



betterair

IMPROVING HEALTH BY RESTORING  
INDOOR ECOLOGICAL BALANCE




# COMPANY OVERVIEW

March 2021




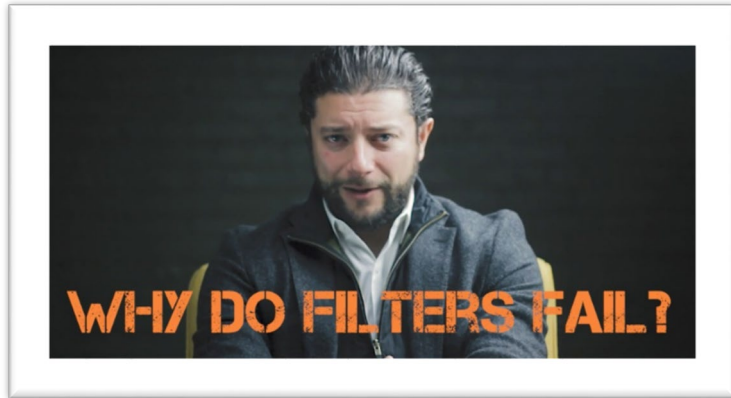



## The Concept and benefits of Enviro-Biotics

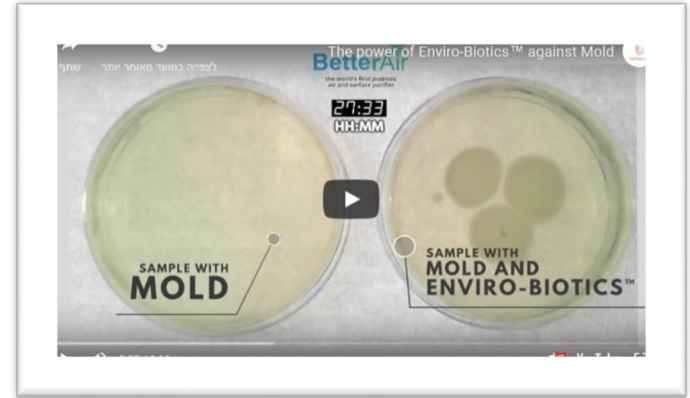
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# betterair provides ecological restoration for healthier indoors

betterair technology provides bio-cleaning of our indoors environments where we spend more than 90% of our time,

An intense bio-cleaning is endowed by deployment of effective environmental probiotics **Enviro-Biotics®**. In the air, surfaces and objects

**Enviro-Biotics®** creates a protective layer against germs and contamination.

**Enviro-Biotics®** reduces illnesses caused by allergens, mold, bacteria and viruses alleviating breathing disorders and allergic reactions.



Enviro-Biotics® are continuously released into the air and onto objects and surfaces indoors



A protective shield forms against air and surface contaminants



The shield creates an inhospitable environment for harmful pathogens

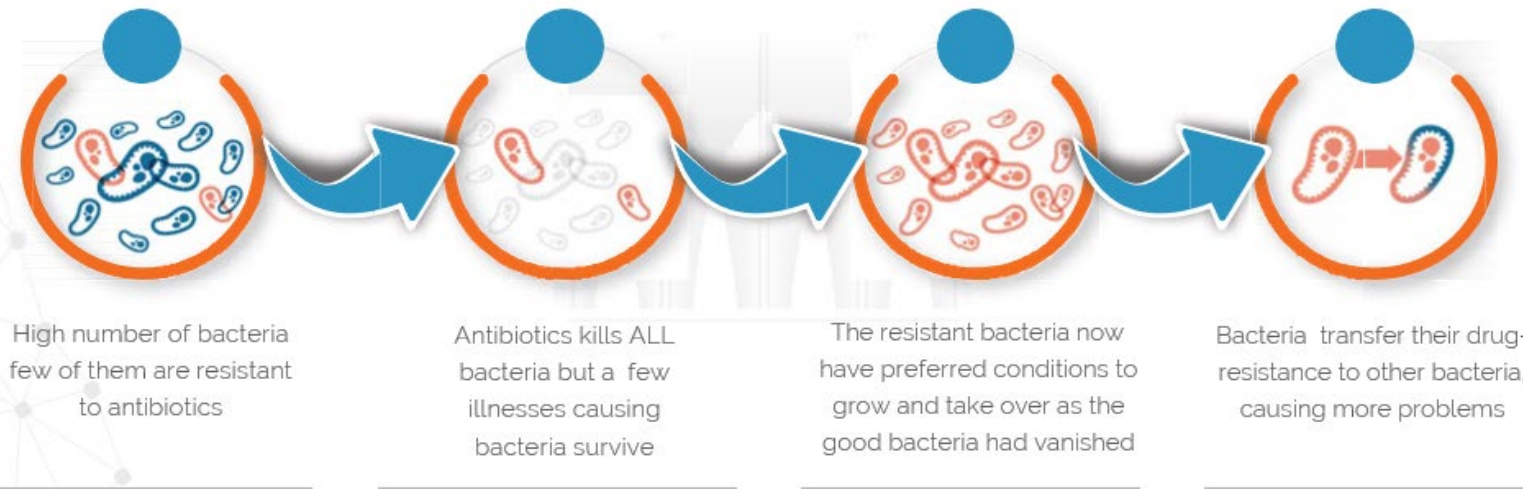


Enviro-Biotics® restore indoor ecological balance

## betterair bio-cleaning reduces use of chemicals and antibiotics

Antibiotic Resistant Bacteria kill and harm millions every year  
Scientists predict similar rate of death from infections and cancer by 2050

### antibiotics resistance evolution



As bad bacteria get stronger, more antibiotics is required to destroy it.  
The more antibiotics used, the faster the bacteria develops resistance

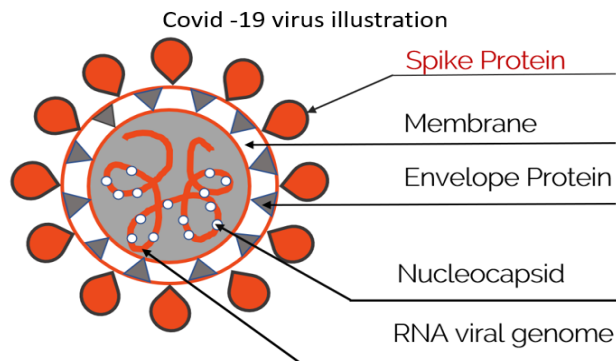
No effective antibiotics has been introduced during the last 15 years.



# Enviro-Biotics® reduces infectious viruses (Covid-19)

betterair presents the only viable bio-cleaning technology for long term removal of viruses

Covid-19 viruses stay potent on surfaces and objects 1000 times longer than in the air

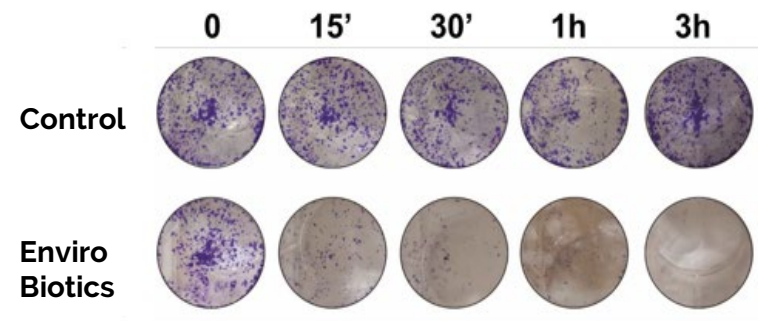
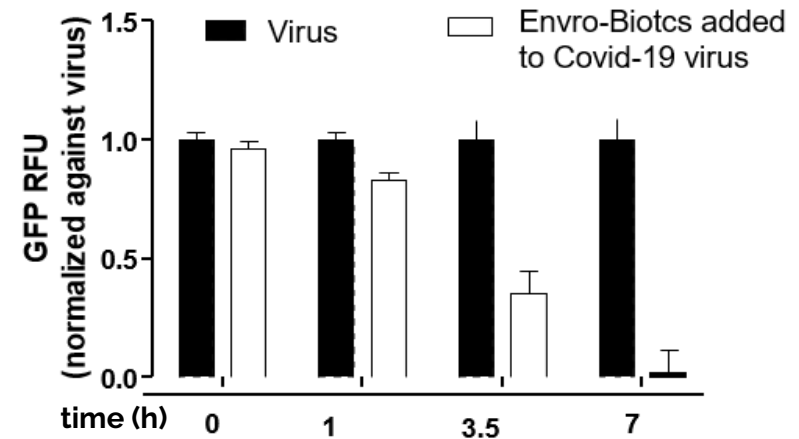


A Study executed by



Università  
di Genova

DIMES DIPARTIMENTO  
DI MEDICINA SPERIMENTALE



**Enviro-Biotics® effect on Covid-19 persistence**

## betterair provides for allergies prevention

About 20% of the world's population suffers from allergies

One in ten children in large urban cities suffers from Asthma.

People spend more than \$ 28 billion on allergy medication and products annually which relieve symptoms but do not deal with source of illnesses

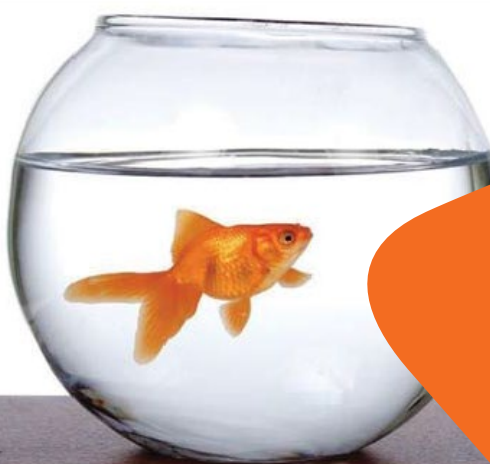
**Enviro-Biotics®** reduces allergy's sources – Dust Mites, Molds, Pollen, Pet's dander, insects' waste – all that may trigger allergic reaction

global economy loses tens of \$ billions in loss of labor productivity and absenteeism



A healthy person has many wishes

An allergic person has only one



A clean indoor  
environment  
increases  
wellbeing

Enviro-Biotics® cleans your environments and protects us from harmful bacteria, mold allergens and Viruses

Pollutants and contamination are nutrients for pathogens, including superbugs that already antibiotics resistant, and empower them to grow and multiply

Organic pollution and dirt, such as pollen, pet hair, dust, and mold, produce environmental allergens, and these trigger allergic response that cause Asthma and other illnesses

**Our health depends on the health  
of the environment we live in**

## Our products for Homes/Small Offices - The BioLogic





## Our products for professional use - the Biologic PRO line



## Competition - the indoor cleaning market

Air filters can not reach contaminations that exist on surfaces & objects

Disinfection by chemicals harm the environment and becomes ineffective over longer period of time

Chemical treatment is manually applied, where hard to reach and sensitive objects are not cleaned

Chemicals and antibiotics usage encourages mutations as bacteria and viruses that seek survival by resistance

Chemical cleaners destroy soft and delicate objects and also electronic devices

ion-generating systems emits unsafe chemicals into the treated area

	betterair	Air Filters
Cleans and purifies the air indoors	✓	✓
Eliminates pathogens on surfaces and objects wherthey grow	✓	—
Reduces Covid-19 on Surfaces and Objects	✓	—
Automatic and continous cleaning of air ducts	✓	—
The only totally organic and natural Bio-Cleaner	✓	—
Neutralized bad odors, toxic mold spores, pet dander and dust mites	✓	—
Helps adress allergies, asthma & infectious disease transmission	✓	—

Betterair provides the only safe and effective cleaning of indoors

## Notable milestones

Completed US Federal Environmental Protection Agency (EPA) registration and others; Newly released products line upgraded with software and sensor-based modules. Foundations for mass productions completed.

2021

2020

Demonstrate efficacy against Covid-19 on surfaces and objects in testing conducted by the virologists at Genova university in Italy. Complete testing of new products line

Globally recognized by allergy prevention organism such as UK and Australian National Sensitive Choice allergy foundation. Completed lung testing in immune compromised mammals

2019

2018

Demonstration of efficacy at Oregon university research center, Boeing 777 aircrafts fleet and Cannabis crop protection

Facilities certified ISO-9001. Built first own bacterial factory. Commence research of microbiome impact on allergy symptoms reduction

2017

2016

US operations Initiated. Collaboration research commenced with HEM of Handong University South Korea

Enviro-Biotics® formula tested at selected sites. successful proof of concept

2015

2011-4

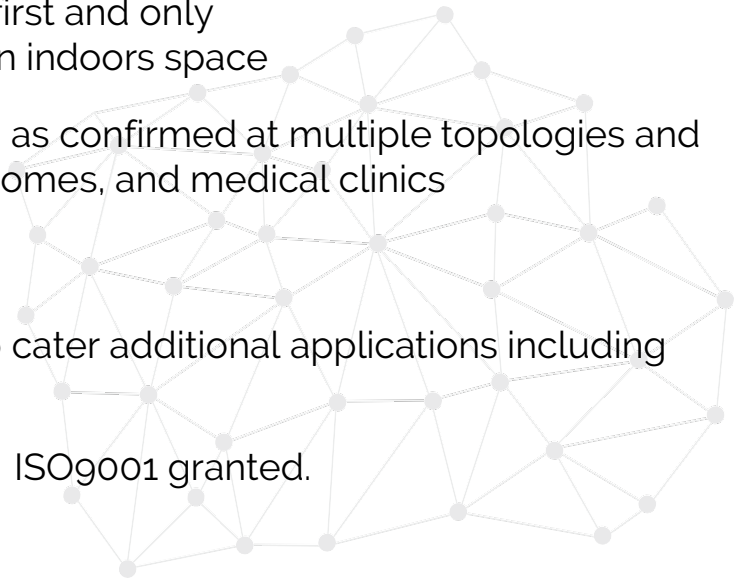
Company initiations of Israeli research center. Commence discoveries of safe and effective probiotics for indoors



betterair

## betterair Key Achievements

- ✓ Verification of efficacy against Covid-19 on surfaces executed and confirmed by expert virologists
- ✓ Verification of efficacy against allergens and linkage to reduction of Asthma and allergies in both clinical studies and pathogens measurement
- ✓ Acknowledgement by leading global organizations: such as AllergyUK, Made Safe, Sensitive Choice, ECOCERT, Parents Approved organization and more
- ✓ Regulatory approval by United States EPA, being the first and only bio-pesticide and bio-fungicide for direct application in indoors space
- ✓ Proven efficacy against bacteria, mold, and allergens as confirmed at multiple topologies and environments including aviation, hospitality, nursing homes, and medical clinics
- ✓ Significant IP portfolio registration. And approval
- ✓ Proprietary platform and library of micro-organisms to cater additional applications including agriculture and animal farming.
- ✓ Modern production facilities have designed and built. ISO9001 granted.



## Institutional Clients testimonies

"Better Air is an amazing product that greatly improves the biome of any building, but it is a game changer for the senior living industry. In the past 20 years, our company has designed and built thousands of elder care, assisted living, and Skilled Nursing Facility units. Nothing has caught my attention more than the difference Better Air has made in the air quality of the indoor environment of a senior living facility. In 2016-2017 we participated in funding a University of Wisconsin-Oshkosh Biology department blind sampling study of a client's elder care facility with two identical wings, one side was treated with Better Air and one was not. The study speaks for itself."

Ben Ganther, President GANTHER CONSTRUCTION|ARCHITECTURE, INC

"In preparation for re-entry of staff to our facility, Better Air installed the Probiotic Purification Systems in each of the RTU's serving our Office and Volunteer Area. Since Atlanta Community Food Bank is open to the Public, it is imperative that we maintain a healthy and productive environment for our volunteers, visitors, and employees. The "pre-test" sample and "post-test" sample proved that Better Air effectively decreases the number of allergens and pathogens in our Facility. We're very happy with the results and I highly recommend the Better Air System and Paulson-Cheek Mechanical!"

Jacqueline Capers Senior Manage Atlanta Community Food Bank Atlanta, Georgia

"I wanted to let you know how pleased we are with the latest install of Better Air at our new Town of Fox Crossing facility. As you know, in the assisted living business first impressions of potential residents and family members are critical to their choice of a senior living facility. With Better Air, we are providing our residents an allergen free living environment that fosters a healthy immune system which in turn translates into longer residency and an uninterrupted stream of income for Care Partners, minimizing the need for expensive marketing costs to maintain resident occupancy levels.

Better Air has helped us conquer both of these challenges. Better Air eliminated the common sweat and urine odors, reducing the need to utilize harsh chemicals as well as cleaned away the allergens that help contribute to compromised immune systems of our residents. "The utilization of Better Air has resulted in clean, fresh smelling air and an allergen free living environment which contributes to the resident's overall health. I would recommend Better Air to all assisted living facilities as an important tool to create the type of living environment that families seek when selecting a senior living residence for their loved one."

Jason Lindemann, President Care Partners Assisted Living, LLC

"When the staff of the Brooklyn Nets moved into our new offices and practice facilities we experienced a bad odor problem as well as a member of our staff experiencing the symptoms of sick building syndrome. So we decided to install a Better Air system which eliminated the odor issues immediately while member who was complaining about sickness hasn't complained since. Based upon our experience I would definitely recommend Better Air for use in other buildings. "

Dan West., Operations Manager at Brooklyn Nets, NBA



## Institutional Clients testimonies

"I installed two better air units at Palemon Gaskins Nursing Home. I can say with confidence that the better air units are doing great. In five years working at the hospital and nursing home. The air and odors you would expect to smell in a nursing home, within a week the nursing home smells better, the air doesn't feel as thick, and in my opinion is just awesome. As a HVAC/R technician I know it's very important that your duct work stays clean. I also know how costly it can be and difficult to do. The better air unit allows the duct to be cleaned with ease. One of the things that sticks out to me is the ease of installation. I can see the better air units becoming standard for places such as hospitals and nursing homes. I'm very excited about the better air units."

Joshua Baldree, HVAC facility manager at Irwin County Hospital.

"After a very successful trial which surpassed my expectations, I am relieved to acknowledge the fact that after a year and a half of Better Air's Environmental Probiotic technology Implementation, I can provide a healthy and balanced microbial environment for my clinic staff as well as for my patients. The implementation of Better Air's probiotic purification devices has contributed dramatically to the reduction of pathogens, as well as assisted to the overall well-being of both our staff and patients."

Azaria Ron M.D. , CEO of D.R. medical center, Plastic aesthetic and reconstructive Surgery,

"El Al has been learning of Better Air solutions, El Al has taken an interest in testing and surveys of our passengers and crew on our entire Boeing 777 fleet. During the last 3 months, the crew and external experts had been collecting samples that gathered inside the planes on different times and conditions; these samples had been sent for microbial inspection and careful analysis of these results clearly shows that Better Air E-Biotics (environmental probiotic) has been found effective in creating of a more balanced Indoor Microbiome inside the treated planes. The numerical values and comparison of the "before and after" treatment demonstrates a reduction of over 80-90 % of pathogenic microbiome. The technical team of El Al is happy with these results and ready to expand the testing's of Better Air's E-Biotics products to our fleets."

Nimrod Demajo EL-AL Israel Airlines LTD, Inflight Service manager division.

"Following multiple complaints of the quality of air, headaches and irritations at facilities of the Israeli Police Force, The survey conducted discovered an extensive microbial load that could have been responsible for the employees' symptoms. we have reached for Better Air's assistance and Better Air deployed their probiotic systems throughout these facilities; after a few weeks, a microbial survey was conducted to check efficacy of Better Air systems; The report shows a reduction in infectious microbial load. Furthermore, there is an impressive improvement of employees' wellbeing"

Commander Dr, Zvi Lenkovsky – Chief Medical officer of Israeli Police Force

# Company position

## Technology Leadership:

first and only provider of all dimensions bio-cleaning  
probiotic- based purification systems

## Proven Track Record:

Successfully deployed products in selected major markets since 2016.

## High Client Retention Rate:

More than 80% of existing clients continue purchasing consumable refills.

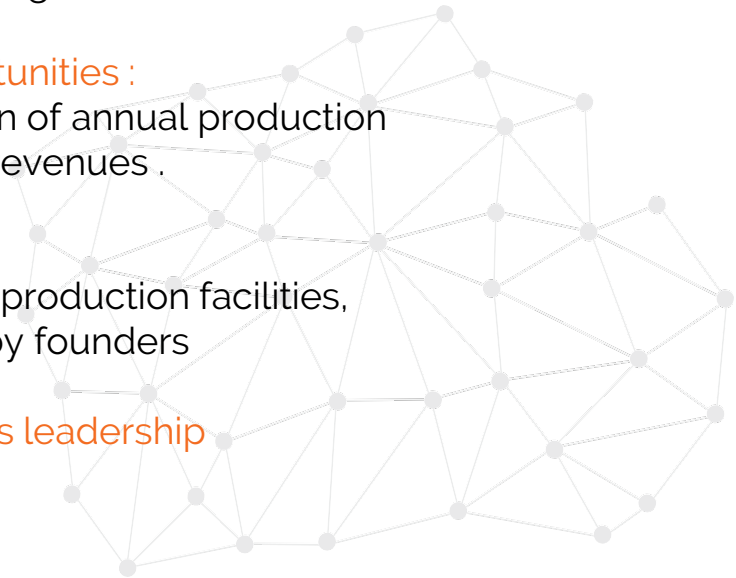
## Ready to capitalize on Global Opportunities :

Infrastructure for production capacity is ready for an of annual production  
of value of \$ 30+ millions of products revenues .

## Sound Financials:

Debt free. Operations, products design, research, production facilities,  
certification processes, all self funded by founders

## Next Generation – pipeline that maintains leadership



## Conclusions

### betterair offers innovative technologies, endowing:

Revolutionary concept of proactive bio-cleaning of every configuration of indoors environment

general population health and wellbeing by reduction of infectious diseases, allergies & deathly viruses.

Reduction in antibiotics dosage, where such may restrain development of antibiotic resistance

holistic and inclusive treatment– cleans pathogens of all kinds: bacteria, mold allergens and viruses

Reduction of the need to use harmful cleaning chemicals

Relief to people who suffer allergies and Asthma

All natural and environmentally friendly application

Easy to operate devices and affordable solutions

**betterair protects you wherever you are, empowering your space to be safe, healthier and more pleasant**

## Our Team



### Michael Hoffman - Founder and CEO

Prior to betterair, Michael had founded several successful companies in the area of Information Technology, Telecommunications and data security during 17 years of a professional career in The United States;. Michael had been a managing partner at the Waltham MA Telekol corporation, an application development group that has been acquired by Nokia in 1998. Thereafter, Michael had founded GlobeSpan Communications – a company engaged with creation of IT infrastructure in developing nations. Holds double major in mathematics and computer science.



### Yuli Horesh – Co-Founder VP of innovation & marketing

Yuli has been a liaison between the marketing group and the scientists, leverage on his dual strength in science, - he is certified as an indoor Microbial Investigator and marketing; Yuli grew up in Los Angeles USA, upon graduating high school returned to Israel for his military service where trained and positioned as a film director inside the Israeli air forces. Thereafter, studied marketing and advertising at UCLA; upon graduation, he worked in a marketing group in California for 4 years. Back to Israel on 1994, he was hired by ORS - Israel's second largest human resources company as VP of Marketing where he was responsible for special projects with teams collaborating in the US and Europe and the UK. Thereafter, Yuli spent five years as a senior partner in the operation of the Wisconsin Plan (Welfare to Work), a collaborative project of the Ministry of Industry, Trade, Labor and Finance.



## Dr. Moti Rebhun- CTO

Joined in 2017 to lead production and research of processes; Dr. Rebhun has extensive experience in management of research teams; a few of his role as leader includes a position as a CTO of Fermentek Ltd. - a global leader in production of mycotoxins, unique antibiotics and API's for preclinical tests. Prior to that he was managing the Biotech Lab in Frutarom - an IFF division and CEO of MycoEnzyme - a start-up company that developed a production process of the laccase enzyme from white rot fungi. And Fermentation plant manager of Agro-Green until acquired by Bayer (USA) . Dr, Rebhun has been managing team that developed a fungi that controls powdery mildew as a hipper-parasite. This was the first Bio-Fungicide that was approved by the EPA (1994). This natural environmentally friendly product (AO-10) is still marketed in USA and Europe. Dr. Rebhun holds various degree in life sciences including a Ph.D. in chemical engineering from the Hebrew University of Jerusalem.



## Pini Gross - VP of Operations and Human Resources

Pini has joined betterair in 2013 to oversee operations production and logistics

With more than 20 years of experience in Project management, Human Resources, Supply Chain, Logistics and information technology, Pini oversees the various operational aspects of the company including overseeing productions at China and Israel, management of subcontractors and creation of global fulfilment centers for effectively provision of point of delivery on global scale.

Graduated in business management from Tel Aviv university



## Shimrit Laor- R&D Manager

Shimrit, an expert in molecular biology and microbiology, has been working for betterair since 2015. She is a member of the research committee and responsible to execute the research tasks defined by the committee. In addition, Shimrit oversees the certification processes with the regulatory bodies , overseeing betterair this party expert and consultants. Shimrit holds B.Sc. and M.Sc. degrees in Biotechnology Engineering from the Ben Gurion University in Israel ( BGU.).





## Hila Weissman- Laboratory Manager.

Hila joined betterair in 2017. prior to betterair she has been a field medic in the Israeli Defense Forces She had managed a culinary institute before set her mind on biology Graduated in chemical engineering and biology with honors at the Technion institute of technology in Haifa Israel.



## Richard Miller – Director of North America Operations

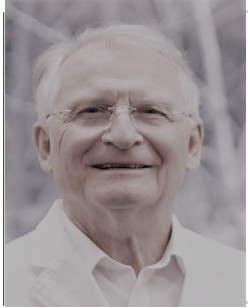
Mr. Miller was the founder and CEO of Gym Source the nation's largest specialty fitness equipment dealer. During his 39 year tenure at Gym Source Mr. Miller was involved in all aspects of the company including operations, logistics, sales and marketing, product development and product selection. Mr. Miller sold his interest in Gym Source in 2018 to devote his time to developing the betterair North American operations . Mr. Miller also founded and held the position of CEO of Optimum Oxygen, importer of outdoor exercise machines; Club Design concepts, a fitness facility design firm and MDCM Realty, a real estate investment company. Mr. Miller was also a finalist E&Y Entrepreneur of the Year Award in 2012. Mr. Miller graduated CCNY in 1971 with a degree in Anthropology.



## Manuel Oberman – Manager of sales & support Europe & South America

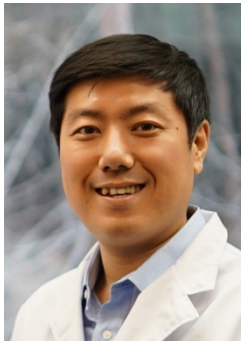
Manuel has joined as our new territories, namely the EU and South America; born and educated in France, Manuel is fluent in French, English Hebrew and Spanish. Prior to join betterair, he was a senior business developer at Soda Stream (who sold to Pepsico in 2017 ) where he recruited marketing partners for Soda stream initiation into the EU market Prior to that Manuel had spent a few years with 3 leading international manufacturers as business developer manager Manuel holds an MBA in Business Administration with specialization in Marketing from the University of Derby, England. BA in Political Science at the Hebrew





## Professor Wilhelm Holzapfel - Public Safety

Prof. Holzapfel obtained his doctorate at the Technical University of München, Germany, at the age of 27. Promoted to Associate Professor (1982-1984) and Full Professor (1985- 1987). 1987-2007 Head and director of the Institute for Hygiene and Toxicology in Karlsruhe, Germany Hon. Professor for Industrial Microbiology from 1996 to the Technical University of Karlsruhe (now KIT), and Professor for Microbiology at Stellenbosch University, RSA, until 2007. Presently he is Chair Professor at the Graduate School of Advanced Green Energy and Environment (AGEE), and the School of Life Sciences at Handong Global University, South Korea. He is president of the ICFMH of the IUMS (International Committee on Food Microbiology and Hygiene of the International Union of Microbiological Societies). Published over 300 scientific papers, 63 book chapters and edited five scientific books. A honorary member of various microbiological societies,. A desirable speakers at keynotes and plenary lectures at international meetings. Considered a world renown expert in bacteria physiology, functionality, taxonomy, biodiversity and role in different ecosystems.



## Dr. Yosep Ji (Ph.D)

Research professor GGRDC at Handong university South Korea. A world renown specialist in microbiome of the environment and inner body. Design and manages the inhalation lab of immune compromise mammals where inhalation safety and improvement of respiratory organs microbiome is researched. Dr. Ji is the director of our South Korean research center