



## NOVEL ANTI-VIRAL & OTHER TEXTILE APPLICATIONS

**COMPANY'S PRESENTATION** NOVEMBER 2020



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# ABOUT THE COMPANY

**Sonovia was established in 2013 for the commercialization of two Bar-Ilan University patents which had been approved for innovation in the area of anti-bacterial fabric coating.**

The commercialization of the knowledge was made following the completion of an R&D project led by Bar-Ilan research team. The project received Euro 8.3 million in funding from the European Union.

Sonovia's technology is used for:



Upon the Cov-19 outbreak the Company embarked on the manufacturing and sale of anti-bacterial and anti-viral face masks

Reducing the use of polluting chemicals



Development of additional applications such as water repellence and fire retardancy



Durable Anti-bacterial and anti-viral coating for textiles [99% effective against Cov-19]

As of September 30, 2020, the Company generated more than USD 5 million\* in revenues and reached profitability.

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\*Un-audited numbers





# OUR TEAM

Sonovia's leadership team consists of leading experts in the areas of management, chemistry, engineering, textile, business development and strategy, who led the Company to substantial technological and business accomplishments.



**Liat Goldhammer**

CTO



**Prof. Sidney Altman**

Advisor (Nobel Prize Winner)



**Dr. Aaron Garzon**

VP R&D



**Shuki Hershkovitz**

Founder and CEO



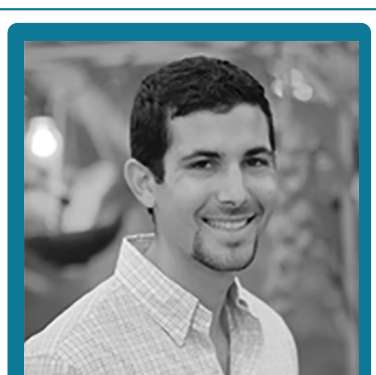
**Shai Hershkovitz**

VP Operations



**Roy Hirsch**

CBO



**Asaf Levy**

Head of Sales Division



**Dana Yaacov Garbeli, CPA**

CFO





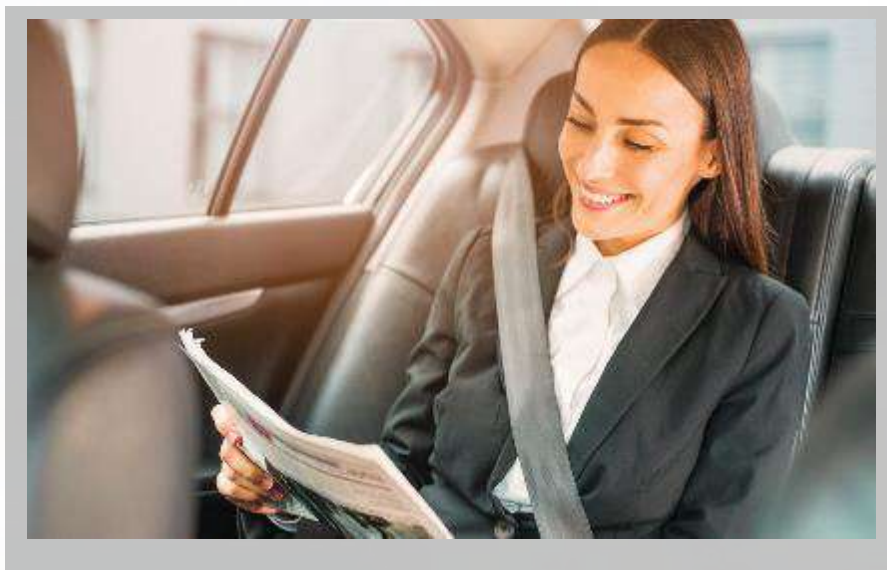
# OUR VISION



Leading the global fight against epidemics and acquired infections alongside the development and commercialization of advanced applications for the textile industry.



Sonovia's ground breaking technology provides an environmental friendly alternative for advanced applicative textile treatments.







### What are Applicative Textile Treatments?

Applicative Textile Treatments are chemical treatments granting the textiles with certain properties such as color, water repellence and fire retardancy



### Where are Textile Applications used?

In almost every product in the textile industry, which is valued at USD 1.9 trillion per year, encompassing from clothing and bedding up to car seats

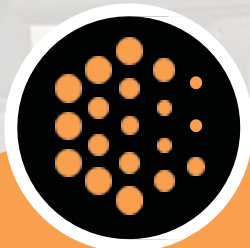


### How does it currently work?

Textiles are soaked in a chemical solution consisting of active agents [pigment, for instance] and chemical binders which bind the active agents to the textiles







### What does Sonovia do differently?

Sonovia uses ultrasound waves to physically embed particles of different properties into textiles without using chemical binders



### What is the target market?

Companies performing applicative textile treatments for clients in fashion, transportation, hospitals, hotels, and more



### How do we make money out of it?

Capital sale of a dedicated machine and repeated sales of Sonovia's chemical formulations, i.e. the "HP" model or the "Nespresso" model



# TECHNOLOGIES FOR PERFORMING APPLICATIVE TEXTILE TREATMENTS

Technology Description	Regular soaking	Synthetic fiber	Plasma Treatment	Sono-chemical Soaking
Durability to industrial laundry	NO	YES	NO	HIGH
Durability to home laundry	MEDIUM	YES	MEDIUM	MEDIUM
Applicability to all types of textile	NO	NO	NO	YES
Cost-benefit	HIGH	LOW	LOW	HIGH
Environmental pollution and Personal infection	HIGH	HIGH	LOW	LOW



# THE PROBLEM: ACQUIRED INFECTIONS IN HOSPITALS



**In the US and Europe alone,** each year millions of patients hospitalized in medical institutions are infected by deadly bacteria and about **200,000 of them die.**



**In the US and Europe alone,** the annual economic damage to healthcare systems incurred as a result of Hospital Acquired Infections is estimated at about **US\$80 Billion**, and together with the damage to the economy It is estimated at about **US\$160 Billion.**



**Textile surfaces are easily contaminated by bacteria and viruses.**

Currently there is no technologically and commercially viable solution for this problem in the hospital market.



# THE PROBLEM: ENVIRONMENTAL POLLUTION AND PERSONAL INFECTION



**Applicative textile treatments are responsible for 20% of global water pollution.**

Textiles contaminate about 9 trillion gallons of water every year.



**The increasing awareness among textile consumers throughout the world leads to a sharp increase in the scope of regulation and**  
additional enforcement by world leading brands

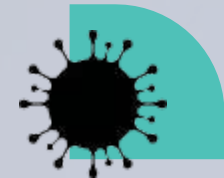


The market of applicative treatments which is estimated at about USD 15 Billion **is expected to be required by regulation and market forces to adopt green technologies**





# THE PROBLEM: LIVING DURING AND AFTER COV-19



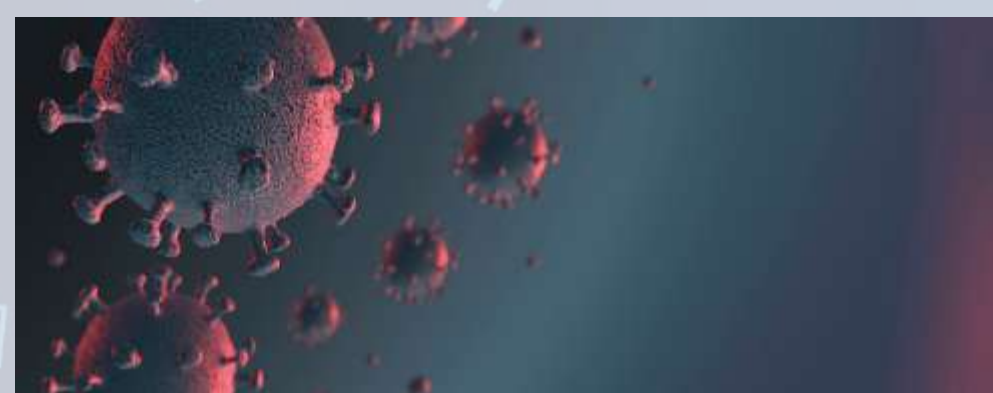
As a result of the **Cov-19 outbreak**, an **immediate need arose** for surface coating technologies actively and effectively extinguishing viruses and bacteria to protect the public and prevent infection



Public awareness and consciousness leads to new market competition – **which company shall provide its customers with the best protection from infections**



Markets which have not yet widely assimilated purification technologies, **currently act actively and strategically to adopt advanced purification technologies**

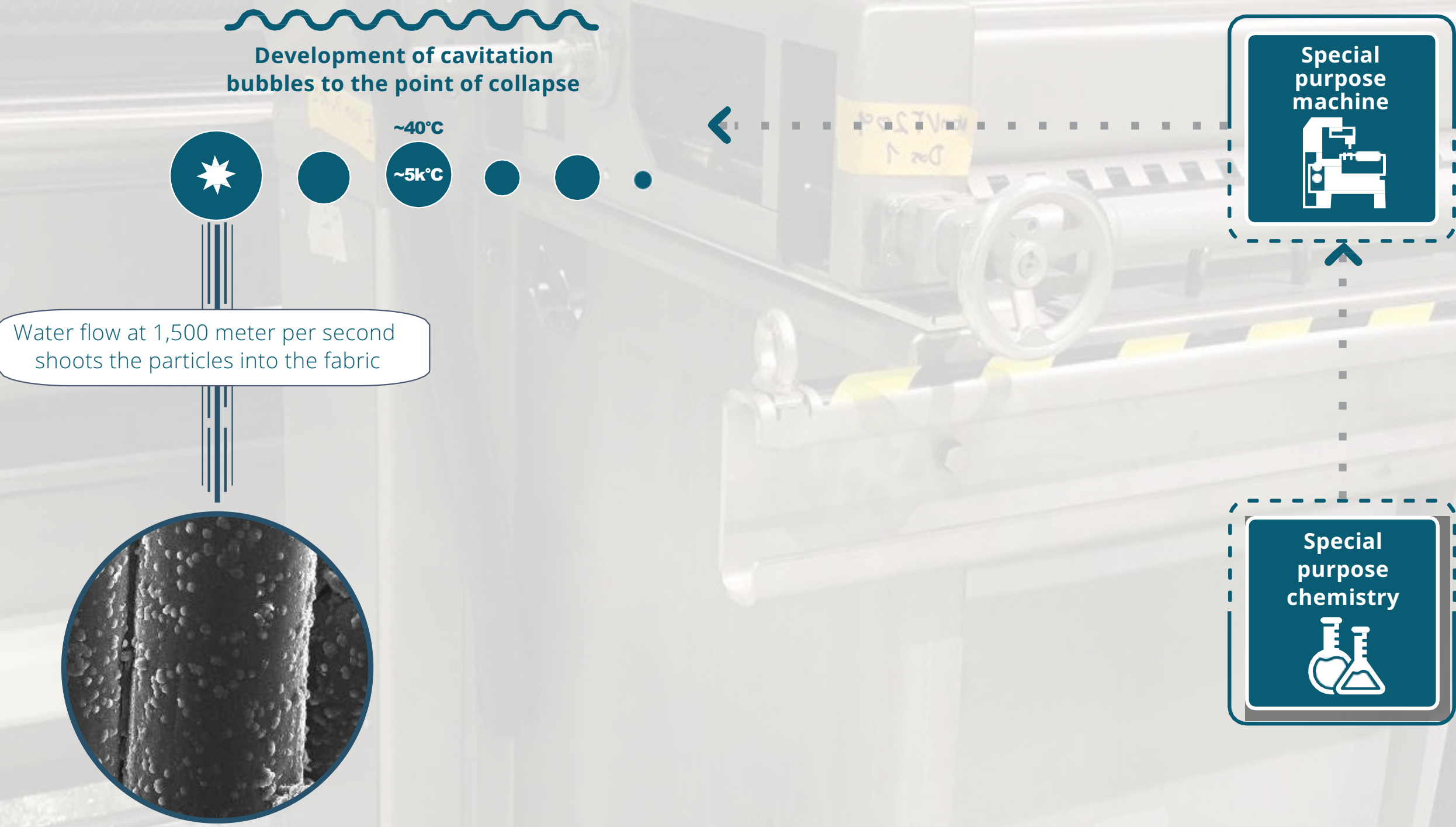


**Sonovia: high resistance, 99% effective against viruses [including Covid-19] and bacteria**



# THE TECHNOLOGY

Ultrasound waves artificially create high-energy cavitation bubbles forcing, when collapsed, the desired particles into the textile by a water shock-waves



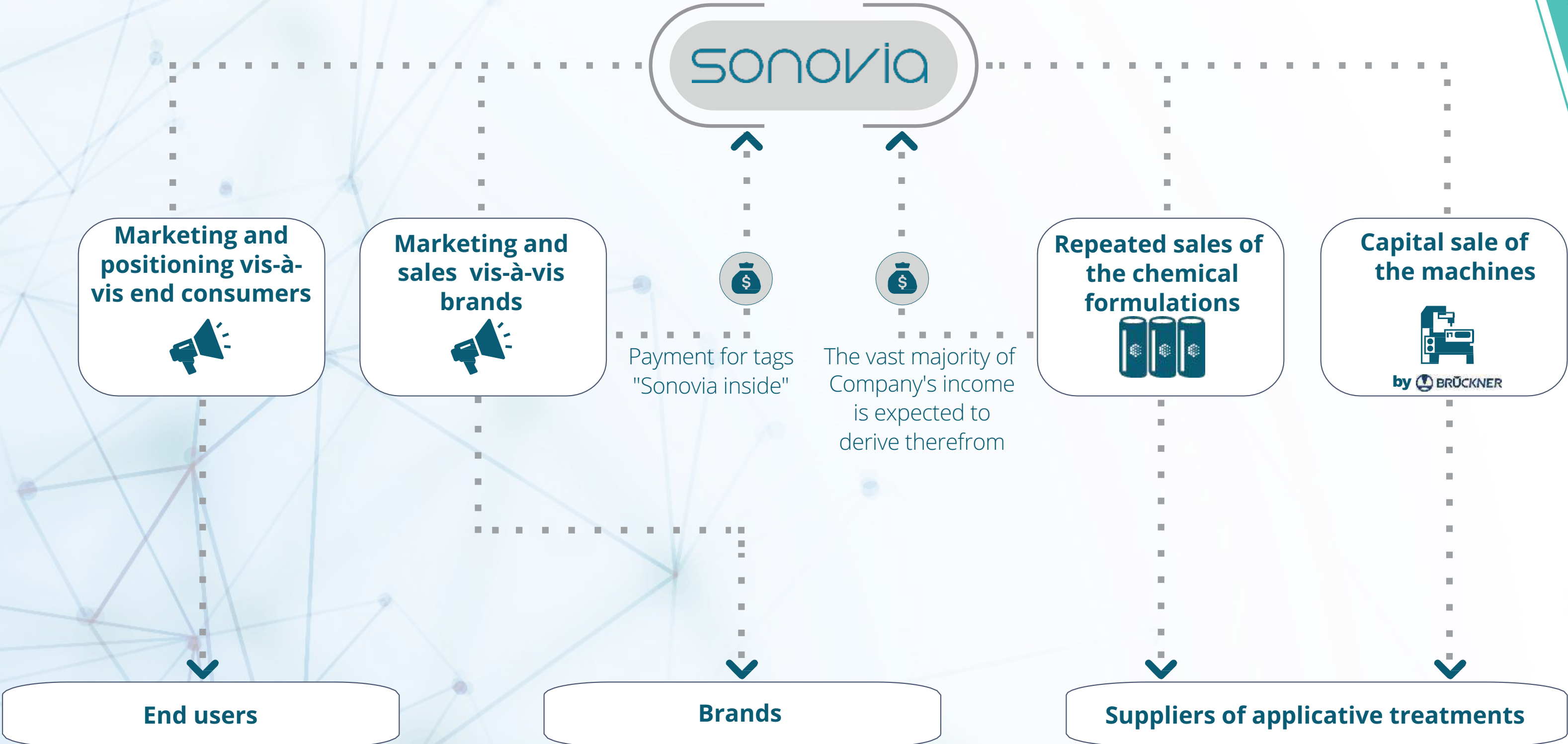


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# THE BUSINESS MODEL – HP MODEL





# OUR POSITION WITHIN THE VALUE CHAIN



technology  
implementation



Marketing



Marketing



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# ACCOMPLISHMENTS

## 2018

The Company entered into a strategic R&D agreement with the leading textile machinery corporation Bruckner Textile Machinery



## 2018

The Company was selected to join the world leading textile industry Fashion for Good start-up accelerator, which in addition has invested USD 230 thousand in the Company



## 2019

The Company received a non-diluting, partner-free grant in the sum of Euro 2.4 million\* from the European Commission SME Program



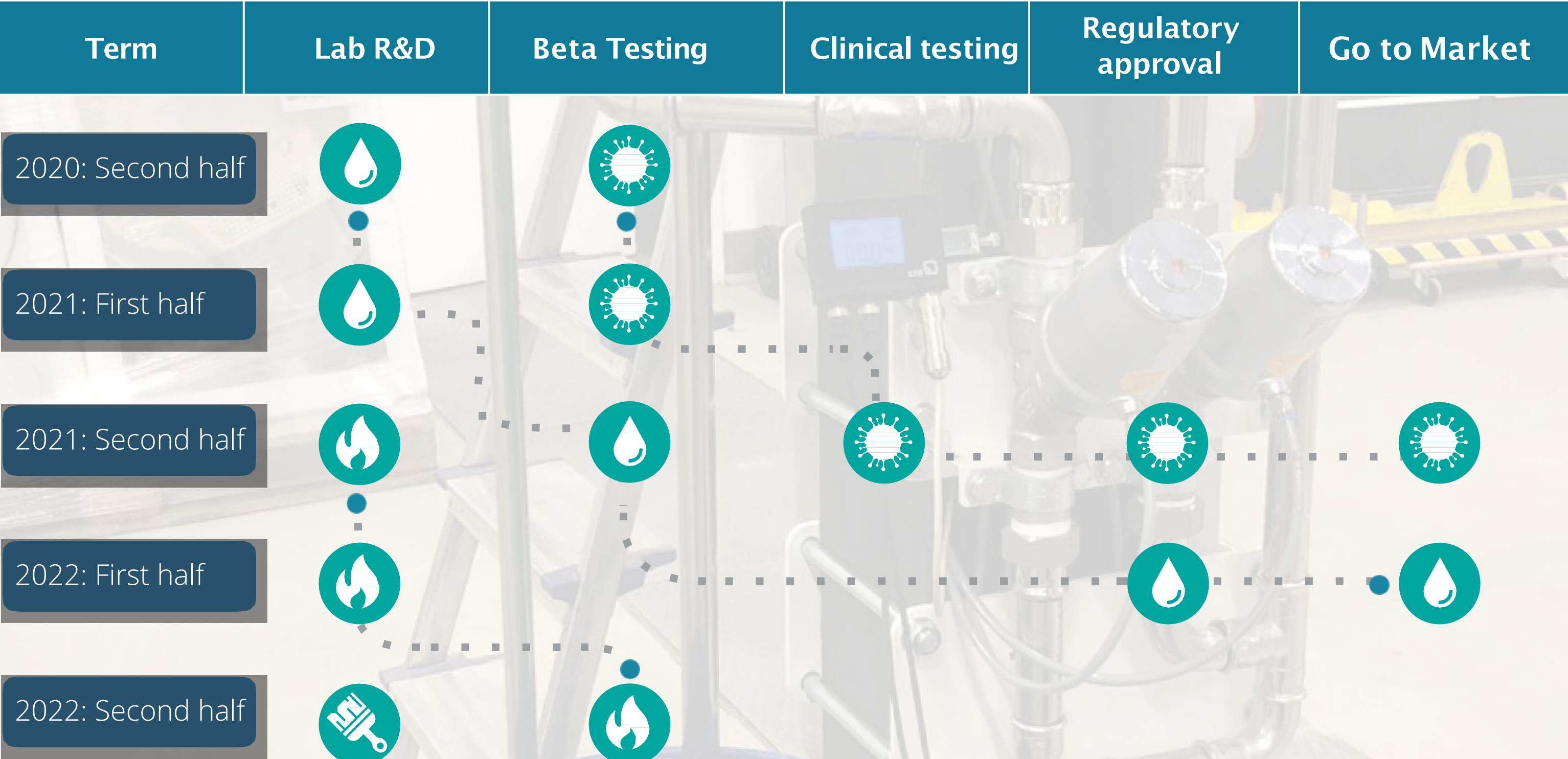
## 2020

Technology was proven effective against Cov-19; Pilots with world leading automotive and fashion corporations; sales in excess of USD 5 million\*\* and reaching profitability.





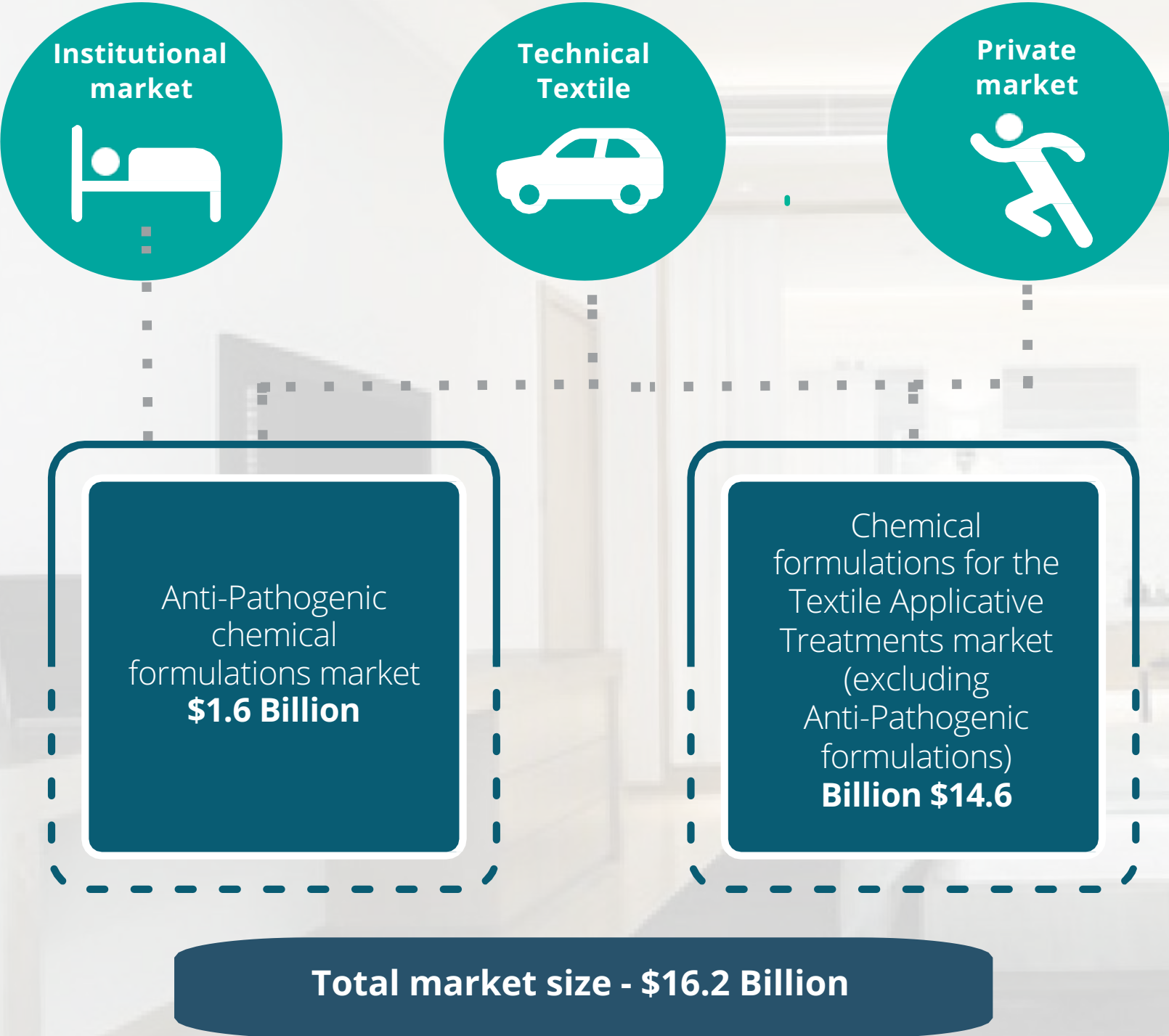
# STATUS, DEVELOPMENT PLANS AND COMMERCIALIZATION FORECAST





# TARGET MARKET SIZE – SUMMARY

Sonovia's revenue potential, in terms of sale prices



The figures presented above in accordance with the chemical formulations market prices





# PRODUCTS DIVISION

In March 2020, two months after the outbreak of the Cov-19 virus, Sonovia identified an opportunity to check the market demand for the company's anti-bacterial/anti-viral application in the private market and started manufacturing branded face masks.



As of September 30, 2020, Sonovia's sales exceeded USD 5 Million\* with high gross profitability. The Company expects demand for protective masks in the western world to remain stable in the foreseeable future



The Products Division proves the attractiveness of the technology and Sonovia's brand with end- consumers in the western world. Additional products shall be added in the future to increase the scope of sales.



The Products Division shall conduct, in relevant instances, market validation for Sonovia's future products and shall validate market demand before launching wide-scope commercialization efforts.



# SONOVIA - IN THE MEDIA

