

The information contained in these slides and any accompanying verbal presentation (together, the Presentation) has been prepared by First Longevity Limited (the Company) in connection with a proposed fundraising of ordinary shares in the capital of the Company.

This Presentation has been approved by an authorised person within the meaning of the Financial Services and Markets Act 2000 (FSMA). If any person is in any doubt as to the contents of this Presentation, they should seek independent advice from a person who is authorised for the purposes of FSMA and who specialises in advising in investments of this kind. The information contained in this Presentation does not purport to cover all matters that may be relevant for the purposes of considering whether or not to make any prospective investment and is not intended to provide, and should not be relied upon, for accounting, legal or tax advice. This Presentation is supplied to you solely for information. This Presentation does not constitute an admission document, prospectus or listing particulars relating to the Company; it has not been approved by the Financial Conduct Authority, nor does it constitute or form part of any offer, invitation, inducement or commitment to, sell, issue, or any solicitation of any such offer or invitation to subscribe for, underwrite or buy, any shares in the Company or any of its affiliates to any person in any jurisdiction, nor shall it nor any part of it, nor the fact of its distribution form the basis of, or be relied on in connection with, or act as any inducement to enter into any contract or investment decision in relation to it.

This Presentation is for distribution in the UK only to persons authorised or exempted within the meaning of those expressions under FSMA 2000 or any order made under it or to those persons to whom these slides may be lawfully distributed pursuant to the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (Financial Promotion Order) as amended, including Certified High Net Worth Individuals as defined in article 48(2), Self-Certified Sophisticated Investors as defined in article 50A, Investment Professionals as defined in article 19(5) and high net worth entities as defined in article 49(2) of the Financial Promotion Order. Persons who do not fall within any of these definitions should not rely on these slides nor take any action upon them, but should return them immediately to the Company. The Presentation and any further confidential information made available to any recipient, either verbally or in writing, is confidential and is being supplied to you solely for your information and may not be reproduced, redistributed or passed to any other person or published in whole or in part for any purpose at any time. By accepting receipt of this Presentation, you agree to be bound by the limitations and restrictions set out in this Presentation. No reliance may be placed for any purpose whatsoever on the information contained in the Presentation or any assumptions made as to its completeness, accuracy or fairness, nor does the Company, its members, directors, officers, employees, agents, affiliates or representatives or advisers or any other person accept any obligation or responsibility to update or keep current the information contained in this Presentation. The information contained in the Presentation, which has not been independently verified, is confidential and for background purposes only and is subject to further verification, updating, revision and amendment and completion without notice. This Presentation does not purport to be all-inclusive or to contain all the information that an investor may desire to have in evaluating whether or not to make an

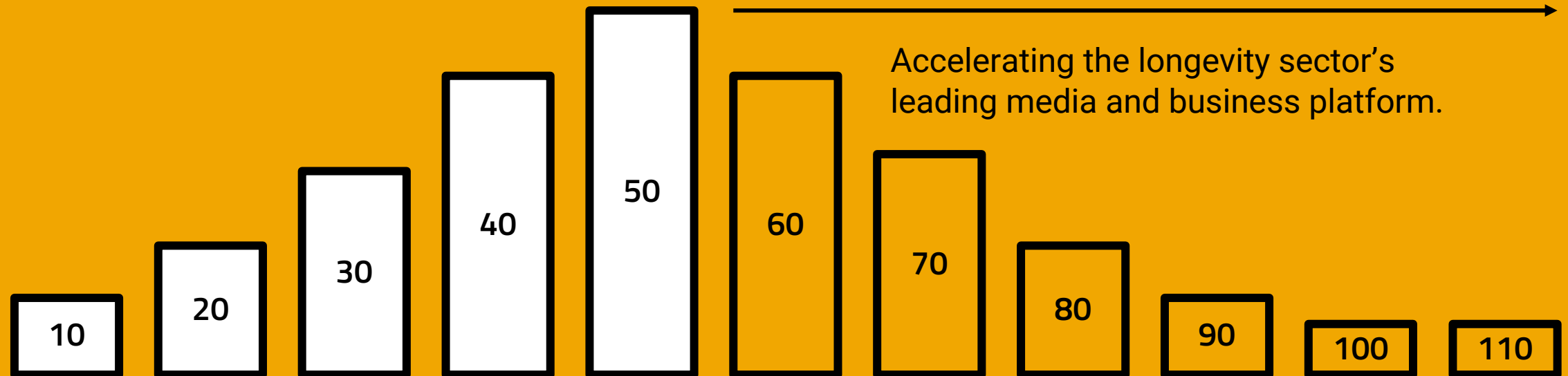
investment in the Company. You are encouraged to seek individual advice from your personal, financial, legal, tax and other advisers before making any investment or financial decisions, subscribing for, or purchasing any securities.

Certain statements in the Presentation are forward-looking statements, and the Presentation itself has been based upon a number of assumptions, forecasts and projections of the Company which by their nature are forward looking. Forward-looking statements are typically identified by the use of forward-looking terminology such as believes, expects, may, will, could, should, intends, estimates, potential, anticipate, plans or assumes, or similar expressions, or by discussions of strategy that involve risk and uncertainties. By their nature, forward-looking statements, assumptions, forecasts and projections involve a number of risks and uncertainties, and in some cases are based on estimates and incomplete information, that could cause actual results or events to differ materially from those expressed or implied by the forward-looking statements or by the Presentation as a whole. These risks and uncertainties, and the impact they have on the assumptions, forecasts and projections contained in the Presentation, could adversely affect the outcome and financial effects of the plans and events described in the Presentation.

No representation or warranty, express or implied, is made or given by or on behalf of the Company or any of their respective agents, affiliates, representatives, advisers, employees or its directors or any other person as to the accuracy, completeness or fairness of the information or opinions contained in this document and no responsibility or liability is accepted by any person for any loss however arising from any use of, or reliance on, or in connection with, this document or its contents or otherwise arising in connection therewith. Notwithstanding this, nothing in this paragraph shall exclude liability for any such representation or warranty made fraudulently.

The distribution of this document in certain jurisdictions may be restricted by law and therefore persons into whose possession this document comes should inform themselves about and observe any such requirements or restrictions. Any such distribution could result in a violation of the law of such jurisdictions. Neither this Presentation nor any copy of it may be taken or transmitted into the United States of America or its territories or possessions (United States), or distributed, directly or indirectly, in the United States, or to any U.S. Person as defined in Regulation S under the Securities Act 1933 as amended, including U.S. resident corporations, or other entities organised under the laws of the United States or any state of the United States, or non-U.S. branches or agencies of such corporations or entities. Neither this Presentation nor any copy of it may be taken or transmitted into or distributed in Canada, Australia, Japan, South Africa or the Republic of Ireland, or any other jurisdiction which prohibits such taking in, transmission or distribution, or to any person resident in such jurisdictions (including corporations or other entities organised under the laws of such jurisdictions, or branches or agencies of such corporations or entities outside of those jurisdictions) except in compliance with applicable securities laws. Any failure to comply with this restriction may constitute a violation of United States or other national securities laws.

# Leading the business of longevity.



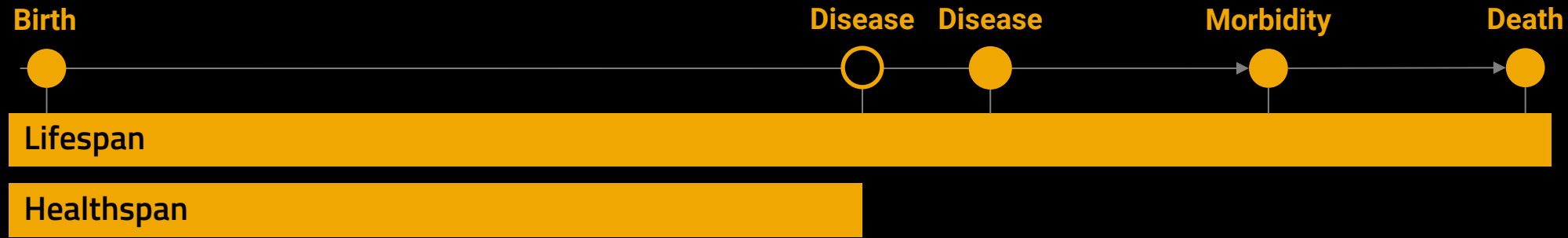
## Executive summary:

1. Number 1 business platform in longevity, a space set for explosive growth
2. Top media reach and unparalleled SEO and domain authority
3. Proven success in longevity investment brokerage (IPO in 2022)
4. Unique early access to deals with network of top tier VCs
5. Unfair advantage to launch first-mover longevity ecommerce marketplace
6. Backed by the industry's leading scientists, investors and CEOs
7. Growth opportunities across the board with clear path to exit

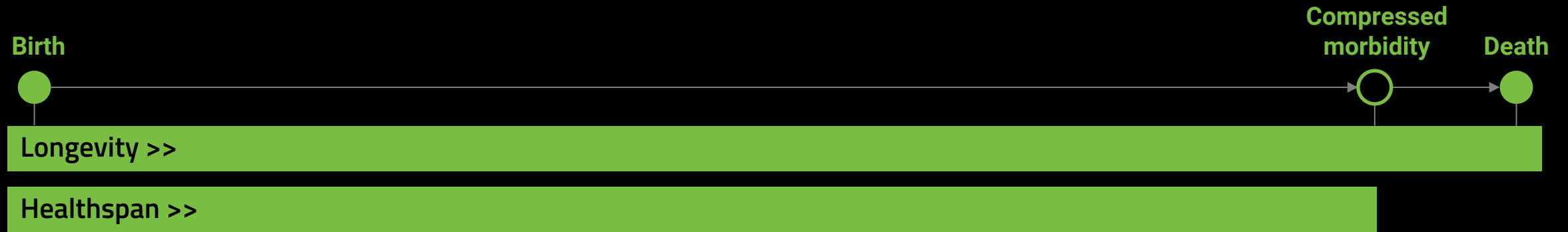
**Join us to accelerate the leading platform in the business of longevity.**

# What is longevity?

Early detection and intervention targeting the diseases of aging ...



... leading to extended healthspans, longer and more productive lives:



# The longevity market is set for explosive growth

“There will be an evolution where doctors increasingly become comfortable prescribing medicines to prevent diseases, rather than wait until they actually occur.”

**Prof. David Sinclair**  
Department of Genetics  
Harvard Medical School

“Technology is on the cusp of bringing unprecedented increases to the quality and length of human lifespans.”

**Felix Tran and  
Haim Israel**  
Bank of America

“There are many more companies in this space now, and there’s serious drug development expertise being brought into the aging field, which has been lacking.”

**Dr Joan Mannick**  
Head of R&D  
Life Biosciences

**\$38T**

A slowdown in aging that increases life expectancy by one year is worth **\$38 trillion** per annum to the global economy.

**\$27T**

The global longevity economy is projected to reach **\$27 trillion** in 2026.

**\$2.7T**

The AgeTech segment alone will reach **\$2.7 trillion** by 2025.

# First Longevity is the de facto industry leader



## 1. Media

We are a pioneer of daily news for longevity with monthly audience and brand growth ...

## 2. Investment

We are the only pure-play global brokerage with our 300+ longevity deals tracker ...

## 3. Data

Our international network, market research, brand and data advantage will see us build-out strong B2B and B2C revenue lines ...

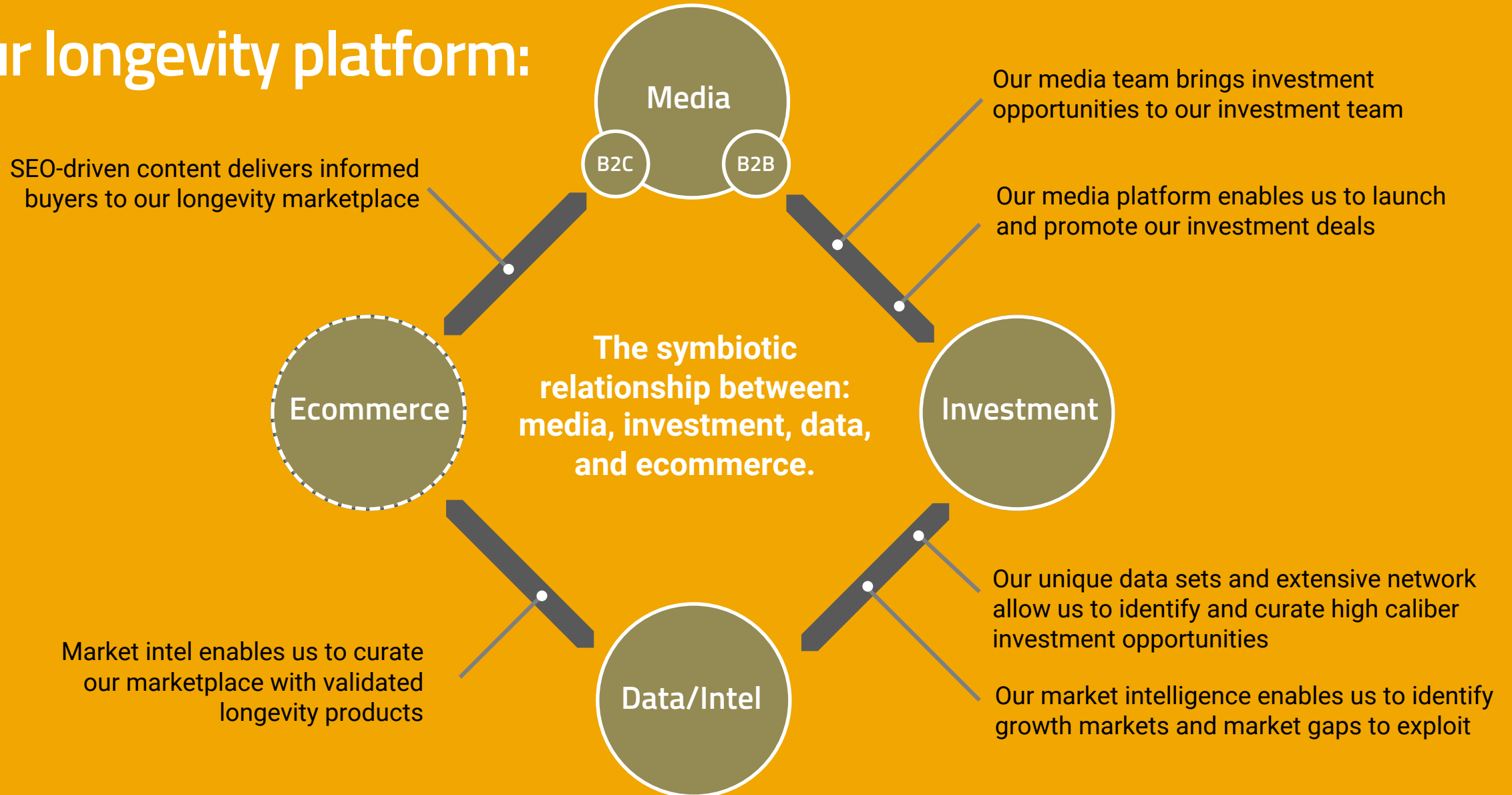
## 4. Consumer

Our platform for growth will see us launch our consumer longevity marketplace in 1H22 (building has already commenced).

- Supplements
- Biomarkers
- Devices
- Services

We are building on our **B2B and B2C** leadership to become the trusted **media and business platform** for the longevity industry, its consumers, entrepreneurs and investors.

# Our longevity platform:



# 1 Media: grow traffic and develop brand

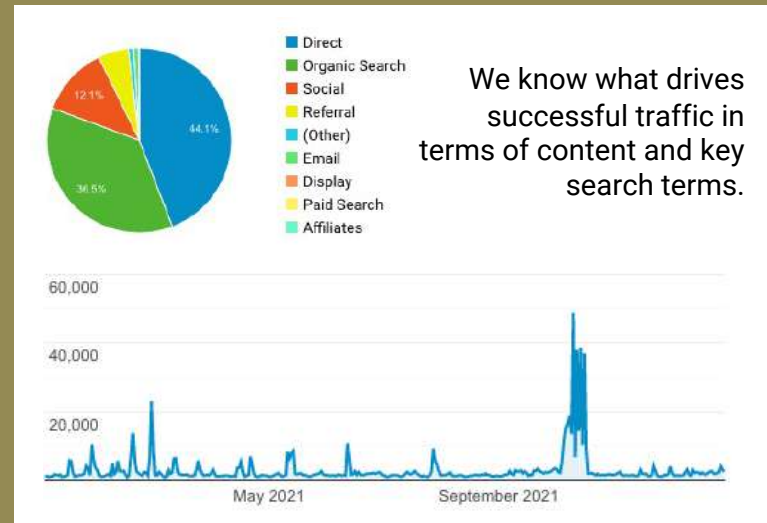
Year	Revenue
2022 projected	£133K
2023 projected	£337K
2024 projected	£665K

We will continue to grow advertising and sponsor revenue by building our traffic and content.

Increase traffic through targeted SEO/SEM

Our 'direct' and 'organic' traffic has been key to success: our SEO is great and gets better daily.

We will look to dominate key longevity terms while developing 'paid' strategies to build traffic.



Develop a strong brand position in consumer



Our new logo illustrates the life line on the palm extending into a full circle to represent increased longevity.

This new consumer brand will expand our content-to-purchase ecommerce plan:





## 2 Investment: build deal flow and expand focus

Year	Revenue
2022 projected	£392K*
2023 projected	£1.02M
2024 projected	£1.74M

Investment brokerage is a key part of our business, and we are building traction to support 2022 revenue of £392K by closing £4.25M in equity financings.

\*Does not include contribution from Genflow Biosciences IPO

Build deal flow and investor network advantage

Our proprietary database of >500 longevity companies is a pipeline for equity investment; we have relationships with many:



We are the centre of a growing network of investors and funds looking to expand into longevity:



Expand longevity investment activity

Our FCA and SEC license cover enables us to expand our advisory activity:



First Longevity brought together the parties to make Europe's first longevity IPO happen.

We held 1.6% equity, at float, valuing our stock at £320,000. We have a pipeline of similar deals.

### 3 Data and market intelligence: extend our lead

Year	Revenue
2022 projected	£60K
2023 projected	£135K
2024 projected	£278K

Our research is funded by pay-to-play contributions; reports also attract sponsors such as specialist VCs.

#### De facto longevity market research leader

We plan to release one report per month to build-out intellectual capital:



#### Continually build-out our datasets: 'Crunchbase for Longevity'

We are already building 'Crunchbase for Longevity' with more comprehensive datasets to enable us to direct research, track clinical progress and analyse funding (among other key data-points):

- Corporate data
- Funding data
- Team data
- Target hallmark of aging
- Therapeutic category
- Lead candidates
- Modalities
- Longevity category
- Indication
- Patents
- Trials data
- Technology readiness level

Currently, we plan to keep these proprietary datasets confidential.

As longevity investment and M&A activity grows we may sell **premium** subscriptions to select customers.

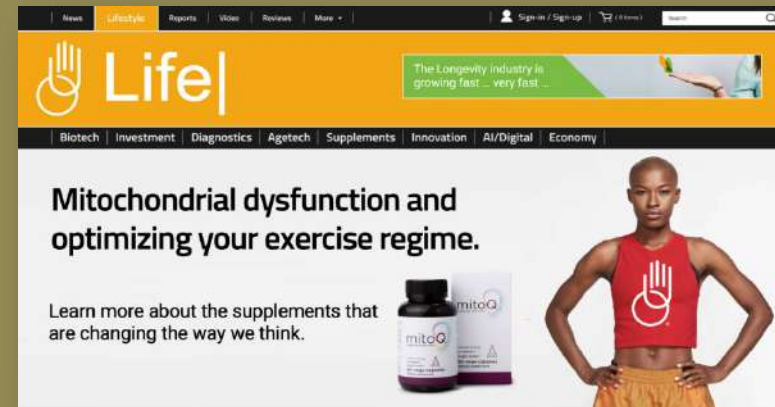
# 4 Consumer: build the leading longevity marketplace

Year	Revenue
2022 projected	£135K
2023 projected	£450K
2024 projected	£690K

Launch curated marketplace for consumers

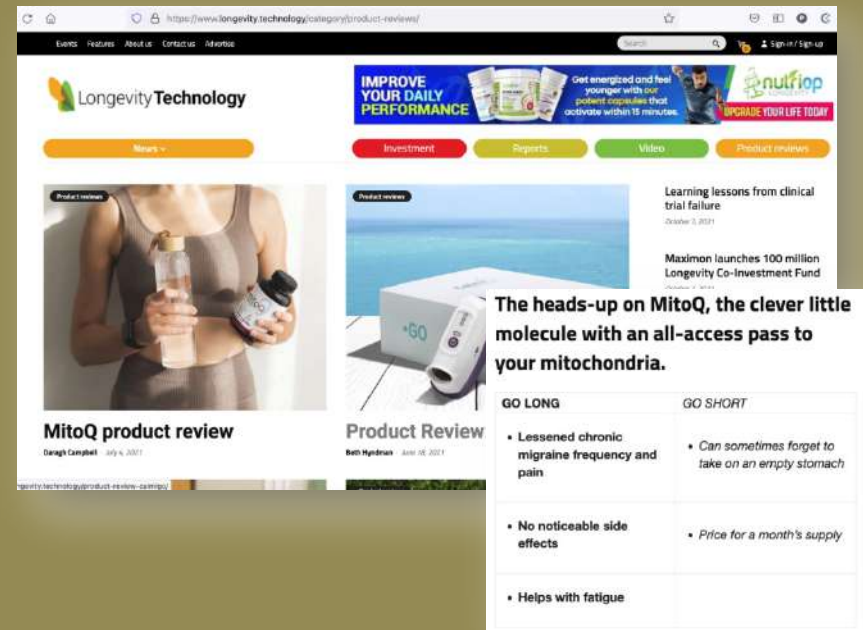
We have growing numbers of consumers signing-up to our platform and will soon launch our content supported ecommerce store, with curated product categories:

- Longevity supplements
- Biomarkers/diagnostics
- Longevity devices
- Clinical services



Go-to-market launch service for new entrants

Seeing the marketing plans of multiple vendors, via our brokerage business, we know that it will make commercial sense to sell via our leading longevity marketplace due to our reach.



We plan to more actively participate in the value we create:

“Longevity.Technology have been excellent in helping with the growth of Nutriop’s brand.” (Nutriop)

“Longevity.Technology were a great help in further building our brand in the Longevity community.”(Ageless RX)

“Our ads on Longevity.Technology have far exceeded our expectations.” (Rejuvant)

# The market opportunity is compelling

## 1 Media growth parallels:



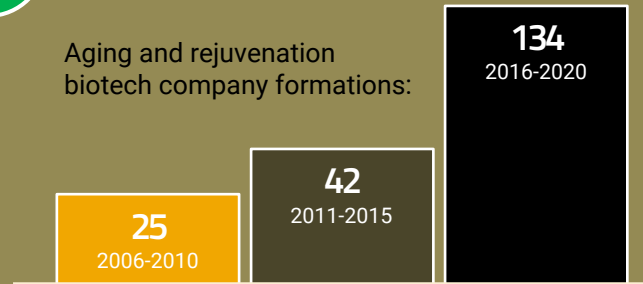
£12.2M turnover 2019; migrating to paywall; expanding into USA and China.



CoinTelegraph grew from 150k monthly users to 10M+ in 5 years: ranking with Forbes.

## 2 Longevity investment brokerage

Aging and rejuvenation biotech company formations:



Longevity investment deals are increasing: \$2B raised in 2021 alone.

## 3 Data and market intelligence



Dealroom raises £6M in December 2021 to take on CB Insights, Pitchbook and Crunchbase.

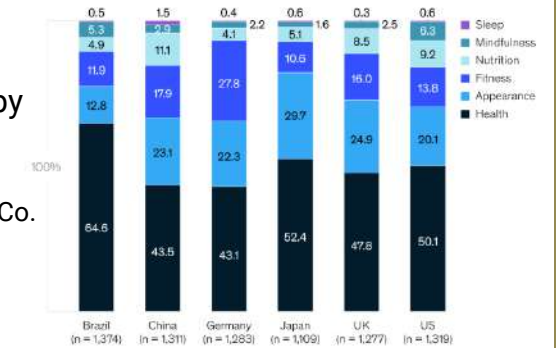
## 4 Consumer longevity marketplace

# 62.5%

62.5% of all global online spending occurred via digital marketplaces in 2020.

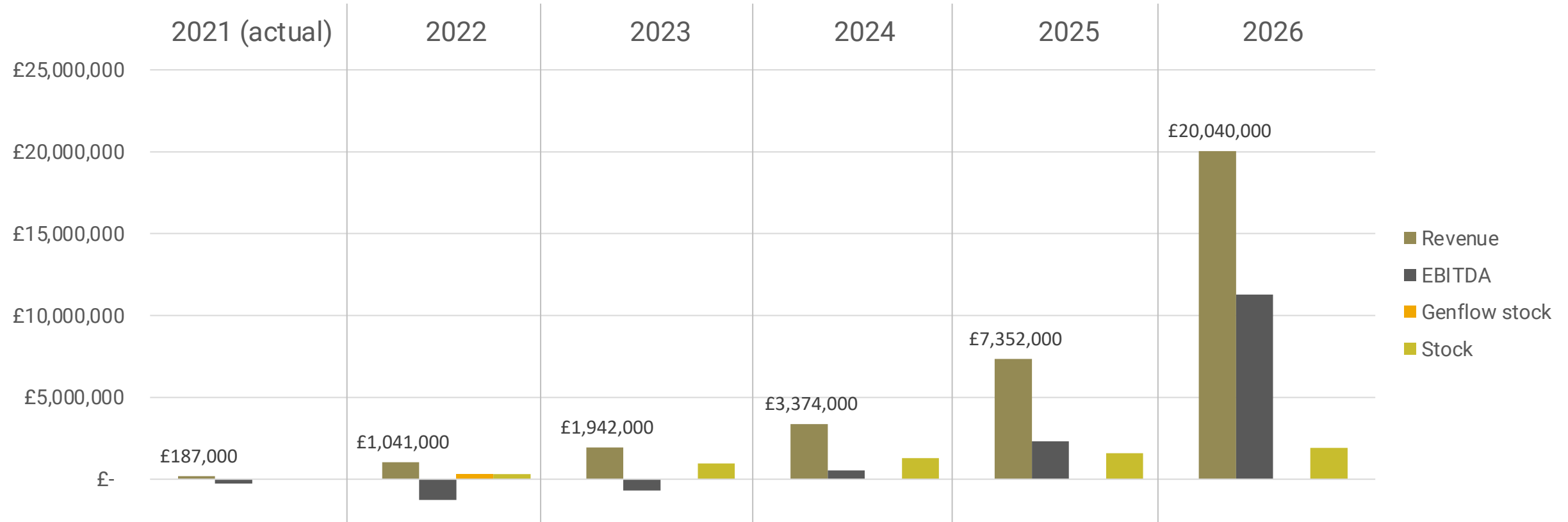
### Wellness spending by category.

McKinsey & Co.



Wellness spending categories will be replicated in our store with a longevity-specific angle.

# Financial projections



The longevity sector will grow significantly; at this stage we prefer to under-predict and out-perform.  
 Genflow stock illustrates value of shares held in Genflow Biosciences at IPO (January 2022).  
 Stock (projected value of shares held in future private/public companies) is not calculated into EBITDA or factored into revenue.

# Leadership



## Phil Newman

Founder & CEO

Phil is a seasoned marketing and business development professional. He has held C-level management positions across multiple tech sectors: Longevity; IoT; AI; Medical Devices; Biopharma; 3D Manufacturing; Smartgrid and Sustainability.

**Business Development**



## George Sutherland

Non-exec Chairman

George has over 30 years of C-level experience in health markets, fast moving consumer goods (FMCG) and medical companies.

He is an IoD fellow and has pre and post IPO experience, operating as a non-executive chairman for start-ups in healthtech: Trueinvivo and TestCard

**Health/Technology**



## Tom Britton

Non-exec Director

Tom is the co-founder of SyndicateRoom, a data driven venture capital fund which is the leading UK platform.

He has an MBA from Cambridge and is an active business angel investing in early-stage venture startups.

**Entrepreneurship**



## Roger Tjong

Advisor

Roger has 28 years of finance and investment experience with JP Morgan, Goldman Sachs and investment funds in the US and Europe.

He has an MBA from Stanford and is an active private investor in agetech/fintech/impact.

**Investment/Finance**

# Advisory panel



Leading longevity investor

**Jim Mellon**

Chairman & Founder  
Burnbrae Group, Juvenescence



Leading longevity AI CEO

**Alexander Zhavoronkov**

Chief Executive Officer  
Insilico Medicine, Inc



Leading longevity professor

**George Church**

Founding Core Faculty & Lead  
Synthetic Biology, Harvard



Leading longevity CEO

**Greg Bailey**

CEO  
Juvenescence



Leading longevity CEO

**Michael Hufford**

Co-founder & CEO  
LyGenesis



Leading agotech expert

**Lorraine Morley**

UK Lead / Advisor  
AgeTech Accelerator



Longevity opinion leader

**Aubrey de Grey**

Founder  
SENS Foundation



Leading longevity professor

**João Pedro de Magalhães**

Professor Institute of Ageing  
and Chronic Disease  
University of Liverpool



Healthtech innovator

**Contract signed**

Healthcare Innovation Leader  
Technology sector



Leading online retailer

**New recruit**

C-suite  
ecommerce marketplace  
or leading wellness brand

# Financing trajectory with £2.5M new investment

## Early investors

Existing investors include:

- Jim Mellon
- Bruce Barclay (Buck Institute)
- Longevity Tech Fund
- LongeVC

## Valuation

This seed round is targeted at £2.5M

£7.5M pre-money valuation (EIS qualifying)

## Use of funds

Funding will be used to scale to:

- Expand brokerage business
- Build out our data capabilities
- Launch ecommerce marketplace
- Develop products and services ready for Series A+



# Contact us:



**Phil Newman**

---

phil@longevity.technology

+44 7855 357884



**George Sutherland**

---

george@longevity.technology

+44 7970 891222