



EDEN

THE NATURAL SOLUTION

COMPANY PRESENTATION

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Eden Research plc

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INTRODUCTION – THE COMPANY AND ITS TECHNOLOGIES

- Eden Research is an intellectual property company with a unique, patented encapsulation delivery system as its core technology. This system has been used to create pesticidal products and solutions primarily in the agrochemical sector, but with applications in other, non-agrochemical markets
- The solutions being developed by Eden take advantage of the natural defence mechanisms of plants, in the form of terpenes and join them with the encapsulation system enabling the terpenes to be delivered to plants over a period of time, thus increasing protection
- Trials have proved that the products perform equally well as (or even better than, under high disease pressure) the currently available chemical based market leaders; at a very competitive price, but with no environmental impact
- We are developing these technologies through innovative research and a series of appropriate commercial production, marketing and distribution partnerships

INTRODUCTION – THE MARKET, THE CHALLENGE AND THE SOLUTION

The Market and the challenge with terpenes

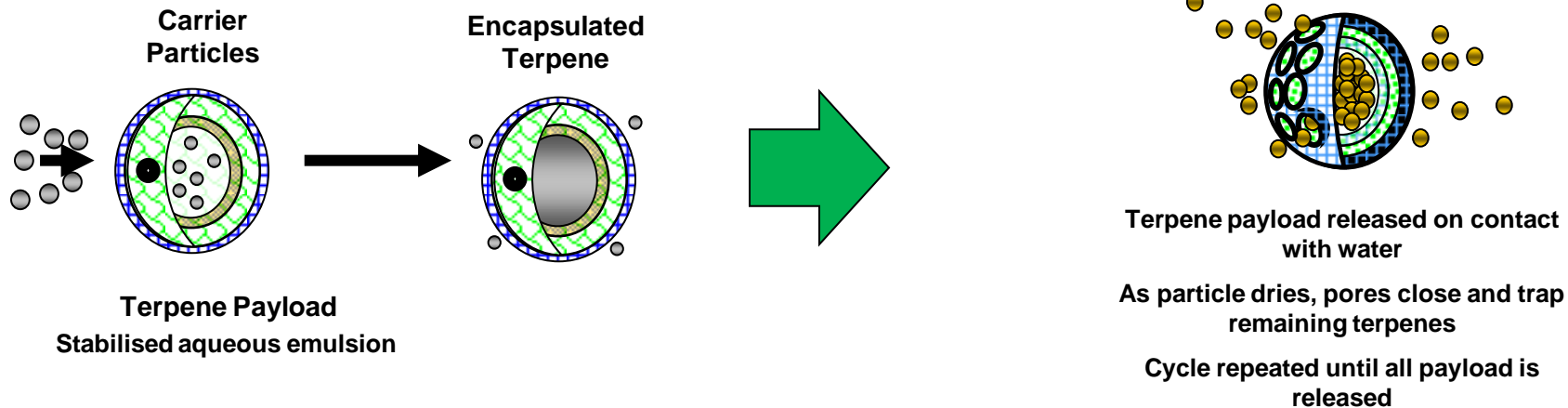
- We operate in the global pesticide (agrochemical) business, worth an estimated \$40.7bn in 2010 (Source: AGROW)
- We believe that effective remedies from naturally occurring substances will become increasingly in demand for agricultural pests and diseases
- We use plant derived essential oils (Terpenes) whose activity has been known for years and which are widely utilised in food flavourings, cosmetics and pharmaceuticals
- But, as “raw” oils, they were too volatile, too short-lived, potentially toxic to the crop in high doses and not very user-friendly for growers.....

The Solution

- We have solved the problem with our patented, proven encapsulation delivery system



EDEN HAS A UNIQUE PATENTED ENCAPSULATION TECHNOLOGY



- ~ Encapsulation enables use of terpenes to be commercially viable – slow release
- ~ Formulation enhances efficacy up to 4 fold
- ~ Versatile system - Foliar sprays or soil application
- ~ Encapsulation used in conjunction with different terpene formulations creates pesticide products for specific applications
- ~ Encapsulation patent granted in New Zealand, Australia, China, Mexico, Singapore and South Africa, with applications in further territories pending
- ~ Further formulation patents in various stages of approval

EDEN'S ATTRACTIVE PROPOSITION

THE COMBINATION OF TERPENES AND ENCAPSULATION PROVIDES CROP PROTECTION PRODUCTS WITH UNIQUE SELLING POINTS

SAFE

Products can be applied as and when required – up to and post harvest

EFFECTIVE

Treats and kills diseases and pests – on the plant and in the soil

COMPETITIVE

An alternative to synthetic chemicals, with low-cost production and high efficacy rate

ENVIRONMENTALLY ACCEPTABLE

Neither our production nor usage causes environmental damage; all ingredients are GRAS and common in the food chain

LOW RISK OF RESISTANCE BUILDUP

Multi-site mode of action avoids risk of resistance common in conventional pesticides

Initial Pests & Diseases targeted



EDEN'S FIRST PRODUCT (3AEY) HAS PROVEN HIGHLY EFFECTIVE AGAINST BOTRYTIS IN GRAPEVINES

Global markets worth \$300m per annum for grapes, fruits, vegetables and flowers

Botrytis occurs late in season affecting yield and quality and shortens shelf-life

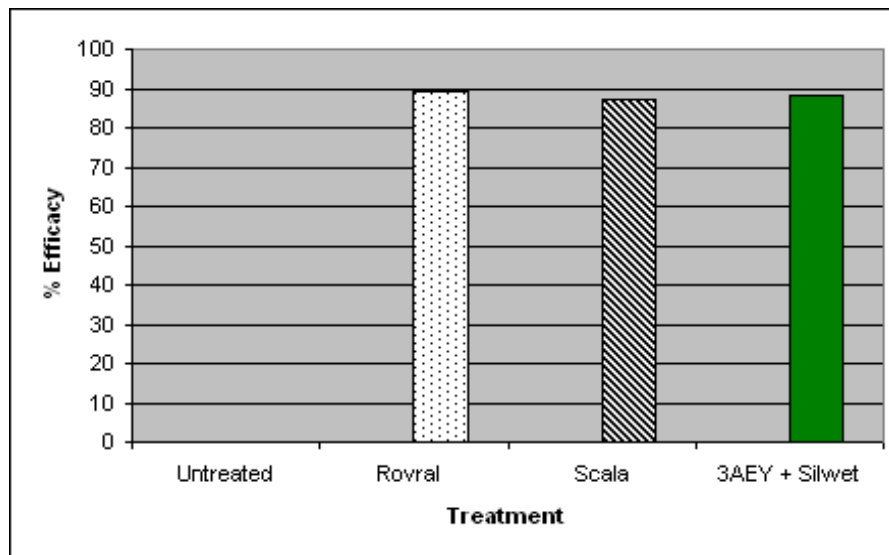
Widespread resistance to traditional solutions

Performance of 3AEY in Regulatory trials is equivalent to commercial standards and often better when disease pressure is high

Can be used close to harvest without residue risk for consumers - up to 48 hours prior to harvest vs 14-21 days for traditional chemicals

Different mode of action makes 3AEY significantly less prone to resistance

Average protective efficacy of grapevine treatments against *Botrytis* - data from 13 separate trials performed in 2006 and 2007 at sites in Southern Europe conducted by Eurofins Agrisearch



CURRENT DEVELOPMENTS

- Safety dossiers completed and submitted to European Food Safety Authority for 3AEY
- National/zonal approvals beginning in EU to start sales of 3AEY – 1st Global registration in Kenya expected in 2012
- Active substance dossiers completed for a number of follow-on products in pipeline
- Nematode product licensed under option to Certis Europe for Europe, Asia, Africa, Oceania and Middle East
- Nematode product under evaluation by FMC Corporation for Americas
- Two development agreements signed with SBM Developpement (France) for out-licensing Encapsulation Platform Technology and further discussions underway
- A further development agreement signed with Tagros Chemicals (India) to co-encapsulate one of Tagros' important public health molecules
- Licence signed with TerpeneTech for the Biocide sector
- Next-generation encapsulation technology licensed from University of Massachusetts Medical School which provides significant additional benefits to the original system
- Expands the potential of the Eden technology in non-agricultural applications such as health and beauty, cosmetics and animal health

BUSINESS MODEL

- Business model works on the basis of 1% of the relevant market for individual products in upfront and milestone payments, followed by royalties of, typically, 10%
- Low cost base – R & D outsourced to Contracted Research Organisations providing flexibility as well as access to highly experienced experts
- 8 licences signed to date, all with milestone payments and royalties thereafter;

Licensee	Territory(ies)	Product	Applications	Upfronts	Milestones
Certis Europe BV	Europe, Asia, Africa, Middle East, Oceania	All	Nematode	\$100k	\$900k (min)
Cheminova AS	Worldwide (majority of)	3AEY	Botrytis	€600k	€1.6m
Ecostyle BV	Europe (majority of)	3AEY	Amateur gardening	\$30k	\$210k
Lachlan (Kenya) Ltd	East Africa	3AEY	Agri and flori-culture	\$100k	\$150k
Redestos	Greece & Balkans	All	Agriculture	€150k	-
TEVA Animal Health	NAFTA	All	Animal Health	\$250k	\$800k
TerpeneTech	Worldwide	All	Biocides	€100k	-
Phytalexin	Worldwide	All	Head-lice	n/a	£100k

SHAREHOLDER INFORMATION – AS AT 11 MAY 2012

- Moved from PLUS to AIM on 11 May 2012
- AIM ticker: EDEN
- Eden market cap - £20.5m
- Diverse and large shareholder base
- Notable shareholders:

Directors	2.07%
J M Finn Nominees	9.40%

CONCLUSION

- We are experiencing a rapidly changing Business Background
 - Regulatory Process
 - Removal of many 'old' molecules
 - Increasing awareness of importance of “food security”
- Against which Eden has to offer
 - A low cost operational base
 - A novel and effective platform technology based on “encapsulation”
 - A bank of naturally occurring “terpenes” for use in encapsulation of which the first grouping is within the 3AEY product
- Offering an enormous opportunity for development and exploitation



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DIRECTORS

- **Sir Ben Gill - Non-executive Chairman**
- **Kenneth W Brooks - Deputy Chairman**
- **Clive Newitt - Managing Director**
- **Alex Abrey - Chief Financial Officer**
- **Dr Gary Ostroff - Chairman of Scientific Advisory Board**

EXECUTIVE DIRECTORS

Kenneth W Brooks - Executive Deputy Chairman

After graduating from Keble College with a first-class honours degree in Modern History, Ken attended Guildford Law School before becoming a commercial partner at Linnells in Oxford. Subsequently he co-founded Brookstreet des Roches, a specialist commercial law practice, where he is now a commercial legal consultant. He has extensive commercial and management experience, and a strong track record in deal brokerage and mergers. He is a director of several other companies, including one listed on AIM, covering fields such as business consultancy, manufacturing, property, plastic merchanting, recycling and licensing.

Clive Newitt - Managing Director

Clive has over 30 years of experience in the agrochemical industry. Prior to joining Eden, Clive held sales and marketing and management directorships within the crop protection industry at The Dow Chemical Company and Sumitomo Corporation. He is Managing Director of Agri-Nova Technology Ltd, which is an agricultural consultancy business specialising in marketing and commercial development for clients in that field.

Alex Abrey - Chief Financial Officer

Alex, a Chartered Certified Accountant, joined the Board in September 2007, having been Chief Accountant to Eden for the previous four years. He has acted as Financial Director to a diverse range of businesses including a financial and management consultancy business based in Oxfordshire, a medical waste management company and an intellectual property licensee involved in plastics manufacturing.

Alex has twelve years' experience in both practice and industry.

NON EXECUTIVE KEY PERSONNEL

Sir Ben Gill – Non-Executive Chairman

Sir Ben Gill, CBE MA (Cantab. Having started his career as a farmer he first became involved with the National Farmers Union in the early 1980s and was elected its President in 1998. During his 6 years in office he had major issues to deal with such as Foot and Mouth Disease and BSE as well as the renegotiation of the Common Agriculture Policy. He was also appointed President of the Confederation of European Agriculture from 2000 - 2006 which saw the enlargement of the European Union from 15 to 25 countries; and as a member of the executive committee of the World Body: International Federation of Agricultural Producers had global influence on political change.

Sir Ben retired from the National Farmers Union in 2004 and has since established his own business Hawkhills Consultancy Ltd, which specialises in advising agrifood businesses on food and farming and also renewable energy where he has a particular interest and expertise in the use of biomass. In 2005, Sir Ben chaired the Government's Biomass Task Force which produced a comprehensive set of recommendations (which have been largely adopted by the Government) to improve the uptake of biomass as a renewable energy source. Sir Ben chairs or is a director of a number of other limited companies.

Gary Ostroff PhD – Chairman of Scientific Advisory Board

Gary is a microbiologist with over 20 years of research and development (R&D) experience in the biopharmaceutical, functional food and dietary supplement industries. He has served as Vice President of R&D for several US companies, including Biopolymer Engineering Inc, Amerifit Nutrition Inc and Alpha-Beta Technology.

A Professor at both the Worcester Polytechnic University and the University of Massachusetts at Worcester, Massachusetts, Gary's scientific accomplishments encompass the development of carbohydrate and protein therapeutics, diagnostics, target discovery, assay development and small molecule drug screening from discovery through Phase III clinical studies.

His development of Eden's terpene-encapsulation system has been invaluable in improving the efficacy of our products.