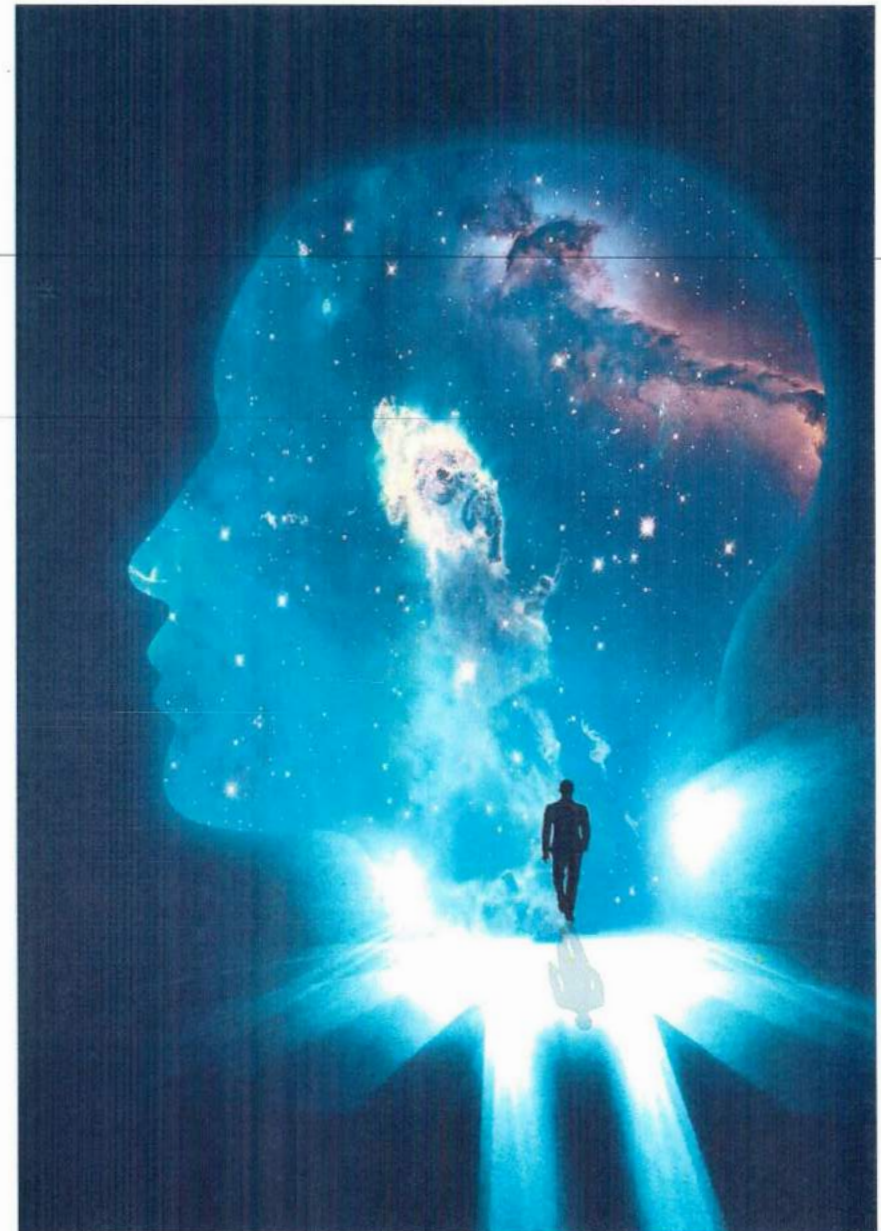


Overview

NHC was founded in 2015 with the mission of creating best in class wellbeing products, employing a novel approach to research and development based on complex systems science.

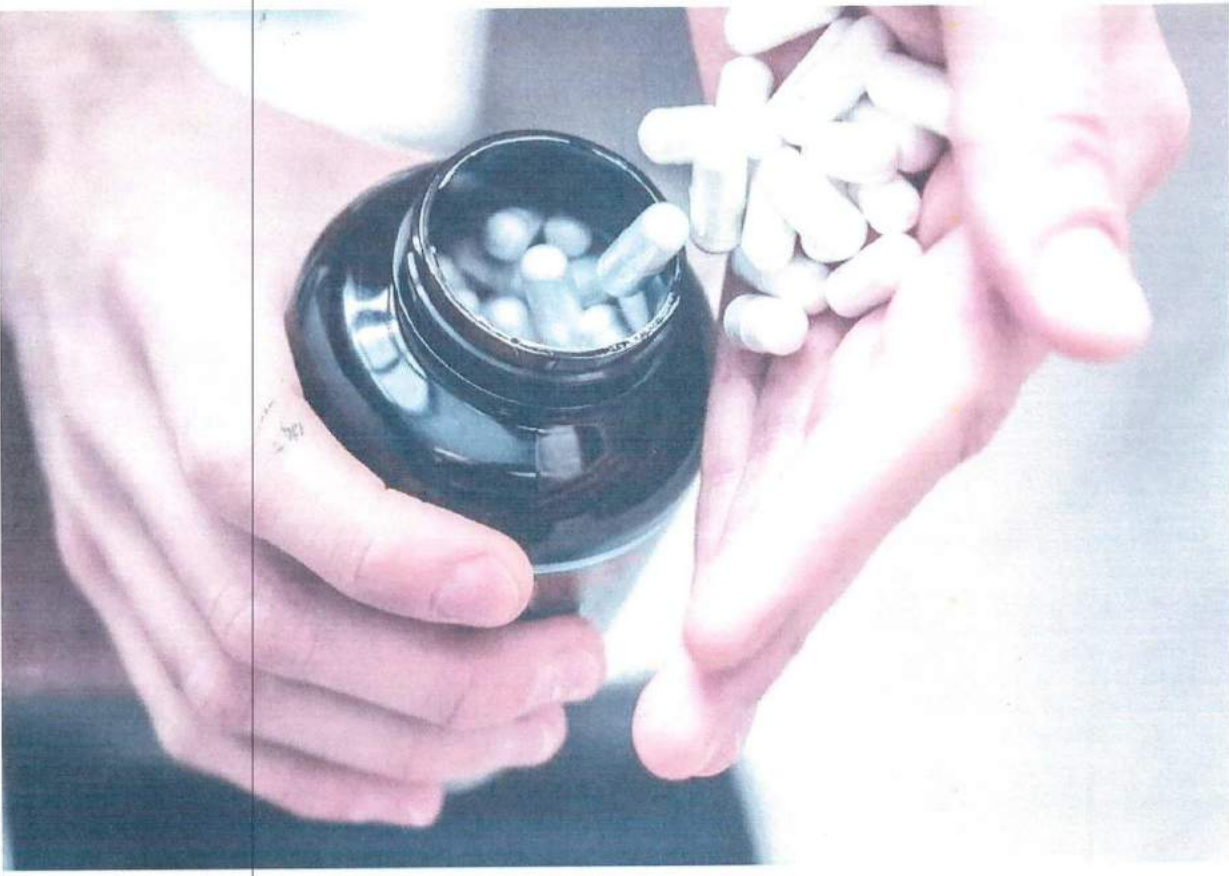
- This approach focuses on supporting the body's ability to self regulate, rather than overriding regulatory systems with chemicals designed to move a biomarker in a particular direction. This means focusing on whole regulatory pathways and systems, rather than single molecular targets.
- This approach provides improved performance while maintaining (and often improving) homeostatic functioning. Desired upside with limited to no downside.
- The scope of application is very broad. The company began with a focus on psycho-affective products (nootropics, sleep, mood, etc.) but can address a wide range from immune system support to cellular regeneration with equivalently superior performance.



Overview

NHC generated its first revenue in April 2016 and has experienced rapid growth in the last 3 years.

- Through a combination of strong revenue growth and operational efficiency, NHC is on track to reach operational break-even in Q2 2019.
- NHC has successfully diversified its business by introducing three new products in 2018 and expanding into Amazon, wholesale and international distribution channels.
- Over 91% of revenues, excluding Amazon and wholesale, is subscription-driven.



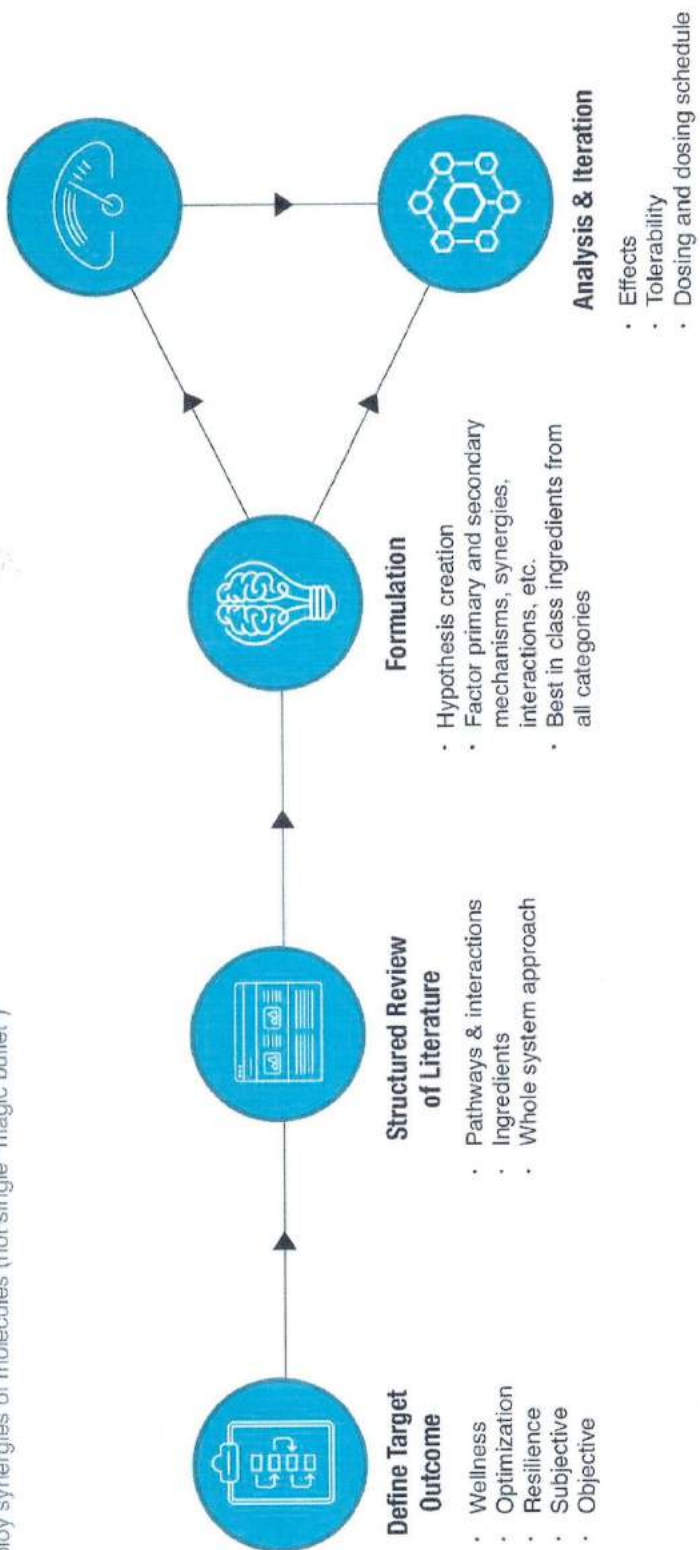
Formulation Process

Approach

- Whole complex-system approach (not reductionist)
- Regulation based (balance, not a "more is better")
- Employ synergies of molecules (not single "magic bullet")

Testing & Feedback

- 1000 + pool of testers
- Subjective & objective data
- Formal Trials (eventually)
- Quantified Self (in development)



Multi-disciplinary diverse scientific team

- PHD's in neuroscience, chemistry, pharmacology, etc.
- ND's and MD's
- Supplement, pharmaceutical, & medical backgrounds

Press and Influencers

Inc.

"If the challenges of your organization are overwhelming your brain, then check out Neurohacker Collective..."

The Street

"Just as Netflix brought the movie theater to the living room, Neurohacker Collective is bringing the centerpiece of life to a higher standard with a citizen science community untethered from the bureaucracy of the old-guard health industry."

BuzzFeedNEWS

"Nootropics, Smart Drugs, Cognitive Enhancers, or BioHacking, all these terms seem nebulous and full of mystery. But, what are these supplements? How are they changing our humanity? The Neurohacker Collective has some answers."

HUFFPOST

"Neurohacker Collective is both highly effective in different domains and forward thinking. Between the leadership and scientific expertise, this is grounded in revolutionary ideas and their methods of operating the business reflect as much."

THE WALL STREET JOURNAL

"Now a new generation of entrepreneurs want to hack the brain and body, improving everyday performance through nutritional supplements called nootropics. Nootropics are designed to heighten productivity, memory, mental function, and overall physical energy..."

KEY INFLUENCERS:

Dr. Daniel Stickler
from the Apeiron Center for Human Potential



Andrew Huberman
Neurobiology Professor at Stanford University
School of Medicine



Jon Wilkins, Ph.D
from Harvard University, professor at Santa Fe Institute,
President Ronin Institute



Zachary Stein Ed.D
from Harvard University,
Chair Education program Meridian University



Jason Silva - Storyteller,
Futurist, Keynote Speaker -
Host of BrainGames & Shots of Awe



Early Customer Reception on First Two Products is Strong



Qualia Focus



5.0



- "Great product, I highly recommend it. I have experienced mind clarity and an increase in my internal drive." Andrie P.
- "This product has been a god-send for me and has helped me to get back work and enjoy my job." Kristee R
- "Focus works. And is more affordable." Wayne M
- "The focus and clarity is noticeable." Sue. L.

n = 182 Note: product launched Sept 2016

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Qualia Mind



5.0



- "Stress level was at a 10+ now it's at a 0."
- "Day four, and I'm blown away with the clarity, and drive that I have. The added bonus is the calmness during a stressful situation. Amazing"
- "It's like your brain expanding three inches in diameter. feeling EXTREMELY motivated and passionate about everything"

n = 27. Note: product launched March 2018

Pilot Study of Qualia Original (May 2017)

9 Participants

- Not currently taking Nootropics or Psychiatric Medication
- Non-Blinded
- Non-controlled
- Qualia Original

32 lead qEEG

- Pre-Qualia
- 4 hours post initial dose
- 30 days of taking Qualia

Psychophysiological Stress Profile

- Pre-Qualia
- Repeat after 30 Days on Qualia

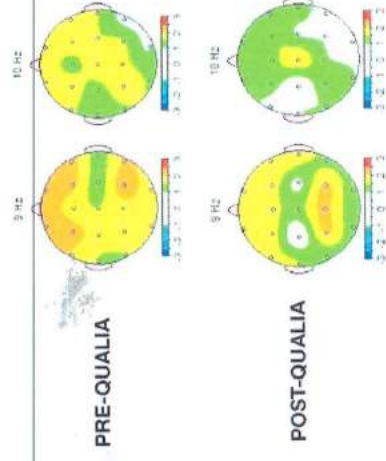
CNS Vital Signs Pre- and Post-

Capnography Pre- and Post-

Decreases in the upper band of Beta which are commonly associated with **reduced anxiety and general improvement in mood function.**

Increases in the Beta 1 band, typically indicative of improved perfusion and **more efficient cognitive function**

Decreases in the lower bands of the EEG (Delta, Theta and Alpha) and increases in the beta bands which are typically associated with **increased attention and cognitive efficiency**



Objective and Subjective improvements in Stress responses

Cognitive Testing (30d)

- Neurocognitive Index – 14% improvement
- Composite Memory – 25% improvement
- Verbal memory – 17% improvement
- Visual memory – 26% improvement
- Executive function – 13% improvement
- Attention – 11% improvement

Improved respiratory rate & capnography

Research conducted May 2017 by Dr. D. Stickler, Apeiron Center, Asheville, NC

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Preliminary data from cognitive testing of Qualia Mind customers (April-June 2018)

23 Participants (April-June 2018)

Open-label

Tests completed prior to taking Qualia Mind, after first dose, and after 5 days on Qualia Mind.

Cambridge Brain Sciences is the leading online platform for cognitive assessment with one of the largest secure cognitive databases

- Hundreds of thousands of people
- Tests completed more than 8 million times
- Used in 300+ peer-reviewed academic papers.

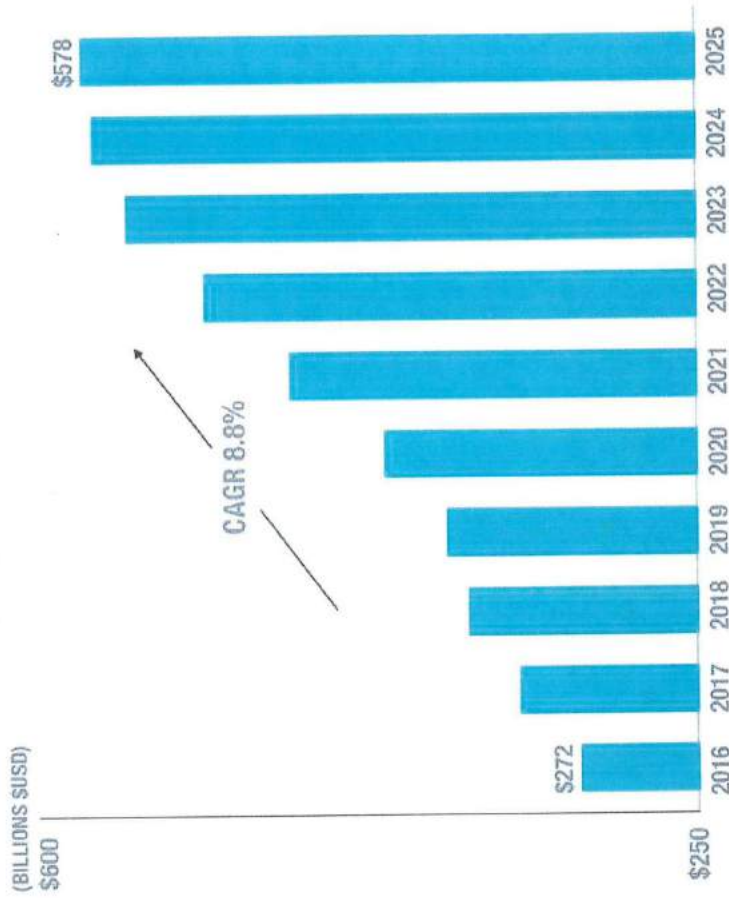
Core Cognitive Area		Verbal Ability & Cognition			Reasoning & Memory		
Outcome Measure	Verbal Reasoning	Verbal Short-Term Memory	Concentrate / Avoid Distraction				
Average Score Increase (%)	16.9%	13.3%	85.4%	31.1%	37.2%	10.2%	
Expected Learning Effect (%)	2.2%	1.3%	4.9%	5.4%	3.8%	-0.4%	
Changes in Cambridge Brain Sciences (cambridgebrainsciences.com) testing scores after 5 days of Mind in 23 subjects. Score increases have $p \leq 0.05$. Expected learning effect is the amount of change in scores because of repeated testing based on Cambridge Brain Sciences historical data.							
Outcome Description	Ability to quickly understand and make valid conclusions about verbal concepts	Ability to temporarily store information in a specific order in short-term	Ability to concentrate on relevant information despite distracting	Ability to efficiently manipulate mental representations of objects	Ability to act with forethought and sequence behavior to reach specific goals	Ability to remember and recall specific events, paired with the context they occurred	



Intense Investment Activity

Nutraceutical Companies have attracted significant investment activity as health and wellness focus goes mainstream

Global Nutraceuticals Market



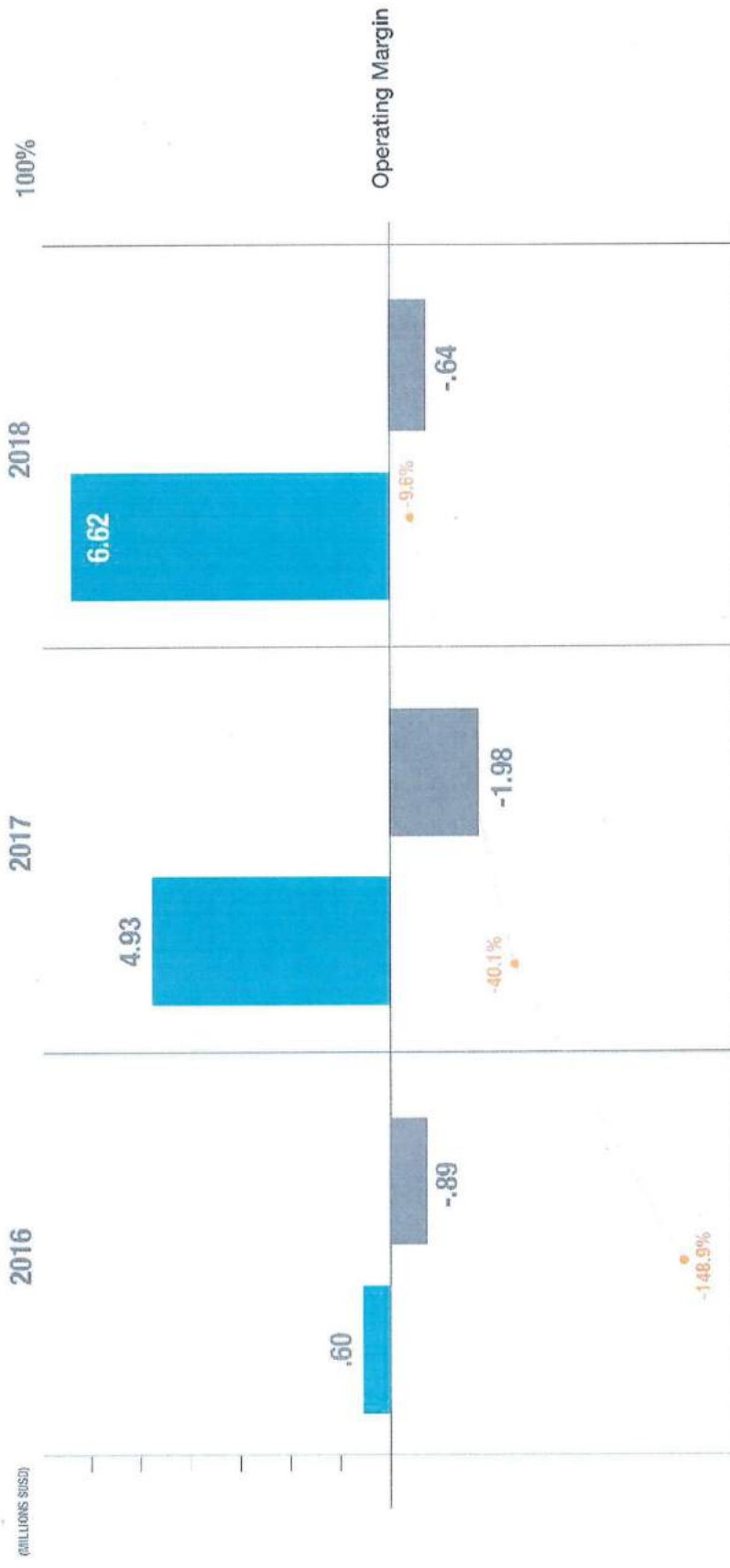
Source: Grand View Research

Selected Nutraceutical Investment Activity

Company	Focus	Raised	Select Investors
Melagenics	Nutraceuticals, Medical foods	\$28M	Unknown
Elysium Health	Supplements based on advances in science and technology	\$31M	General Catalyst, Sound Capital, Silicon Valley Bank
KIND	Health and Wellness foods	Strategic Investment	Mars
EAS	Specialized Nutrition	\$320M	Acquired by Abbott Laboratories
NutraNext	Dietary Supplements	\$700M	Acquired by Corox
Amplify Snack Brands	Better for you snacks	\$1.6B	Acquired by Hershey

Revenue Growth

Neurohacker has achieved significant revenue growth using only its seed capital. The operating margin has improved steadily as a result of subscription revenue growth and the company is ready to scale more rapidly.



Introducing Eternus

Cell Energy for Better Aging

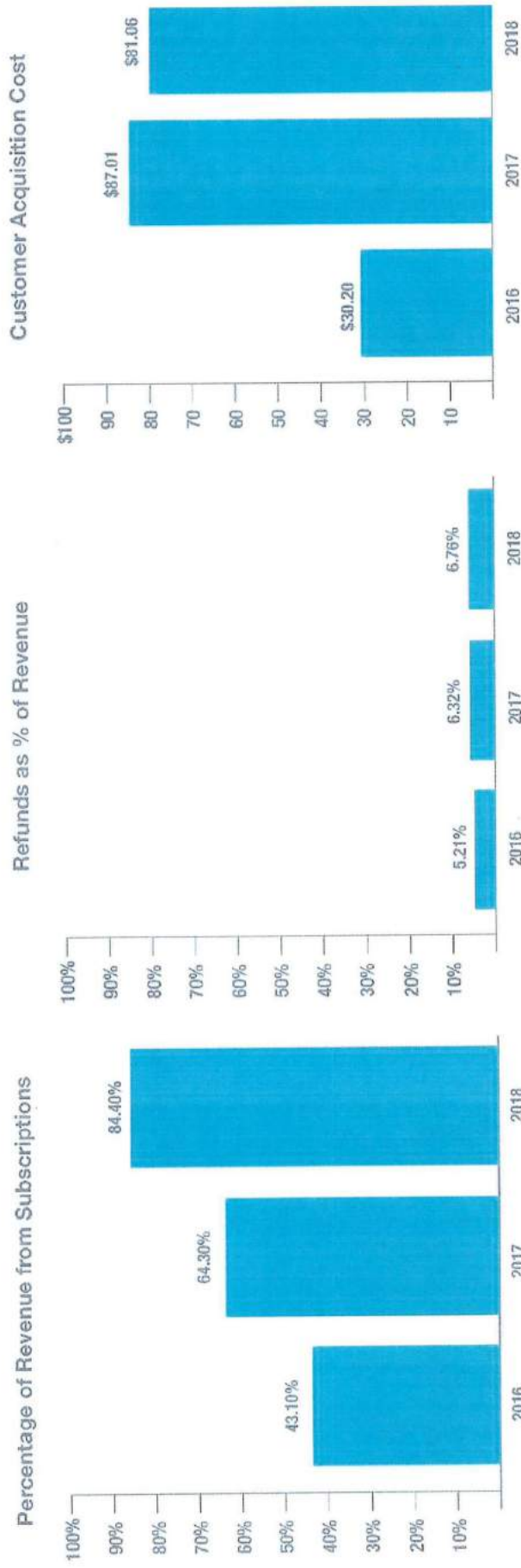
If you are like most you will be living longer than any other generation, but will you be thriving in your extra years? Our new product, Eternus, is specifically designed to combat the aging process in the most comprehensive way ever developed from a supplement product. Eternus uniquely upregulates NAD+ and ATP while supporting dozens of other processes and pathways within the body. More cell energy leads to sounder sleep, increased productivity, better workouts, more capacity to handle stress, enhanced cognitive performance, and an overall whole-system upgrade.

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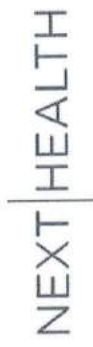
Subscription Revenue

Neurohacker's subscription revenue continues to steadily increase while CAC remains steady and returns are modest, despite a generous 100 day refund offer.



Wholesale Business

In 2018 we made investments in our staff and infrastructure to expand our wholesale market. Now, in addition to our website, **Qualia** is available with the retailers below:



ECO CHIC

