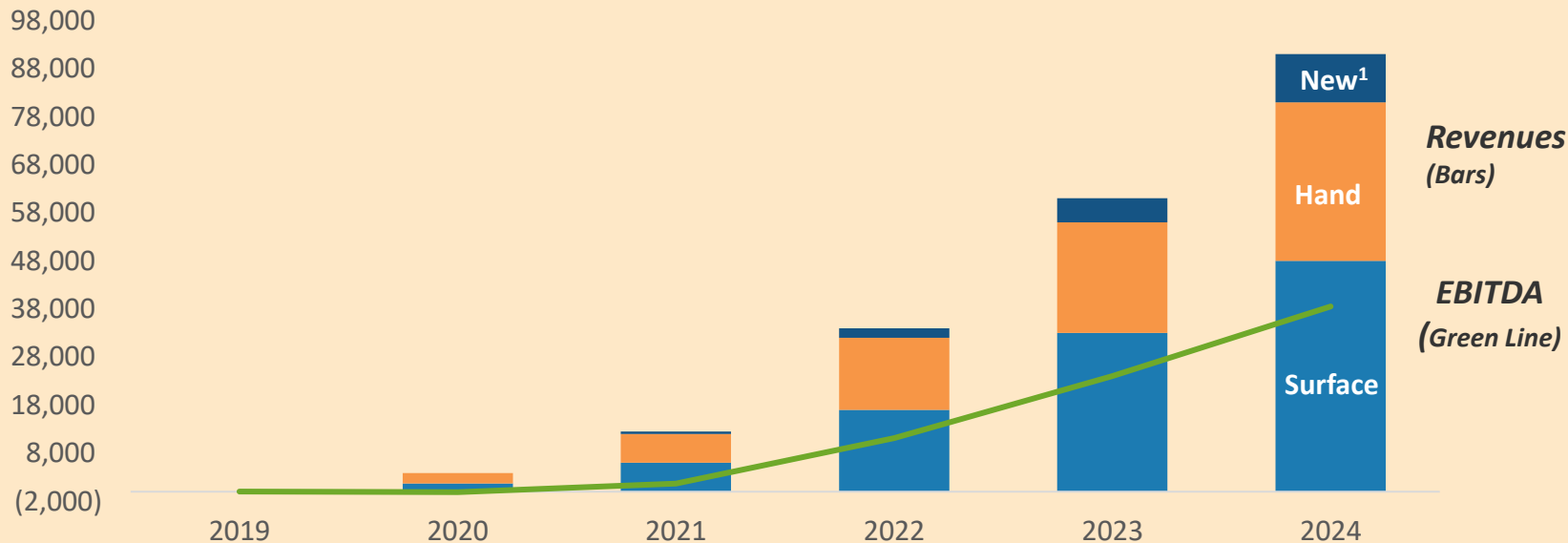
Sincerely,

Carolyn E. Becker
Director
Office of Unapproved Drugs and Labeling Compliance
Office of Compliance
Center for Drug Evaluation and Research
Food and Drug Administration

Financial Projections

R&D and marketing investment in 2020-21 results in strong EBITDA growth

\$000s USD

Revenue and EBITDA Projections



Use of Funds

Prefense seeking up to \$3.5M to support new product¹ development and approvals, marketing, investor/debt retirement, and working capital

Uses (Net of Operating Profits)

- Research and development – \$1.5M
- Marketing – \$1M
- Investor/debt retirement – \$1.2M
- Working capital – \$300k

Experienced Team



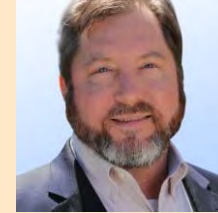
James Patchett
FASLA, LEED AP
Board Chairman

- Founded Prefense 2009
- Pioneer in sustainable site planning, innovative water resource management
- BS Landscape Architecture, Master of Landscape Architecture, and MS Civil Engineering/Water Resources, Iowa State University



Dave Wears
CEO

- Experienced leader in sales, marketing, finance, operations
- 12 years consumer-packaged goods experience at Kimberly-Clark with personal care focus
- MBA Kellogg School of Management, BS General Engineering University of Illinois Urbana-Champaign



Ken Hughes
VP of Global Sales

- Career salesmen, customer problem-solver
- Launched US sales effort for global Belgian software company
- Top-performer as IBM affiliate
- BS Finance University of Illinois Urbana-Champaign



Michael Meuli
VP of R&D

- New products and innovation leader in B2C and B2B
- Designed and implemented strategic plans for Kimberly Clark, ITW, Newark Paperboard Solutions, and AMSOIL
- BA Chemistry/Biology Lawrence University, MBA University of Wisconsin, MS Institute of Paper Technology



Mark Boyce
VP Marketing

- Senior marketing professional well-versed in all aspects of omni-channel marketing processes
- Developed marketing programs and brand messaging for Fortune 500 companies such as General Motors and Honda
- Experience with small businesses and family-owned companies



Austin Lange
Manager

- Leads customer service, inventory management and supply chain activities
- Prior experience includes inventory control and supply ordering for a micro-brewery



To obtain more information please contact:

Dave Wears, CEO

(920) 288-1135

davew@prefense.com

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