



Differentiate. Innovate. better textiles

Investor presentation [LSE:HEIQ]

December 2020

**SWISS
TECH
INSIDE**



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Textiles that cool, warm, filter, purify, repel, stop viruses...

Antiviral mattress, cooling duvet



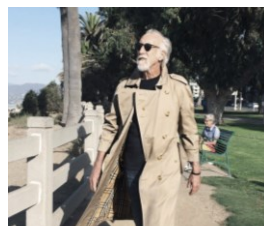
Antiviral face masks



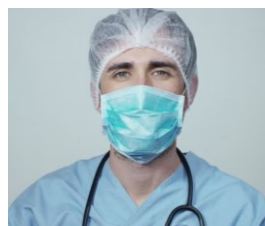
Antiviral spray



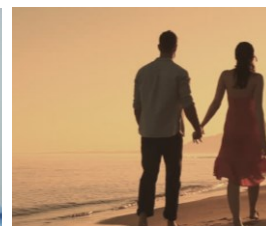
Water repellent coat



Medical textiles



Oil-absorbing non-woven



Air purifying sofa



HeiQ innovations improve every moment of life.

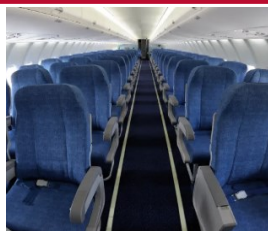
Quick-drying, odor-free towel



Cooling & odour-free clothes, antiviral denim



Antiviral plane interiors



Self-cleaning carpet. Water repellent leather.



Mosquito repellent, cooling and odor-controlled clothing



Heat-reflective jacket



Heat-reflective & air-purifying curtain





Strong competitive advantage in the textile market

Strong Financials

- high gross margin +55%#
- CAPEX light
- Strong balance sheet
- Cash generative
- **124% revenue growth YOY#**
- **177% gross profit growth YOY#**

Intellectual property

- **9 patent families**
- **182 registered TMs** (licensing & royalty)*

Strong innovation

- **Innovation = 50% of 2020 revenue#**, 35% of 2019 revenue
- Total +200 products, +300 brand partners

World-leading antimicrobial range

- **HeiQ Viroblock as an iconic antimicrobial**
- Strong regulatory portfolio (US EPA, EU BPR)

IPO to fund growth

- Regulatory profile
- Consumer brand
- Gain market share
- Technical filtration (new)
- Material innovation (new)
- Medical devices (new)

Market facts:

- Antimicrobial textiles +\$10 billion in 2019, CAGR 9.8% (Global Market Insights)
- Global textile chemicals market: \$24b, CAGR 4.5% (GrandView Research)
- (new) Industrial Filtration +\$29 billion in 2020, CAGR 6.9% (MarketsandMarkets™)

HeiQ's positioning:

- Global R&D, manufacturing and marketing
- Management/Board of Directors own 23.3% of shares
(diluted, based on £20M raise at expected terms)
- Listing and capital raise of £20M to fund growth

Medium term goal: grow revenue from \$30m to \$300m



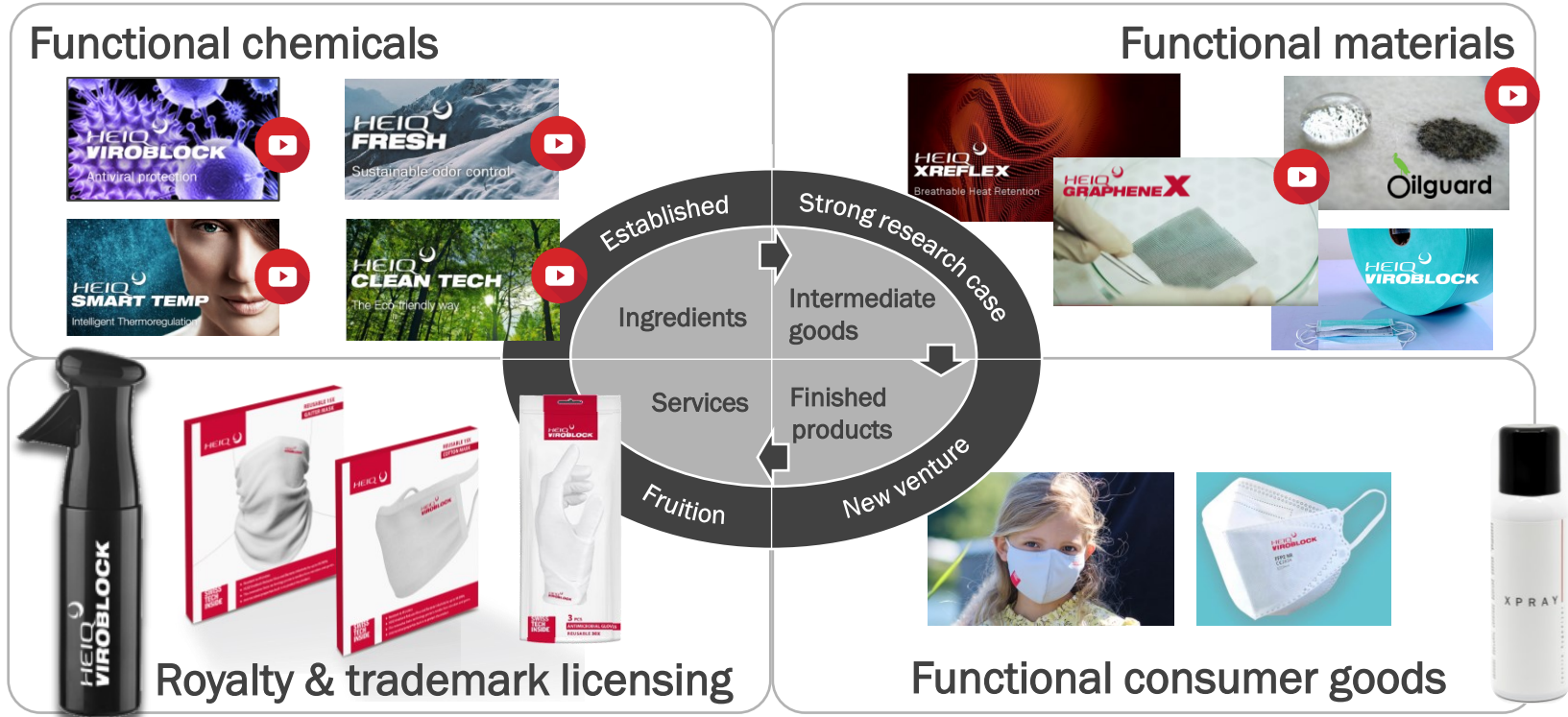
[HeiQ corporate video](#)

*Each of HeiQ's trademarks registered in a country in each Nice class is counted as 1 registered trademark for these purposes

First half 2020

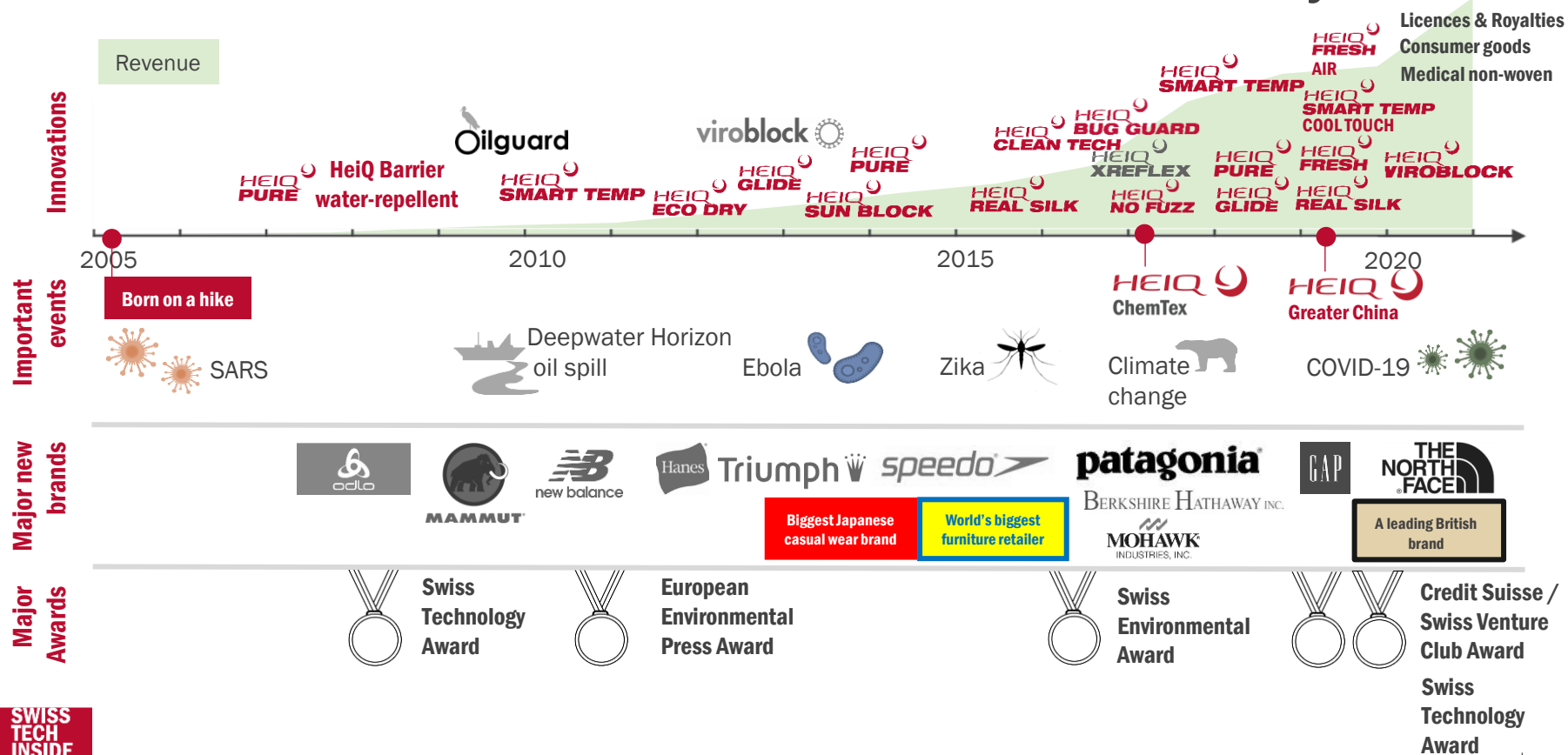


Forward integration in a focused market



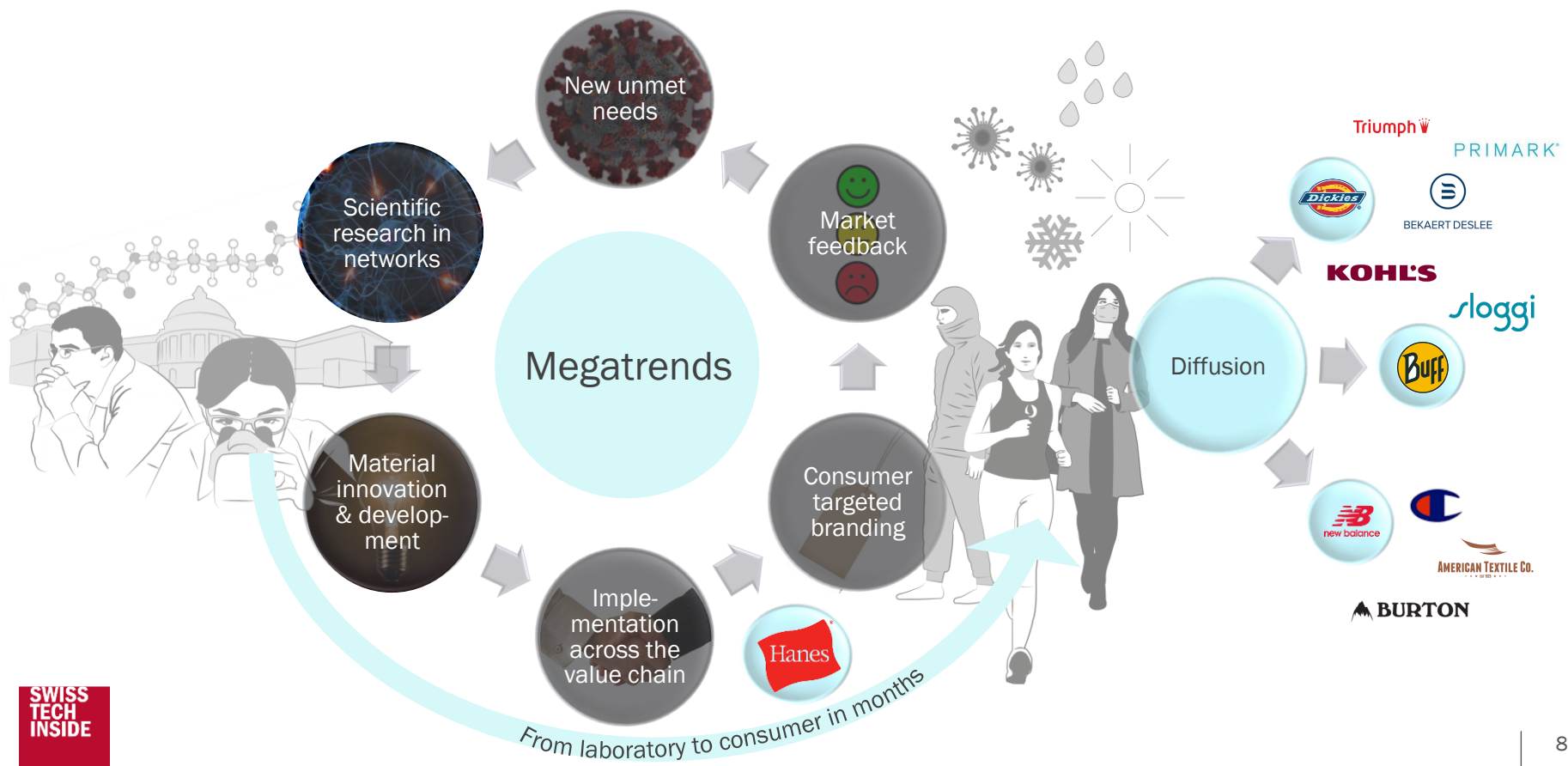


200 innovations - 300 brands - 18 awards - 15 years



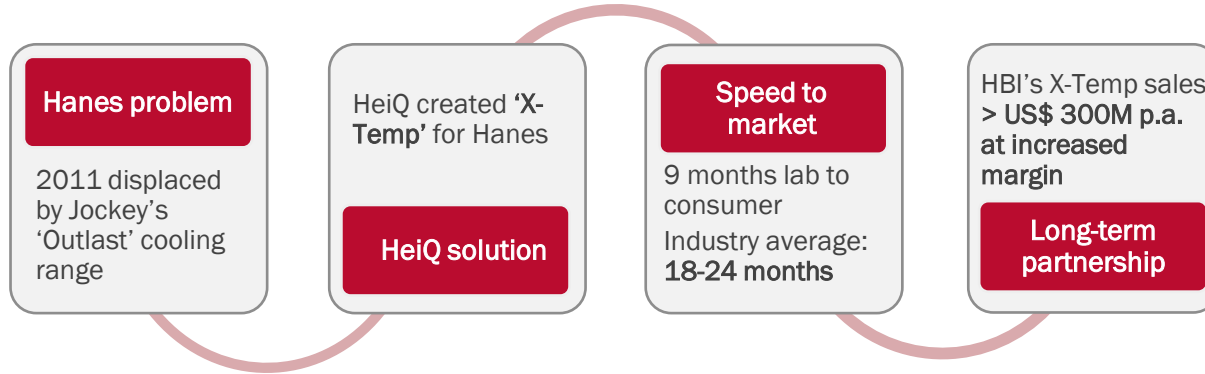


Market-oriented, fast & flexible innovation



Hanesbrands Inc case study

(HBI, NYSE US\$5 billion, S&P 500)



Michael Jordan commercial

Hanesbrands Inc. Gerald Evans, Q2 2013 Earnings Call
 ... X-Temp carries a **meaningful price premium at retail of over 50%** compared to our core cotton products... It has gained a tremendous amount of traction right out of the gate and we are very excited about the results. ...it has now been elevated to become our fourth innovation platform, which we will use to gain incremental shelf space as we expand it into other categories.

Good for HeiQ
<ul style="list-style-type: none"> ✓ 2 more products since ✓ +30 more brand adopters
Good for consumers
<ul style="list-style-type: none"> ✓ Temp regulation & more comfort in "gloBALL" warming times (see video link)

Good for Hanes
<ul style="list-style-type: none"> ✓ Innovate to elevate strategy ✓ Profitability improved; US\$ +300M high margin business won ✓ 50% retail premium ✓ New trusted partner for future innovation



HeiQ's strong innovation capabilities

HeiQ is a **chemical engineering** and **chemical materials innovator** and builds its innovation prowess on **5 distinct technology platforms**.

Platform	Basis	Related product families	Differentiation potential
Short Polymer Fibers (SPF)	Process and methods for synthesis of short polymer fibre materials composed of different polymers and functionalities	Multiple (HeiQ Real Silk, HeiQ Eco Dry)	High. World's first mass production plant
Flame Spray Pyrolysis (FSP)	Process for synthesis of microcomposite powders offering various functionalities	Multiple (HeiQ Fresh, R&D)	High. World's first mass production plant
Chemical & physical vapour deposition (CVD)	Process and methods for deposition of metals on surfaces as well as growth of carbon based materials	Multiple (HeiQ XReflex, HeiQ GrapheneX)	High. World's first modified scale-up system and modified lab systems in case of graphene membranes
Textile finish formulation	Unique processing capability for textile finishes containing functional particles	Potentially all product families (primarily HeiQ Fresh, HeiQ Eco Dry, HeiQ Smart Temp)	Competitive know-how on dispersions, emulsions & formulations
Synthesis & polymerization	Polymerization and grafting formulation know-how	Potentially all product families (primarily HeiQ Smart Temp, HeiQ Eco Dry, "Cool Touch")	Competitive know-how



HEIQ VIROBLOCK The brand to lead a growth market



Functional chemical

- Turns fabrics antiviral
 - >99.99% SARS-CoV-2
- Patent-pending, trademark
- Safe (bio-based, cosmetic)
- Strong regulatory profile



Functional materials

Safer, more hygienic everyday essential items for healthcare sector.



Onboarded +300 brands in 6 months

Royalty & licensing

Based on a strong ingredient brand.



Antimicrobials: a huge market

- Textiles: +\$10b (2019), CAGR 9.8%
(Global Market Insights)
- HeIQ growth: H1 YOY \$0.8m to \$13.5m

Tipping point for massive growth

- Significant post-COVID growth expected








Consumer goods

- HeIQ Viroblock FFP2 mask (Swissmedic class 1 approval)
- Re-usable multifunction fabric mask
- Textile hygienizer spray





HeiQ technologies in the market

Brand name	What	End products	How	Case study	Est. Current market size	Potential market size 2025
 Embrace freshness	Sustainable VOC management (odor control and air purification)	Air purifying curtains, carpets & furniture Odor-free clothes	Absorb and/or destroy volatile organic compounds (VOC) – photocatalytic effect	 Press release	NEW MARKET Launched in 2019, revenue \$2m* (*1 curtain of clients +300 curtain range)	Projected by management \$250m
 Activated cooling	Body heat triggers cooling by ~ 2°C	Any garment or bedding	Dynamic Cooling is activated with temperature & sweat	300m garments + home textiles 30 brands 	Est. by management \$400m	Projected by management \$550m
 Eco-friendly textile processing 	Textile processing agent reduces environmental and manufacturing cost	Potential saving of 1% global carbon footprint	>35% reduced dyeing time = reduced energy & water use = reduced CO2 emissions Lower cost, 1/3 more capacity Potential saving of 1% global CO2 emission		Est. by management \$400m	Projected by management \$500m

+60% of consumers look for functionalities in their clothes and home fabrics but on average **only less than 15%** of textile products in the market carry the functionalities they are looking for!
(Cotton Inc.)



Estimations and projections are based on management’s extensive experience and knowledge of the market place.



Industrial Filtration +\$29 billion in 2020, CAGR 6.9% (MarketsandMarkets™)

A graphene membrane potentially >1'000 times more permeable than currently available technology on the market

Potential game-changer for all of the filtration and membrane applications such as:

- Desalination
- Waterproof breathable textiles
- Dialysis
- Waterproof electronic devices
- Wearable electronics
- Defence and military applications systems
- Industrial filtration (biomedical, water, air)
- Clean energy
- Purification & distillation

Status: proof of concept → pilot plant



Global footprint & continental production capacity

The directors calculate that HeiQ has own capacity to create US\$280 million + up to US\$220 million with partners



Concord, NC & Calhoun, GA (R&D, Production & Sales)



HeiQ ChemTex USA



HeiQ Switzerland (Headquarters)



HQ Schlieren (R&D & Testing) & Zurzach (Production & Sales)



HeiQ Greater China

Shanghai (Testing & Sales)



Hong Kong (Logistics)



Taipei (Production & Sales)



Geelong, Australia (R&D/Production)



HeiQ Australia



- HeiQ offices & productions
- HeiQ brandforce
- HeiQ distribution partners
- HeiQ warehouses
- HeiQ research partners





Faster, more flexible, more innovative than its peers



Competing field	-	Antimicrobial textile finishing & ingredient branding	Disinfectant consumer brand	Full range textile chemical	Disinfectant consumer brand
Number of FTEs	107	18	30	3'000	40'000+
Market Cap	\$175m	\$49m	\$258m	Private	\$73'378m
Revenue (FY19A)	\$28m: H1 2020 \$30m	\$7.3m	\$1.2m	\$1'000m	\$16'388m
Global footprint	Yes	Limited	Limited	Yes	Yes
Patents to employee ratio	9 0.1/FTE	1 0.056/FTE	Est. 1 0.033/FTE	81 0.027/FTE	135 0.003/FTE
Own Innovation & research	Strong	None	Medium	Medium	Strong
Own manufacturing plants	Yes	No	No	Yes	Yes
From lab to consumer	Fast	Slow	Fast	Medium	Slow
Marketing strategy	Branding & sales	Branding & sales	Branding & sales	Sales	Branding & sales
Margin focus /specialities	High	High	High	Medium	High



HeiQ historic financials – Income Statement

Strong growth track record

- Driven by innovations
- Growth has continued into Q3 2020

High gross margins

- On basis of innovation and differentiation
- Margins 1HY 2020 >55%

Profits are reinvested in growth

- SG&A driven by group and technology expansion

Income Statement

in '000 USD	2017	2018	2019	1 HY 2020
Revenue	21'116	26'209	27'954	30'129
<i>Growth</i>	<i>106%</i>	<i>24%</i>	<i>7%</i>	<i>124%</i>
Cost of sales	-11'892	-14'990	-14'382	-12'842
Gross profit	9'224 <i>44%</i>	11'219 <i>43%</i>	13'572 <i>49%</i>	17'287 <i>57%</i>
Selling and general admin. expenses	-9'037	-10'738	-12'048	-7'151
Other operating income/expenses	887	555	-103	715
Operating profit / (loss)	1'074 <i>5%</i>	1'037 <i>4%</i>	1'422 <i>5%</i>	10'852 <i>36%</i>
Other income / (costs)	-5	-14	24	-11
Finance income / (costs)	-366	-612	-420	-241
Share of profits / (losses) of associat	0	2	3	-
Income before taxation	703 <i>3%</i>	413 <i>2%</i>	1'029 <i>4%</i>	10'600 <i>35%</i>
Taxation	29	-387	-314	-2'010
Income after taxation	732 <i>3%</i>	26 <i>0%</i>	715 <i>3%</i>	8'590 <i>29%</i>
EBITDA	2'197 <i>10%</i>	2'325 <i>9%</i>	2'689 <i>10%</i>	11'461 <i>38%</i>



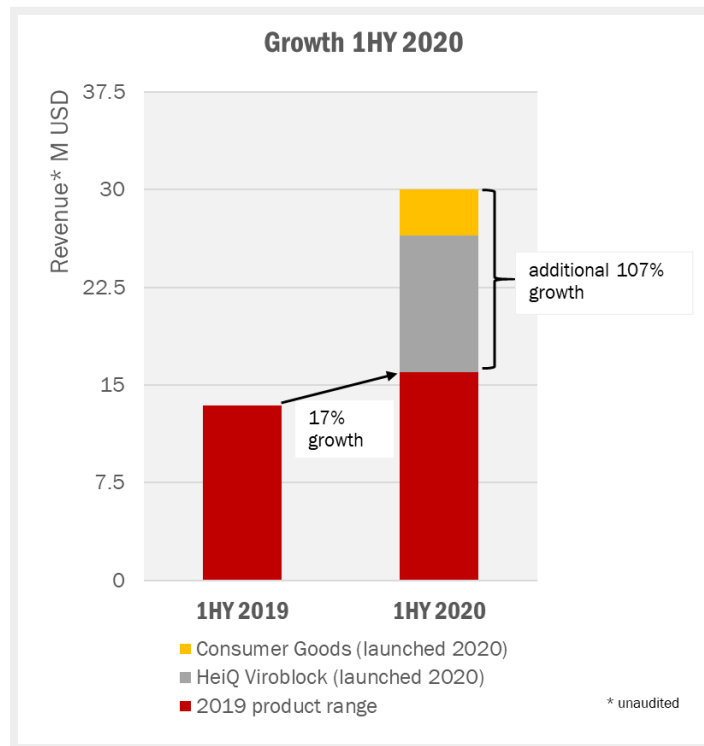
HeiQ historic financials – Growth 1HY 2020

Innovation

- Newly launched HeiQ Viroblock technology and FMCG business driver for **124% growth** 1HY 2020 vs 1HY 2019

Existing product range shows strong growth despite COVID-19

- Strong **17% growth** driven mainly by our core technologies “HeiQ Pure”, “HeiQ Smart Temp” and “HeiQ Fresh”





HeiQ historic financials – Balance Sheet

Balance Sheet				
in '000 USD	Dec 17	Dec 18	Dec 19	Jun 20
ASSETS				
Property, plant and equipment	4'504	4'211	3'884	3'835
Right-of-use assets	3'359	3'108	2'714	2'516
Intangible assets	3'982	4'542	4'522	4'521
Investments	23	26	44	44
Deferred tax assets	471	415	380	411
Other non-current assets	49	61	73	90
Total non-current assets	12'388 <i>46%</i>	12'363 <i>48%</i>	11'617 <i>42%</i>	11'417 <i>28%</i>
Inventories	2'868	3'898	3'202	7'779
Trade receivables	5'404	6'561	9'175	17'215
Other receivables and prepayments	4'816	926	342	1'268
Cash and cash equivalents	1'675	2'163	3'603	3'643
Total current assets	14'763 <i>54%</i>	13'548 <i>52%</i>	16'322 <i>58%</i>	29'905 <i>72%</i>
Total assets	27'151 <i>100%</i>	25'911 <i>100%</i>	27'939 <i>100%</i>	41'322 <i>100%</i>

Strong alignment of management with shareholders

- Management & Directors: 23.3%
- Broad investor base including high net worth individuals (HNWI), strategic and institutional investors

Balance Sheet				
in '000 USD	Dec 17	Dec 18	Dec 19	Jun 20
EQUITY AND LIABILITIES				
Share capital	-2'664	-2'664	-2'696	-2'741
Share premium	-24'810	-24'921	-25'168	-25'726
Other reserve	1'016	1'107	1'312	1'312
Currency translation reserve	-399	-414	-467	-1'089
Retained earnings	14'454	14'428	13'702	5'100
Non-controlling interests	-	-	-23	-11
Total equity	-12'403 <i>46%</i>	-12'464 <i>48%</i>	-13'340 <i>48%</i>	-23'155 <i>56%</i>
Leases	-3'033	-2'777	-2'445	-2'296
Deferred tax liability	-149	-216	-216	-216
Other non-current liabilities	-4'698	-3'748	-2'780	-2'199
Total non-current liabilities	-7'880 <i>29%</i>	-6'741 <i>26%</i>	-5'441 <i>19%</i>	-4'711 <i>11%</i>
Trade and other payables	-1'118	-1'677	-1'931	-2'417
Accrued liabilities	-1'342	-1'528	-3'113	-5'498
Borrowings	-1'539	-1'522	-2'478	-3'337
Leases	-353	-385	-339	-297
Deferred revenue	-950	-350	-50	-25
Other current liabilities	-1'566	-1'244	-1'247	-1'882
Total current liabilities	-6'868 <i>25%</i>	-6'706 <i>26%</i>	-9'158 <i>33%</i>	-13'456 <i>33%</i>
Total liabilities	-14'748 <i>54%</i>	-13'447 <i>52%</i>	-14'599 <i>52%</i>	-18'167 <i>44%</i>
Total liabilities and equity	-27'151 <i>100%</i>	-25'911 <i>100%</i>	-27'939 <i>100%</i>	-41'322 <i>100%</i>
Net cash (Cash - Borrowings)	136	641	1'125	306
Debt / Equity ratio	119%	108%	109%	78%



HeiQ historic financials – Cash Flow Statement

Cash Flow Statement				
in '000 USD	2017	2018	2019	1 HY 2020
Cash flows from operating activities				
Income before taxation	703	413	1'029	10'600
Cash flow from operations reconciliation:				
Depreciation and amortisation	1'123	1'288	1'267	609
Taxes paid	-134	-133	-178	-
Finance costs	409	639	428	232
Finance income	-43	-27	-8	9
Non-cash equity compensation	175	413	428	604
Share of profit of an associate and a joint venture	-	-2	-3	-
Loss on disposal of assets	10	9	2	11
Foreign exchange differences	355	508	-40	169
Operating cash flow before working capital changes	2'598	3'108	2'925	12'234
Working capital adjustments:				
Change in Trade and other receivables	-2'646	-1'382	-2'044	-8'983
Change in Inventories	98	-1'031	696	-4'577
Change in Trade and other payables	2'166	-318	1'412	1'444
Net cash provided by operating activities	2'216	377	2'989	118

Cash Flow Statement				
in '000 USD	2017	2018	2019	1 HY 2020
Cash flows from investing activities				
Acquisition of business	-1'064	-1'627	-1'290	-294
Purchase of property, plant and equipment	-2'940	-593	-370	-279
Proceeds from the disposal of property and equipment	3	10	4	7
Development of intangible assets acquired	-82	-723	-118	-44
Investment in associate company	-	-	-15	-
Financing income	43	27	8	-9
Net cash used in investing activities	-4'040	-2'906	-1'781	-619
Cash flows from financing activities				
Financing expense	-246	-393	-182	-110
Repayment of leases	-292	-377	-386	-191
Proceeds from equity issuance, net	-	4'105	-	-
Repayments and proceeds of borrowings	1'539	-	929	792
Dividends	-	-302	-149	-
Net cash provided by financing activities	1'001	3'033	212	491
Net increase/(decrease) in cash and cash equivalents	-823	504	1'420	-10
Cash and cash equivalents – beginning of the year	2'382	1'675	2'163	3'603
Effects of exchange rate changes on the balance of cash held in foreign currencies	116	-16	20	50
Cash and cash equivalents – end of the year	1'675	2'163	3'603	3'643
Free cash flow (operating CF - CAPEX)	-806	-939	2'501	-205

Cash reinvested into growth

- Cash from operations reinvested in growth – 1HY 2020 mainly working capital
- Limited CAPEX requirement (scalable production capacity)
- Limited debts



Reaching new heights with us

Growth strategy & rationale for going public

- Market innovation leader from lab to consumer
- Grow HeiQ Viroblock B2B, B2C & B2B2C brand
- Accelerate brand license & royalty revenue model
- Innovation - Continual focus on high tech, high margin products
- Expanding **global footprint** with partners & own sales channel
- Secondary placing +33%

Use of proceeds	£ m
Strengthen regulatory profile	2-3
DTC marketing & build brand equity	3-4
Geographical/Sales channels expansion	4-5
Upscale HeiQ GrapheneX to pilot production, build Medical BU	4-5
Additional working capital purpose	2-3



Investment summary

Strong
Financials

Intellectual
property

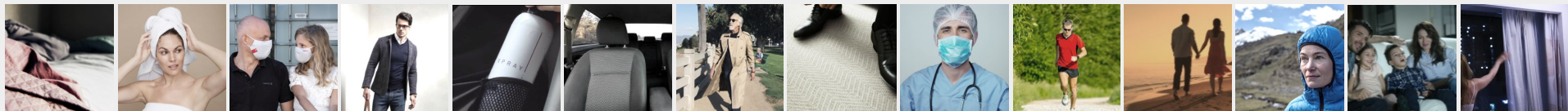
Strong
innovation

World-leading
antimicrobial

IPO to fund
growth

- **Innovator & Differentiator** in the market for 15 years – providing clients sustainable solutions **quickly**
- **Global manufacturing capability** for up to \$500m sales provides foundation for **rapid growth**
- **Substantial IP, technology and regulatory permits** – create strong barriers to entry
- London listing enhances HeiQ's first-mover advantage in the creation of **high margin \$300m revenue business**
- **COVID-19 tipping point** for antimicrobial technology to become mainstream
- **Strong brand equity enabling royalty & licensing revenue model**
- **High management ownership** aligns with all shareholders

Medium term goal: grow revenue from \$30m to \$300m





Innovation partner of 300+ brands worldwide

Fashion & lifestyle



Sports & outdoor



Intimate & hosiery



Home fashion



Medical



Footwear



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Differentiate. Innovate.

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HeiQ - APPENDIX



HeiQ's leadership team

A total of 107 professionals make it happen



Carlo Centonze	Co-founder & Group Chief Executive Officer
Dr. Murray Height	Co-founder, Group Chief Science Officer & CEO of HeiQ Pty. Ltd. (Australia)
Xaver Hangartner	Group Chief Financial Officer
Hoi Kwan Lam	Group Chief Marketing Officer
Nicolas Schweizer	Group Chief of Staff, VP IT & People Operations
Walter Nassl	Group Chief Technology Officer
Lee Howarth	Group Chief Sales Officer
Celine Huang	CEO of HeiQ Greater China
Raquel vaz Vieira	CEO of HeiQ Iberia
David Bilbro	GM & CTO of HeiQ ChemTex NC (USA)
Wayne Cate	GM & COO of HeiQ ChemTex GA (USA)
Tobias Kerner	COO of HeiQ Switzerland
Urs H. Toedtli	Executive Dir. Medical Devices and Tech. Filtration

HeiQ's board of directors

Esther M. Dale-Kolb (NED)	Chairwoman of the Board Ex. CEO Kolb Group (Textile Chemicals)
Carlo Centonze	Co-founder & CEO of the HeiQ Group
Benjamin Bergo (NED)	CEO Visus Therapeutics (Medtech & Biotech)
Karen Brade (NED)	Director at Augmentum Fintech plc
Xaver Hangartner	Group Chief Financial Officer





HeiQ's innovation advisory board

Uwe Pielea (Chairman) Prof. Dr.	University of applied Sciences and Arts (FHNW), Switzerland	Material Sciences and Bionanotechnology
Martin Loessner Prof. Dr.	ETH Zürich Switzerland	Microbiology & food sciences
Clemens Holzer Univ. Prof. Dipl. Eng. Dr. mont.	Montanuniversitaet Leoben Austria	Polymer science & processing
Hyung Gyu Park Prof. Dr.	POSTECH South Korea	Nanotechnology & process engineering
Thierry Pelet Dr.	EPFL Lausanne Switzerland	Molecular biology & virology
Wey Yang Teoh Dr.	University of Malaya Malaysia	Nanotechnology & Photocatalysis
Hendrik Tevæarai Prof. Dr. med., EMBA HSG	Switzerland	Cardiology & medical sciences
Paul Collins Assoc. Prof. Dr.	Deakin University Australia	Engineering & sports physiology
Alessandra Sutti Assoc. Prof. Dr.	Deakin University Australia	Biomaterials & materials science





18 major recognitions in 15 years

- 2020** Winner Swiss Technology Award
- 2020** Runner-up Swiss Venture Club / Credit Suisse award
- 2019** Winner Swiss Environmental Award
- 2018** Finalist E&Y Entrepreneur of the Year
- 2017** Top 30 Swiss Growth Champions
- 2016** Swiss Technology Fund Award
- 2015** Swiss Top 10 McKinsey Venture Graduate
- 2013** Finalist Swiss of the Year
- 2011** Winner European Environmental Press Award
- 2010** Winner Swiss Technology Award
- 2010** Winner Swiss Equity Fair
- 2009** Finalist E&Y Entrepreneur Of the Year
- 2008** KTI Technology Entrepreneur
- 2007** McKinsey / ETH Venture Prize
- 2007** Venture Leaders Award
- 2006** W.A. DeVigier Foundation Award
- 2006** IMD Startup Award
- 2005** Siska-Heuberger Prize



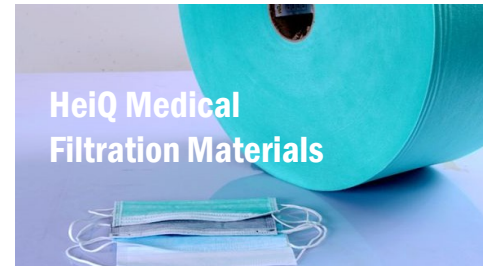
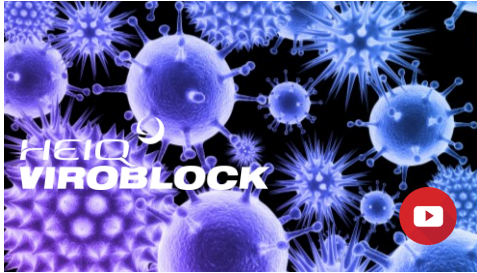
KTI/CTI

DIE FÖRDERAGENTUR FÜR INNOVATION
L'AGENCE POUR LA PROMOTION DE L'INNOVATION
L'AGENZIA PER LA PROMOZIONE DELL'INNOVAZIONE
THE INNOVATION PROMOTION AGENCY





200+ innovations in 9 key product families





Products powered by HeiQ innovations





HeiQ Documentary

- ▶ [HeiQ antimicrobial textile technology on Swiss national TV](#) (2013)
- ▶ [Carlo Centonze – Entrepreneur of the Year – EY](#) (Oct 2019)
- ▶ [Carlo Centonze: what HeiQ does](#) (Oct 2019)
- ▶ [HeiQ company profile by SVC \(Credit Suisse\)](#) (Jan 2020)
- ▶ [Carlo Centonze interview by CNN money](#) (March 2020)
- ▶ [Winner of the Swiss Technology Award \(finalist video\)](#) (2020)