

CLINUVEL

A close-up portrait of a woman with her eyes closed and hands on her head, wearing bright yellow lipstick. The background is a plain, light grey color.

PHOTOMEDICINE
&
PHOTOCOSMETICS

CLINUVEL BULLETIN

EDITION 01

MAY 2023



I'm Marga, a Londoner of Mallorcan origin. Over the past 20 years, I've had the professional privilege of working with some of the most inspiring luxury brands. Crafting my trade at the best UK digital agencies, including the globally renowned Ogilvy & Mather, in a role at the heart of Brand & Creative strategy. Next, I transitioned from agency to in-house, leading the creative and digital team at Louis Vuitton, and Burberry. Big brands, where I could realise big ideas.

Which is why I could not be more thrilled to join CLINUVEL at this pivotal time. I have embarked on an extraordinary journey to build and lead an A-team, one that can successfully realise the Company's long-standing ambition to create an iconic global identity and translate our unique, life-changing pharmaceutical technology into a new specialised category in skincare: PhotoCosmetics.

We already know we have a market leading product; the next step is to create a globally recognised brand. We are unflinching in our ambition to increase brand equity and to realise our bold aim to make CLINUVEL a household name by 2026. (And a name on the lips of the most influential beauty editors and taste-makers long before that!).

So, how are we going to achieve this?

Marga Arrom Bibiloni,
Global Brand and Creative Director for CLINUVEL
London, May 2023



The sun has illuminated life for 4.6 billion years

Many ancient civilizations thought the sun represented the highest power; in some instances a God. Sun worship was central from the Egyptians, to the Incas of South America, and the Aztecs. Today, the sun is still considered a deity in some religions.

Our attitudes to sun exposure have historically influenced our identities too. During the Roman and Elizabethan eras, pale skin was favoured, whilst a tan revealed those who were subjected to outdoor manual labour. By contrast, in 1923, after accidentally tanning on the French Riviera, designer Coco Chanel unintentionally started a trend. A bronze became associated with health and leisure, the ability to afford sun became synonymous with affluence.

Today we obviously crave the potent source of energy, but we do not seem to know how to moderate and appreciate the gift. No wonder we see epidemic numbers of photoageing, solar damage and skin cancer.

CLINUVEL has led research and development in photoprotection. We are the worldwide authority in photomedicine, specialising in the understanding of the impact of light on human biology. Therefore no one is better placed to develop a skincare line that reflects the benefits of the sun without the long-term solar risks.



Harnessing future attitudes to health

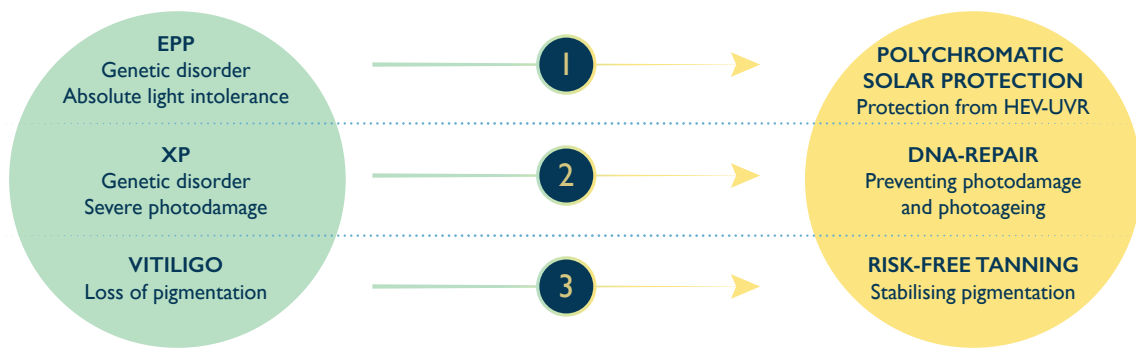
How exhilarating would it be to maintain a glowing, true and total body tan, all without the associated risk of solar skin damage? Why not address the root of skin damage and ageing by eliminating distorted DNA? And finally, who wouldn't want to sustain and nurture their most dynamic body armour?

We live through a new era, one where health equals personalised luxury and being 'well' is a symbol of wealth. The pursuit of wellness – and the status it projects – has replaced our desire for material goods.

Individual attention to health is a privilege we owe to ourselves.

These changes in attitude are why this is such an exciting time for CLINUVEL. Over the next few years, you will be able to witness our transformation into a novel approach to health, one that sets CLINUVEL apart from any other luxury cosmetic brand.

PhotoMedicine & PhotoCosmetics



PHOTOMEDICINE

PHOTOCOSMETICS

As leaders in photomedicine, CLINUVEL has had unprecedented success in treating patients in three key areas:

- 1) Erythropoietic Protoporphyrin, EPP. Patients suffering from absolute light intolerance.
- 2) Xeroderma Pigmentosum, XP. The highest incidence of skin cancer(s).
- 3) Vitiligo, a disorder causing the skin to lose its pigmentation.

It is a breath-taking thought to realise that we can now translate this specific knowledge into the world of functional cosmetics to create a new skin care category defined as: PhotoCosmetics.

PhotoCosmetics: Our product lines

01

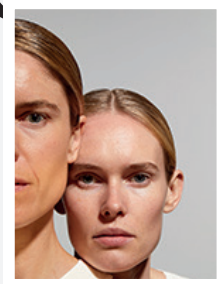


CYACÊLLE

It is the natural next step to develop new products based on our technology and innovation for the world's first systemic photoprotective (SCENESSE®), created for EPP patients, who cannot tolerate light sources and live an existence in the dark.

Our new line CYACÊLLE delivers an unprecedented level of photoprotection - polychromatic solar protection - which includes HEV light (blue light). What's even more exciting is CYACÊLLE is already being tested in Europe.

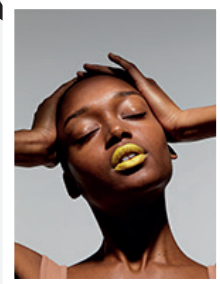
02



DNA REPAIR

Applying the vast knowledge of our DNA Repair Program in XP patients, whilst combining decades of medical authority and experience in the use of melanocortins, we will launch a range of products that work to prevent and repair cellular DNA damage caused by solar exposure.

03



MELANOGENIC

Our clinical work in pigmentation disorders, such as vitiligo, brings us to the third range and the very first product of its kind. It's perhaps an eye-catching product line, and certainly one family of products that will support our goal of becoming a household name in just three years-time.

When we activate a tanning response, it signals our body's emergency response to sun exposure. This reaction – an increase in visible pigmentation – shields us against the next dose of solar radiation, intense burning and DNA damage. This hero product will answer the deep cosmopolitan desire for tanned skin and self-tanning products, that's not only risk-free but a means of lasting protection too.

Why Now?

It is an extraordinary opportunity to be involved in meeting global demand for melanocortin-containing products, and so refreshing to work with a group of professionals who have held this vision and dare to take a different approach.

Few pharmaceutical companies have the ability and opportunity to scale up and branch out into specialised skincare, and there is not a single cosmetic brand providing end-to-end solutions in this very field.

CLINUVEL's care is longitudinal and real, not part of a trend, but our concern that lasts a lifetime.

A truly new skincare category captures our desire to help more people, for generations to come. This is the beginning of a legendary, innovative and trusted brand which is courageous enough to launch worldwide as the first line of PhotoCosmetics.

Our Next Steps

I am excited to keep you up to date over the coming months about CLINUVEL's new journey. Now my immediate goal is to get on with the task in hand and to evolve the business into one of the most inspiring brands of our time.



The Key Ingredients

Our starting point is having the key ingredients that a strong brand possesses:

- 1) A CLEAR PURPOSE**
- 2) BREAKTHROUGH TECHNOLOGY**
- 3) A DIFFERENTIATED APPROACH**

Becoming a household name by 2026 is not a light feat, but we're laser focussed on realising this ambition. Finalising the team, securing resources and crystallising a strategic plan will give us the global visibility that our product lines but, most of all, people at risk of photodamage, deserve.

A STELLAR TEAM

My attention has turned to the recruitment of top professionals. A pivotal part of the business strategy, it will enable us to create industry leading work that is audacious, beautiful, and commercially successful.

THE RIGHT RESOURCES

CLINUVEL is known for delivering in the most efficient way, and the building of this global brand will be no exception to our historical approach. We will cement a core, permanent, in-house team in both the UK and US, surrounded by a range of specialised collaborators to call upon for larger projects and events, ensuring we are using resources in the most beneficial way.

A GREAT PLAN

The objectives are set, the path is realistic, and the team is roaring to make an impact. It is time to execute a great plan, create the building blocks a unique brand, one that inspires and consistently communicates CLINUVEL's mission to do good for those who need skin protection most and those who will benefit from repair. In essence, most if not all of us.

As my very first bulletin and the start of what will be a periodic hello, I present to you our list of industry-specific objectives, which will also help measure our progress. In a relatively short journey, I believe you will see a noticeable transformation.

2023

- a new interactive website
- completion of recruitment CBM team
- brand partnership program CYACËLLE
- commercial launch - preparation global launch events "golden 7"
- CUVA, CUVIP program
- >2 million viewers

2024

- launch DNA assisted skin repair product line 02
- global launch events "golden 7"
- CUVA, CUVIP program reaching 5-6 million viewers
- social media campaigns, TV media

2025

- branding established as innovative skin category
- launch self-tanning risk-free product line 03
- continuation global launch events "golden 7"
- CUVA, CUVIP program reaching 35 million viewers

The Bulletin

The Bulletins 2023-2024 will update you on CLINUVEL's brand architecture:

- (i) brand book - recognisable formats and presentation of collaterals
- (ii) market data and in-depth information - relevant product data
- (iii) events management, preparation - background, size and execution of global events
- (iv) global launch events - reports of global "golden 7"
- (v) industry press, media, TV - periodic campaigns reaching new audiences
- (vi) distribution, partnership - targeted channels

**WE WILL EVOLVE
THE KNOWLEDGE ON
PHOTOAGEING,
PHOTODAMAGE
AND
SKIN CANCER**

**CREATE A TRULY NEW
SKINCARE CATEGORY**

**AND
BECOME A HOUSEHOLD
NAME BY 2026**



CLINUVEL