



*IP Focused Research,  
Commercialization &  
Investment Banking*

*Low Calorie Sugar*

# Outline



- *Company Highlights*
- *Business Objective*
- *Market Highlights*
- *Technology Overview*
- *Technology Advantages*
- *Partnering*
- *About Us*



# Company Highlights



- A public listed Australian company
- **Technology/Product :**
  - A Low Calorie Sugar
- **Other Areas of Specialization:**
  - Botanicals research
  - Low Fat Reducer
  - Low Sodium Salt
  - Glycemic Index Reducer
- **Key Business Segment:**
  - Food & Food Processing
- **Approval Status:**
  - All ingredient are labeled *as Generally Regarded As Safe (GRAS)*



# *Business Objective*



## **Strategic Partnering**

Regional partnering/commercial rights for a natural, low calorie sugar



# Sugar

## Overview



### Market Revenues

The sugar substitute market was estimated at \$10.5 billion in 2012 and is expected to grow at a CAGR of 4.5% reaching revenues of \$13.7 billion by 2018.



### Segmentation

- High-intensity sweeteners: \$1.9 billion (est.) in 2017.
- Sugar alcohol segment: \$3.0 billion (est.) in 2017
- Non-nutritive category: Expected CAGR of 5.2% till 2017.



### Key Regions by Revenue Share (2012)

- North America: 49.0%
- Asia-Pacific: 21.4%
- Europe: 20.9%

### Push Factors:

- Increasing cases of obesity, diabetes, and growing health concerns have led to increased awareness and usage of dietary foods.
- Adverse weather conditions leading to frequent declines in global sugar production, strained global sugar stocks and caused frequent spikes in sugar prices.



# Sugar

## Market Snapshot



### Global Market for Sugar & other Sweeteners

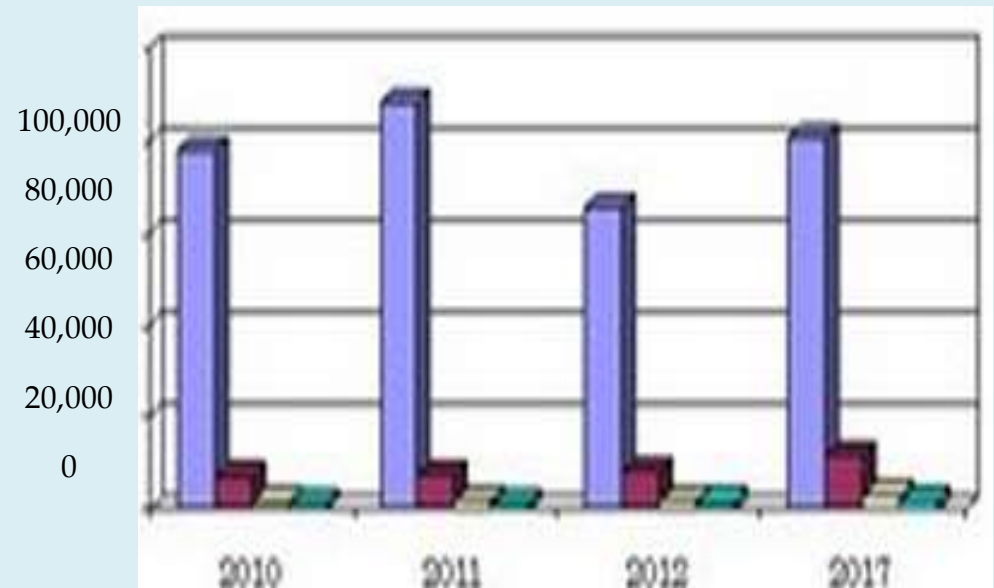
**\$77.5 billion** Total Global Revenue (2012)

**83%-85%** Share of Sugar

**4%** Annual growth in Sugar Consumption

**\$97.2 billion**  
Estimated market by 2017, with a CAGR of 4.6% (2012-2017)

Global Revenue for Sugar & other Sweeteners (in USD mil)



■ Sugar ■ Caloric/nutritive sweeteners  
■ Non-nutritive/high intensity sweeteners ■ Sugar Alcohols

# Sugar

## Alternatives to Sugar



### Sugar Substitute Market

#### Type

- High Fructose Syrup
- High Intensity Sweeteners
- Low Intensity Sweeteners

#### Application

- Healthcare & Personal Care
- Beverage
- Food
  - Confectionary
  - Baked Products
  - Dairy & Frozen Foods

#### Key Regions

- N. America
- Europe
- APAC

# About Sugar

## Features

- Makes food taste better
- Properties:
  - bulking agent.
  - preservative.
  - mouth feel.
- May be:
  - cooked.
  - made into a syrup.
  - powdered and granulated.



**Sources:**  
Cane sugar  
High fructose corn syrup





# About Sugar

## The Problem

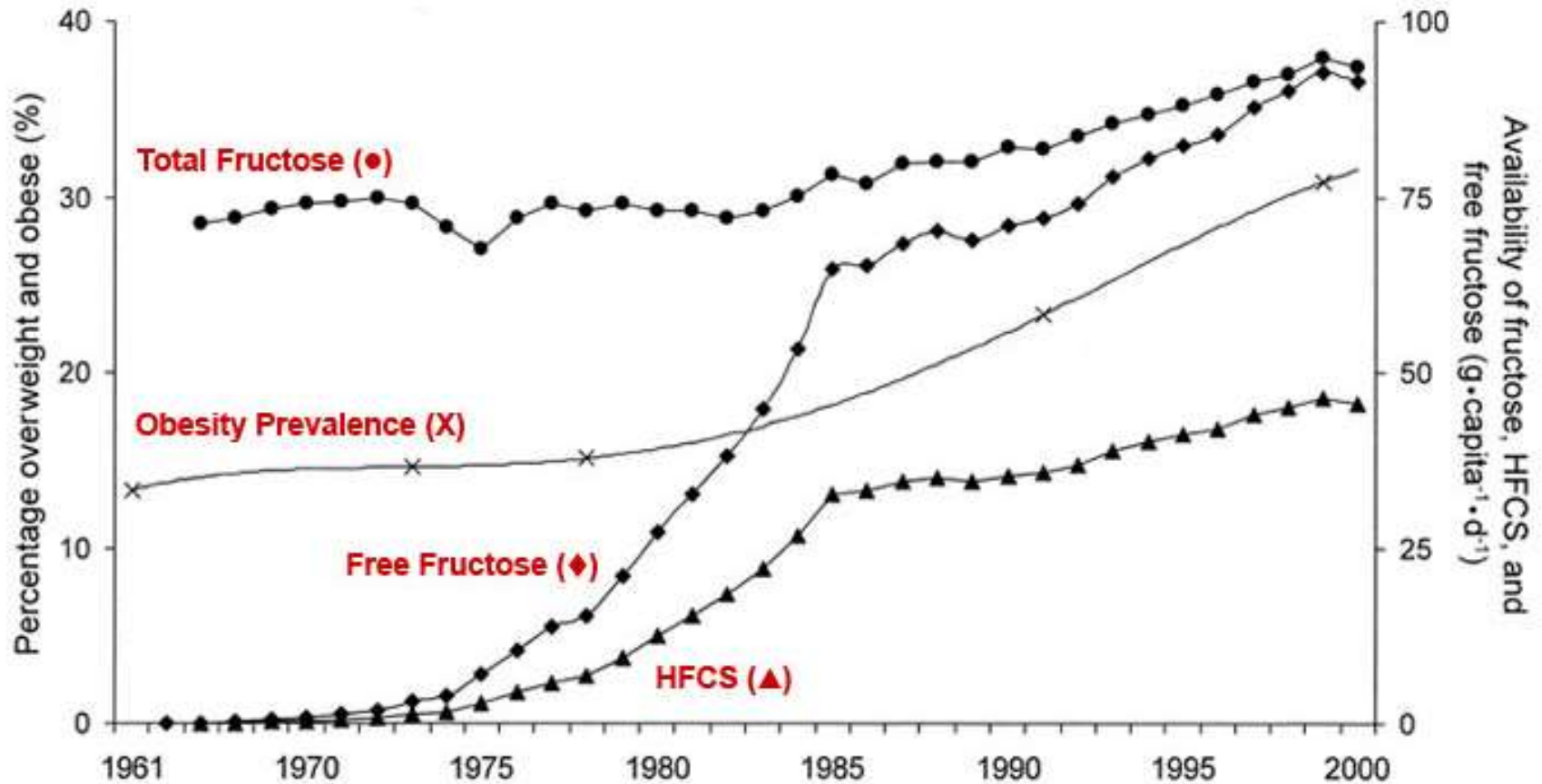


- Causes blood sugar to spike.....Leading to:
  - diabetes.
  - blood pressure issues.
  - altered lipid metabolism.
  - obesity.
- Causes dental carries.
- Causes addictive food behavior.



# About Sugar

## The Problem – Strong Link with Obesity



# *About the Technology*

*A more affordable sugar alternative that is  
based on real sugar*

# Technology Overview

80-Less



## All Natural Low Sugar, With 99% Naturality Index

A proprietary, specially designed high intensity sugarcane granule for replacement of sugar while maintaining natural sugar sweetness profile & characteristics across recipes

### 80-Less: Features

#### Ingredients:

- High intensity Sugarcane granule
- Customized Sugarlose FCF

#### Nutritional Data

*Reported on a 100g basis*

*Energy*                      400 calories

*Fat:*                              0g

*Carbohydrates:* 100g

*Protein:*                      0g

#### Specifications & Characteristics

**Solubility:** Highly soluble in water

Slightly Soluble in Ethanol (96%)

Insoluble in anhydrous ethanol

**Odor:** Sweet Neutral

**Colour (ICUMSA):** 50 Max

**Taste Profile:** Sweet with Sweetness profile

Approximately 5x sucrose

(enhanced)

**Natural Index (sugarcane sucrose):** 99% min

**Moisture:** 0.8% Max

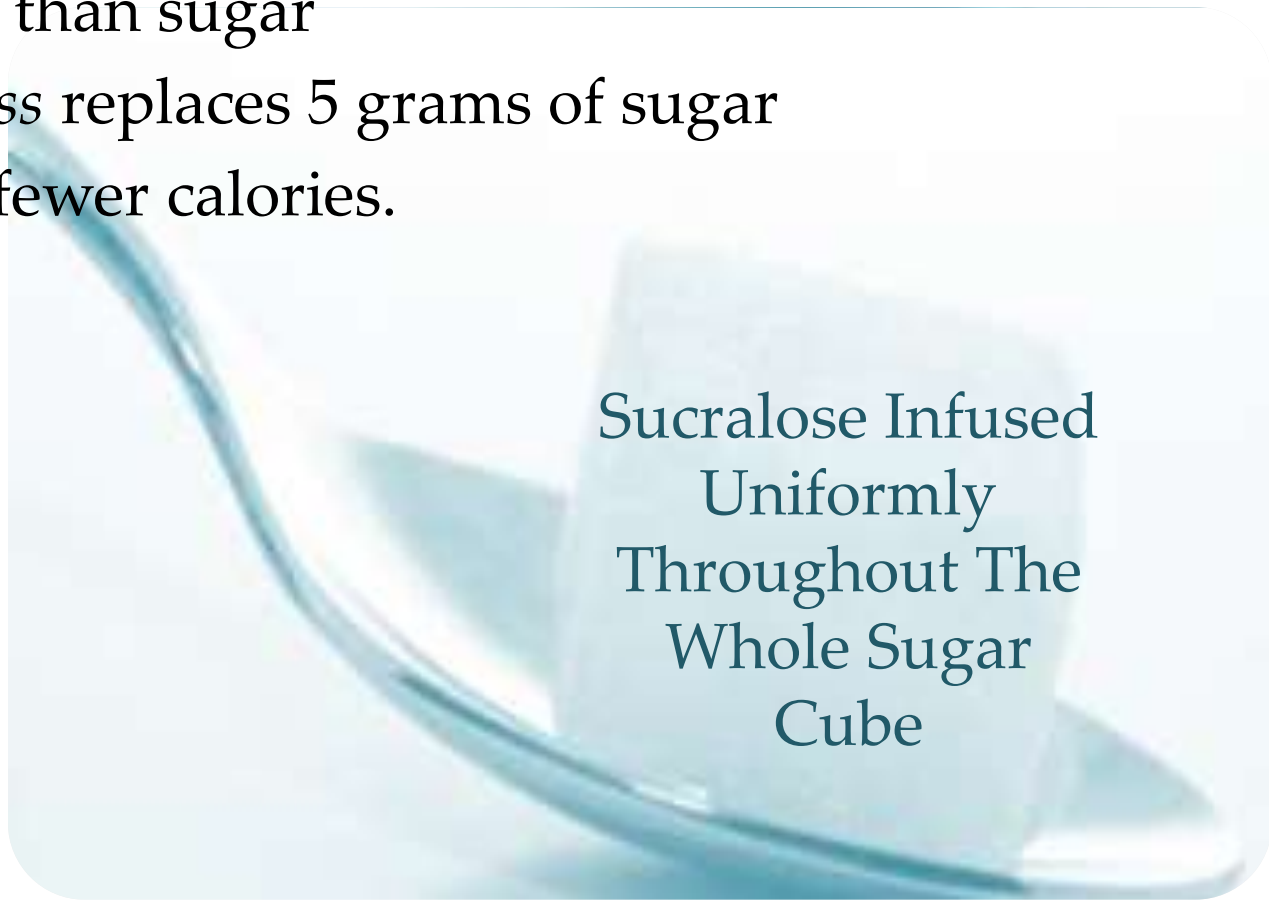
# Technology Features



- Proprietary blend of sugar and sucralose
- Taste balanced
- Uniform sweetness throughout the granules
- 5 times sweeter than sugar
- 1 gram of *80-Less* replaces 5 grams of sugar
- Same taste but fewer calories.

**80%** Fewer calories

**> 10%** Cheaper than  
natural sugar

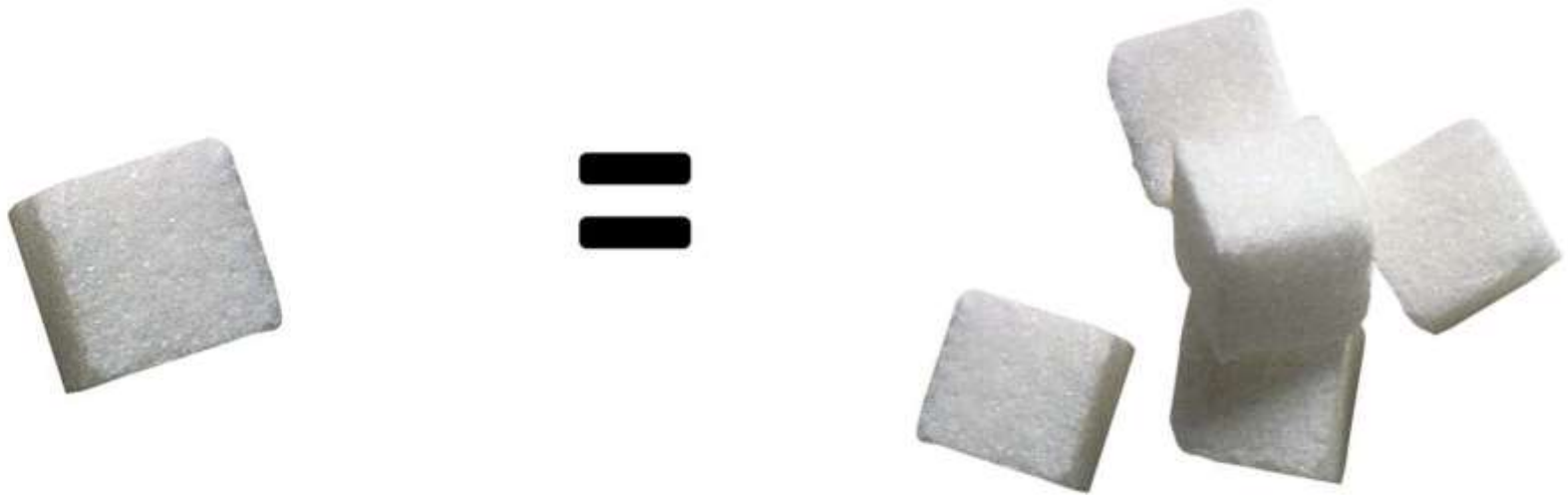


Sucralose Infused  
Uniformly  
Throughout The  
Whole Sugar  
Cube

# Highly Affordable



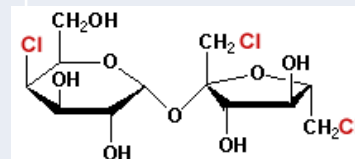
- 10% less than the cost of sugar on a replacement basis.
- 1 gram of *80-Less* is at least 10% less than the cost of 5 grams of sugar .



# Sizing up the Competition



Monk Fruit	Aspartame	Sucralose	Stevia	Sucralose
Natural	Artificial	Modified sugar derived from cane sugar	Sunflower family	Artificial
<ul style="list-style-type: none"><li>• Strong <i>after taste</i></li><li>• Natural availability limited to southern China &amp; northern Thailand</li></ul>	<ul style="list-style-type: none"><li>• Artificial sugar taste</li><li>• Cannot be cooked</li><li>• More than 92 known side-effects/problems</li></ul>	<ul style="list-style-type: none"><li>• Flavor carrier</li><li>• 600x sweeter than sugar</li><li>• Approved by regulatory bodies</li><li>• Suitable for all age groups and patient types</li></ul>	<ul style="list-style-type: none"><li>• Strong licorice like taste</li><li>• Zero Calorie</li><li>• Taste difficult to mask</li></ul>	<ul style="list-style-type: none"><li>• Not digested (non-caloric)</li></ul>



# 80-Less vs the Alternatives

**Alternatives**

**80-Less**

Mostly  
Artificial

Low to Zero  
Calorie

Cheaper than  
Sugar

Natural  
Tasting

Use in  
Cooking





# 80-Less: Advantages

## *Intelligent Ingredients – Creating Healthier Food*

- Natural
  - No synthetic or genetically modified ingredients
- Low Cost
  - Very low percentage used with a price benefit.
- Final Food Appearance
  - No final outcome compromise
- GRAS Material
  - All ingredients are labeled as *Generally Regarded As Safe*
- Easy to Use
  - Easily added to the food manufacturing process.

# Applications

## *Intelligent Ingredients – Creating Healthier Food*

- Cooking
- Baking
- Confectionary
- Beverages



- ❖ Behaves fully like sugar
- ❖ Replaces sugar in all applications except as a bulking agent



# Pricing

80-Less	
Price <i>(in USD/Kilograms)</i>	Order Quantity <i>(in metric tons)</i>
3.81	$\geq 10$
Min. Order Quantity	10 metric tons

## Availability

- Granular
  - Sachet
  - Bulk pack
- Syrup

# Partnering Advantages



- Opportunity to partner for multiple products with other multiple intelligent ingredients:
  - Low Sodium Salt.
  - Low Fat Reducer.
  - Low Glycemic Index Reducer
- Breakthrough technology leading to 80% reduction in use of sugar.
- Proven and most effective results with all natural (no synthetic/chemical) ingredients
- 10% less expensive than regular white sugar.



# Partnering Process



Partner Criteria	Exchange	Plan	Evaluate	Partnership
	Activities			
Share Similar Vertical Markets	NDA & Exchange of Information	Partnering Approach	Product/Technology Validation	Agreement
Have Proven Sales Base	Outcomes			
Willing to Invest in Joint Venture	Executing of a Non-Disclosure Agreement by each party to ensure confidentiality of material(s) exchanged by both parties.	Identify & discuss partnering opportunities & fitment for mutual benefit.	Indication of interest to test ingredients and arrangement of samples to be tested	Partnering Agreement



σ' ευχαριστώ

*merci beaucoup*

obrigado

dank u wel

תודה

धन्यवाद

danke schön

спасибо

*Thank You*

謝謝你

ありがとう

grazie

teşekkür ederim

شكرا

děkuji

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