



incanthera

A black and white photograph showing the lower half of a woman's face, her neck, and her hands. She is resting her chin on her hands, which are adorned with rings and manicured nails. The image has a soft, artistic quality.

**SMART
SKINCARE**

Innovative Products for Dermatology and
Oncology

Proactive Investor Forum
9 October 2025

Disclaimer

- The information contained in these slides and any accompanying verbal presentation, any question and answer session and any document or material distributed at or in connection with the verbal presentation (together, the “Presentation”) have not been approved by an authorised person within the meaning of the Financial Services and Markets Act 2000 (“FSMA”). Reliance upon this Presentation for the purpose of engaging in any investment activity may expose an individual to a significant risk of losing all of the property or other assets invested. 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 on investments of this kind. This Presentation is being supplied to you solely for your information and does not purport to contain all information that may be required to evaluate Incanthera plc (the “Company”). This Presentation has been prepared by, and is the sole responsibility of, the Company. The directors of the Company have taken all reasonable care to ensure that the facts stated herein are true to the best of their knowledge, information and belief.
- This Presentation does not constitute, or form part of, an admission document, listing particulars, a prospectus or a circular relating to the Company, nor does it constitute, or form part of, any offer or invitation to sell or issue, or any solicitation of any offer to purchase or subscribe for, any shares in the Company nor shall it or any part of it, or the fact of its distribution, form the basis of, or be relied upon in connection with, or act as any inducement to enter into any contract. Any investment in shares in the Company should only be made by you on the basis of definitive documentation in final form (which may contain different information from the information contained in this Presentation), and your own judgment as to the merits of the suitability of the shares for your purposes, having taken all such professional advice you consider necessary or appropriate in the circumstances.
- No reliance may be placed for any purpose whatsoever on the information or opinions contained in this Presentation or on its completeness, accuracy or fairness thereof, nor is any responsibility accepted for any errors, misstatements in, or omission from, this Presentation or any direct or consequential loss however arising from any use of, or reliance on, this Presentation or otherwise in connection with it.
- This Presentation may not be reproduced or redistributed, in whole or in part, to any other person, or published, in whole or in part, for any purpose without the prior consent of the Company. The contents of this Presentation are subject to updating, completion, revision, further verification and amendment without notice.
- Past performance is not a guide to future performance.
- Neither this Presentation nor any copy of it should be distributed, directly or indirectly, by any means (including electronic transmission) to any persons with addresses in the United States of America (or any of its territories or possessions) (together, the “US”), Australia, Canada, Japan, the Republic of Ireland or the Republic of South Africa, or to any corporation, partnership or other entity created or organised under the laws thereof, or in any other country outside the United Kingdom where such distribution may lead to a breach of any legal or regulatory requirement. The recipients should inform themselves about and observe any such requirements or relationship.
- The Company’s ordinary shares have not been, and are not expected to be, registered under the United States Securities Act 1933, as amended, (the “US Securities Act”) or under the securities laws of any other jurisdiction, and are not being offered or sold, directly or indirectly, within or into the US, Australia, Canada, Japan, the Republic of Ireland or the Republic of South Africa, or to, or for the account or benefit of, any US persons or any national, citizen or resident of the US, Australia, Canada, Japan, the Republic of Ireland or the Republic of South Africa, unless such offer or sale would qualify for an exemption from registration under the US Securities Act and/or any other applicable securities laws.
- This Presentation or documents referred to in it contain forward-looking statements. These statements relate to the future prospects developments and business strategies of the Company and its subsidiaries (the “Group”). Forward-looking statements are identified by the use of such terms as “believe”, “could”, “envisage”, “estimate”, “potential”, “intend”, “may”, “plan”, “will” or the negative of those, variations or comparable expressions, including references to assumptions. The forward-looking statements contained in this Presentation are based on current expectations and are subject to risks and uncertainties that could cause actual results to differ materially from those expressed or implied by those statements. If one or more of these risks or uncertainties materialises, or if underlying assumptions prove incorrect, the Group’s actual results may vary materially from those expected, estimated or projected. Given these risks and uncertainties, potential investors should not place any reliance on forward-looking statements. These forward-looking statements speak only as at the date of this Presentation. The Company is under no obligation to, and expressly disclaims any intention to, update or revise such forward-looking statements, estimates or projections.
- By accepting receipt of, attending any delivery of, or electronically accessing, the Presentation, you agree to be bound by the above limitations and conditions and, in particular, you represent, warrant and undertake to the Company that: (i) you are a Relevant Person (as defined above); (ii) you will not forward the Presentation to any other person, or reproduce or publish this document, in whole or in part, for any purpose and (iii) you have read and agree to comply with the contents of this disclaimer.

Incanthera plc

- Incanthera is a specialist company dedicated to innovative technologies in dermatology and oncology.
- Established in 2010 as a spin out from the Institute of Cancer Therapeutics, University of Bradford.
- Listed UK Aquis Stock Exchange (INC:AQSE), Feb 2020
- Incanthera's recent focus has been on dermatological delivery technology and formulations.
- On 11 August 2025, Incanthera launched a unique luxury skincare brand Skin+CELL to the global marketplace.



Skin+CELL

Incanthera's formulations are precisely finessed to deliver bioactive ingredients across the skin barrier, where it can reach the cellular structure, energising skin cells to effect change from the inside out.

Our unique Skin+CELL range of products combine our unique formulations with bioactive B3 effecting cellular rejuvenation and repair.

Independent studies have shown our targeted bioactive B3 formulations fortify the skin's ability to protect itself and facilitate self-repair, fundamental processes that are foundations to healthy skin.



B3 Serum

BIOACTIVE
VITAMIN + ANTI-AGING
PEPTIDE COMPLEX



Commercial Opportunity in a US\$ Multi-Billion Market

Skin+CELL is a revolutionary (biotech) skincare range utilising Incanthera's unique cutting-edge delivery technology powered with a patented formulation delivered to the skin's cells to activate optimal repair, restore and protective functions

- The skincare market (beauty and personal care) 2025 indicates continued growth: estimated revenue of US\$677 bn.*
- There is a recognised demand in these markets for innovative formulation technologies that improve efficacy, protection and reduce side effects with delivery capability to reach critical cellular level to effect action and change;
- Expanding influence of technology
- Gen Z increasingly more focussed on long term functional efficacy
- Link between beauty and overall wellbeing strengthening



Market Evolution Of Sales In Luxury Skincare/Cosmetics

The beauty & cosmetic industry is evolving rapidly, driven by changing consumer expectations.

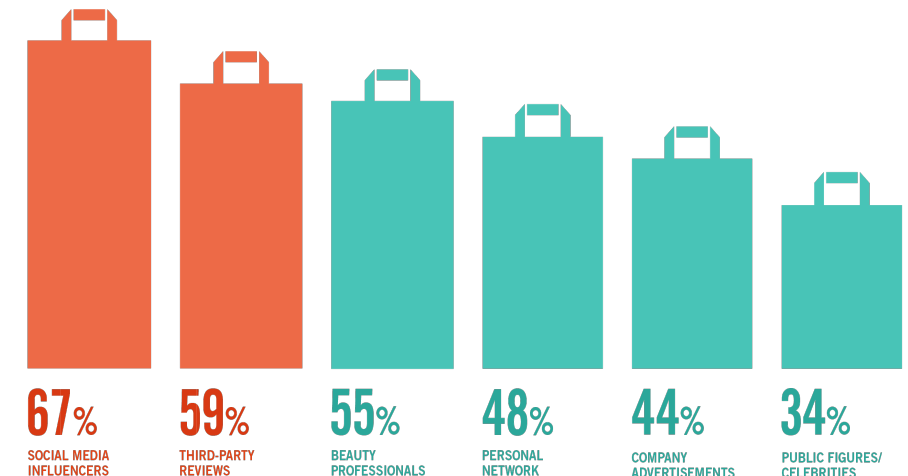
Traditional marketing methods are becoming less effective, while influencer partnerships are proving to be a powerful tool for brands.

- 98% Beauty Industry professionals believe influencer marketing vital for success*
- Influencers shape beauty market: attract attention, influence trends, drive footfall & consumer demand
- Shift to digital marketing through influencer relationships essential for brands to be relevant in Beauty & Cosmetics Industry
- Social Media: a bridge for influencers to create strong relationships with customers

* Influencing Beauty from Celebrity Intelligence survey

Beauty shoppers rely on influencers and reviews most for product information

“Where do you seek information about beauty products before you buy?”



Direct To Consumer (DTC) Agreement

In June 2025, Incanthera announced an agreement with a global Direct to Consumer (DTC) Marketing Agency to launch Skin + CELL across a dedicated sales platform.

- Launched on 11 August (www.skinandcell.com) the product range comprises: face, body and hand, face serum and eye cream, with a range of price points between £35 to £175.
- Dedicated campaign across brand ambassadors and influencers on social media, flowing into digital and traditional media:



Instagram [skin_and_cell](https://www.instagram.com/skin_and_cell)



Facebook facebook.com/skinandcell



YouTube www.youtube.com/@skin_and_cell



TikTok tiktok.com/@skin_and_cell



www.skinandcell.com



[#skinandcell](https://www.instagram.com/skinandcell) [#DNASkinScience](https://www.instagram.com/dnaskinscience)

Advantages of Direct to Consumer Strategy

- Global Multi-billion US\$ market
- Incanthera controls (premium) retail selling price of the range
- Increased revenues by selling direct to the customer
- Greatly increased gross margins attributable direct to the Company
- Immediate positive cash flow as payments for orders are received in real time



Looking forward.....

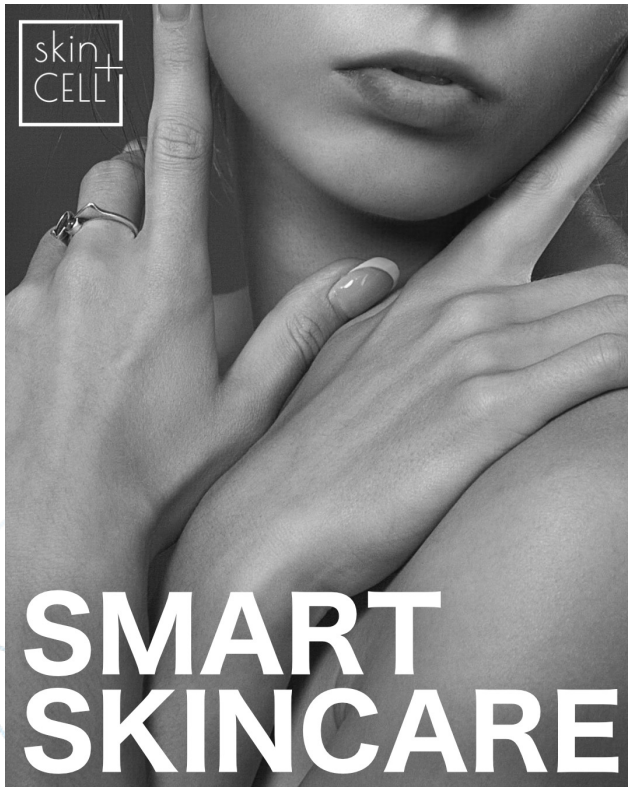
Dr Simon Ward, CEO on 30 September 2025:

“There has been immediate positive feedback from users of our Skin+CELL products, extolling the beneficial impact on their skin tone and appearance and confirming that Skin+CELL will be an integral part of their skin and beauty regimen going forward.

As the DTC campaign has developed, we have seen good engagement and conversion to sales, increasing in recent weeks. As this gathers further momentum over the next period, we anticipate sales volumes to increase accordingly, and our expectation is to sell the current stock of 100,000 units by 31 March 2026.

We are also actively exploring additional routes to market to add to the DTC route and are in the active design and development phase of our new range to include SPF concentrations.”

Delivering solutions of the future





ENERGISE YOUR DNA

#SKINANDCELL

WWW.SKINANDCELL.COM