

Opportunity to secure an equity investment in **Manuka**

Bioscience by Crown Accelerate Deals



The advertisement features the Manuka Bioscience logo on the left, which includes a stylized green leaf icon and the text "Manuka BIOSCIENCE™". Below the logo, it states "INVEST IN MANUKA BIOSCIENCE THE LARGEST PRODUCER OF MANUKA OIL IN THE WORLD". A dark grey button with the text "LEARN MORE" and a right-pointing arrow is positioned below this text, with the URL "www.accelerate.deals" underneath. On the right side, the "ACCELERATE DEALS" logo is displayed, featuring a large "AD" with a yellow crown and an upward-pointing arrow, set against a background of overlapping red and teal curved shapes.

CFS Accelerate seeks to present investors with asymmetric return investment opportunities. CFS Accelerate's goal is to present investors with a well-rounded selection of investment opportunities.

We provides a diverse portfolio of financial services including curating yield instruments that provide asymmetric returns to investors.

Manuka Bioscience Share Offering



Manuka Bioscience has been a good investment for CFS Accelerate investors.

We have invested twice so far. Our first investment via a convertible note in 2017 has already exited, producing a successful exit for note holders.

We took an even larger stake in the Company last year with expectations for a reasonable multiplier return in the near future.

Under the leadership of founder Stuart Cairns, an accomplished investment banker, Manuka has consistently met benchmarks in its quest to conquer the Manuka oil supply chain - from growing Manuka trees to processing oils and ultimately distributing Manuka oil in global markets.

Manuka oil has broad spectrum antibacterial, antifungal, antiviral, anti-inflammatory, antioxidant, anti-aging and wound healing properties. These properties have been investigated by global research teams and documented in over 1,000 peer reviewed publications over the last 25 years.

Manuka Bioscience, **the largest producer of manuka oil in the world**, is leveraging this existing body of knowledge and developing a number of high efficacy antibacterial and antiviral products that will have a low impact on antimicrobial resistance, a massive global threat.

Manuka Bioscience is developing **proprietary ingredients** from manuka oil, two of which are currently in clinical trials, and which have the potential for significant value creation.

As well as **therapeutic products** which have a higher regulatory pathway, their business model also includes a collection of consumer products. One indicator of their current success is their 2022 sales growth of 100% year on year and exceeding \$2m in the last financial year.

They have sold 240,000 ManukaRx products, primarily in New Zealand and they have a 54% repeat customer rate.

Their next frontier is USA, one of the largest markets for botanical therapeutics and skincare.



ManukaRx will extend its US Amazon platform and focus its D2C business on the American consumer in 2023/24.

The company has a HOA with an Australian health care group which may lead to a partial or full listing on the ASX.

We are hopeful that will occur in 2024.

They have also entered the Australian clinical market with their 3k+ brand of cosmeceuticals which are being



distributed to laser clinics and cosmetic surgeons across Australia.

The Opportunity

To fuel expansion, Manuka is currently raising \$5M NZD. They are just concluding the minimum raise of \$2.5M via a crowdfunding initiative in New Zealand at 8c per share.

We have a special relationship with Manuka Bioscience. This is partly due to the fact that we were early investors and now cumulatively own 16.6% of the company. Likewise, Marvin Yee, the Chairman of our parent company Crown Capital, sits on their board.

The Offer

We have an opportunity to purchase up to \$1M NZD in Manuka Bioscience shares at 8 cents per share.

If you have yet to meet Stuart, we recorded his Manuka presentation from Miami and have posted it below for you to review. Likewise, the Company's current deck and a brief investment flyer are available to download.

[**Manuka Investment Materials**](#)

[**Manuka Video Presentation**](#)

If you are interested in this offer please enquire below or call us directly on 0800 101 507

Sincerely

Evan Seber

And the Crown Accelerate Team